



WEIMOB INC.

Incorporated in the Cayman Islands with limited liability
Stock Code: 2013.HK

ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT 2024



About The Report

This report is the 7th "Environmental, Social and Governance (ESG) Report 2024" issued by Weimob Inc. (hereinafter referred to as the "ESG Report" , "this report"). It discloses to stakeholders the company' s environmental, social and governance practices and achievement aspects in the business process.

This report is written in both Chinese and English. In case of discrepancies, the Chinese version shall prevail.

Scope of Reporting

This report covers Weimob Inc. and its subsidiaries (hereinafter referred to as "Weimob", "Weimob Group" and "we"). The KPIs disclosed cover major office premises in Shanghai, Nanjing, Beijing, Guangzhou, Shenzhen, Xi' an, Sichuan and Wuhan.

Reporting Period

The report covers the period from 1 January 2024 to 31 December 2024 (hereinafter referred to as "the reporting period" and "this report"). For content that occurred outside this scope, it will be noted where relevant.

Release Schedule

This report is published annually, with the first edition issued in 2018. The current edition is scheduled for release in April 2025.

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Reporting Standards and Frameworks

This Report has been prepared in accordance with the Environmental, Social and Governance (ESG) Reporting

Guide issued by The Stock Exchange of Hong Kong Limited (HKEX). It also references internationally recognized standards and frameworks, including the GRI Standards issued by the Global Reporting Initiative (GRI), the SASB Standards issued by the Sustainability Accounting Standards Board (SASB), and the TCFD Recommendations outlined by the Task Force on Climate-related Financial Disclosures, as encouraged in HKEX' s Guidance on Climate Disclosures. In addition, the Report reflects Weimob' s alignment with the United Nations Sustainable Development Goals (UN SDGs).

Report Availability

This Report is published in electronic format and can be viewed and downloaded from Weimob Group' s official website (<https://group.weimob.com>) and the HKEXnews Website (www.hkexnews.hk)

Data Accuracy and Reliability

The data in this report are sourced from statistical reports and relevant documents. The Board assures all contents are truthful and accurate, with no false or misleading information and accepts responsibility.

In preparing this report, we adhered to the principles of materiality, quantitative, balance, and consistency.

Materiality

"Materiality": We conducted a materiality assessment to identify and evaluate the ESG topics most relevant to Weimob' s business and internal and external stakeholders. The findings of this assessment inform the scope and focus of the disclosures presented in this Report.

Quantitative

"Quantitative": This report discloses quantitative KPIs, with explanations of standards and methodologies.

Consistency

"Consistency": We have ensured consistency across reporting periods for the same indicators, modifications are displayed in the report' s footnotes.

Balance

"Balance": This document offers an impartial reflection of Weimob' s activities in an unbiased and balanced manner, illustrating Weimob' s comprehensive efforts in ESG.

Message from the Chairman

2024 marks a new chapter in Weimob's strategic transformation under our "ALL in AI" initiative. As we celebrate the 10th anniversary of our founding in 2013, we reflect not only on the rapid evolution driven by technological innovation but also on our steady integration of Environmental, Social and Governance (ESG) principles into the heart of our strategy, our long-term commitment to "technology for good."

Driving Sustainable Growth Through Innovation: Accelerating sustainable growth through innovation and enabling low-carbon transitions across industries

This past decade has been transformative, not only for us but also for the millions of businesses we've empowered through digital transformation, leading to the creation of over 1,000,000 jobs. Throughout the convergence of AI and SaaS technologies, we have continuously evolved our business model and operational capabilities to deliver enhanced value.

With eleven years of accumulated experience, Weimob has developed well-recognized advantages across talent and teams, product and technology, service expertise, market share, and capital markets. Since 2022, we have been advancing a forward-looking AI strategy through continuous exploration and investment, positioning ourselves for long-term industry leadership.

Today, we have fully embraced the era of Agentic AI, establishing Four Strategic AI Layouts: (1) AI + SaaS that empowers merchants with intelligent business operations; (2) AI + Marketing that enhances performance-driven optimization; (3) To B for delivering personalized enterprise AI solutions to Key Accounts Merchants; and (4) To C for accessible tools serving individual entrepreneurs and designers. This integrated approach has enabled us to develop a comprehensive AI Agent product matrix.

To date, Weimob WAI has developed 15 specialized AI Agent product covering 58 real business application scenarios. These solutions equip our SaaS clients with intelligent operational teams that efficiently address specific business challenges. Performance metrics validate our approach: in 2024, WAI achieved 82.5% accuracy, while monthly active users increased by over 74% year-on-year. Most significantly, WAI commercialization revenue grew by 237%, and client implementation efficiency improved by 217%, demonstrating the scalable value of our technology investments.

