



iDreamSky Technology Holdings Limited

创梦天地科技控股有限公司

(Incorporated in the Cayman Islands with limited liability)

Stock Code: 1119



ENVIRONMENTAL, SOCIAL AND
GOVERNANCE REPORT

2023

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I. ABOUT THE REPORT

Report Introduction

iDreamSky Technology Holdings Limited (“iDreamSky”, the “Company” or “We”, Stock code: 1119) is pleased to present to the public its 2023 Environmental, Social and Governance Report (the “ESG Report”). This is our sixth ESG Report, which focuses on disclosing the key concepts, significant progress and performance results of the Company on environmental, social and governance (“ESG”) issues.

Report Scope and Boundary

Unless otherwise stated, this report covers iDreamSky and its subsidiaries. The reporting period is from 1 January 2023 to 31 December 2023 (the “Reporting Period”). Due to the continuity and comparability of some of the data, some of the content in this report may need to be appropriately extended or retrospected as needed.

Information Sources

The information and data quoted in this report come from our official documents, statistical reports, internal statistics and relevant public materials.

Preparation Basis

Following the “comply or explain” provisions of the Environmental, Social and Governance Reporting Guide (the “Guide”) in Appendix C2 to the Rules Governing the Listing of Securities (the “Listing Rules”) on the Stock Exchange of Hong Kong Limited (the “Stock Exchange”), the Company makes disclosure or interpretation based on its actual circumstances.

Reporting Principles

This report has been prepared in accordance with the reporting principles set out in the “Environmental, Social and Governance Reporting Guide” of the Stock Exchange:

Materiality: This report engages with stakeholders to identify and evaluate current significant environmental, social and governance issues, taking into account the nature of the Company’s business, how it operates and where it operates.

Quantitative: This report provides key performance indicators in quantitative terms, where feasible, with explanations to enable readers to assess and verify the performance of the Company’s environmental, social and governance policies and practice.

Balance: This report discloses the Company’s environmental, social and governance performance in a comprehensive manner based on objective facts and avoids statements or presentation formats that might inappropriately influence readers’ decisions or judgments.

Consistency: This report uses consistent disclosure statistics for the current and subsequent years to allow readers to compare the Company’s performance from year to year.

Reporting Commitment

The Company undertakes that this report does not contain false records, misleading statements or material omissions, etc. The Board of Directors of the Company (the “**Board**”) is responsible for the truthfulness, accuracy and completeness of the contents of this report.

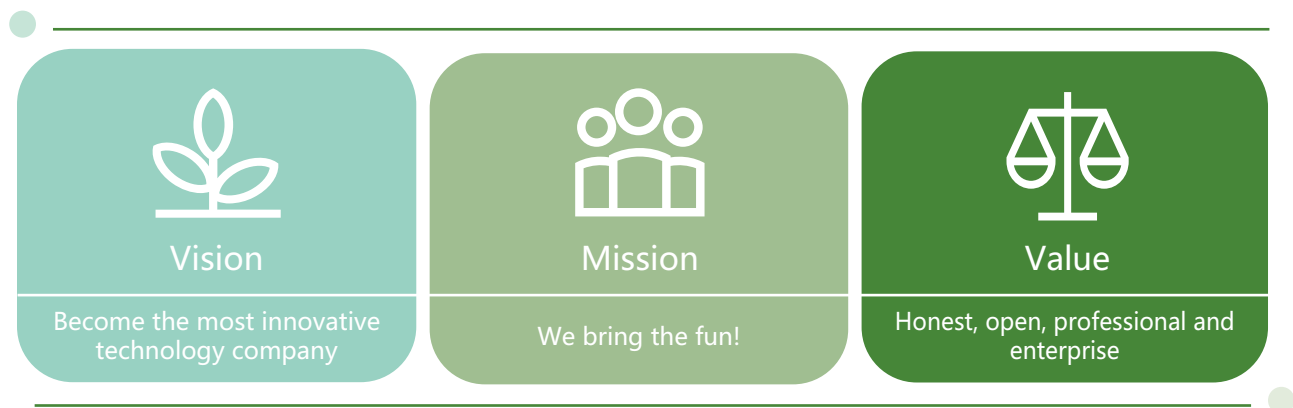
Report Access and Liaison

The Report is published in electronic form on the Stock Exchange website at www.hkexnews.hk and the Company’s official website at www.idreamsky.com. In the event of any discrepancy between the Chinese and English versions of the Report, the Chinese version shall prevail.

II. ABOUT US

Company Profile

iDreamSky is the leading digital entertainment platform in China. Headquartered in Shenzhen, Guangdong Province, iDreamSky, which was founded in 2009, was listed on the Main Board of the Stock Exchange in 2018. The Company is engaged in the business of developing and distributing high-quality games as well as operating user community via Fanbook. Through independent R&D, as well as cooperation with third parties, by using self-developed digital technology, the Company has built a diversified scenario of creative interaction, achieved long-term operations of multiple star products, and continuously brought joy to users.



Business Overview

Gaming Business: Refined operation with continuous release of quality contents

iDreamSky focuses on the refined operation of self-developed high-quality games, with a major focus on the three tracks: competitive games, casual games and Role-playing Game(s) (RPGs). Through product iteration, collaboration with world-famous intellectual properties (IPs), community operation and other measures, the Company has continuously developed innovative gaming modes, strengthened the close interaction with core users and launched quality content that satisfy their emotional and experience needs. During the Reporting Period, we have maintained the prudential growth of high-quality games. The Pre-Open Beta Test of our self-developed game Strinova (卡拉彼丘) was launched on PC in 2023. We are also focusing on preparing for the development and launch of high-quality games such as Ni No Kuni: Cross Worlds (二之國:交錯世界). At the same time, we are active in promoting the launch of Strinova (卡拉彼丘), Glory All Stars (榮耀全明星) and other self-developed games to the entire world in the hope of sharing wonderful gaming experiences with players worldwide.

Fanbook Business: Forge an efficient community management platform

Fanbook is a “server + channel” based user community management platform with instant messaging feature, and was officially launched by iDreamSky in 2021. Supporting the direct access to users, it allows game companies to directly collect user feedback on games, thereby reducing the cost of customer acquisition and increasing the user retention rate. After three years of efforts, Fanbook has not only supported the ten-million-grade user operation growth, but also forged the AIGC (Artificial Intelligence Generated Content) service framework and launched the generative AI capacity, which provides a creative tool for game players to realize efficient content creation.

Honorary Recognitions

In 2023, iDreamSky won several awards and honorary titles for its outstanding performance in high-quality games innovation, social responsibility, innovative influence, and capital market communication. We were awarded the 2023–2024 Chinese Key Enterprise of Cultural Export (2023–2024年度國家文化出口重點企業) by the General Office of the Ministry of Commerce and the General Office of the Propaganda Department of the CPC Central Committee and won the Reputation List of China Listed Companies of 2023 — Listed Internet Company with the Greatest Growth (2023中國上市公司口碑榜之互聯網最具成長上市公司), the 2023 Top 10 Innovation Cases for AI Industry Landing (2023年度AI產業落地十大創新案例) and other titles. As to ESG honors, we won the ESG Practice Pioneer at the 2023 Selected ESG Cases of Listed Companies (2023上市公司ESG優選案例實踐「ESG先鋒實踐者」), the Excellent High-quality Development Practice Case at the first “Golden Lion Awards” (第一屆中國財富「金獅」高質量發展優秀實踐案例) organized by cfbond.com and the Social Action Innovation Leader at the 2023 ESG Innovation Enterprises of Responsible China (2023責任中國ESG創新企業之社會行動創新引領企業). In addition, we were also widely acknowledged by game associations and industry peers. We won the 2023 Golden Diamond Award — Top 20 Guangdong Game Enterprises (2023年遊戲「金鑽榜」— 廣東遊戲企業20強) granted by the Guangdong Game Industry Annual Conference (廣東遊戲產業年會), and we were rated as the Annual Breaking Contribution Developer (年度突破貢獻開發者) conferred by the OPPO Advertising Alliance (OPPO Developers Conference ODC 23).



Company Honors

2023-2024 Chinese Key Enterprise of Cultural Export
The Reputation List of China Listed Companies of 2023 - Listed Internet Company with the Greatest Growth
Best Hong Kong Stock Connect Company
2023 Innovative Team for Capital Market Communication
OGA Best Partner of the Year to 2023 OPPO Developers Conference
2023 Best Partner of the Year to Vivo
2023 China Top 100 Internet Enterprises by Comprehensive Strength
2023 Most Promising Vendor of Xiaomi Game Center
2023 HGD “Excellent Partner” to Honor Game Centre
2023 Excellent Enterprise at “Golden Tea Award”
2023 “Ranking List of Golden Diamond” - Top 20 Guangdong Game Enterprises
2023 Demonstrative Enterprise for “315 Consumer Pass”



ESG Honors

Excellent High-quality Development Practice Case at the First China Fortune “Golden Lion” awards
Social Action Innovation Leader at the 2023 ESG Innovation Enterprises of Responsible China
“ESG Practice Pioneer” at the 2023 Selected ESG Cases of Listed Companies



Product Honor — Strinova (卡拉彼丘)

2023 Typical Case for Game Philanthropy - Cultural Heritage
2023 Top 10 Excellent Game PC Nomination
2023 Top 10 Excellent Musical Designs Nomination
Annual Excellent Product Breakthrough Award at the Eighth “Golden Gyroscope Award”
2023 Best Anime-style Game at “Golden Tea Award”
2023 Most Welcomed Cyber Game at 2023 “Golden Diamond Award”
2023 Best New Game Award at “Golden Plagues”

II. ABOUT US

Product Honor – Fanbook

2023 Top 10 Innovative Cases of AI Industry Grounding

Geek Park “+Big Model” Pioneer Case TOP 10

Product Honor – Subway Surfers (地鐵跑酷)

2023 Classic “Youth Game Award” of Huawei Game Center

2023 Annual “Experience Ingenious Mini Game” of 2023 OPPO Game Center

Best Partner to 2023 Vivo Advertisement Alliance

Annual Breaking Contribution Developer of 2023 OPPO Advertisement Alliance

2023 Vivo's Best Casual Game of the Year

2023 Vivo's Best Partner of the Year

2023 Content Cooperation Game of 2023 OPPO Game Center



2023 China Top 100 Internet Enterprises
by Comprehensive Strength



2023 Demonstrative Enterprise for
“315 Consumer Pass”



2023 Excellent Enterprise at
“Golden Tea Award”



Best Hong Kong Stock
Connect Company



2023 “Golden Diamond Award”
Top 20 Guangdong Game Enterprises
2023 “Golden Diamond Award”
2023 Most Welcomed Cyber Game



OGA Best Partner of the Year to
2023 OPPO Developers Conference



Excellent High-quality Development Practice
Case at the first “Golden Lion Awards”



2023 Top 10 Innovation
Cases for AI Industry Grounding



ESG Practice Pioneer at the 2023
Selected ESG Cases of Listed Companies

Honors of iDreamSky in 2023 (partial)

III. MESSAGE FROM CHAIRMAN

The game market has turned upward step by step amid the continuous recovery of the Chinese economy and the rebound of users' consumption willingness and capacity. In 2023, China recorded a new high in both game sales revenue and user base. With the industry entering the age of customer remnant competition, high-quality games have become the core advantage that will drive the user growth. In the past year, iDreamSky has held fast to the mission of "We bring the fun!" and adhered to the long-term development strategy of "focusing on the main business of games and being committed to the advantaged tracks". We continued to strengthen our R&D and innovation capabilities for games, to drive the growth of high-quality games through content and digital operations. At the same time, we have optimized the Fanbook community, maintained close ties with core users, actively promoted the implementation of AIGC technology in application scenarios, and empowered user creation.

Focused on developing high-quality games and adhered to three key strategies for long-term operations.

We always focus on three core product lines, including "casual games, competitive games and RPGs", and resort to three measures, including the products iteration based on source code, collaboration with world-famous IP and community operations, to promote the long-lifecycle operation of core high-quality games. In 2023, we further enhanced user stickiness by continuously innovating in content and gameplay, such as introducing classic IPs and traditional elements to the Subway Surfers (地鐵跑酷) and Gardenscapes (夢幻花園). At the same time, we also operated our self-developed products with high quality. We made an official launch of Strinova (卡拉彼丘) on PC in mainland China and plan to launch it worldwide together with the Glory All Stars (榮耀全明星) next year. In addition, we will also launch a number of self-developed high-quality games, including Ni No Kuni: Cross Worlds (二之國：交錯世界), at an appropriate time. In the future, we will adhere to the pragmatic growth model and endeavor to create more social value for users with product technology innovations and core content iterations. In January 2024, we launched online the overseas mecha shooting game War Robots (機甲戰隊) to fill the gap in the domestic realistic mecha-style real-time battle game.

Collaborated with users to promote common research and development, and believed in community reputation for growth.

We keep optimizing Fanbook, a user community platform based on channel instant messaging, to achieve the close tie and interactive exchanges with users. We attract users to engage in content creation and opinion feedback, which has effectively helped the gaming product development in turn. At the same time, we actively explore the new community operating model "Fanbook + AIGC", and based on the "fusion" of creative ideas from community users and the "fission" of contents, we strive to create a high-quality reputation to drive the brand growth. In 2023, Fanbook recorded more than 10 million users with daily active users exceeding 1 million, and generated growing incomes. In the future, Fanbook will join hands with more users and companies, actively embrace the AI efficiency and leverage the advantage of the channel community to provide more quality content and positive guides for society and create multiple value of games.

Actively shouldered social responsibility, and adhered to the spread of positive values.

We always adhere to the people-centric concept, strive to strike an organic unity between environmental protection, social responsibility and corporate development, and contribute our creative force to realizing the sustainable social development. In 2023, we were active in practicing the concept of green, clean and low carbon to reduce energy emissions and resource wastes. Meanwhile, we focused on the protection of minors and continuously safeguarding their healthy growth by taking multifaceted measures, including the real name authentication for livestreaming, refining the tip mechanism in livestreaming and optimizing monitoring and restriction to pay. As well, we continuously optimized the ESG governance architecture and embedded the ESG into business operations, management and decision-making to improve the corporate governance. In terms of industry development, we have taken an active part in and organized various industry exchanges and conferences, and communicated in depth with industry experts and researchers in respect of hotspot issues and future development prospects in the game industry.

III. MESSAGE FROM CHAIRMAN

We always advocate the use of digital tools to achieve “Tech for Good (科技向善)”, and fully exert the communicative carrier function of games to expand the social responsibility boundary. In 2023, we launched different versions of the Subway Surfers (地鐵跑酷) and Gardenscapes (夢幻花園), exploring the unique fascinations of China’s urban cultures and Jiangnan (江南) cultures to carry forward traditional cultures. We also fused Strinova (卡拉彼丘) and the traditional art of Shadow Play (皮影戲) to boost the inheritance and innovation of this intangible cultural heritage. As to philanthropy and charity, we focused on supporting youth and teenager growth, and organized a number of educational philanthropy projects, including “Games Promote Brilliance (遊益生輝)”. Moreover, we continued to organize the second phase of the kind rescue campaign themed “Dream Care Plan” for wandering small animals. In the future, we will continue to perform social responsibilities with practical actions and actively carry forward and transmit our positive energy.

Long as the journey is, we will reach our destination if we stay the course; difficult as the task is, we will get the job done if we keep working at it. Looking ahead to the future, we will always stay true to the original aspiration, hold fast to the long-term strategy, carry out compliant operations up to higher standards and strengthen minor protection up to stricter requirements. We will actively perform social responsibilities, propel the ESG governance to improve quality and effect, and join hands with users and all stakeholders to contribute our strength to the sustainable development of society.

Chen Xiangyu

Chairman

28 March 2024

IV. ESG GOVERNANCE

A sound ESG governance system is an important foundation for the Company to achieve sustainable development. To ensure the better implementation of the Company's ESG strategy, and continuously improve our ESG governance structure. The Board of iDreamSky is directly responsible for brewing the overall ESG governance strategy of the Company, and the ESG Working Group composed of the senior executives from major functions is responsible for establishing sustainability management measures and supervising their implementation. Under the supervision of the Board, the ESG Working Group sets annual goals, which are disassembled into quarterly and monthly work plans by taking full advantage of the Company's OKR (Objectives and Key Results) management system. Its specific tasks include:

- (1) Ensure that ESG factors are fully taken into account in the development of the Company's strategy and business operations;
- (2) Regularly review ESG objectives and risk management effects;
- (3) Guide each functional department to carry out ESG work, such as participating in materiality assessment, collecting data on key ESG indicators, and compiling ESG reports, etc.

The ESG Working Group reports regularly to the Board on ESG-related risks and opportunities that are relevant to the Company's development, and adopts corresponding strategies and actions under the guidance of the Board. In terms of the daily management of ESG-related areas, we have established a series of management systems to effectively guide the Company to fully integrate ESG into business operations, management and decision-making in order to fully fulfill our ESG responsibilities. At the same time, we strictly comply with the latest requirements of the Stock Exchange on ESG corporate governance, continuously improve our ESG governance structure and the governance levels.



iDreamSky ESG Governance Structure

Stakeholder Engagement

We attach great importance to communicating with various stakeholders, including the government, investors, shareholders, users, suppliers, and employees. We continuously improve our communication mechanisms to keep abreast of their expectations and suggestions on our ESG performance and use them as a basis to continuously improve our ESG strategy and plans, so as to build a solid partnership with all stakeholders and jointly promote the coordinated and sustainable development of the economy, environment and society. Our communication channels include but are not limited to regular meetings, satisfaction surveys, WeChat public account and official website, and we have sorted out and responded to the expectations and requirements of various stakeholders as follows:

Stakeholders	Expectations and Demands	Our Response
Users/Customers	Product quality Information security Service quality Protection of rights and interests	User/customer service hotline User/customer satisfaction survey Compliance marketing Game innovation Network security permission setting
Shareholders and Investors	Business performance Investment return Risk control Corporate transparency Strategic planning	Hold general meetings Daily information disclosure Improve profitability Optimize internal control and risk management
Governments and Regulators	Pay taxes in accordance with the law Comply with the law Respond to the national call	Operate in compliance with the law Pay taxes on time Actively implement relevant policies Proactively assume social responsibilities
Employees	Compensation and benefits Career development platform Healthy and safe working environment	Perfect the career promotion mechanism Competitive salary and welfare guarantee Good working environment Training and development
Suppliers and Business Partners	Good faith cooperation Business ethics and reputation Product and service quality	Build a sustainable supply chain Fulfill contracts on time Carry out project cooperation
Society and the Public	Support social welfares Protect the natural environment	Participate in charity Share development achievements

IV. ESG GOVERNANCE

In 2023, We held an investor research and exchange meeting & public beta tasting event of Strinova (卡拉彼丘), inviting more than 40 investors and analysts from domestic and overseas institutions, including China Merchants Securities, Soochow Securities, Penghua Fund, China Merchants Fund and Ping'an Fund. They communicated with the management on the market, product, users and other content of Strinova (卡拉彼丘), and discussed the shooting game market, future trend and other heated topics in detail.

