GLOSSARY OF TECHNICAL TERMS

In this circular, unless the context otherwise requires, explanations and definitions of certain terms used in this circular in connection with the Target Group and its business shall have the meanings set out below. The terms and their meanings may not correspond to standard industry meaning or usage of these terms.

"AI"	artificial intelligence, simulation of human intelligence processes by machines, especially computer systems
"algorithm"	a finite sequence of well-defined instructions, typically used to solve a class of specific problems or to perform a computation
"API"	application programming interface, a set of rules or protocols that enables software applications to communicate with each other to exchange data, features and functionality
"brand clients"	brands for which we provide digital solutions under our D2B business model
"brand suppliers"	brands that are considered as our suppliers under our D2C business model, where we sell their products directly to consumers across various e-commerce channels under this model
"brand partners"	brand clients and/or brand suppliers
"CAGR"	compound annual growth rate
"carbon neutral"	the state achieved when an entity that produces carbon emissions removes the same volume of carbon emissions from the Earth's atmosphere
"cloud"	a vast network of remote servers around the globe which are hooked together and meant to operate as a single ecosystem
"content marketing"	a marketing strategy used to attract, engage, and retain an audience by creating and sharing relevant articles, videos, and podcasts

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"data-lake"	a centralized repository designed to store, process, and secure large amounts of structured, semi-structured, and unstructured data, which can store data in its native format and process any variety of it, ignoring size limits
"digital touchpoints"	online and mobile interactions where consumers engage with a business, including interactions across various commerce channels, such as online marketplaces and social media platforms, on different devices, from smartphones to tablets
"retargeting"	a cookie-based technology that displays custom advertisements to visitors who leave an online store without purchasing or performing another desired action
"D2B"	direct-to-brands
"D2C"	direct-to-consumers
"ESG"	environmental, social, and governance
"e-commerce"	buying and selling of goods and services electronically over digital platforms
"harmonization"	the state where all elements that represents a brand's identity, such as its marketing materials and product content, are synced across all sales channels
"hyper-localization"	the practice of tailoring products, services, or content to meet the specific needs and preference of a very narrow, local audience
"IT"	information technology
"KOL"	key opinion leader, a type of influencer that can influence an audience's opinions and purchasing decisions
"live streaming and live selling platform"	an e-commerce channel where hosts broadcast live videos showcasing products or services while interacting with consumers in real-time

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"performance marketing"	an approach to digital marketing or advertising where businesses only pay when a specific result occurs
"premium brand"	brands that an individual, company, product, or service generally perceived to have an elevated status, unique quality, or exceptional value in the eyes of its target market
"R&D"	research and development
"SaaS"	software as a service
"Singles' Day 11.11 sale"	an online sales promotions event that falls on November 11 each year
"SKU"	stock keeping unit
"sq.m."	square meter
"targeted marketing"	a marketing strategy used to recognize and reach customers on any device more accurately by gathering customer data from both offline and online sources and using that rich profile
"URL"	uniform resource locator, a unique identifier used to locate a resource on the internet, also referred to as a web address
"12.12 sale"	an online sales promotions event that falls on December 12 each year