We regard sustainability as the fundamental principle that guides all our technological innovation initiatives:

- **Strengthening Green Operations**

In 2024, we enhanced data center efficiency by 60-70% through algorithm optimization and computing efficiency. Our GHG emissions intensity (tCO₂e per RMB million revenue) fell by 17.5%. We've committed to halving emissions by 2035 and achieving carbon neutrality by 2045.

- **Exploring responsible AI**

We helped develop the Self-Regulatory Initiative of Generative Artificial Intelligence Industry in 2024. Our WAI product incorporates data compliance, privacy protection, and content traceability systems to ensure technical compliance and reliability.

- **Advancing inclusive enablement**

In 2024, we launched WIME, an AI powered solution designed for individual merchants. By leveraging low code tools, WIME lowers the threshold for digital adoption and transforms e-commerce workflows, empowering users to thrive as agile and capable individuals in the AI era.

Exploring globalization and building a sustainable ecosystem

In 2024, driven by the "Dual Carbon" goal and the global digital transformation, we launched the "SuperApp Solution", which opens up emerging markets such as the Middle East for digital technology to go overseas and help local enterprises develop in synergy with intelligence and low-carbonization.

Currently, we have built a green supply chain with more than 500 eco-partners. We have incorporated ESG requirements into our supplier entry assessment system and achieved a 100% signing rate of supplier integrity agreements.

In the future, with the dual engine of "Technology + Responsibility", we will help our customers to improve resource efficiency and reduce environmental footprints through AI + SaaS, to ensure the deep integration of sustainable development and business strategy, to drive growth and create value for shareholders, employees and the society.

Table of Contents

		01 Robust Governance Driving Sustainable Development	
About The Report	01	Board of Directors	23
Message from the Chairman	03	Investor Relations	25
		Compliance and Governance	25
		Risk Management	29
		Business Ethics	29
		02 Climate Governance and Resilience	
Getting to Know Us	07	Addressing Climate Change	35
2024 Awards and Honors	11	Green and Low-Carbon Operations	40
ESG Governance	14	Digital Intelligence Empowering Low-Carbon Development	43
		Biodiversity Conservation	44
		03 Fostering Wellbeing Through People, Purpose, and Performance	
		Talent Attraction and Retention	47
		Employee Rights and Wellbeing	49
		Diversity, Equity, and Inclusion	51
		Talent Development and Training	55
		04 Empowering Sustainability Through Technology	
		Safeguarding Information Security and Data Privacy	61
		R&D and Innovation	68
		Responsible Product and Marketing Management	71
		05 Community Commitment and Social Responsibility	
		Community Engagement and Collective Progress	77
		Long-Term Commitment to Public Welfare	78
		Tech Responsibility: Empowering Industry Advancement	79
		Appendix	
		Performance Tables	80
		ESG Guide Index Table	88
About Weimob			

About Weimob



Getting to Know Us

Company Overview

Stock Code

2013.HK

Weimob Group, founded in 2013 and with the stock code 2013.HK, is a leading cloud-based business and marketing solutions provider in China. Committed to offering decentralized digital transformation through SaaS products and end-to-end growth services, Weimob empowers businesses to achieve sustainable growth.

We provide a plethora of applications and product services to numerous businesses, offering digital solutions tailored to e-commerce, supermarket fresh produce, commercial real estate, group purchasing, and other industries. With 11 years of business practice, Weimob has constructed the WOS New Business Operation System, creating a decentralized business infrastructure for enterprise digital transformation. Through a multi-terminal integrated product service matrix, Weimob facilitates intelligent business operations for merchants.

At the meantime, we also offer a powerful PaaS platform for the developer group. By opening up the core product and technology capabilities, we can attract third-party ecological partners and developers to jointly build a cloud business ecosystem and achieve the co-creation of enterprise service value, thus providing merchants with more application choices and better services.

Since 2022, we have expanded our strategic presence in artificial intelligence, building four core pillars: (1) AI + SaaS that empowers merchants with intelligent business operations; (2) AI + Marketing that enhances performance-driven optimization; (3) To B for delivering personalized enterprise AI solutions to Key Accounts Merchants; and (4) To C for accessible tools serving individual entrepreneurs and designers. Under this framework, the WAI platform now features 15 AI Agents applied in over 58 real world business scenarios. These solutions help merchants operate more intelligently, improve efficiency, and address business challenges with greater precision.