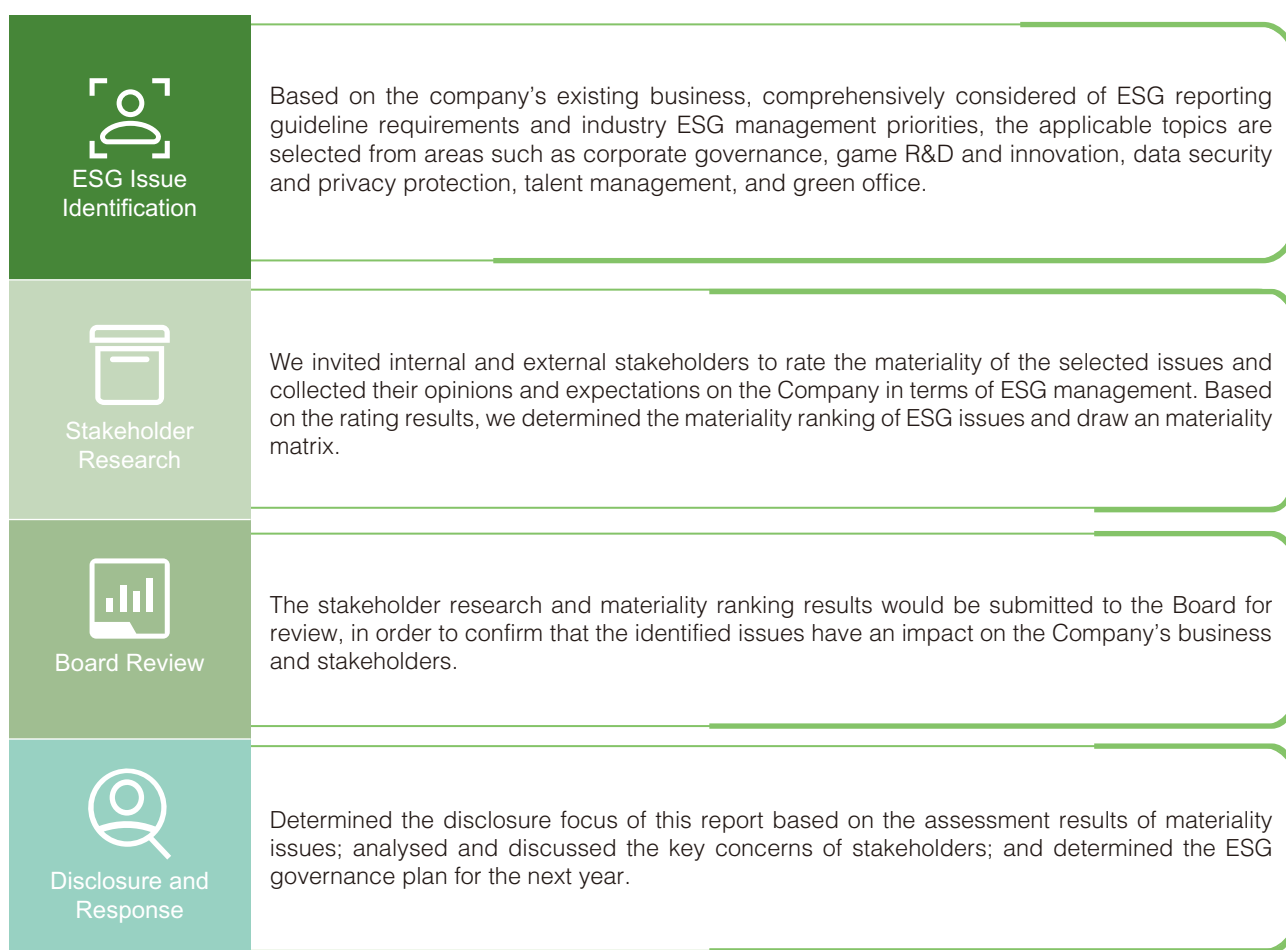


Investor Research and Exchange Meeting & Public Beta Tasting Event of Strinova (卡拉彼丘)

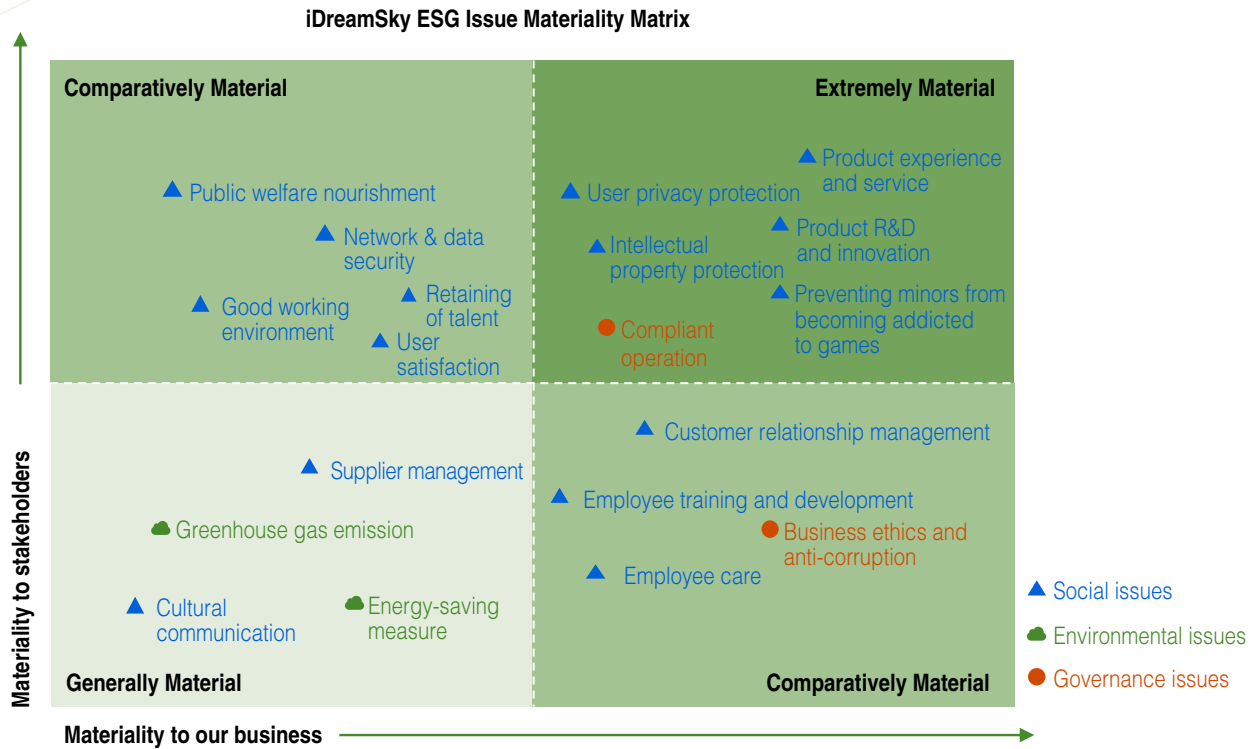
ESG Issue Materiality Assessment

We conduct questionnaires research and face-to-face interviews to understand the ESG issues of concern to stakeholders, assess the materiality of each ESG issue, rank the materiality of ESG issues and compile a materiality matrix. On this basis, we mainly disclosed our ESG performance in 2023 to actively respond to the expectations and demands of various stakeholders.

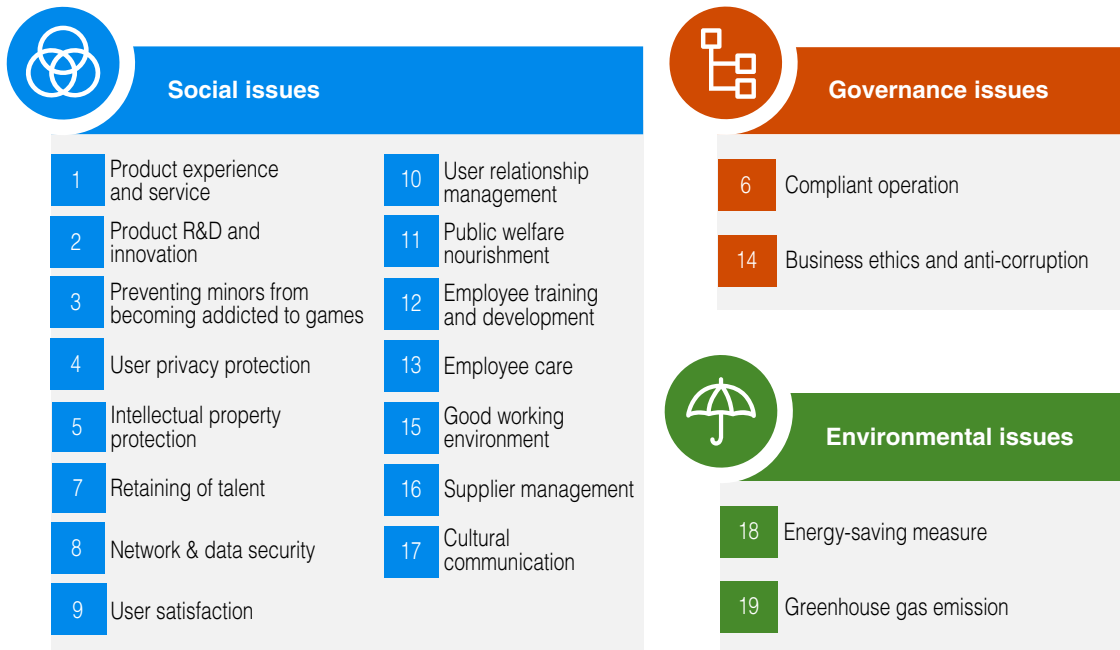
Steps for ESG issue materiality assessment for the Reporting Period:



IV. ESG GOVERNANCE



ESG Materiality Issue Assessment



V. COMPLIANT OPERATION, CLEAN IDREAMSKY

Always upheld the management concept of “Compliance First”, and focused on six important dimensions, including anti-corruption, compliant operation, data security and privacy protection, minor protection, establishment of industry standards and supply chain management, by refining policy framework, strengthening security protection, and conducting training and communication, iDreamSky has effectively improved our compliant operation level and shaped an upright corporate culture to effectively underpin the high-quality and sustainable development of the Company.

Anti-corruption

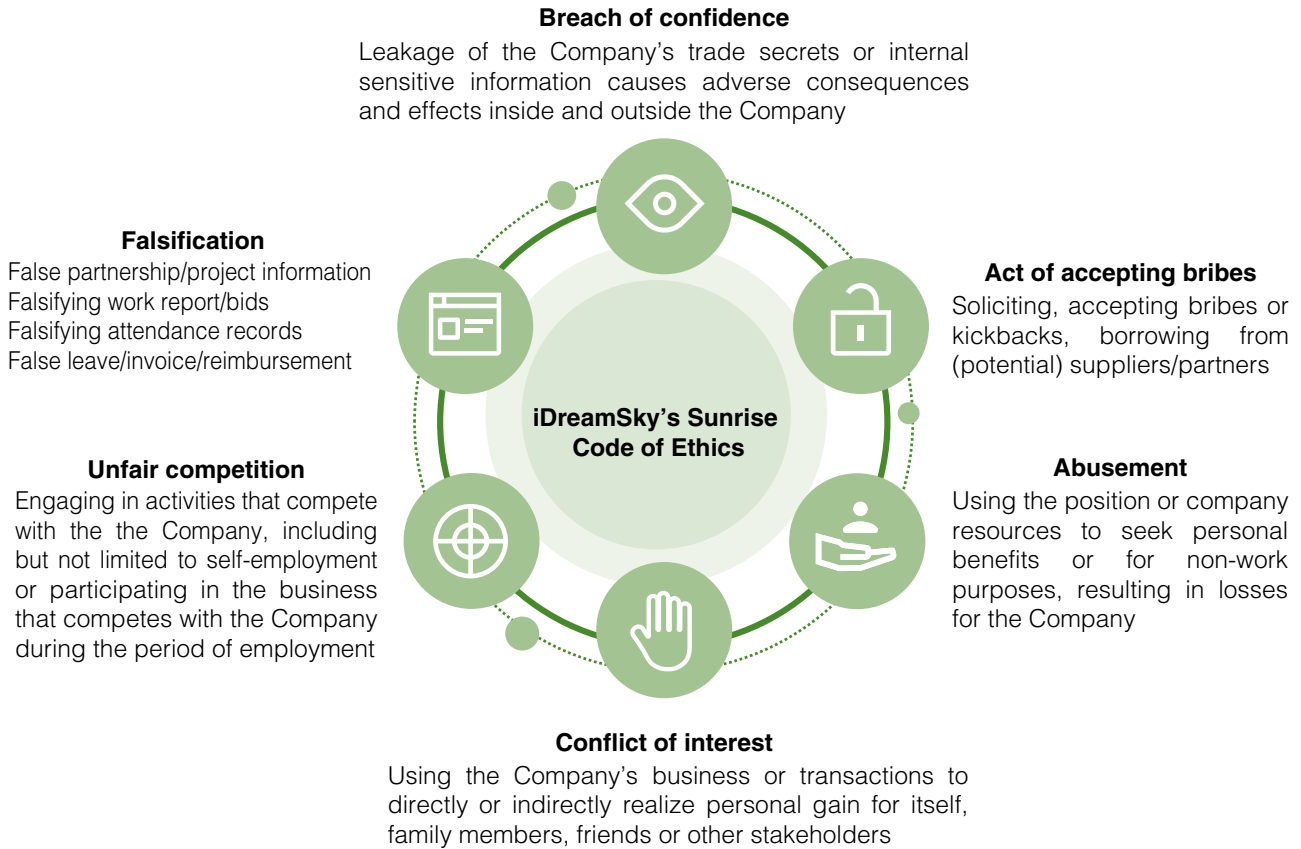
iDreamSky has always upheld a high level of integrity and business ethics. The Company strictly abides by the laws and regulations of the countries and regions in which it operates, such as the *Criminal Law of the People's Republic of China*, the *Anti-Unfair Competition Law of the People's Republic of China*, the *Anti-Money Laundering Law of the People's Republic of China* and the *Company Law of the People's Republic of China*. We have a zero-tolerance policy towards behaviors violating business ethics such as commercial bribery, malpractice, fraud, money laundering and unfair competition. We have established a sound system, a smooth reporting channel, and implemented measures such as anti-corruption training and clean procurement to continuously enhance the effectiveness of supervision and governance, enhance employees' awareness of integrity and honesty, and effectively prevent and address noncompliance risks. In 2023, the Company did not have any major corruption, fraud or other bribery-related lawsuits.

Upgrading of management system

We have established a series of anti-corruption systems to regulate the commercial ethical behaviors of all employees and carry forward upright values. Every year, we review the content of related systems on a regular basis, and update them based on the updates of laws and regulations, current status of business development and other factors. During the Reporting Period, we revised and updated the iDreamSky's Sunrise Code of Ethics (《陽光道德準則》) and the Game Business Operation Quality Management Measures (《遊戲業務運營質量管理辦法》) to further clarify management requirements and implement lean management.

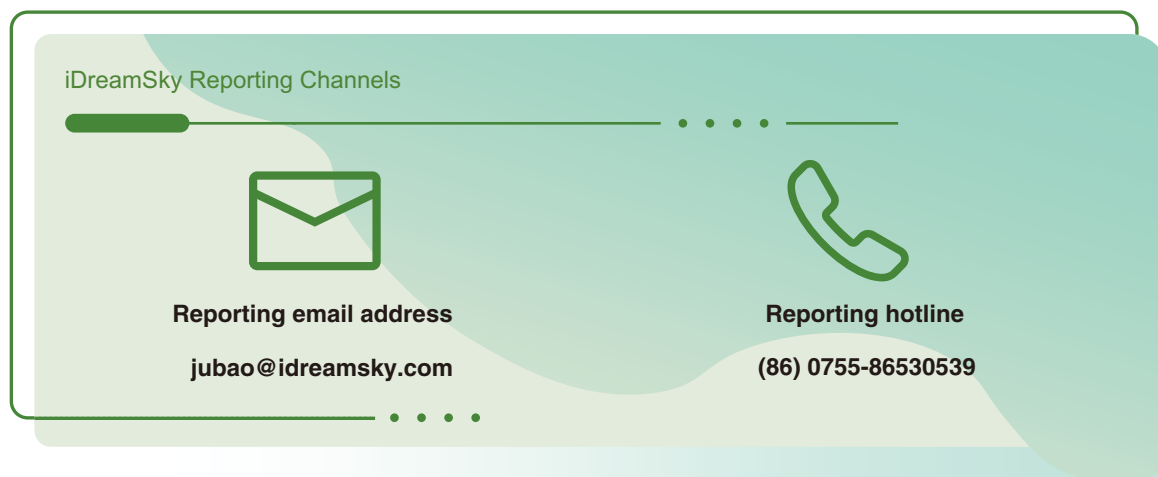
V. COMPLIANT OPERATION, CLEAN IDREAMSKY

We uphold the “Honest, Open, Professional and Enterprise” corporate culture, and resolutely forbid the following behaviors:



Improving reporting mechanism

To effectively improve the effect of anti-corruption management, we encourage all employees, suppliers, other partners and stakeholders to play a part in the supervision system for integrity and honesty. We have established a comprehensive anti-corruption reporting procedure, with multiple channels for reporting, such as the reporting mailbox and hotline. The Internal Audit Department handles all reports on its own and takes rigorous confidentiality measures at report acceptance, registration, preservation, investigation and other steps to prevent the divulgement or loss of the personal information of the whistleblower and the reporting data. We continuously improve the protection and award mechanisms for whistleblowers, and strictly prohibit any form of retaliation against whistleblowers. Once discovered, they will be dealt with strictly in accordance with the Company's relevant regulations. Those who engage in illegal activities will be held criminally responsible in accordance with the law. For reports that have been verified to be true, we will give the whistleblower a thank-you letter and material awards after the case is processed, which will be distributed anonymously by the Internal Audit Department.



Carrying out integrity training

We actively carried out integrity training and promotion to the Board of Directors, management, and all employees to create a strong culture of integrity. During the Reporting Period, we produced a training video related to the corporate value baselines and red lines of iDreamSky, and fully communicated the iDreamSky's Sunrise Code of Ethics (《陽光道德準則》) and important anti-corruption policies at the orientation training of new employees to enhance their awareness of clean practice and honesty.

Implementing incorruptible procurement

We are committed to establishing a cooperation mechanism featuring openness, transparency, fair competition, equality, honesty and integrity with suppliers. We required all suppliers to sign the Statement of iDreamSky on Anti-Bribery Behavior 《创梦天地關於反商業賄賂行為的聲明》 and a confidentiality agreement to regulate their commercial behaviors and eradicate the occurrence of commercial bribery when signing the contract. If any dishonest behavior of the supplier is discovered during the performance of the contract, once verified, we will immediately terminate the cooperation and reserve the right to hold them liable according to law.

At the same time, we also require all procurement personnel to sign the Professional Conduct Commitment (《職業操守承諾書》) to abide by the business ethics code, take the attitude of clean practice, integrity, honesty, credibility, objectivity and equality, spontaneously abstain from the interests in suppliers, maintain the confidentiality of business secrets of the Company and suppliers to enhance their self-discipline and self-constraint.

V. COMPLIANT OPERATION, CLEAN IDREAMSKY

Compliant Operation

Adhering to the concept of “self-discipline is better than the law”, we always insist on practicing self-discipline and responsibility awareness in company management and business operations. By improving the compliance management system and actively carrying out compliance training, iDreamSky continues to improve the level of compliance operations and build a responsible business partnership to promote the Company’s stable and long-term development.

Compliant management

The Compliance Committee of the Company is responsible for the planning of the compliance management strategy as well as the unified leadership and supervision of all compliance work. The Working Group of the Compliance Committee consists of the Internal Audit Department, the Policy Development Department, the Legal Department, the Technical Support Center, the General Manager Office, and the first person in charge of each studio and department. It focuses on the latest requirements of supervision and compliance, identifies and assesses compliance risks, and draws the checklist. Also, the Working Group holds weekly meetings to track the Company’s compliance governance dynamics. In daily business operations, all business and function departments work in accordance with the policies and regulations of the Company, and continue to implement the compliance test and review requirements in the Game Publication and Operation PR Process (《遊戲發行運營PR流程》) for the development and launch of game products.

The Compliance Committee actively maintains close contact and cooperation with all other departments, and fully plays the supervision and management role. Every half year, the Compliance Committee and its Working Group will select different business fields based on the compliance risk analysis to perform the comprehensive compliance self-inspection and issue a self-inspection report. In 2023, we conducted the compliance self-inspection against the privileges of major information systems, personal information protection and advertisement. In the self-inspection, we combed the advertisement review standard for the game industry and updated the sensitive word library.

