
GLOSSARY OF TECHNICAL TERMS

This glossary of technical terms 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.

“Aohan millet”	millet grown in Aohan, Inner Mongolia, which has been certified as a National Geographical Indication Product in China
“CAGR”	compound annual growth rate
“community group buying platform(s)”	e-commerce platform(s) where community groups, composed of a group of consumers, purchase products in bulk and make payments to sellers electronically
“comprehensive e-commerce platform(s)”	comprehensive platform(s) where consumers purchase products and make payments to sellers electronically, such as JD.com and Tmall
“COVID-19”	the contagious respiratory illness caused by a newly identified coronavirus
“Daoxiang rice”	a rice variety, long and translucent in its appearance with a sticky, firm and sweet taste
“Double Eleven”	the annual online sales event in China on November 11
“ERP system”	enterprise resource planning system
“g”	gram
“GB/T19266”	certification standards for the National Geographical Indication Product, Wuchang rice, which is issued by the General Administration of Quality Supervision, Inspection and Quarantine of the People’s Republic of China and the State Standardization Administration of China
“GHG”	greenhouse gas (GHG) is a gas that absorbs and emits radiant energy within the thermal infrared range, causing the greenhouse effect

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“HACCP”	Hazard Analysis Critical Control Points, a food safety risk management system which focuses on identifying and controlling food safety hazards
“ISO”	the International Organization for Standardization, a worldwide federation of national standards bodies
“ISO 9001”	an internationally accepted quality management system implemented by the ISO
“Japonica rice”	a major type of Asian rice
“JD.com”	京東, a website for business-to-consumer online retail in China
“JD Supermarket”	京東超市, a website for business-to-consumer online retail supermarket in China
“kg”	kilogram
“KOC(s)”	key opinion consumer(s)
“KOL(s)”	key opinion leader(s)
“Komachi rice”	a rice variety featuring short and round in its appearance with a moderately sticky taste
“LKA(s)”	regional supermarket, hypermarket and convenience store operators(s)
“long grain rice”	a rice variety, long and full in its appearance with a firm texture and taste
“mixed brown rice”	product(s) made of various types of brown rice for the purpose of this document
“modern retail channel(s)”	sales outlet(s) including hypermarkets, supermarkets and convenience stores
“National Geographical Indication Product”	a geographical indication product certification issued by the relevant authorities of the People’s Republic of China for the protection of premium products of renowned places of origin for grains

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“net promoter score”	a metric used to measure customer satisfaction, expressed as a numerical value up to a maximum value of 100. Net promoter score is obtained from customer surveys where participants rank their likelihood of recommending a certain brand to others from 0 to 10, and the participants are then categorized into “promoters”, “passives”, and “detractors” based on the scores. Net promoter score is subsequently calculated by subtracting the number of detractors from promoters and dividing that number by the total number of respondents
“NKA(s)”	national supermarket, hypermarket and convenience store operator(s)
“North China”	a geographical region of China, mainly consisting of Beijing, Tianjin, Shanxi Province, Inner Mongolia and Hebei Province
“Northeast China”	a geographical region of China, mainly consisting of Heilongjiang Province, Jilin Province and Liaoning Province
“Northeast China Plain”	a plain located in Northeast China with thick and fertile soil and extensive amounts of arable land
“Northeast Rice”	rice grown in Northeast China
“OA system”	office automation system
“OEM”	original equipment manufacturing, where a manufacturer manufactures a product in accordance with the customer’s design and specifications and is marketed and sold under the customer’s brand name or under no specific brand
“repurchase rate”	calculated by dividing the number of repurchasing customers by the number of customers within the same month, where repurchasing customer is defined as any customer who has purchased the products of the same brand again within 90 days
“social e-commerce platform(s)”	social media platform(s) integrated with e-commerce features where consumers purchase products and make payments to sellers electronically

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“suggested retail price”	the price at which a manufacturer recommends that the retailers sell the product, including value-added taxes and excluding discounts offered by retailers
“Tmall”	天貓, a website for business-to-consumer online retail in China
“Tmall Supermarket”	天貓超市, a website for business-to-consumer online retail supermarket in China
“TMS”	transportation management system
“ton” or “tons”	metric ton or metric tons, 1,000 kilograms equals to 1 ton
“Wuchang rice”	rice grown in Wuchang, Harbin, Heilongjiang Province, which has been certified as a National Geographical Indication Product in China with implementation of the GB/T19266 standards
“%”	percent