We are committed to empowering enterprise digital transformation through innovative products and services, driving business innovation with digital technology, and enabling smarter, more efficient future.



Mission, Vision, and Values

Our Mission	Driving business innovation through digital transformation, making business smarter
Our Culture	Simplicity · Freedom · Equality
Our Vision	Becoming the best partner for enterprise digital transformation
Core Values	Integrity and accountability Collaboration and innovation Customer-centricity Agility and adaptability

MILESTONES OF WEIMOB

2013

- Weimob was founded, launching its first SaaS product
- Became one of the first partners of WeChat Official Accounts

2014

- Held the first agency conference, with more than 800 agents worldwide
- Obtained round A financing, with a valuation of RMB 300 million

2015

- Introduced industry-specific SaaS solutions such as Ke Lai Dian
- Completed B and C rounds of financing, totalling over RMB 700 million

2016

- Established Precision Marketing Division, became the first service provider of WeChat Advertising and a pioneer of "marketing + tools" model
- Launched Smart Catering solutions

2017

- Launched Weimob Cloud Open Platform
- Became one of the first batches of WeChat Mini Program service providers

2018

- Launched Smart Retail, Smart Hotel and other solutions based on WeChat Mini Program
- Completed Series D financing, totalling over USD 200 million

2019

- Listed on the Main Board of Hong Kong Stock Exchange (Stock Code : 2013.HK)
- Established a short video centre to improve the strategic layout within the industry

2020

- Enhance strategic approach towards major customers, ecology, and internationalisation
- Acquired Haiding and Yazuo to deepen the layout of Smart Retail and Smart Catering

2021

- Establish a fund for data intelligence industry, deploying cloud computing, AI, and big data
- Closed a USD 600 million financing to develop a new generation of digital business platform

2022

- Released Weimob WOS, a decentralised business operating system
- Became the first batch of official comprehensive operation service providers of WeChat video accounts
- Completed the foundation laying ceremony of the Weimob Headquarter Building

2023

- Released Weimob WAI, adding "SaaS + AI" to our product matrix
- Organisational reform and upgrade, established three major subsidiary groups: corporate services, marketing, and international group
- Brand upgrade and release of new brand value proposition

2024

- Held the first Weimob Technology Open Day, launched WAI Pro (ToB AI product) and TWIME (ToC AI product) under the WAI platform
- Introduced SuperApp solution, marking the start of our digital technology expansion into the Middle East

2024 Awards and Honors

Weimob Headquarters Featured in APEC Technology Empowers Low Carbon Action (TELCA): Best Practice Report



Company Name: Weimob
Company Size: SME
Member Economy: China
Technology: Low carbon building solution

Contributor to Sustainability: The Weimob headquarters building in Shanghai, China is a model of sustainable building design, integrating green spaces and smart technologies to significantly reduce carbon emissions. It was awarded the "Low Carbon Building" designation by the United Nations Development Programme (UNDP) and the Association of Southeast Asian Nations (ASEAN). The project features advanced energy-efficient design, green and renewable energy, and high-performance building systems, alongside a fully integrated air conditioning system and extensive use of sustainable construction materials and green thermal. These innovations have resulted in a carbon emissions reduction of 17.7% compared to a similar building of the same size, setting a benchmark for the urban landscape in the region.

Most Socially Responsible Listed Company

Certified by Zhitong Finance



Recognized as a First Batch Pioneer Case in Deep Cloud Adoption

China Academy of Information and Communications Technology



Featured in the 2024 Shanghai Top 100 Enterprises

Shanghai Federation of Enterprises, Shanghai Entrepreneurs Association, and Jiefang Daily

百强证书

上海盟信信息科技有限公司

2024上海民营企业100强
(第48名)

百强证书

上海盟信信息科技有限公司

2024上海民营企业服务业100强
(第31名)

百强证书

上海盟信信息科技有限公司

2024上海百强成长企业50强
(第30名)

百强证书

上海盟信信息科技有限公司

2024上海服务业企业100强
(第53名)

百强证书

上海盟信信息科技有限公司

2024上海新兴产业企业100强
(第32名)

2024 Shanghai Top 100 Private Enterprises

2024 Shanghai Top 100 Private Service Enterprises

2024 Shanghai Top 50 High-Growth Enterprises

2024 Shanghai Top 100 Service Industry Enterprises

2024 Shanghai Top 100 Emerging Industry Enterprises

Named Outstanding Digital Technology Enterprise of the Year

Gelonghui

Certified as an SGXHS Level 1 Digital Advertising Enterprise

Shanghai Advertising Association

Selected as an Outstanding Case of the Year at the 2024 Brand Marketing Conference