As the third line of defense, the Internal Audit Department is responsible for supervising and inspecting the compliance responsibilities of all departments and the performance of all compliance work to promote the effective implementation of compliance management. In 2023, based on the key concerns of the Compliance Committee, external regulatory requirement dynamics and other factors, the Internal Audit Department carried out three special compliance audits covering anti-corruption in customer service, compliance of personal information management and privilege control of major business systems to promote optimization by audit and propel the refinement of the internal management system, data security and personal privacy protection. We also actively assessed the compliance status of potential third-party partners and evaluated their privacy policies and methods to process user information for the effective monitoring, assessment and management of compliance risks of third parties.

At the same time, we also drew the compliance risk map for major business fields in the Fanbook community, and further clarified the current compliance statuses of users, servers, discovery pages, live studios, e-commerce systems, generated AI and other aspects, and provide optimization suggestions to assure the compliant operation of the community. In 2023, we updated the content review protocol for text, image and video works published in the Fanbook community, optimized the review flow and combined the “machine + man” review and third-party review. In this way, we have identified and handled sensitive or bad messages in the community in time to improve the quality of work and create a healthy creative atmosphere for users.

Compliance training

We attach much importance to the communication of the compliance culture, actively organized various forms of training and make the compliance culture deeply rooted among employees. In 2023, we provided 5 compliance training sessions for employees. These sessions covered the compliance governance pertaining to network data security and personal information protection, compliance training on complaints from minor users to the Customer Service Department, matters requiring attention in the overseas launch of games, challenges on the way to go abroad and countermeasures, and data asset management and operation. We strived to enrich employees' compliance knowledge reserves and strengthen their compliance awareness through regular compliance training.



Compliance training

Data Security and Privacy Protection

iDreamSky prioritizes to network security, data security and user privacy protection. We continue to improve the protection system for network information security, enhance the construction of data security infrastructures, build a solid network and data security protection barrier, and maximize the defense of data security and personal privacy security.

Network security protection

We strictly abide by laws and regulations such as *the Data Security Law of the People's Republic of China* and *the Cybersecurity Law of the People's Republic of China*. Based on the actual development status of the Company, we have formulated the Principles of Network Security and Data Security Management (《網絡安全和數據安全管理規定》), which defines the basic principles, roles of departments and other contents pertaining to network and data security management to ensure the compliant and institutional network and data security management. Meanwhile, we have set the Chief Data Officer for network and data security, who is responsible for coordinating all departments of the Company to take part in and carry out the working objectives and requirements related to network and data security.

V. COMPLIANT OPERATION, CLEAN IDREAMSKY

Principles of Network Security and Data Security Management



Legal Compliance

We strictly abide by the requirements of the *Data Security Law of the People's Republic of China*, the *Cybersecurity Law of the People's Republic of China* and other laws and regulations, as well as the relevant requirements of regulatory authorities, to establish and improve the data security management and governance system, and enhance the Company's data security protection capabilities.



Full Coverage

Covering all business operations, departments, and employees of the Company, and spanning all aspects such as decision-making, implementation, supervision, and feedback.



Effective Implementation

Based on the Company's operational situation, we will scientifically design and establish a reasonable system for data collection, management review and supervision to ensure the operability and effective implementation of the network security and data security management regulations.



Coordination

Each department and staff are responsible for coordinating and synchronizing activities in various departments and processes in accordance with the established policies and procedures, ensuring the continuity of network security and data security management activities.



Classification

In accordance with legal and industrial requirements, the Company shall classify and manage its data and network environment, and provide graded protection. In particular, data classification shall have clear boundaries, with each data item belonging to only one category and one level, as a general rule.

We continuously strengthened the construction of network security facilities and strengthened the network security protection system. In the network construction and operation, we adhered to the overall protection strategy by “zone, grade and domain”, and implemented the hierarchical protection system for network security in accordance with the Basic Requirements for Classified Network Security Protection, Technical Requirements for Security Design of Classified Protection of Network Security, and other national standards. We synchronously planned, built and used corresponding network security protection measures based on different security grades, used multilevel antivirus software and ordered the technical support center to detect and record the network operation status. In 2023, we upgraded the management platform for network access control (Feilian), which optimizes privilege control over the VPN (virtual private network), implements unified access authentication over the intranet with network access module, and conducts the privilege allocation, authentication, authorization and access control based on different roles of employees, visitors and partners. At the same time, we continued to play the role of the Bastion Host (堡垒机) as an operational and maintenance platform, forcing all business access and usage, achieving unified management of users, assets, applications, and permissions, achieving centralized alarm, timely processing, and audit accountability and fully ensuring network and data security.

Operation and maintenance platform — Bastion Host (堡壘機)

【Case】

In 2023, we optimized the empowerment mechanism of the Bastion Host (堡壘機), whereby the user-based privilege allocation is changed to the user group-based allocation of business privileges to optimize the configuration management.



iDreamSky operation & maintenance management platform

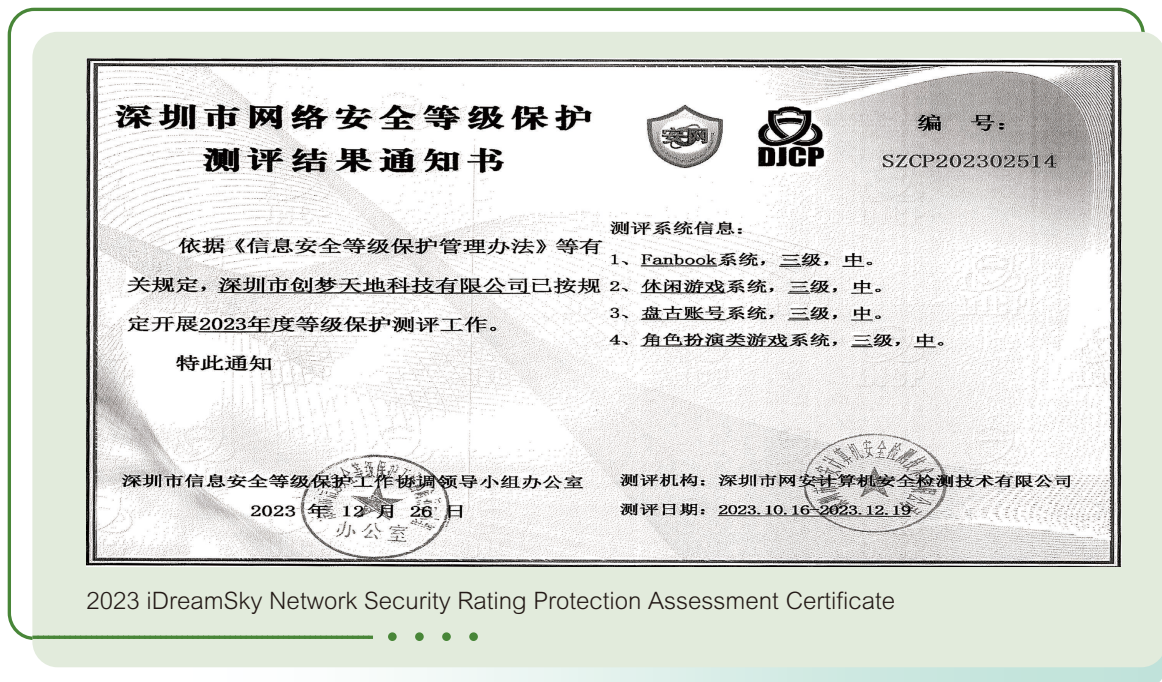
As to operation and maintenance, we carried out various policies and regulations, including the Operation and Maintenance Workbook (《運維工作手冊》), the Safe Operation Procedures for Operation and Maintenance Personnel (《運維人員安全操作管理規範》), and the Emergency Incident Response System (《應急故障響應制度》), which define the operation and maintenance security at every state of game developing and publishing. To avoid the risk of server collapse resulting from a processing rush, we have taken multifaceted protective measures, including:

- Purchased the CC (Challenge Collapsar) protection and BOT (Robot) management function modules of the Tencent Cloud Web Application Firewall WAF (Web Application Firewall), and developed the alert strategy to identify whether it is necessary to quickly adjust server resources;
- Reshaped the gateway service and added the customary function of traffic restriction based on different business levels to quickly process emerging and new requests;
- Optimized the fuse and degradation strategy, fused the time-consuming and marginal business requests when necessary and concentrated superior resources to core services.

V. COMPLIANT OPERATION, CLEAN IDREAMSKY

Information security rating

We actively carry out the certification for network information security system rating. In 2023, we carried out network security rating assessments in accordance with the relevant provisions of *the Administrative Measures for the Graded Protection of Information Security*, and four systems passed the national third-level information security rating assessment. The results met the Company's relevant requirements that the network security level shall not be lower than Level 2 in principle.



Data security protection

iDreamSky strictly complies with the laws and regulations such as *the Personal Information Protection Law of the People's Republic of China*, *the Data Security Law of the People's Republic of China*, and *the Cybersecurity Law of the People's Republic of China*, and continuously improves its data security management system, including a series of management systems such as the Management Regulations on Network Security and Data Security (《网络安全和數據安全管理規定》) and the Data Security Emergency Plan (《數據安全應急預案》), so as to ensure that the Company's data security management is standardized and institutionalized. Based on data classification and management, we have realized a security protection system covering the entire life cycle of data, and actively established a data security emergency response mechanism to effectively monitor and handle emergencies.

Data classification and management

Data classification and management is the basic premise for corporate data security. We actively carry out data classification, with the technical support center responsible for classifying data sensitivity levels, formulating data classification guidelines, and collaborating with the Company's business departments to take targeted protection and management measures for different types of data at various levels, in an effort to make data security management meet the actual business needs. To further strengthen data security management, the Chief Data Officer of the Company is responsible for monitoring the implementation of data security objectives by each department to ensure the efficient control of data security risks.

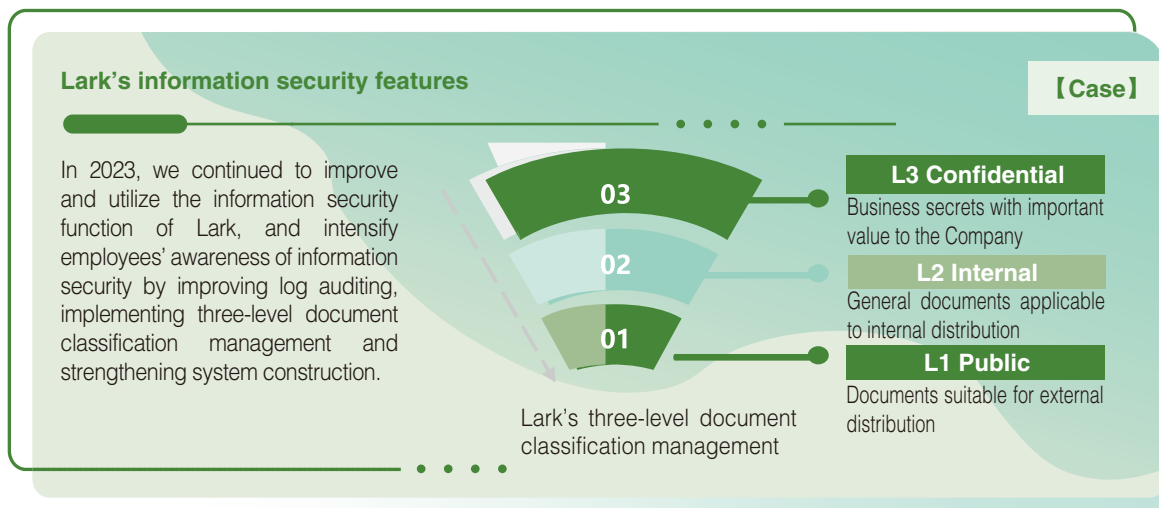


iDreamSky's Game Data Classification Principles

V. COMPLIANT OPERATION, CLEAN IDREAMSKY

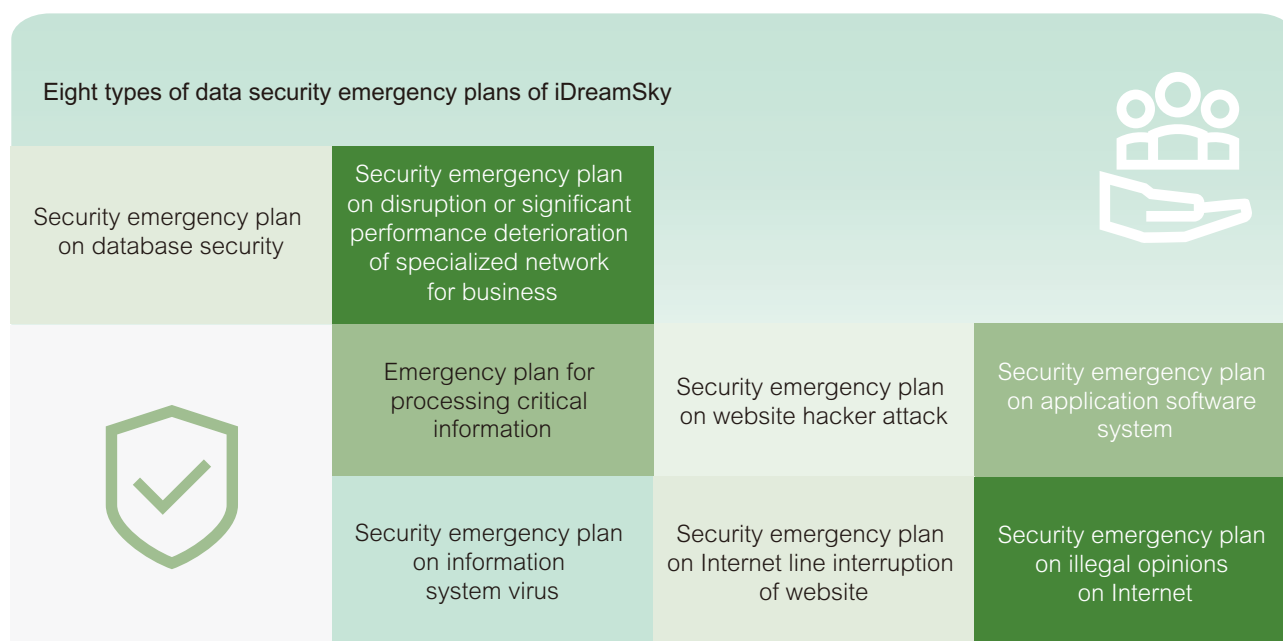
We classify the identities according to departments, personnel, and roles, and create, maintain, and recover accounts in an automatic manner, to avoid business security risks caused by authorization errors or belated account changes. On this basis, we continuously optimize the policies for assigning application access, network connection and other permissions for different identities to achieve minimal authorization based on identities. In 2023, the key initiatives for data management included:

- Reorganizing the data permissions of core games and Fanbook servers at the data analysis platform (Rainbow System) and upgrading the initiatives on data permission classification management;
- Setting a data permission authorization period, at the end of which the application process needs to be re-executed;
- Adding a pop-up reminder of data confidentiality agreement in the Rainbow System that employees must sign a data confidentiality agreement when accessing data;
- Further improving the log auditing function of Lark (飛書), and providing alarms for downloads exceeding a certain frequency to monitor abnormal download behavior.



Emergency plan system

In order to fully guarantee the stability of data security, we have adopted the “two-cloud” disruption recovery method, namely purchasing external data servers Tencent Cloud and Alibaba Cloud at the same time, to avoid the risk of data interruption caused by the downtime of a single cloud server vendor. We have formulated the Data Security Plan (《數據安全預案》) and the Emergency Incident Response System (《應急故障響應制度》), established a scientific hierarchical response mechanism based on the type, nature and impact of network data security emergencies, and identified the head of each department who are committed to maintaining a “7 days*24 hours” active response.



We have set up a number of functional heads related to network data security, to achieve synergy and ensure the handling of emergencies in record time. Specifically, the security management supervisor is responsible for closely monitoring the daily operation of network products and services. In case of a database crash, application system failure or network interruption, the security management supervisor will take remedial measures immediately and report the same to the person in charge of emergency response in the operation & maintenance team on time. The operation & maintenance team, together with the corresponding person in charge of the data team, is responsible for judging the event node, identifying the cause of the event, and reporting the same to the emergency response committee. In case of problems that cannot be solved, the member of the emergency response committee would request the personnel support from the service provider. After that, the emergency response leader organizes the relevant personnel involved in the resolution of emergencies to review the incident and prepare a review report, and keeps the relevant records of the security incident for a long time.

Meanwhile, we regularly conduct vulnerability scanning and remote disaster recovery drills every year, so as to ensure the efficient recovery and use of data in the event of an unforeseen event in the system, avoid any impact on the Company's daily operations and ensure business continuity. In 2023, we did not experience any risk incidents related to the disclosure of user personal information or threats to the Company's data security.

V. COMPLIANT OPERATION, CLEAN IDREAMSKY

User privacy protection

iDreamSky strictly complies with *the Personal Information Protection Law of the People's Republic of China, the Data Security 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 Provisions on the Cyber Protection of Children's Personal Information, the Civil Code of the People's Republic of China* and other relevant laws and regulations, constantly improves the personal information protection system, establishes internal management systems such as the Measures for the Management of Personal Information Protection (《個人信息保護管理辦法》), the Guidelines for Operation of Personal Information Protection (《個人信息保護影響評估操作指引》), the Guidelines for Compliance Audit of Personal Information Protection (《個人信息保護合規審計指引》) and the Personal Information Protection Policy (《個人信息保護政策》), to clearly define the principles, organizational responsibilities and operational procedures for personal information handling, reduce the risk of violation in personal information handling, guide employees to raise their awareness of personal information protection, and ensure compliant operation of business.

We have made the Company's Compliance Committee the highest decision-making and executive organization for the protection of users' personal information. The Compliance Committee is responsible for establishing and improving the internal system for the protection of users' personal information, supervising its implementation, and reporting on the effectiveness of personal information protection work to the Executive Management Team of the Company. Meanwhile, in order to smoothly manage the personal information protection, we have appointed a personal information protection officer, who is responsible for supervising and checking the implementation of the personal information protection management system and related process, assessing the impact of personal information protection, giving suggestions on the improvement in controlling and supervising the completion of rectification.

We attach great importance to the privacy rights and interests of users, and our information security control measures cover the entire life cycle of data:

- ✓ When providing network products and services, we proactively disclose our personal information protection policy to users, explain the purpose, manner and scope of information collection and use, and seek authorization from users.
- ✓ We always adopt the minimization principle when collecting the user information and avoid collecting non-essential personal information. We fully respect the users' right to make their own choices. We will notify users and seek their consent again prior to use if personal information is beyond the scope or purpose for which it was claimed at the time of collection.
- ✓ When storing and transmitting data, we adopt the encrypted method to sensitive data with the combination of asymmetric encryption and symmetric encryption, to prevent third parties from stealing the plaintext data.
- ✓ When using data, we de-identify users' sensitive information in our operation management system and display such information in a non-plaintext manner, and data extraction is subject to a strict internal approval process and limited scope of extraction.
- ✓ We require all relevant personnel who may have access to user information to fulfill their confidentiality obligations, and all IT-related personnel are required to sign a confidentiality agreement. In the collection, storage, use, processing, transmission, provision and deletion of users' personal information, they shall comply with the principles of clear purpose, minimum sufficiency, ensuring safety, obtaining consent, openness and transparency, and subject participation.



Data encryption

Conduct encrypted transmission of information through security protocols; manage data through the encryption technology of Tencent Cloud



Authority control

Strictly manage system account privileges and formulate allocation principles; regularly update the list of employees with access to sensitive personal information



Non-plaintext display

Display sensitive information on the system interface in a non-plaintext manner; display sensitive information of user data extracted in a non-plaintext manner



Strict control of authorization

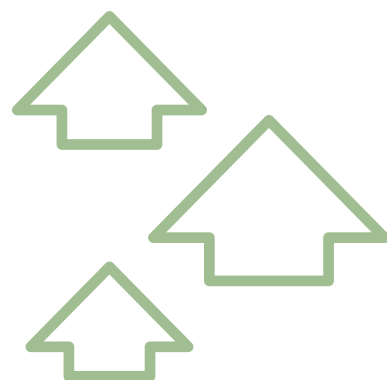
Review data requirements through BPM (Business Process Management) and other processes



Log auditing

Record operation logs through the bastion host; Data system has a log auditing function

iDreamSky's Data Security Management Measures for Personal Information of Users



We include the third-party software development kits (SDKs) in our compliance management. In 2023, we updated the Guidance on the Management of SDK Component Access Process (《SDK组件准入流程管理指导》), which added the assessment of third-party SDK access on technology, compliance and procurement, with a focus on assessing the access and use of personal information of SDK. Before cooperating with a third party, we evaluate the SDK privacy policy and storage and handling of user information, so as to effectively control third-party compliance risks.

V. COMPLIANT OPERATION, CLEAN IDREAMSKY

Protection of Minors

iDreamSky consciously shoulders the mission of guarding the health of minors, actively builds and improves the protection system for minors, responds to the demand of minors for refunds, and restricts the amount and number of payments, to protect the rights and interests of minors and guard their healthy growth.

Building a safety net for minors

iDreamSky strictly complies with *the Cybersecurity Law of the People's Republic of China, the Law of the People's Republic of China on Protection of Minors, the Provisions on the Cyber Protection of Children's Personal Information, the Circular on Preventing the Minors from Indulging in Online Games, the Regulation on the Protection of Minors in Cyberspace* and other laws and regulations, and implements internal management requirements, such as the Administrative System for the Protection of Minors (《未成年人保護法管理制度》), the Children User Agreement (《兒童用戶協議》) and the Minor Player Protection System (《未成年人玩家保護制度》). From real-name authentication, age-appropriate prompts, anti-addiction systems, child care and guards, time limitations and other aspects, we build a comprehensive safety net for minors to protect their healthy growth.

V. COMPLIANT OPERATION, CLEAN IDREAMSKY

Real-name Authentication

Strictly implement the real-name registration and login requirements for online game user accounts, fully access the "Real-name Authentication and Anti-addiction System for Online Game" issued by the National Press and Publication Administration, and provide game services to users only after they complete the real-name authentication.

Age-appropriate Tips

iDreamSky participated in the drafting of the group standard of "Age-appropriate Tips" initiated by the China Audio-video and Digital Publishing Association. Online game login interface, official website and pipeline download interface display age-appropriate tips icon and age-appropriate tips introduction, assisting minor users to choose games.

Anti-addiction

We require that all games should access the "Real-name Authentication and Anti-addiction System for Online Game" issued by the National Press and Publication Administration before being launched online. Game development teams are obligated to periodically test the effectiveness of the anti-addiction measures in their games.

Childcare and Protection

Parents can provide legal proof of guardianship, game account information, and their desired level of restriction to impose restrictions on accounts of minors who are addicted to games, including restricting game duration, account bans and account cancellations.

Child Privacy Policy

Children must have an account created by their guardian and obtain their guardian's consent before using all or part of our network services provided.

Children's User Agreement

Including collection, use, and protection of children's user information, game service content, use of services of iDreamSky by minors, single player game special instructions, local legal regulations, customer service contact information and other content.

Limited Time

Minors only have access to the online games for one hour from 20:00 to 21:00 on every Friday, Saturday and Sunday and statutory holidays. At all other times, online game services shall not be provided to minors in any form.

Limited Consumption

Aged under 8	Spending is not allowed
Aged 8 to 16	Up to RMB50 per time Up to RMB200 per month
Aged 16 to 18	Up to RMB100 per time Up to RMB400 per month

Controls over Content

We strictly control the content of our products and do not accept vulgar games. We conduct trial plays and evaluations to reject vulgar cultures such as pornography, gambling and drug, and are committed to providing high-quality games that are healthy, positive and uplifting for young people.

Protective Measures for Minors in iDreamSky

V. COMPLIANT OPERATION, CLEAN IDREAMSKY

We actively study and interpret the policy on the protection of minors, explore the scenarios of protection for minors, benchmark against excellent peers, and constantly optimize the protection system for minors. We plan to add a teenager mode in the Fanbook PC, so as to realize the functions of time limit, expense limit and content filtering, and create a green game and network environment for minors. In addition, in order to prevent minors from becoming addicted to live streaming and excessive rewarding, we have added the real-name authentication for the commencement of live streaming, strengthened the management for the registration and review of anchor accounts, strictly controlled the participation of minors in live streaming, and gradually improved the rewarding mechanism.

Real-name Authentication for Live Streaming in the Fanbook Community

【Case】

When a user clicks “Start”, the system will determine whether the user has completed the “Real-name Authentication”:

- If the user has not completed the authentication, the system will enter the real-name authentication process;
- If the user has completed the authentication and is 16 years old or older, he/she will enter the “Page of Creating Livestreaming”;
- If the user has completed the authentication, but is under 16 years old, the system will prompt: “Minors can’t start a livestreaming”, and will be denied access to the “Page of Creating Livestreaming”.



Setting up payment monitoring and restriction initiatives

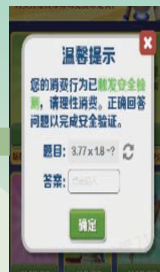
We continue to polish and upgrade the Payment Limit and Frequency Limit Program (《付费限高限频方案》) of Subway Surfers (地铁跑酷), to limit the amount paid and the payment frequency of players suspected of being minors. When players’ “high-frequency” and “high-amount” payment behavior triggers the restriction conditions, we will take two countermeasures, namely “Top-up after Answering Questions” and “Top-up Cooling-off Period”, to prevent minors from blindly payment or payment without parental consent as much as possible.

Double High Limit System of Subway Surfers (地铁跑酷)

【Case】

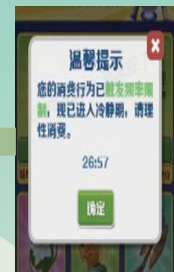
Primary Limitation

“Top-up after Answering Questions” A popup window displays, which means the top-up can only be made after users answering questions correctly. Before the expiration of the restrictive measures, questions need to be answered for each top-up.



Advanced Restrictions

“Top-up Cooling-off Period” The game top-up cooling-off period is 30 minutes, which means before the expiration of the restrictive measures, the interval between every two consecutive top-ups must be 30 minutes.



We have set up a customer complaint and refund team focusing on minors, which is specifically responsible for handling minors-related complaints and refunds, and conduct the regular business training for the customer service team to effectively protect the lawful rights and interests of minors. In 2023, we focused on optimizing the refund process and review criteria for minors, upgrading the self-service refund work order system and supplementing the online help and guidance portal and other functions, to form a complete refund process, effectively shorten the response time of customer service for various refund situations, and improve the efficiency and quality of refunds. The work order system keeps the records of the refund process, which makes the process more transparent and is conducive to the supervision of the refund process by the compliance team.

Industry Standard Preparation

iDreamSky continues to deepen its close communication and cooperation with its industrial peers and actively participates in the formulation of industry standards. In order to promote the sound development of the game industry, we have participated in the preparation of 5 national technical and cultural standards, and undertaken nearly 20 governmental science and technology R&D projects at the national, provincial and municipal levels. In 2023, we actively participated in a number of large-scale industry events such as the China Game Industry Annual Conference, the Annual Conference of China E-sports Industry and the 19th China (Shenzhen) International Cultural Industries Fair, exchanged in-depth views with industrial peers experts on the hotspots of the game industry and the future development, and expressed our views in the form of concentrated media interviews, round-table conferences, etc., so as to deliver the Company's strategic direction to the market. In addition, we organized the 2023 ChinaJoy Media Salon, showcasing the latest development results of the Fanbook community around the theme of "What you participate in is what pops up", and further expanding the Company's influence in the game industry.

2023 Industry Exchange Meeting of iDreamSky (partial)

【 Case 】

At the 19th China (Shenzhen) International Cultural Industries Fair held on 7 June 2023, iDreamSky shared its opinions around the topic of "High-quality Development of the Game Industry" in the form of a round-table conference at the "2023 Shenzhen Game Overseas Development Forum".

On 27 June 2023, the 2023 Amazon Cloud Technology China Summit was held in Shanghai, focusing on hot VC tracks such as generative AI, Web3, enterprise services and going global of smart devices, and Guan Song, co-founder of iDreamSky, shared the exploration journey of Fanbook (the game community).



Round-table conference at the 19th China (Shenzhen) International Cultural Industries Fair



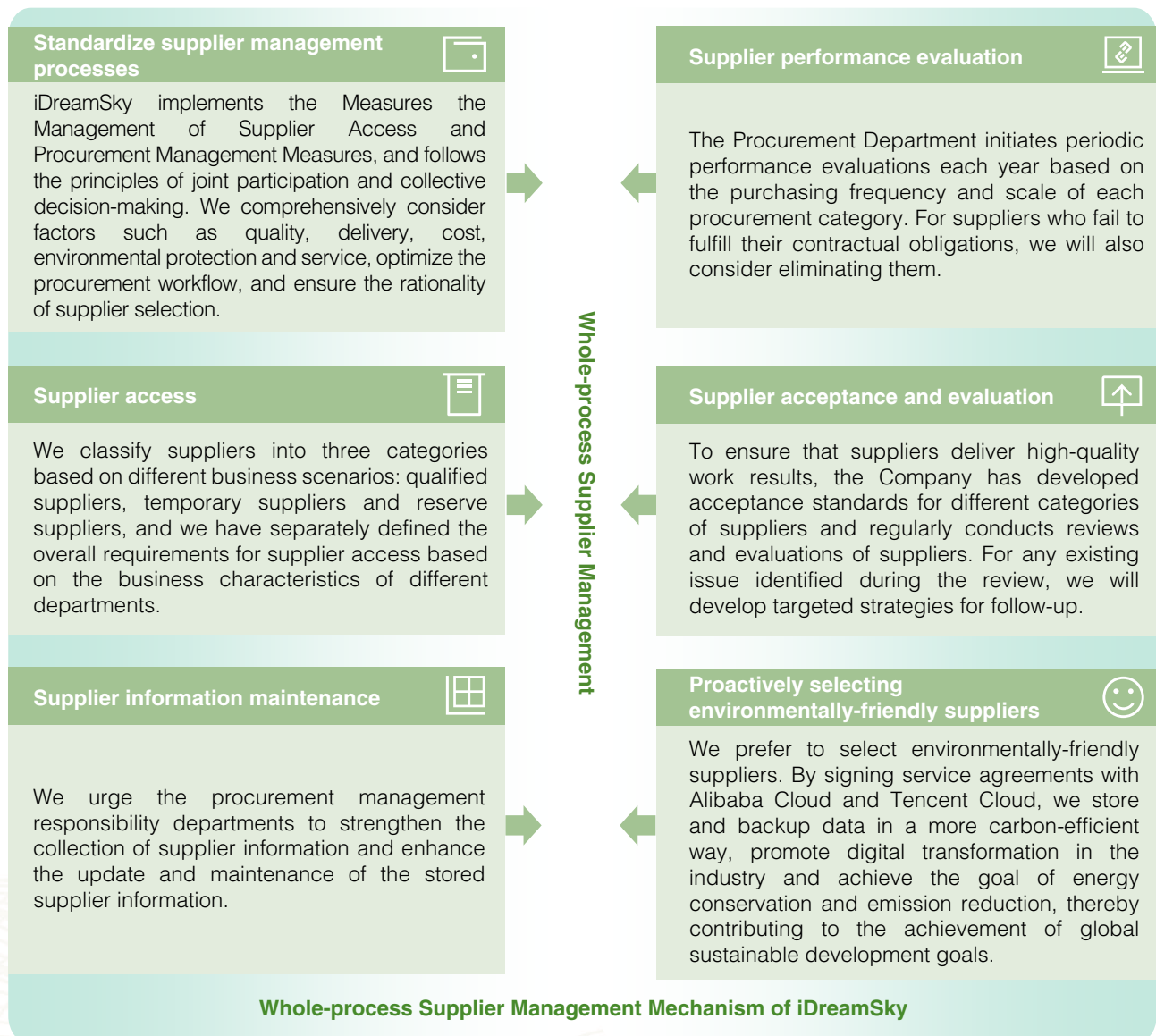
Amazon Cloud Technology China Summit

V. COMPLIANT OPERATION, CLEAN IDREAMSKY

Supplier Management

iDreamSky upholds the concept of win-win cooperation and social responsibility with partners, clarifies procurement principles such as integrity and openness, and standardizes management processes such as access, evaluation, communication and withdrawal of suppliers. We continue to implement the Measures for the Management of Supplier Access (《供應商准入管理辦法》), the Procurement Department Management Manual (《採購部管理手冊》) and other regulations, clarifying the content of access, maintenance, performance evaluation and elimination of suppliers, and realizing the refined management of suppliers. Meanwhile, we attach anti-commercial bribery and confidentiality clauses to contracts, and strengthen the assessment and evaluation of suppliers' environmental and social responsibility, occupational safety and health, etc., so as to identify potential sustainability risks of suppliers in a timely manner.

We have established a management system covering supplier access, information maintenance and status change, performance assessment, and penalty and elimination, which clarifies the workflow and internal rights and responsibilities of each process, specifies management requirements, and improves management quality and efficiency.



V. COMPLIANT OPERATION, CLEAN IDREAMSKY

As of 31 December 2023, a total of 507 suppliers and subcontractors were included in our database, with 206 added compared to last year, including 5 overseas suppliers and 502 Chinese suppliers. The geographical distribution of iDreamSky's suppliers is shown in the table below:

China						Overseas countries or regions	
Regional distribution	South China	Central China	North China	East China	Southwest China	Northeast China	
Number of suppliers	146	17	37	271	27	4	5

Geographical Distribution of iDreamSky's suppliers

VI. CONTENT INNOVATION, SUPREME IDREAMSKY

iDreamSky upholds the mission of “We bring the fun!”, continues to drive the growth of high-quality games through better content and digital operation, pursues high product quality, constantly upgrades users’ gaming experience, and continues to create classic products for long-term operation. We utilize games as a communication medium and always insist on exporting responsible content to the society, realizing the effective integration of cultural communication and games. In addition, we focus on avoiding the risk of infringing on others’ intellectual property in the process of game development and strengthening intellectual property protection; we emphasize the improvement in customer satisfaction to acquire more attention and trust from the market.

Game Development and Innovation

Our company strictly follows the Regulation of *the Telecommunication Regulation of the People’s Republic of China*, the *Administrative Measures for Internet Information Services*, the *Provisions on the Administration of Online Publishing Services* and other relevant laws, regulations and rules of operation locations at home and abroad, and has formulated the systems of the Game Publishing and Operation Procedures (《遊戲發行運營流程》), for self-developed games, licensed games, customized games and jointly operated games respectively. In order to meet the needs of game business development, we continuously optimize the specifications for the five key stages in the game R&D process, including product selection, project approval, development and testing, launch and operation, and withdrawal from the market, so as to enhance the efficiency of game development.

We adhere to the two strategies of “Introducing overseas games to China” and “Implementing self-developed games for global publishing”, and promote long-term operation of business through product iteration of source code, cooperate with globally famous IPs and community operation. We have formed a set of stable and mature long-term management systems in the areas of game design, content creation, operation and promotion, user service compliance operation, etc. Meanwhile, we adhere to the user-centered approach and have established a community-oriented operation mechanism on Fanbook, which currently has more than 10 million users. By the end of 2023, we have produced several classic products with long life cycles, highly active users and high user stickiness, such as Strinova (卡拉彼丘) and Glory All Stars (榮耀全明星), and plan to launch them globally in 2024.

Implementing self-developed game for global operation

Strinova (卡拉彼丘), a Self-Developed Anime Competitive Shooting Game

Strinova (卡拉彼丘) is the first “anime style competitive shooting” game independently developed by iDreamSky, with an original light science fiction (sci-fi) worldview based on the theme of “Anti-War”. With 5V5 competitive gameplay as the core, the game is centered around the “String” (弦化) gameplay. All characters in the game have 3 skills and exclusive firearms, and can switch between 2D and 3D states at any time, which effectively enhances the game’s strategy and visual experience.

The PC version of the game was launched for the Pre-Open Beta Test in August 2023 and made its first public debut at the Gamescom in Germany. Meanwhile, the overseas version and domestic mobile version are expected to be launched online in 2024.



The PC version of Strinova (卡拉彼丘) was launched for the Pre-Open Beta Test in August 2023



In December 2023, Strinova (卡拉彼丘) made its debut in the form of an e-sports game at the e-sports competition of the Annual Conference of China E-sports Industry

VI. CONTENT INNOVATION, SUPREME IDREAMSKY

Glory All Stars (榮耀全明星), a Self-Developed Action Role-Playing Game (ARPG)

Glory All Stars (榮耀全明星), a side-scrolling 3D adventure ARPG mobile game independently developed by iDreamSky, has been officially launched for two years and has stabilized at the top of the action adventure game ratings. We are currently planning its global distribution strategy.

In October 2023, Glory All Stars (榮耀全明星) cooperated with the Journey of the Young Vigilantes (少年歌行) to embark on a journey of adventure on the sea.



Enabling localization of overseas high-quality game IPs

Subway Surfers (地鐵跑酷)

Since its launch in 2013, Subway Surfers (地鐵跑酷) has become a phenomenal mobile game with more than 1 billion downloads after 10 years.

In 2023, the cooperation of Subway Surfers (地鐵跑酷) with classic IPs, such as Ultraman (奧特曼), Detective Conan (名偵探柯南) and Plants vs. Zombies (植物大戰殭屍) further expanded the game's influence and made it go viral again.



VI. CONTENT INNOVATION, SUPREME IDREAMSKY

Match-three Puzzle Games, Gardenscapes (夢幻花園) and Homescapes (夢幻家園)

Gardenscapes (夢幻花園) and Homescapes (夢幻家園) have maintained stable achievements since their launch in 2017, standing steadily in the head ranks of the Match-three Puzzle Game category.



In June 2023, cooperated with Tiamat, an AI mapping platform, we were able to create more than 5,000 popular designs every day, significantly improving efficiency.



In July 2023, Gardenscapes (夢幻花園) launched its self-developed version themed "Jiangnan Canal Town (江南水鄉)", and being highly acclaimed.

Other High-Quality Games (partial presentation)



Monument Valley (紀念碑谷)

A benchmark of perspective-focused puzzle games with a stunningly beautiful painting style



Super Animal Royale (小動物之星)

A casual MOBA (Multiplayer Online Battle Arena) game featuring little animals



Ni No Kuni: Cross Worlds (二之國：交錯世界)

A multiplayer online otherworldly fantasy adventure RPG mobile game which is adapted from the Ghibli IP



Legendary Merge Island (傳說中的合合島)

A self-developed casual Merge game in traditional Chinese style



Final FireFly (小心火燭)

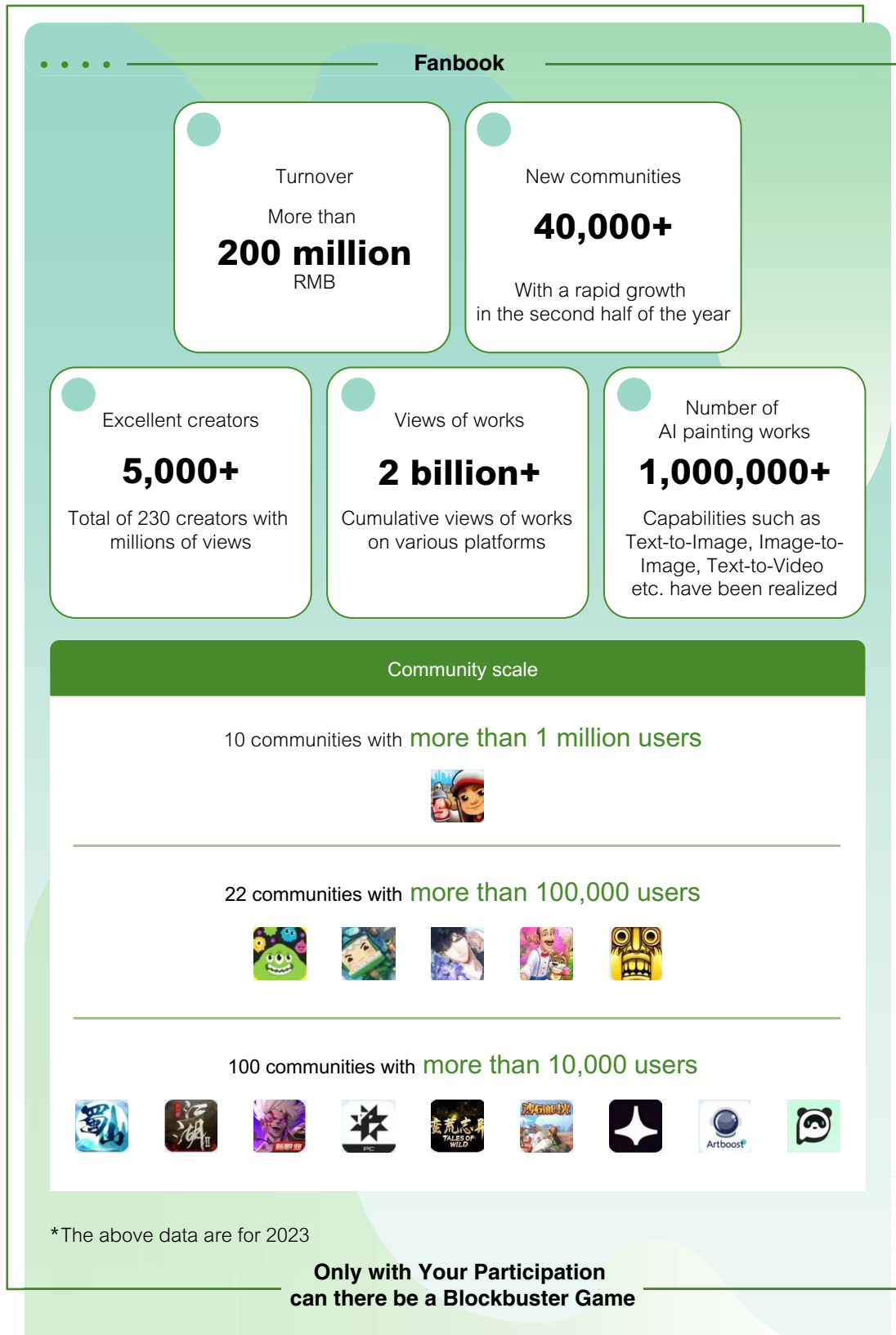
A strategic card game themed with urban sci-fi



War Robots (機甲戰隊)

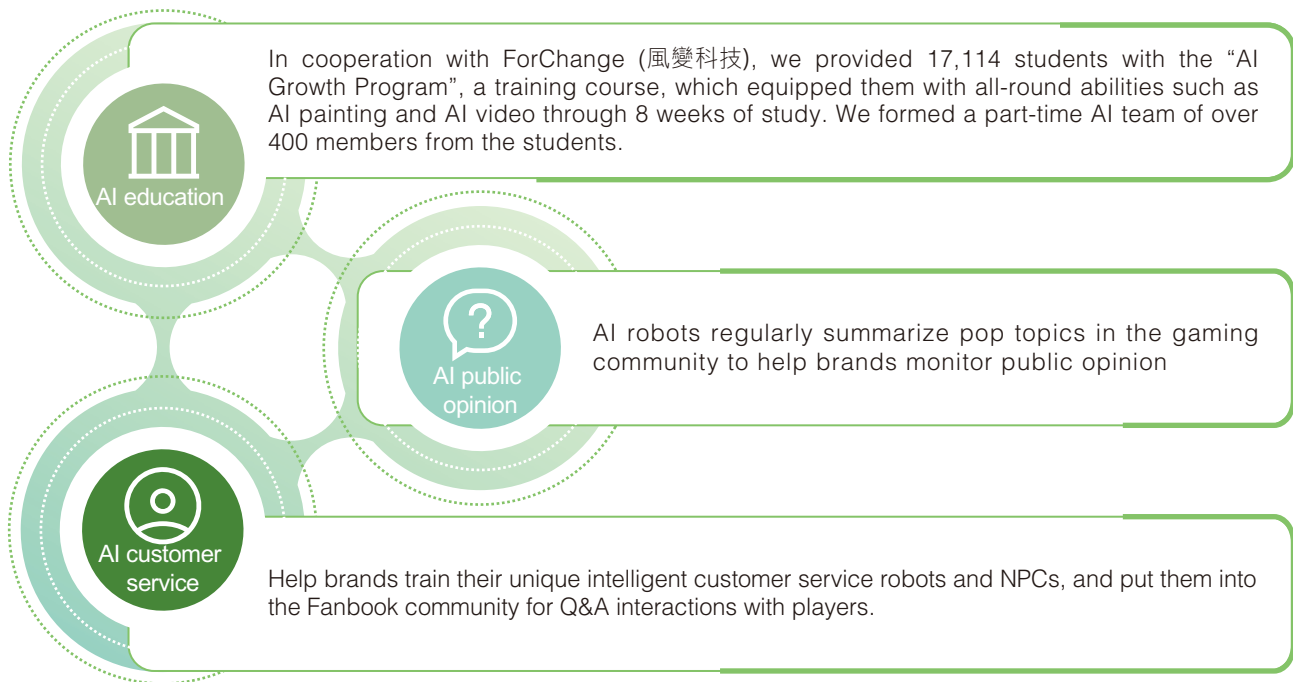
A 6v6 shooting MOBA game

Fanbook



VI. CONTENT INNOVATION, SUPREME IDREAMSKY

Fanbook, officially launched by iDreamSky in July 2021, is a community platform with a large number of users based on “servers + channels”. Fanbook integrates instant communication, voice chat, livestreaming, AI, online mall and other functions, and supports management tools such as permission grouping, BOT, etc. It helps game companies and other brands to realize zero-distance interactions between creators and their fans, and facilitate the operation, dissemination and commercial monetization of traditional community for brands and creators. In 2023, the number of Fanbook users has exceeded ten million, with several servers with millions of users. Fanbook raises users’ expectations and recognition of product iteration by constantly sharing stage achievements and discussing designs with users during the development process, and by encouraging players to take the initiative to recreate and share on short video platforms, it effectively boosts the exposure of games, increases the stickiness of existing users and realizes social fission. Fanbook takes the establishment of user-based community “platform” as its development direction and supports the customized construction of communities. At present, the Company’s project teams, including the teams of Strinova (卡拉彼丘) and Subway Surfers (地鐵跑酷) have established user research communities on Fanbook. In addition, Fanbook actively embraces AIGC technology, and has joined hands with many business partners such as Shushan (蜀山), Tiamat and ForChange and constantly makes efforts in automatic image and text creation, AI painting, AI education, AI public opinion monitoring, AI customer service, etc., so as to effectively improve the productivity and production efficiency through “Fanbook + AI”, and to jointly explore a feasible way that “drives product growth by user community”.



Activate the Power of Community, and Successfully Hold the Fanbook Community Ecology Conference.

【Case】

In December 2023, the Fanbook Community Ecology Conference, a sub-forum of the China GIAC, was successfully held in Guangzhou. It invites many enterprises, academics and media to focus on the challenges faced by traditional community operations, jointly explore how the gaming industry can improve the number and quality of users through the empowerment of user communities, and utilize AI technology to promote the transformation and diversified development of the community.

The Fanbook Community Ecology Conference has established the “Star of the Year” award for the first time, and 16 communities such as Honor of Kings, Eggy Party and Subway Surfers (地鐵跑酷) won the award.



Guan Song, co-founder of iDreamSky, made a keynote speech titled “Activating Community ‘Power’”.



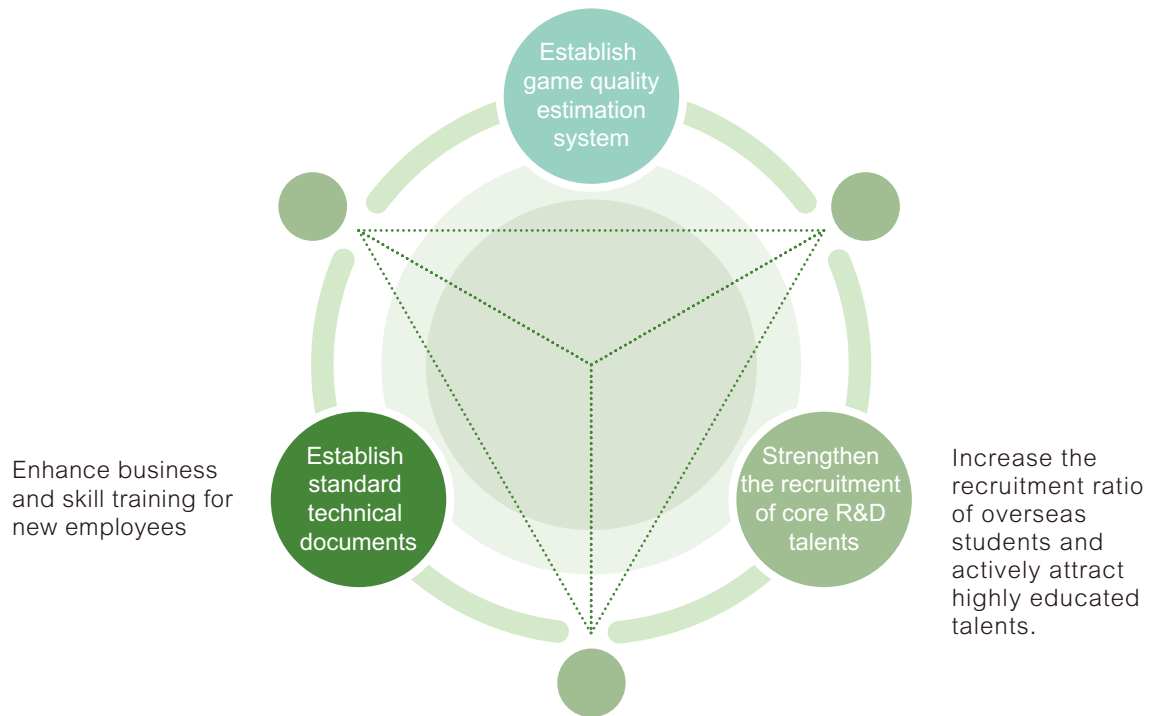
The “Star of the Year” Award

VI. CONTENT INNOVATION, SUPREME IDREAMSKY

Game Quality Management

In order to effectively improve the quality of the content of game products, the Company has formulated the Measures for Quality Management of Game Business Operations (《遊戲業務運營質量管理辦法》) and the game review mechanism and process, clarified the operational specifications and guidelines for quality management and safe operation, established standard operation documents at each stage of game products, and set up a “red line” for quality management and safe operation. We have established rules on rewards and penalties for quality management and safety operations, and made the “red line” behavior an important basis for the selection, assessment, bonuses, and grade adjustment of management personnel. In addition, during the Reporting Period, we have strengthened the quality management of our game products through the following aspects:

Estimate game quality from factors for quality, such as product sensory performance, interactive experience, gameplay content, as well as external market environment and performance of competitive products



VI. CONTENT INNOVATION, SUPREME IDREAMSKY

The Company resolutely opposes any game product with negative content and themes, and we always promote Chinese culture and convey a kind and beautiful worldview through games. Meanwhile, in order to maintain a good game culture, we have formulated the Content Audit Program (《内容审核方案》), set up the blocking font library and implemented it in our games, and kept abreast of changes in regulatory policies in the industry by actively maintaining communication with regulators. When cooperating with third-party suppliers, we emphasize auditing their quality of content and strictly refuse to settle for low-quality content.

Enter Into the Harmony Os Cooperation with Huawei, to Develop the High-quality Products with Innovation

In December 2023, iDreamSky and Huawei reached the ecological cooperation on Harmony OS. The Company will conduct the native application development dedicated to Harmony for Gardenscapes (梦幻花园) based on Harmony OS NEXT, to bring players richer gameplay and more innovative game interaction experiences.

With its unique core, full-scene distributed experience, native intelligence and pure security, Harmony OS provides more possibilities for breakthroughs in self-developed technologies of games and high-quality development of game content.

Intellectual property protection

In strict compliance with *the Patent Law of the People's Republic of China*, *the Trademark Law of the People's Republic of China*, *the Copyright Law of the People's Republic of China* and other relevant laws and regulations, the Company has formulated the Policy on the Management of Intellectual Property Rights of iDreamSky (《创梦天地知识产权管理制度》), the iDreamSky Contract Management Policy (《创梦天地合同管理制度》) and other internal management policies. It has set up an intellectual property management organization to standardize intellectual property management work and enhance the employees' awareness of intellectual property protection. At any time, the Company insist on fighting against the infringements of the intellectual property and cracking down on infringements, such as jailbreaking, self-service plug-ins, selling props, trademark infringement, copyright infringement and unfair competition.

The Company focuses on the enhancement of the employees' awareness of intellectual property protection, and shares the latest regulatory requirements simultaneously by conducting online and offline training. We advocate our employees to proactively protect their fruits in daily work, and manage the permissions of source codes of self-developed and licensed games through the SVN permission management platform. Meanwhile, we require the legal and compliant use of third-party intellectual properties, so as to avoid infringing on other people's intellectual property rights in the course of product R&D, operation, promotion, etc. We take the initiative to purchase licensed IPs, develop detailed intellectual property items during the localization of overseas games, and clarify the trademark ownership of the Chinese names of the games, so as to ensure the legal operation of overseas intellectual properties in China. During the Reporting Period, we did not have any incidents related to serious infringement of intellectual property of any third party.

As of the end of 2023, the Company had filed 105 patent applications and was granted 60 patents; it had filed 1,297 trademark applications and was granted 837 trademarks; and it registered 675 copyright works.

VI. CONTENT INNOVATION, SUPREME IDREAMSKY

Protection of User Rights

Evaluating and user research

In order to improve the professional skills of the user research team, the Company's Evaluation and User Research Department updated the Market and User Research White Paper V2 (《市場與用戶研究白皮書V2》) for the Reporting Period to further improve the research project process and research methods, and constantly optimize the standard process of user research, so as to support efficient decision-making for products. The Company regularly conducts product research through questionnaires, social platforms, offline exchanges and other means to establish close relationships with users and optimize product and service experience. During the Reporting Period, we organized offline game competitions many times and invited players to participate in offline user exchange meetings, to listen carefully to players' voices and provide decision-making references for product adjustment and optimization.

User's Exchange Meeting

【Case】

In November 2023, iDreamSky invited players to our Company for experiencing the new version. We invited a total of 10 players to discuss the visual impression and operation feedback on the new UI, new gameplay experience and new character views, and actively listened to users' expectations.



Customer complaint management

The Company attaches great importance to customer experience and service quality feedback, regularly conducts customer satisfaction surveys and continuously improves service quality. iDreamSky strictly follows *the Law of the People's Republic of China on Protection of Consumer Rights and Interests* and other regulatory requirements, and clarifies the process of user complaints through the Customer Service Center Manual, the Complaint Handling Process, etc.

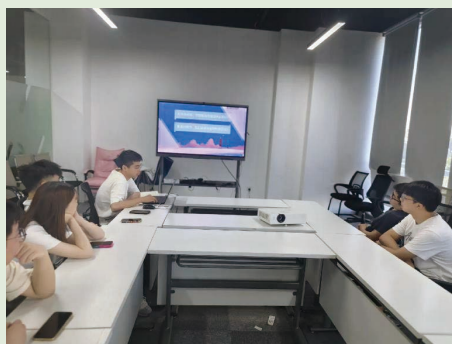
We have set up a specialized user service team responsible for accepting and responding to user complaints. We continue to improve the mechanism of complaint handling and response process, and respond to customer demands through online customer service, voice customer service and work order system, to ensure that user needs are responded to and met immediately.

During the Reporting Period, we received 2,090 complaints through 315 Consumer Pass, with a settlement rate of 81.44%, as the increase in the number of users resulted in an increase in the number of complaints on payment and refund of minors. In order to effectively resolve the minors' refunds, we formed a complete refund process by optimizing the refund self-service work order system, supplementing the online help guide portal, work order flow status and other means. In addition, we have established a customer complaint team focusing on minors, optimized the customer complaint handling process, increased the number of customer service personnel, and added a payment restriction function in games, in an effort to enhance customer service satisfaction.

Driven by customers' needs and relying on AI technology, we continue to improve our customer service capabilities. With the help of AI such as AIGC technology, we embed AI customer service in the Fanbook community to ensure the "7 days*24 hours" automatic response and improve user service efficiency and service experience.

Customer service training

The Company continuously improves the communication skills and professionalism of customer service personnel. By providing relevant training to customer service personnel and new employees from time to time, such as customer service terminology standardization and process operation standardization, we effectively enhance the service awareness and business knowledge of customer service personnel, and strive to provide users with professional solutions and service experiences, and continuously improve user satisfaction. In 2023, we carried out a total of 4 formal training, together with the daily training and education every 1 to 2 weeks, triggered the discussion of members in teams by virtue of daily typical cases, assisted customer service personnel in improving the business process ideas, and provided support for the subsequent improvement in customer service quality.



Customer service training publicity

VII. NURTURING TALENT, PARTNERING IDREAMSKY

iDreamSky always adheres to the people-oriented concept, conducts legal compliance employment, and continuously improves the training system and promotion assessment mechanism. In addition, the Company provides employees with various benefits and comprehensive health and safety protection, fully cares for the physical and mental health of employees, and shares the fruits of development with employees.

Employment and Labor Guidelines

Compliance employment

iDreamSky strictly abides by relevant laws and regulations such as *the Labor Law of the People's Republic of China, the Labor Contract Law of the People's Republic of China, the Social Insurance Law of the People's Republic of China, the Labor Dispute Mediation and Arbitration Law of the People's Republic of China and the Provisions on the Prohibition of Using Child Labor*. It updates and revises a series of talent management methods including the iDreamSky Talent Recommendation Management Measures (《创梦天地人才管理办法》) and the Individual Performance Evaluation Program (《个人绩效评估方案》), and continuously standardizes the employee recruitment and management processes, ensuring the growth and development of employees.

iDreamSky prohibits the hiring of workers under the legal working age and boycotts forced labor, harassment and abuse and other misconduct. Moreover, we fully respect and protect the human rights of employees, adhere to the principles of lawfulness, fairness and consensus, clarify the recruitment requirements, processes and norms during the recruitment process, always conduct the equal and diversified employment, and avoid potential employment discrimination and forced labor. We sign labor contracts with all employees in accordance with law to ensure the lawful recruitment. During the Reporting Period, iDreamSky did not have any cases regarding child labor, forced labor or workplace discrimination.

In order to ensure the lawful recruitment and orderly process and maintain a uniform employment standard, we form and improve a standard recruitment management process, continuously optimize the Standardized Operation Manual (《标准化操作手册》), and formulate an annual recruitment plan. Currently, we efficiently execute the entire process including job posting, resume screening, evaluation, interview scheduling and talent pooling through our online recruitment platform, ensuring the professionalism and transparency of the entire recruitment process.

As of 31 December 2023, the Company had a total of 797 employees. Details of the employees are as follows:

Human Resources Overview	Year ended 31 December		
	2023	2022	2021
Total number of employees	797	1,048	1,113
Employee turnover rate by gender			
Male	506	611	699
Female	291	437	414
Number of employees by age			
Aged under 30	439	656	725
Aged 31 to 50	355	391	386
Aged over 50	3	1	2
Number of employees by rank			
Management employee	105	116	50
Regular employee	692	932	1,063
Number of employees by region			
Mainland China	788	1,045	1,099
Hong Kong, Macau, Taiwan and overseas countries or regions	9	3	14
Employee turnover rate			
Employee turnover rate by gender			
Male	27.50%	36.99%	25.89%
Female	39.90%	40.59%	32.25%
Number of employees by age			
Aged under 30	39.45%	40.17%	26.62%
Aged 31 to 50	20.31%	35.17%	32.22%
Aged over 50	0.0%	33.33%	60.00%
Number of employees by region			
Mainland China	32.50%	38.52%	28.25%
Hong Kong, Macau, Taiwan and overseas countries or regions	37.50%	31.25%	46.15%

Notes:

- (1) The disclosure of social KPIs is the period from 1 January 2023 to 31 December 2023.
- (2) The geographic scope of disclosure of social KPIs covers the office area of headquarters of iDreamSky Technology Holdings Limited.
- (3) The formula for calculating the employee turnover rate for 2023 is adjusted as follows: Employee turnover rate by relevant category = Number of departures belonging to the relevant category/(Number of employees belonging to the relevant category at the beginning of the year + Number of new employees belonging to the relevant category in the year) * 100%.

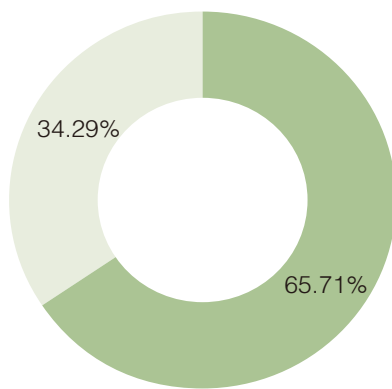
VII. NURTURING TALENT, PARTNERING IDREAMSKY

Equality and diversified employment

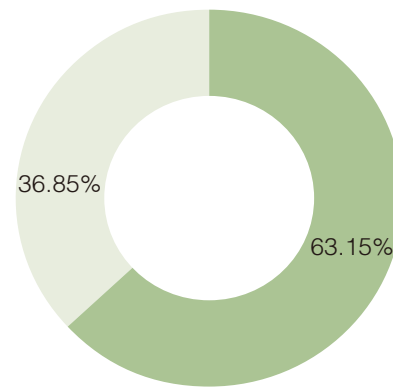
iDreamSky is committed to forging a diversified talent pool and attracts talents through various channels such as campus recruitment, social recruitment and internal recommendation. Meanwhile, we firmly uphold equality and diversity in the workplace environment and will never tolerate any discrimination, exclusion or special treatment due to ethnicity, race, nationality, religion, physical condition, pregnancy, sexual orientation, political appearance, age or other non-work factors. We attach great importance to the rights and development of female employees, fully implement the policy of gender equality and equal pay for equal work, and comprehensively reflect our respect and care for female employees in various aspects such as recruitment, promotion, vacation and benefits.

In 2023, the proportion of female employees in the management of iDreamSky reached 34.29%, an increase of 2.39% compared to last year. Looking ahead, we will continue to build a diverse and equal working environment, and look forward to more outstanding female employees joining us and jointly promoting the steady development of iDreamSky.

Male and Female Ratios of Management Employees



Male and Female Ratios of Regular Employees



■ Male

■ Female

Proportion of Management and Regular Employees by Gender

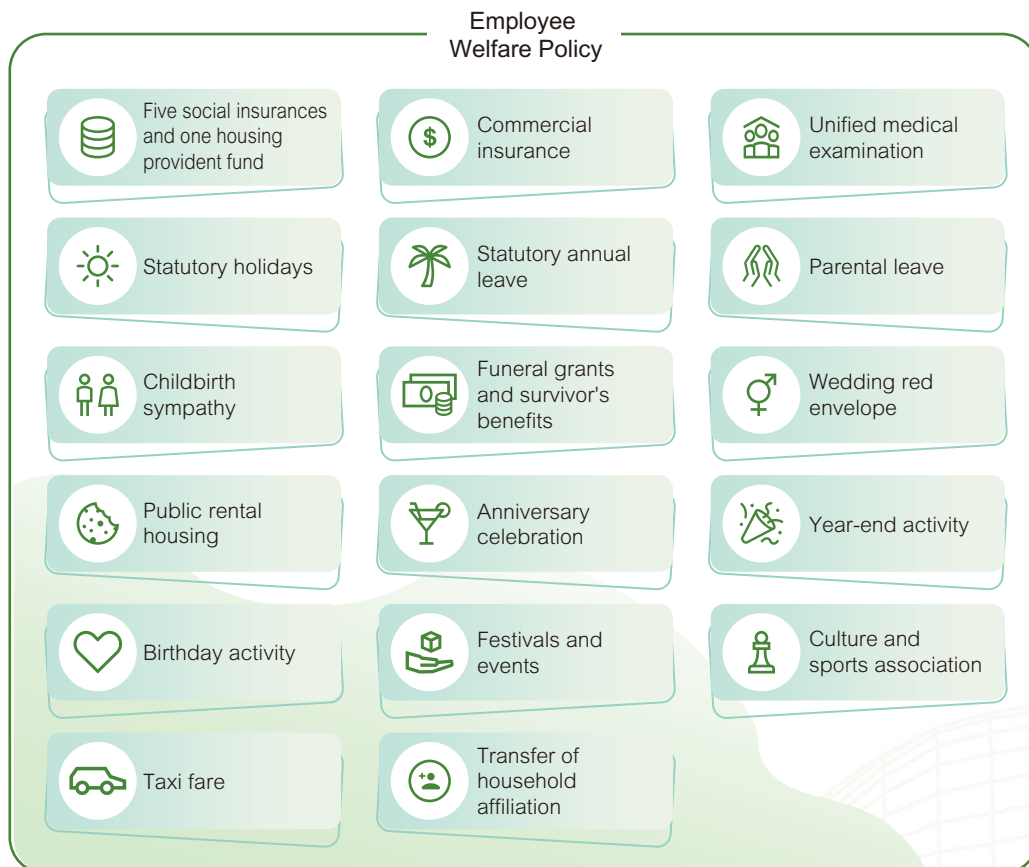
Employee Training and Promotion

Employee Compensation and Benefits

In order to fully stimulate the creativity and vitality of employees, iDreamSky has formulated and continuously improved a series of internal systems, including the Employee Manual (《員工手冊》) and the Attendance Management System (《考勤管理制度》), to create a fair, transparent and motivating work environment for employees.

The Company sets the salary level reasonably with reference to the market salary standard in a rigorous manner, taking into account the rank, professional skills and performance of employees. Our salary structure includes base salary and various performance-related subsidies and incentives, so as to stimulate the enthusiasm of employees. In addition, we keep a firm eye on the dynamic changes in market salaries and constantly optimize our compensation and benefit system to ensure a competitive compensation for our core employees in the industry.

In addition, we constantly optimize our internal benefit system to provide multi-level and diversified benefit guarantees. In terms of statutory benefits, the Company pays five social insurances and one housing provident fund in full and on time for its employees, and implements vacation arrangements such as statutory annual leave, statutory holidays, and parental leave. In terms of supplementary benefits, we purchase commercial insurance for all employees and provide a combination of benefits, including holiday benefits, annual medical examination, public rental housing, and transfer of household affiliation. During the Reporting Period, iDreamSky reasonably extended the lunch break according to the actual use of elevators in the office building, to alleviate the pressure on elevator use during peak hours and further enhance the efficiency and comfort level of employees.



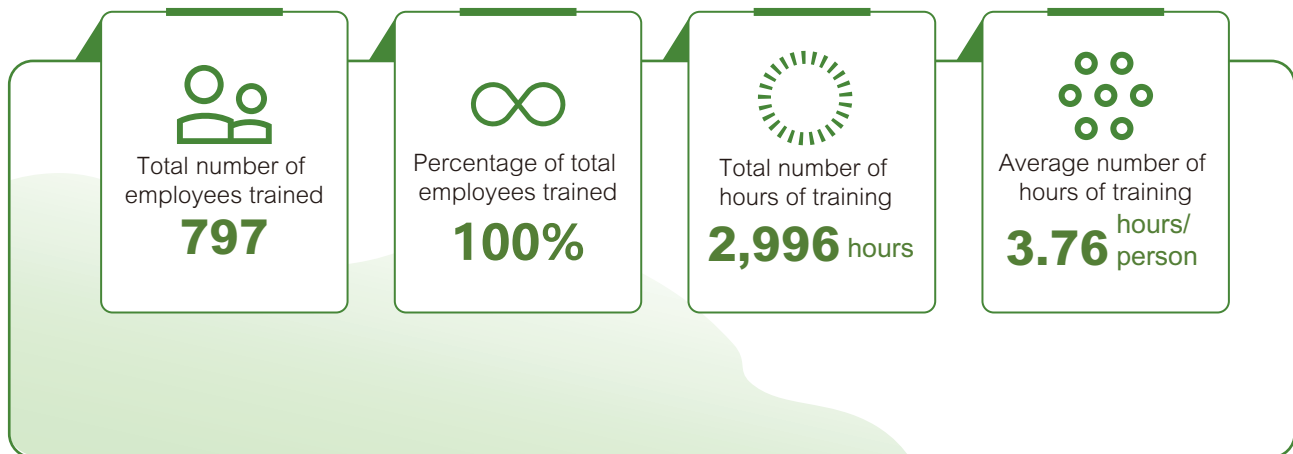
VII. NURTURING TALENT, PARTNERING IDREAMSKY

Employee Training and Development

Employee Training

Talent is the core driving force to promote the Company's innovation and development and realize strategic goals. iDreamSky attaches great importance to talent cultivation and employee development, and continuously optimizes its employee training system. In conjunction with the Company's overall business development plan and strategic goals, we continue to improve our internal management system, such as the Training Management System (《培训管理制度》), and establish standardized documentation for employee training, to ensure that employees at all levels, including senior management, middle-level managers, departmental employees, and new employees, have access to training courses and development directions that match their levels and responsibilities. We offer a variety of training formats, including on-the-job training, internal training, and external training to continuously improve the comprehensive ability of our employees, and cultivate a group of excellent talents for the Company who not only uphold the values of iDreamSky, but also contribute to the long-term development of the Company.

During the Reporting Period, the overall training of iDreamSky was as follows:



As of 31 December 2023, we provided training to 797 employees, including 291 female employees, accounting for 36.51%, and 506 male employees, accounting for 63.49%.

Development and training	For the year ended 31 December		
	2023	2022	2021
Total number of employees trained	797	1,428	791
Percentage of employees trained by gender			
Male	63.49%	66.18%	68.10%
Female	36.51%	33.82%	31.90%
Percentage of employees trained by rank			
Management	13.17%	7.35%	10.37%
Regular employee	86.83%	92.65%	89.63%
Average number of hours of training for employees by gender			
Male	3.55	5.97	5
Female	4.12	3.91	4
Average number of hours of training for employees by rank			
Management employee	6.09	17.22	16
General employee	3.41	3.6	5.3

In 2023, iDreamSky organized a total of 18 training sessions, including iDreamSky New Employee Training, Open Day* and Professional Skills Training, etc., in order to improve the comprehensive quality of employees in all aspects and stimulate their potential. This will provide a solid talent guarantee for the Company's steady development.

1) New employee training

During the Reporting Period, we carried out online training for new employees (including regular employees and interns), organizing the viewing of online learning videos on a bimonthly cycle. To enable new employees to fully understand the corporate culture and rules and regulations of iDreamSky, we add diverse content about the iDreamSky's Sunrise Code of Ethics, business layout and user orientation of iDreamSky to the online training for new employees, which helps them quickly adapt to the work. After the employee has been on board for five months, we will push out "The Second Lesson of What You Should Know and Do When Joining iDreamSky (《創夢入職應知應會第二課》)" again, and provide detailed descriptions of key contents including the process of becoming a full member, the requirements of job description, and the promotion paths with an aim to help employees better fit into the Company and plan for their career development.

* Open Day serves as an important platform for communication between the management of iDreamSky and its employees, actively carrying out activities such as 1v1 research and satisfaction questionnaires, while the management also responds to and answers the questions and doubts of the employees in Open Day, realizing two-way communication.

VII. NURTURING TALENT, PARTNERING IDREAMSKY

iDreamSky Conducts Training Activities for Fresh Graduates

【Case】

In July 2023, iDreamSky organized a one-month training for graduates in 2023, which included 5 modules, i.e. onboarding, team building, training, online courses, and mentorship mechanism. Through team building + classes + game evaluation + mentor leadership, the graduates will be "learning while playing, playing while learning". This stimulates their interest in learning, the sense of competition and the sense of team honor, and helps establish a close teamwork.

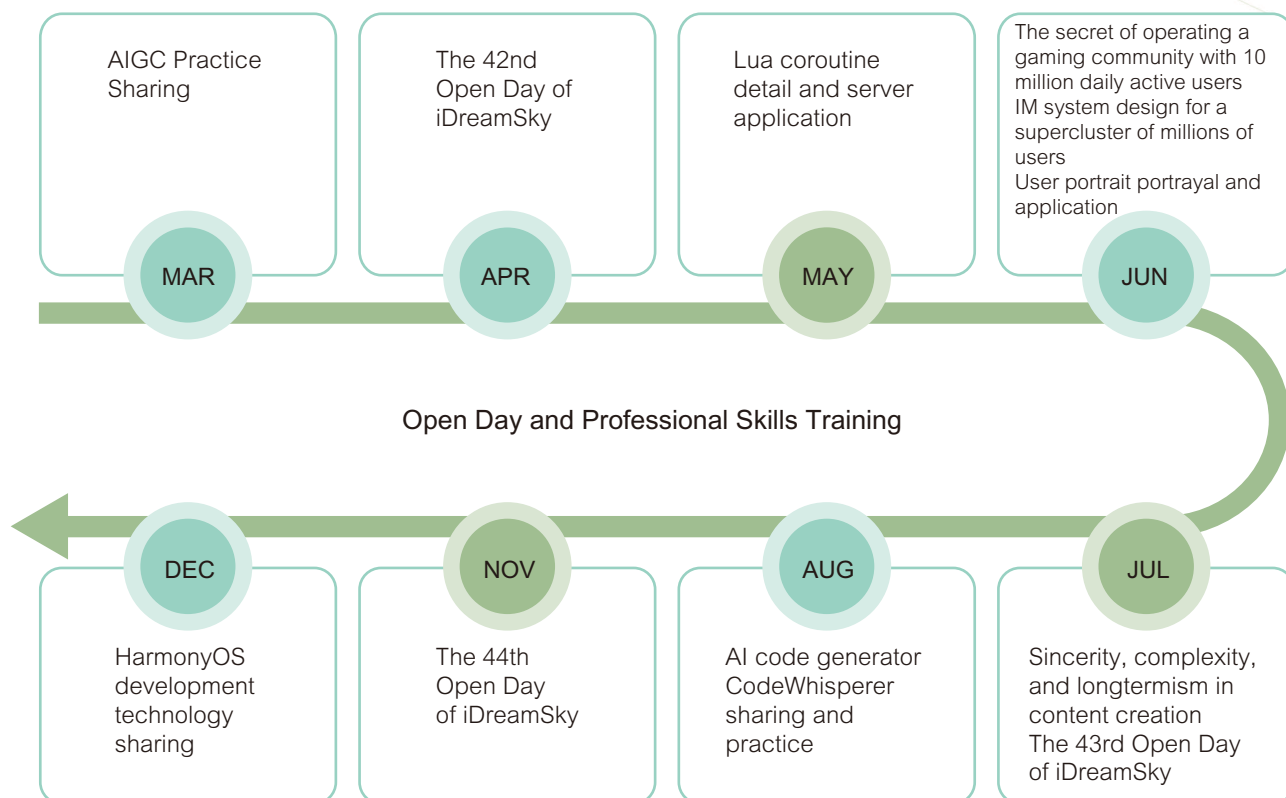


On-site training activities for fresh graduates

2) Professional skills training

In 2023, iDreamSky was actively carrying out the Open Day, interesting training (趣培訓) and advanced professional sharing events (iDreamSky Tech Talk), focusing on AIGC application and business strategy, covering diverse content such as AIGC practice sharing, AI code generator, and Harmony (鴻蒙) development technology sharing. By organizing the Open Day and professional skills training activities, we encourage our executives to have face-to-face in-depth exchanges with employees, discussing important issues such as changes in the industry, the Company's current development challenges, and the future direction of advancement, and enhancing the employees' sense of participation, achievement, and accomplishment in the Company's daily operations, so as to promote the overall progress of the Company.

VII. NURTURING TALENT, PARTNERING IDREAMSKY



Open Day event site (partial)



VII. NURTURING TALENT, PARTNERING IDREAMSKY

Employee Development

iDreamSky has always been committed to attracting and cultivating talents, and has constructed and continuously improved the professional channel talent management mechanism and employee professional development channel system, providing employees with as many as 21 professional development paths, each of which is subdivided into different positions according to business processes and functional needs. To ensure fairness and reasonableness in selection and promotion, we have set clear competency assessment standards for each channel level, and when appointing management officers, we strictly follow the five principles of organizational development, flattening, hierarchical promotion, capacity matching, and being able to move up or down. In addition, we have set up organizations such as professional committees and channel committees, which are responsible for coordinating personnel management, organizing exchanges and training activities, and conducting rank appraisals. iDreamSky insists on creating a scientific and reasonable career promotion channel for its employees to ensure that their performance is closely matched with their rank and to help them realize their long-term career goals.

We continue to implement a policy of linking performance appraisals to time to promotion, i.e. the better the performance of an employee in the last two performance evaluations, the shorter the time threshold required for his/her promotion. To enable outstanding employees to distinguish themselves quickly, by allowing graduates to be promoted across levels, the Company has opened a green channel to exempt qualified employees from the effective time of the latest ranking. These measures aim to provide employees with more rapid and flexible promotion channels, improve the incentives of the promotion system, and help employees achieve career growth more quickly.

In addition, we conduct annual performance evaluations for regular employees who have worked for three months or more. This evaluation system combines a comprehensive approach of self-evaluation, 360-degree evaluation and direct supervisor evaluation to comprehensively consider the employee's value contribution, commitment and value outlooks. We provide our employees with ratings ranging from 5 stars to 1 star to ensure fair and objective evaluations. Based on the results of the employee's performance evaluation, we set up and adjust the annual evaluation of awards and merits, rank promotion, salary adjustment and bonus allocation. In the evaluation process and results, employees recognize their own value more clearly, clear direction for improvement and growth, and effectively realize the organic unity of employees' personal growth and the Company's overall progress.

Occupational Health and Safety

iDreamSky adheres to the people-oriented philosophy and effectively protects the health and safety of its employees. We strictly abide by *the Law of the People's Republic of China on Prevention and Control of Occupational Diseases, the Work Safety Law of the People's Republic of China, Fire Protection Law of the People's Republic of China*, and other laws and regulations related to safety and workplace fire safety. The provisions on labor protection, labor conditions and protection from occupational disease hazards are agreed upon in the labor contract, to clarify the rights and obligations of the parties and to ensure that the work content meets safety and health requirements, with the aim to ensure that employee work in a safe and healthy environment, thus providing a solid guarantee for the creation of stable value and long-term development of the Company. During the Reporting Period, there were zero serious injuries to personnel and no deaths due to work-related injuries.

iDreamSky has formulated comprehensive preventive measures and emergency plans and established a sound emergency response system for possible safety emergencies in the workplace, such as fires, natural disasters, pandemic prevention and control, and employee emergencies. In order to ensure the occupational health and safety of our employees, we purchase work injury insurance and commercial insurance for each employee to ensure that they receive timely treatment and compensation in case of accidental injury or illness. In addition, we are equipped with AED first aid automated external defibrillator, medical first aid kit supplies, common first aid medicines, etc. We also provide our employees with training in emergency rescue and the use of AED automated external defibrillator, so that they can get the necessary medication in time to help in an emergency, and to safeguard their lives.



AED (automated external defibrillator)



Medical first aid kit and common first aid medicines



VII. NURTURING TALENT, PARTNERING IDREAMSKY

Employee Care and Communication

Employee Care

iDreamSky cares for both the physical and mental health of each employee, and is committed to providing employees with warm company care and solid support. At the same time, we actively carry out variety employee care activities, such as holding Open Days for Families and distributing holiday gifts, etc., to send warmth and care to our employees and continuously enhance their sense of belonging and happiness.

iDreamSky Equips Female Employees with a Lactation Room

【案例】

iDreamSky fully cares for female employees and fully supports them to maintain a balance between family and work. We are equipped with lactation rooms in our Company, providing independent and private space and necessary supplies, in order to create a warm and comfortable environment, allowing female employees to take care of and feed their babies with peace of mind while doing their jobs well, further stimulating their work enthusiasm and creativity force.



iDreamSky lactation room

iDreamSky Hosts the Open Day for Families

【Case】

In August 2023, iDreamSky invited employees' children aged 12 or above and gamers to visit the Company site to gain a deeper understanding of iDreamSky's development history and corporate culture, share the whole process from planning to launching of blockbuster games, and carry out activities such as prize-winning interactions and gaming point competitions, so as to let the participants feel the Company's humanistic care in a relaxing and enjoyable atmosphere, and to continuously enhance the recognition and belonging to the Company's culture among employees and their family members.



Event site of the Open Day for Families

VII. NURTURING TALENT, PARTNERING IDREAMSKY

iDreamSky Launches Anniversary Celebration

【Case】

In November 2023, iDreamSky celebrated its 14th anniversary, which is not only a review and summary of past hard work, but also an outlook and expectation for future development. In this event, the Company set up the “Golden iDreamSkyer Award” (金逗獎) and “Diamond iDreamSkyer Award” (鑽逗獎) to express gratitude and appreciation to the employees who have accompanied iDreamSky for 5 and 10 years, and to encourage all iDreamSky employees to strive for a bright future of iDreamSky with the confidence and determination to win the battle.



Pictures of iDreamSky's Anniversary Celebration

iDreamSky Prepares Holiday Gifts for Employees

【Case】

Knowing that every employee's dedication and hard work is the inexhaustible driving force for the Company's development, iDreamSky delivered gifts of care and sympathy to its employees on the occasion of the Mid-Autumn Festival, Chinese New Year and other festivals, such as the Spring Festival Gift Box (including Good Dreams Always Come (好梦常有) — Wool Quilt, customized paper-cut for window decoration, customized red packets, etc.), and “BE OVER THE MOON” (盒你薪意月來月棒) Gift Packs on the occasion of the Mid-Autumn Festival. The holiday gift packs skillfully integrated iDreamSky's business elements with Mid-Autumn Festival gifts, conveying the wonderful spirit of iDreamSky people to unite and build dreams together, and expressing employees' good wishes.



Holiday gifts

Employee Communication

iDreamSky continues to smooth communications with employees and actively builds communication channels between management and employees. The Company not only regularly organizes large-scale internal communication activities such as annual employee congresses, but also gains a deeper understanding of employees' needs and opinions using a variety of methods such as trade union activities, daily face-to-face exchanges and online interactions. These efforts help create a working atmosphere of equality, inclusiveness and transparency.

iDreamSky Organizes Staff Meetings and Encourages Employees to Make Suggestions and Recommendations

【Case】

In March 2023, iDreamSky held a general meeting for all employees online and offline in order to focus on business development and promote team cohesion. At the meeting, iDreamSky comprehensively summarized business achievements and experience of the last year, honored outstanding employees of the year, and clarified the Company's future business goals and strategic directions. During the meeting, the Company's management actively listened to the suggestions and opinions of the employees on the Company and encouraged them to make suggestions for the better development of iDreamSky.



Pictures of the event site of staff meeting

VIII. GREEN OFFICE, LOW-CARBON IDREAMSKY

In order to actively respond to the national call for environmental protection, iDreamSky continues to promote energy saving, emission reduction and environmental protection. We are committed to a green, low-carbon and livable planet through a range of measures in order to achieve efficient energy use, avoid wasteful use of resources, and actively address climate change.

iDreamSky strictly follows laws and regulations such as *the Environmental Protection Law of the People's Republic of China*, *the Water Pollution Prevention and Control Law of the People's Republic of China*, and *the Atmospheric Pollution Prevention and Control Law of the People's Republic of China*, and integrates the concept of green development into all aspects of daily office and business operations. The Company also continues to improve the environmental management system through a series of energy-saving and consumption-reduction actions and management measures. This enables the Company to effectively control the environmental management benefits in energy use, water resource management and waste recycling. In 2023, the Company was not subject to any penalties for violating environmental regulations, nor did we receive any complaints related to environmental pollution.

Energy Use

Emissions Management and Data

The Company has always adhered to the green, clean and low-carbon office concept and actively fulfills the social responsibility of environmental protection. We rely on cloud service providers such as Alibaba Cloud and Tencent Cloud for data storage, and therefore our major energy consumption comes from the daily operation of our office areas, including greenhouse gas emissions from electricity consumption and gasoline consumption of official vehicles, as well as wastes generated from daily office activities.

Greenhouse Gas (GHG)

iDreamSky is committed to promoting the inventory of greenhouse gases throughout the Company. During the Reporting Period, we have comprehensively reviewed and collected energy consumption data from various aspects, including daily electricity consumption and emissions from official vehicles, and converted them into GHG emission intensity for a more accurate assessment of the baseline. Since 2021, the Company has set a target to reduce greenhouse gas emissions within the next five years to respond to the challenges of climate change.

Specific data on the Company's GHG emissions in 2023 are shown in the table below:

GHG Emissions Data		For the year ended December 31		
GHG emissions	Unit	2023	2022	2021
Total GHG emissions	Tonne CO ₂ e	418.77	408.22	368.27
Scope 1 — Direct GHG emissions	Tonne CO ₂ e	14.66	17.32	20.20
Scope 2 — Indirect GHG emissions	Tonne CO ₂ e	404.11	390.90	348.07
GHG emissions intensity	Tonne CO ₂ e/FTE	0.53	0.39	0.41

Notes:

- (1) The disclosure of environmental KPIs covers the period from 1 January 2023 to 31 December 2023.
- (2) The geographical scope of disclosure of environmental KPIs includes: the headquarters office area of iDreamSky Technology Holdings Limited.
- (3) Sources of emission coefficients: ①when calculating emissions, emission coefficients are in reference to the "Reporting Guidance on Environmental KPIs" issued by the HKEX; ②when calculating GHG emissions, emission coefficients are in reference to the "Reporting Guidance on Environmental KPIs" issued by the HKEX; ③For the purpose of ensuring that the conversion system is up-to-date, the conversion of various energy consumption units for the year 2023 is in reference to the "Notice on the Management of Greenhouse Gas Emission Reporting for Enterprises in the Power Generation Sector in 2023–2025" issued by the Ministry of Ecology and Environment of the People's Republic of China, and for the years prior to that, the main reference is the "Greenhouse Gas Emissions Accounting Methodology and Reporting Guidelines for Enterprises in Secondary Industry and other Industries" issued by the National Development and Reform Commission.
- (4) GHG emissions in 2022 (Scope 1) were from direct gasoline combustion emissions from automobiles; GHG emissions (Scope 2) were from indirect GHG emissions from purchased electricity.

Waste

iDreamSky strictly abides by laws and regulations such as *the Law of the People's Republic of China on the Prevention and Control of Environment Pollution Caused by Solid Wastes*, follows the principle of waste treatment of minimization and harmlessness, and actively carries out waste classification, collection and unified treatment. We attach importance to the management of waste generated in the production process and daily operations, and implement corresponding management and disposal standards according to the characteristics of different wastes, as well as the standardized management and scientific classification of waste.

For domestic waste generated in the daily office, we require employees to dispose of leftover meal takeaways in designated kitchen waste bins and conduct centralized disposal of kitchen waste at lunchtime and dinner time every day. At the same time, the personnel arranged for by the administration department shall carry out daily inspections to ensure accurate separation of waste. For some recyclable wastes such as cardboard and paper bags, we encourage our staff to place them near the garbage bins without blocking the passage or handle them over to the administration department assisting employees in unified recycling.



- Separate garbage cans for wet and dry waste are set up in the pantry to facilitate the subsequent disposal of waste;
- Signs are posted to remind employees to separate wet food waste and daily dry waste, and to raise awareness of proper waste disposal;
- Recyclable waste (e.g., cardboard, plastic bottles, cans, etc.) is sorted, collected and centrally sold by cleaning staff on a daily basis to ensure that waste is handled in a compliant manner.

VIII. GREEN OFFICE, LOW-CARBON iDREAMSKY

In the course of the Company's operations, the hazardous waste generated by iDreamSky consists primarily of ink cartridges leased in offices and end-of-life electronic equipment, such as computers and servers. For leased printers and their ink cartridges, we adopt a centralized collection and return them on time, thus promoting the effective management and disposal of ink cartridges, maximizing the use of resources and achieving sustainable development of environmental protection. Meanwhile, we ensure that all rental equipment is thoroughly inspected and the data contained therein is wiped before employees leave the Company in order to protect the security of the Company's information. Before a self-acquired computer is about to be scrapped, we will take the initiative to dismantle the hard disk and recycle it professionally to reduce the waste of resources.

Currently, we have not yet compiled data on the generation of hazardous waste and non-hazardous waste as they are recycled directly by the Company's asset management department. However, we will endeavor to carry out waste data collection and disclosure in the future to better evaluate our environmental performance.

Wastewater

In 2023, the wastewater generated from the iDreamSky office mainly originates from the toilet and pantry facilities, which are directly connected to the municipal network for uniform treatment through a professional sewerage system managed by the property.

Resource Use

Use of Resources and Data

iDreamSky understands that saving energy and resources is an important cornerstone to help our Company build a circular economy and realize green growth. We work to conserve electricity and water, reduce the use of electricity, water resources and paper, and fulfill our social responsibility to protect the ecology.

Electricity Consumption

iDreamSky actively promotes the reduction in unnecessary electricity consumption. We collect and convert annual data to assess power consumption density, aiming to further reduce electricity consumption in the next five years and promote sustainable development. During the Reporting Period, the Company's electricity consumption was 708,590 kWh, a decrease of 4.45% from the previous year.

As iDreamSky has over 900 computers for its game development business and relies heavily on equipment such as servers, computers and air-conditioners, the main source of energy consumed for the Company's operations is electrical energy. In our daily operations, we take energy-saving measures to further enhance the efficiency of energy utilization and strive to reduce the negative impact of energy consumption on the environment, as described below:



- Establish a full-time daily inspection mechanism for indoor property security to check the air-conditioning temperature settings and proactively adjust or turn off the air-conditioning in uninhabited areas;
- LED lighting is consistently used in the office to save on lighting energy;
- The office temperature is set at a constant 25 degrees Celsius in the summer and ventilated in the winter for scientific use of electricity;
- Actively procuring energy-efficient certified equipment and continuously optimizing the efficiency of its use;
- Encourage employees to set their computers to "sleep mode if idle for more than 30 minutes" to reduce power consumption.

iDreamSky Strengthens Nighttime Inspections to Ensure That Energy-consuming Equipment is Shut Down in a Timely Manner

【Case】

During the Reporting Period, we strengthened our nighttime inspections to ensure that the energy-consuming equipment was turned off in a timely manner when the office area was unoccupied. Meanwhile, we recorded the inspections in detail and reminded our employees to pay attention to energy saving and consumption reduction, so as to contribute to the cause of environmental protection together.

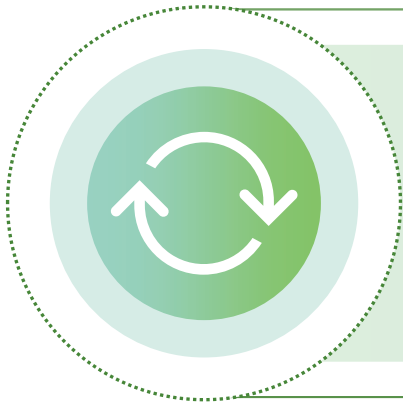


Record of after-hours nightly inspections

VIII. GREEN OFFICE, LOW-CARBON IDREAMSKY

Water Consumption

iDreamSky's water intensity assessment baseline, converted from data collection for the Reporting Period, will lead to further reductions in water consumption over the next five years. The daily water consumption of the Company is mainly for office operation, and the domestic sewage generated is strictly discharged into the municipal sewage network for unified treatment. We have been committed to conserving water resources and taking a variety of measures to reduce water consumption and promote sustainable development.



- Installation of dual-flush water-saving toilets to reduce water consumption;
- Signs on water conservation are posted in each restroom to remind employees to turn off the faucet after use and to raise their awareness of water conservation;
- Regularly inspect water pipes and notify the property management company in real time to arrange for maintenance and checks if any leakage is found in the water supply facilities so as to avoid wastage of water resources.

In addition, iDreamSky endeavors to mitigate the environmental impact of its business activities in a number of ways. In 2023, we focused on resource utilization efficiency by dynamically reviewing and inventorying the utilization of servers, server rooms, and messaging service resources, and releasing excess resources, if any, in a timely manner to reduce energy consumption. Meanwhile, we are actively promoting the videoconferencing technology and encouraging employees to use this efficient method of communication to reduce air travel and further reduce carbon emissions. Through these initiatives, we have not only optimized our business processes, improved our operational efficiency and promoted the green development of our Company, but also contributed to the environment protection and the realization of sustainable development.

Green Office

iDreamSky actively practices the green office concept and encourages its employees to participate in environmental protection actions to jointly create a green and low-carbon working environment. We continue to improve green office through a variety of ways, such as conducting energy-saving publicity, secondary utilization of used paper, and promoting sustainable procurement.



Energy Saving Measures and Slogans

The Administrative Department disseminated energy saving and emission reduction to the whole company by issuing online energy saving and emission reduction reminders bi-weekly, posting energy saving operation guidelines on office walls and setting up restroom micro-bulletin;

We actively advocate paper conservation and require employees to swipe their ID card to use the printer, and the Administrative Department produces a record of paper usage at the end of each year;

Next to each Printer, there is a paper recycling area for collecting single-sided printed paper, which is bound and reused by the administrative team to minimize paper

Priority is given to environmentally friendly materials and energy-efficient equipment in the procurement process to reduce the impact on the environment at source and promote sustainable procurement;

Basically, all the services of the Company are operated using cloud servers, which improves utilization and reduces unnecessary consumption through centralized energy use;

We regularly check refrigeration water pipes, water condensation pipes and vents, and conduct dust cleaning and refrigeration effect inspections during the Spring Festival and the National Day every year.

Response to Climate Change

Response to climate change has become a global priority, and governments have introduced and implemented policies related to energy saving and emission reduction. China's dual-carbon policy requires all industries to undergo a low-carbon transition and vigorously develop a green economy to create an environmentally friendly society. The Company has incorporated climate change into its overall risk assessment and management system, and shall actively respond to the call of the State while expanding business so as to help realize the dual-carbon goal.

Climate Risk Management

In order to reasonably address climate change, the Company refers to the climate-related financial disclosure recommendations to identify and assess climate change risks associated with our business and their potential impacts on the Company's business performance. At the same time, we identify and analyze entity risks and transformation risks related to the response to climate change in order to secure the smooth and orderly development of our business.

Type		Climate risks	Potential impact	Response measures
Physical risks	Acute	High temperatures, typhoons, floods and other extreme weather events are frequent	<ul style="list-style-type: none"> Storms, floods and other severe weather events caused by climate change could damage our production facilities, cause power outages, shutdowns and threaten the safety and sustainability of the Company's business 	<ul style="list-style-type: none"> Pay close attention to the forecasts of extreme weather events provided by the climate authorities, issue relevant reminders and make contingency plans, and practise home working when necessary to ensure a safe response to extreme weather Formulate contingency plans for extreme weather emergencies, establish a fast and effective rescue mechanism, and ensure that emergency supplies, such as flashlights, raincoats, umbrellas, electric fans, heatstroke prevention medicines, wind-chill and wind-heat cold medicines, etc., are always available, so as to ensure the safety of human beings and Internet infrastructure equipment
	Chronic	Exacerbated by changes in climate patterns such as ocean acidification and sea level rise	<ul style="list-style-type: none"> Aging of data facility equipment exacerbated by rising temperatures Increased energy consumption for heat dissipation and cooling in data centers, increasing carbon emissions 	<ul style="list-style-type: none"> Purchase external cloud storage services such as "Tencent Cloud" and "Alibaba Cloud" to monitor the efficiency of storage capacity utilization in real time, so as to release excess capacity in a timely manner Consider the impact of regional climate in the layout of operations

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Type		Climate risks	Potential impact	Response measures
Transition risks	Policy and law	Increased pricing of greenhouse gas emissions	<ul style="list-style-type: none"> Increased compliance costs 	<ul style="list-style-type: none"> Pay attention to the changes of laws, regulations and policies related to the Company's business in real time, and formulate countermeasures and educate employees in a timely manner
		Enhanced emission disclosure obligations (as in Scope 3)		
	Technology	Due to the characteristics of the industry, there is a high demand for data storage and server traffic load, and we may face an increase in energy consumption in the future	<ul style="list-style-type: none"> Increased operating costs 	<ul style="list-style-type: none"> Identify energy-consuming facilities and compile comprehensive statistics on the Company's carbon emissions, and reduce equipment energy consumption through energy-saving operation modes and regular maintenance Seize opportunities for the use of new energy sources and increase the share of renewable energy sources Procurement of cloud servers for gaming operations to reduce the impact of energy consumption generated by local servers
	Market	Rising environmental standards and concerns on climate change in the marketplace	<ul style="list-style-type: none"> Resulting in increased game product design and development costs 	<ul style="list-style-type: none"> Integrate climate change management capabilities into the supplier access process and encourage suppliers to use cleaner energy sources Encourage employees and users to reduce carbon emissions
	Reputation	Increase in stakeholder concerns or negative feedback	<ul style="list-style-type: none"> Rising investor expectations for the use of green, low-carbon, and renewable energy technologies 	<ul style="list-style-type: none"> Disclose efforts made and results achieved, and present future paths and plans to stakeholders

VIII. GREEN OFFICE, LOW-CARBON IDREAMSKY

Climate Risk and Opportunity

The Company firmly believes that taking the lead in mitigating or adapting to climate change will bring many opportunities for business development, and we are actively looking for more opportunities presented by climate change in order to promote and improve the transformation and development of the Company's green and low-carbon model, with a view to capitalizing on the opportunities brought about by climate change in the development of the Company's business and operation management while addressing climate change risks.

Type	Climate risks	Response measures
Transition opportunities	<ul style="list-style-type: none">New market opportunities will arise as a result of continued stakeholder interest in climate change, sustainability policies, and the promotion of environmentally friendly products and brands committed to responsible business practices.	<ul style="list-style-type: none">In the course of daily operations, priority is given to energy-saving storage and low-energy-consumption equipment procurement, and the secondary use of electronic components is enhanced to further reduce carbon emissions;Reduce carbon emissions from the Company's gaming business through scientific and technological innovation and digital development, formulate energy-saving and consumption-reducing operation and maintenance measures, minimize internal waste emissions, improve the efficiency of energy and resource use, and ensure the resilience of business development on the basis of efficient operation in order to achieve cost reduction and efficiency increase.
	<ul style="list-style-type: none">Increase the promotion of environmental protection and climate change issues in game products to popularize the awareness of environmental responsibility and enhance the brand image.	<ul style="list-style-type: none">Incorporate environmentally friendly public interest elements into game products to disseminate knowledge related to climate change and social sustainability, or add thematic activities related to environmental protection and climate change to game promotions, so as to raise society's attention to climate issues and awareness of climate risk management.

Coping with Extreme Weather

In 2023, we have formed a series of safety management systems and handling procedures for extreme weather events, such as the Emergency Response Plan for Extreme Weather (《極端天氣應急預案》), Adverse Weather SOP (《惡劣天氣SOP》), and Safety Guidelines of iDreamSky (《创梦天地安全須知》), and have conducted relevant training for all employees by the Administration Center. During the Reporting Period, we paid close attention to the official warning information on natural disasters and notified all employees of the level of natural disasters, reminding them to increase or decrease their clothing or carry rain gear according to the weather warning on their way to and from work, and protect their health and safety; in the event of a major severe weather disaster, we provided feedback to the Human Resources Department in the first instance and assessed whether to stop work to avoid danger, and activated emergency response plans according to the warning level.

IX. PRACTICING PHILANTHROPY, CARING IDREAMSKY

iDreamSky always integrates social responsibility into its development strategies and daily operations, and is committed to promoting traditional culture and helping to publicize city culture. We actively participate in social welfare undertakings, explore various modes of public welfare, effectively implement the basic strategy of national rural revitalization, vigorously promote education donations and love to help students. We also provide help for stray small animals, and build a harmonious society through practical actions.

Promoting Traditional Culture

iDreamSky adheres to cultural self-confidence. Through games as a modern art form, the Company explores the essence of traditional culture, combines it with modern aesthetics, and endows the game works with a deep cultural heritage. To that end, we have incorporated traditional culture and non-heritage skills in games such as Subway Surfers (地鐵跑酷), Gardenscapes (夢幻花園) and Strinova (卡拉彼丘), endeavoring to convey the unique charm of the Chinese culture to the world.

Subway Surfers (地鐵跑酷) Continues to Promote Urban Culture with New Versions Themed with Chinese City

【Case】

In 2023, we continued to launch new versions themed with Chinese city of Subway Surfers (地鐵跑酷), such as Luoyang (洛陽), Hohhot (呼和浩特), Suzhou Garden (蘇州園林), and ancient country of Loulan (樓蘭古國), etc. We integrate city culture into the design of the game levels, so that players around the world can experience the unique charm of the Chinese culture while playing the game. Taking the Loulan map for example, we set up in-house characters in Subway Surfers (地鐵跑酷) such as Mira, Princess of Loulan, and set up romantic and mysterious architectural scenes such as the White Sand Castle, the Ancient City Bazaar, and the double-storey Museum of Ancient Loulan, so that players can learn more about the history and culture of Loulan and experience the profoundness and depth of the Chinese culture in the atmosphere of the game, which is both educational and entertaining.



Example of Loulan map

IX. PRACTICING PHILANTHROPY, CARING IDREAMSKY

Strinova (卡拉彼丘) Incorporates the Traditional Art of Shadow Play to Promote Intangible Culture

【Case】

In Strinova (卡拉彼丘), we have combined the traditional Chinese shadow puppetry with digital technology to bring this ancient art form to a whole new life through technological means. We utilize digital technology to accurately capture and delicately render the shadow art, giving it a unique technological aesthetic in the game, which not only preserves the flavor of traditional culture, but also adds the charm of modern technology to it. At the same time, iDreamSky hopes to promote the shadow art to a wider audience in this way, so that more people will understand and love this intangible culture, and contribute to the inheritance and rejuvenation of intangible culture.



Strinova (卡拉彼丘) incorporates the culture of shadow play

Gardenscapes (夢幻花園) Combines Traditional Chinese Culture and Mythological Elements to Launch a New Version Themed with Jiangnan Canal Town (江南水鄉)

【Case】

In the midsummer July of 2023, iDreamSky launched a new version themed with Jiangnan Canal Town of Gardenscapes (夢幻花園), which deeply explored and integrated traditional Chinese culture and myths and legends. In terms of game skin design, the unique white walls and dark tiles in Jiangnan Canal Town fully reflect the style and cultural atmosphere of Jiangnan architecture, so that players can deeply feel the unique charm of the Jiangnan culture. At the same time, we have introduced elements such as Xu Xian (許仙) and Bai Niangzi (白娘子) to increase the mystery and fun of the game skin.



The new version themed with Jiangnan Canal Town of Gardenscapes (夢幻花園)

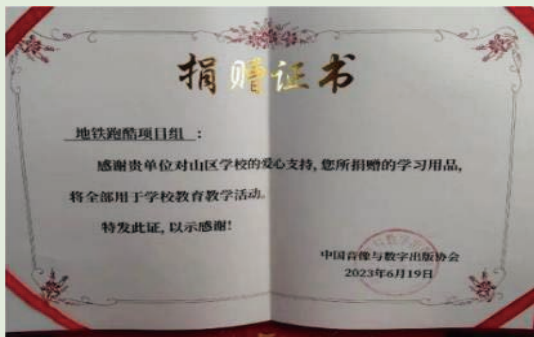
Assisting in Rural Revitalization

iDreamSky has been focusing on rural education by donating learning materials to children in remote areas to help rural students realize their dreams of studying. In addition, we actively respond to the Ministry of Education's call for students from primary and secondary schools to cultivate the concept of animal rescue. We also work on improving the survival of stray animals, and promote the harmonious coexistence of man and nature.

iDreamSky Participates in the “Games Promotes Brilliance” Charity Donation Program to Help Students Grow

【Case】

In June 2023, iDreamSky actively participated in the “Games Promotes Brilliance” charity donation event organized by the Game Working Committee (遊戲工委) of the China Audio-video and Digital Publishing Association (中國音數協) and the CCAA Esports Working Committee (電競工委), fulfilling the social responsibility with all its heart. The Subway Surfers (地鐵跑酷) project team and Gardenscapes (夢幻花園) project team responded positively to the Company's call to donate digital teaching equipment and school supplies, such as printers, to build digital classrooms to further enrich the teaching methods. This secures children with learning, broadens children's horizons, and further promotes the development of quality education.



Pictures and donation certificate of the “Games Promote Brilliance” Charity Donation Event

IX. PRACTICING PHILANTHROPY, CARING IDREAMSKY

iDreamSky Continues to Launch the Second Phase of the “Gardenscapes (夢幻花園) and Homescapes (夢幻家園) Guardian Program”

【 Case 】

During the Reporting Period, iDreamSky continued to launch the second phase of the “Gardenscapes (夢幻花園) and Homescapes (夢幻家園) Guardian Program”, and in the second phase of the public welfare version of Gardenscapes (夢幻花園), we have set up their own exclusive room for the dogs: the House of Dogs (犬心之家). Meanwhile, we carried out the new public welfare room decoration activity theming “Dote on Animals and Bring Love Back Home (寵愛有加·讓愛回家)” within the Gardenscapes (夢幻花園), inviting players to set up a themed room for dogs and providing elements such as the brand new “Happy Hour” dog slides, props and “Corgi Grass” themed game skins, etc., so as to convey love and care with the power of the game, actively practice social responsibility, and build a warm home for the stray dogs.

Moreover, we brought the love and blessings of Gardenscapes (夢幻花園) and Homescapes (夢幻家園) players on Fanbook to offline activities. We joined hands with the China Small Animal Protection Association and Shanghai “Love & Don't Let Go” Shelter Center (上海「愛不釋手」庇護中心) to carry out a love activity, providing brand-new beds, cushions and toys for the small animals and jointly repairing the “Gardenscapes (夢幻花園) and Homescapes (夢幻家園) Love House” and improving the living environment for small animals, which demonstrated our humanistic care.



The diagram of public welfare version of Gardenscapes (夢幻花園)

Repairing the Gardenscapes (夢幻花園) and Homescapes (夢幻家園) Love House and caring for stray animals

Love Helps to Grow

When education blossoms, the country flourishes. We actively promote the development of student employment and effectively fulfill our social responsibility. At the same time, we provide young people with opportunities to learn about AIGC, organize related public service activities to stimulate students' interests, and support individual growth and overall development.

iDreamSky Organizes Charity Event Themed with “Study with AIGC and iDreamSky Open Day for Youth Development” (研學攜手AIGC 创梦Open Day助力青少年成長)

【 Case 】

In August 2023, iDreamSky organized the charity event themed with “Study with AIGC and iDreamSky Open Day for Youth Development”, which provided a platform for youth to learn and communicate with AIGC technology and games, and brought diversified knowledge to students. The event attracted 30 young people to visit and learn about the game production process and experience interactive board games, advocating students to explore their own interests and talents on the premise of learning basic cultural knowledge and realizing all-round high-quality growth.



Pictures of charity event themed with “Study with AIGC and iDreamSky Open Day for Youth Development”

iDreamSky Organized and Conducted the Internship Program of Network and Information Companies (網信企業實習計劃) Public Welfare Activity Featuring “Sailing in the Greater Bay Area and Endeavoring in the Digital Tide” (啟航大灣區 奮楫數字潮) in Guangdong, Hong Kong and Macao Greater Bay Area

【 Case 】

In June 2023, iDreamSky, as one of the nine Shenzhen Internet sponsors of the Internship Program of Network and Information Companies public welfare activity featuring “Sailing in the Greater Bay Area and Endeavoring in the Digital Tide” in Guangdong, Hong Kong and Macao Greater Bay Area, provided students from Hong Kong and Macao with internships under the guidance of a one-to-one mentor, which facilitated the university students to broaden their horizons, grasp the opportunities, and exchange and integrate with the public, and further promoted the exchanges and cooperation among the young talents in the Guangdong, Hong Kong and Macao Greater Bay Area.



Images related to the Internship Program of Network Information Companies for “Sailing in the Greater Bay Area and Endeavoring in the Digital Tide”

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Appendix 1: Tables of ESG Key Performance Indicators for 2023

1. Table of Key Environmental Indicators

KPI			Unit	2023	2022	2021
Emission	Sulphur oxide emissions	kg		0.09	0.10	0.11
	Nitrogen oxide emissions	kg		6.87	7.24	8.44
Greenhouse Gas Emission	Greenhouse gas emissions (Scope 1)	Tonne CO2e		14.66	17.32	20.20
	Greenhouse gas emissions (Scope 2)	Tonne CO2e		404.11	390.90	348.07
	Total greenhouse gas emissions	Tonne CO2e		418.77	408.22	368.27
	Greenhouse gas emission intensity	Tonne CO2e/person		0.53	0.39	0.41
Hazardous Waste	Total hazardous waste	kg		8.42	3.89	21.15
	Hazardous waste density	kg/person		0.01	0.00	0.02
Non-hazardous Waste	Total non-hazardous waste	kg		4,210.16	5,448.88	5,694.76
	Density of non-hazardous waste	kg/person		5.28	5.20	6.35
Energy Use	Total electricity consumption	kWh		708,590.00	741,604.00	660,356.00
	Total energy consumption	Thousands of kWh		765.87	801.97	730.75
	Energy intensity	Thousands of kWh/person		0.96	0.77	0.66
Water Consumption	Water consumption	ton		5,163.00	5,047.00	5,236.00
	Water intensity	ton/person		6.48	4.82	5.84
Packaging Material Usage	Packaging carton usage	ton		N/A	N/A	N/A

2. Table of Key Social Indicators

Total number of employees by gender, type of employment, age group and region

		2023		2022		2021	
		Number of employees (person)	Percentage (%)	Number of employees (person)	Percentage (%)	Number of employees (person)	Percentage (%)
By gender	Male	506	63.49	611	58.30	699	62.80
	Female	291	36.51	437	41.70	414	37.20
By age group	aged under 30	439	55.08	656	62.60	725	65.14
	aged 31 to 50	355	44.54	391	37.31	386	34.68
	aged over 50	3	0.38	1	0.10	2	0.18
By region	Mainland China	788	98.87	1,045	99.71	1,099	98.74
	Overseas, Hong Kong, Macao and Taiwan	9	1.13	3	0.29	14	1.26
Total number of employees		797		1,048		1,113	

Employee turnover rate by gender, age group and region

Turnover rate (%)		2023	2022	2021
By gender	Male	27.50%	36.99%	25.89%
	Female	39.90%	40.59%	32.25%
By age group	aged under 30	39.45%	40.17%	26.62%
	aged 31 to 50	20.31%	35.17%	32.22%
	aged over 50	0.00%	33.33%	60.00%
By region	Mainland China	32.50%	38.52%	28.25%
	Overseas, Hong Kong, Macao and Taiwan	37.50%	31.25%	46.15%

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Percentage of employees trained and average hours of training by gender and type of employment

		2023		2022		2021	
		Percentage of employees trained (%)	Hours of training per capita (hours)	Percentage of employees trained (%)	Hours of training per capita (hours)	Percentage of employees trained (%)	Hours of training per capita (hours)
By gender	Male	63.49	3.55	66.18	5.97	68.10	5.00
	Female	36.51	4.12	33.82	3.91	31.90	4.00
By rank	Management	13.17	6.09	7.35	17.22	10.37	16.00
	Ordinary employee	86.83	3.41	92.65	3.60	89.63	5.30

Supplier management (number)

2023

Number of suppliers	South China	146
	Central China	17
	North China	37
	East China	271
	Southwest China	27
	Northeast China	4
	Overseas	5

Total number of suppliers	507
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Health and safety

2023

Number of deaths at work in the last three years (persons)	0
Number of work-related injuries (persons)	0
Number of lost working days due to work-related injuries (days)	0

Customer service data

2023

Customer complaint resolution rate (%)	81.44
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Community investment

2023

Investment amount (RMB)	20,000
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Appendix 2: index of The Environmental, Social and Governance Reporting Guide of the Stock Exchange

Aspect	HKEX KPI	Description	Corresponding Chapters/ Notes
A Environmental			
A1 Emissions	A1	General Disclosure	VIII. Green Office, Low-Carbon iDreamSky
	A1.1	The type of emissions and respective emissions data	VIII. Green Office, Low-Carbon iDreamSky
	A1.2	Greenhouse gas emissions in total and intensity	VIII. Green Office, Low-Carbon iDreamSky
	A1.3	Total hazardous waste produced and intensity	VIII. Green Office, Low-Carbon iDreamSky
	A1.4	Total non-hazardous waste produced and intensity	VIII. Green Office, Low-Carbon iDreamSky
	A1.5	Description of measures to mitigate emissions and results achieved	VIII. Green Office, Low-Carbon iDreamSky
	A1.6	Description of how hazardous and non-hazardous wastes are handled, reduction initiatives and results achieved	VIII. Green Office, Low-Carbon iDreamSky
A2 Use of Resources	A2	General Disclosure	VIII. Green Office, Low-Carbon iDreamSky
	A2.1	Direct and/or indirect energy consumption by type in total and intensity	VIII. Green Office, Low-Carbon iDreamSky
	A2.2	Water consumption in total and intensity	VIII. Green Office, Low-Carbon iDreamSky
	A2.3	Description of energy use efficiency initiatives and results achieved	VIII. Green Office, Low-Carbon iDreamSky
	A2.4	Description of issue in sourcing water, water efficiency initiatives	VIII. Green Office, Low-Carbon iDreamSky
	A2.5	Total packaging material used for finished products	Due to the business nature of the Company, this KPI is considered not material.
A3 The Environment and Natural Resources	A3	General Disclosure	VIII. Green Office, Low-Carbon iDreamSky
	A3.1	Description of the significant impacts of activities on the environment and natural resources and actions taken to manage them.	VIII. Green Office, Low-Carbon iDreamSky

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Aspect	HKEX KPI	Description	Corresponding Chapters/ Notes
A4 Climate Change	A4	General Disclosure	VIII. Green Office, Low-Carbon iDreamSky
	A4.1	Description of the significant climate-related issues which have impacted the Company, and actions taken to manage them.	VIII. Green Office, Low-Carbon iDreamSky
B Social			
B1 Employment	B1	General Disclosure	VII. Nurturing Talent, Partnering iDreamSky
	B1.1	Total workforce by gender, employment type, age group and geographical region	VII. Nurturing Talent, Partnering iDreamSky
	B1.2	Employee turnover rate by gender, age group and geographical region	VII. Nurturing Talent, Partnering iDreamSky
B2 Health and Safety	B2	General Disclosure	VII. Nurturing Talent, Partnering iDreamSky
	B2.1	Number and rate of work-related fatalities	VII. Nurturing Talent, Partnering iDreamSky
	B2.2	Lost days due to work injury	VII. Nurturing Talent, Partnering iDreamSky
	B2.3	Description of occupational health and safety measures adopted, how they are implemented and monitored.	VII. Nurturing Talent, Partnering iDreamSky
B3 Development and Training	B3	General Disclosure	VII. Nurturing Talent, Partnering iDreamSky
	B3.1	Percentage of employees trained by gender and employee category	VII. Nurturing Talent, Partnering iDreamSky
	B3.2	Average training hours completed per employee by gender and employee category	VII. Nurturing Talent, Partnering iDreamSky

Aspect	HKEX KPI	Description	Corresponding Chapters/ Notes
B4 Labour Standards	B4	General Disclosure	VII. Nurturing Talent, Partnering iDreamSky
	B4.1	Description of measures to review employment practices to avoid child and forced labour.	VII. Nurturing Talent, Partnering iDreamSky
	B4.2	Description of steps taken to eliminate such practices when discovered.	VII. Nurturing Talent, Partnering iDreamSky
B5 Supply Chain Management	B5	General Disclosure	V. Compliant Operation, Clean iDreamSky
	B5.1	Number of suppliers by geographical region	V. Compliant Operation, Clean iDreamSky
	B5.2	Description of practices relating to engaging suppliers, number of suppliers where the practices are being implemented, how they are implemented and monitored	V. Compliant Operation, Clean iDreamSky
	B5.3	Description of practices used to identify environmental and social risks along the supply chain and actions taken to implement and monitor them	V. Compliant Operation, Clean iDreamSky
	B5.4	Description of practices used to promote environmentally preferable products and services when selecting suppliers and actions taken to implement and monitor them	V. Compliant Operation, Clean iDreamSky
B6 Product Responsibility	B6	General Disclosure	VI. Content Innovation, Supreme iDreamSky
	B6.1	Percentage of total products sold or shipped due to recalled for safety and health reasons	VI. Content Innovation, Supreme iDreamSky
	B6.2	Number of products related to complaints received and how they are dealt with	VI. Content Innovation, Supreme iDreamSky
	B6.3	Description of practices relating to observing and protecting intellectual property rights	VI. Content Innovation, Supreme iDreamSky
	B6.4	Description of quality assurance process and recall procedures	VI. Content Innovation, Supreme iDreamSky
	B6.5	Description of consumer data protection and privacy policies, and actions taken to implement and monitor them	VI. Content Innovation, Supreme iDreamSky

X. APPENDIX

Aspect	HKEX KPI	Description	Corresponding Chapters/ Notes
B7 Anti-Corruption	B7	General Disclosure	V. Compliant Operation, Clean iDreamSky
	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	V. Compliant Operation, Clean iDreamSky
	B7.2	Description of preventive measures and whistleblowing procedures, how they are implemented and monitored	V. Compliant Operation, Clean iDreamSky
	B7.3	Description of anti-corruption training provided to directors and staff	V. Compliant Operation, Clean iDreamSky
B7.3	B8	General Disclosure	IX. Practicing Philanthropy, Caring iDreamSky
	B8.1	Focus areas of contribution	IX. Practicing Philanthropy, Caring iDreamSky
	B8.2	Resources contributed to the focus area	IX. Practicing Philanthropy, Caring iDreamSky