The Economic Observer

Received the Annual Comprehensive Service Provider award at the 15th Tiger Roar Awards

Digital Marketing Committee of the China Advertising Association of Commerce



Recognized at the 2024 TopDigital Innovation Marketing Awards, earning a total of 11 distinctions, including 2 Annual Special Awards, 1 Gold Award, 3 Silver Awards, 4 Bronze Awards, and 1 Annual Industry Figure Award



Ranked in the 2024 Adquan Agency Index 100

Adquan

Included in the China Digital Marketing Ecosystem Map

China Advertising Association of Commerce

Recognized with the 2024 Golden Ape Award for Innovative Service Enterprise in China's Big Data Industry

Data Yuan & Shanghai Big Data Alliance

Included in the 2023-2024 Forbes China Beauty Industry Brand TOP100

Forbes China

Named a FUTURE 2024 Preferred Brand Service Provider

36Kr

Received the Golden Feather Brand Award

Southern Weekly

Jointly drafted the T/SASQ0004-2024: Organizational Capability Evaluation Guidelines — Service Industry for the Service Industry

Shanghai Society of Quality Technology and Applied Statistics



ESG Highlights



Governance

- Issued the Stakeholder Survey Questionnaire to identify and conducted materiality assessment;
- Refined the internal governance system by comprehensively reviewing group-wide regulations and formulating **87** corporate standards;
- Officially released the Weimob Integrity Management Policy, further improving towards a transparent governance framework;
- Held the second annual Weimob Integrity Day, collecting **1,592** employee messages on the integrity message wall to promote ethical awareness.



Environment

- Achieved a **17.5%** reduction in Scope 1 and Scope 2 GHG emissions compared to 2023;
- Optimized server utilization, estimated a **60%-70%** reduction in energy consumption;
- Advanced low carbon transformation through digital intelligence by establishing four AI pillars: AI + SaaS, AI + Marketing, To B, and To C, creating a comprehensive AI Agent product matrix;
- Launched an Electronic Human Resources (EHR) signature system, further advancing digitalization and paperless operations.



Social

- Meng School had launched approximately **485** online courses, with a total of **10,398** learning sessions completed;
- Organized **377** training sessions in total, achieving a **94.02%** training coverage rate and **11.92** average training hours per employee;
- Carried out job level and rank reform to enhance employee promotion and development pathways;
- Renewed and received **ISO 27001**, **ISO 27701**, the SaaS Security Capability Certification issued by the China Academy of Information and Communications Technology and Level 3 (Robust Level) Data Management Capability Maturity (DCMM) certificate issued by the China Federation of Electronics and Information Industry;
- Participated in drafting the Self-Regulatory Initiative of Generative Artificial Intelligence Industry;
- Recorded over **168** hours of employee volunteer service.

ESG Governance

Board Statement

In 2024, Weimob remained committed to strengthening its Environmental, Social, and Governance (ESG) efforts while refining its overarching ESG strategy. We defined clear priorities and objectives, integrating them into the company's business strategy and long-term development roadmap.

The Board of Directors holds overall accountability for ESG strategy and disclosures, ensuring that ESG principles are embedded in corporate decision-making processes. The Board conducts regular reviews to assess strategic alignment, evaluates potential impacts on the company's development, and oversees the identification and management of ESG-related risks and opportunities. Material issues are incorporated into the company's risk management system to enhance resilience to environmental and social challenges.



ESG implementation is supported by cross-departmental collaboration and senior management engagement. Functional departments are responsible for executing ESG strategies and reporting progress to the Board. Stakeholder feedback and materiality assessments are used to define and prioritize sustainability issues, ensuring effective execution.

ESG Governance Structure

To ensure ESG is fully integrated into business operations and to support sustainable, high-quality growth, Weimob has established a three-tier governance structure comprising the Board of Directors, the Compliance Committee, specialized committees, and the ESG Working Group. This structure fosters cross-level coordination in advancing ESG objectives and policy implementation.

The day-to-day management of ESG matters is coordinated by the **Compliance Committee** under the **Board**. Chaired by the **Chairman** and supported by senior executives as vice chairs, the **Compliance Committee** works closely with the **ESG Working Group** and other **Specialized committees**.



The **Compliance Committee** is responsible for overseeing the development of the ESG management system and ensuring its alignment with the company's long-term strategy. Regular meetings are held to report to the Board, optimize governance mechanisms, and ensure that ESG initiatives are effectively implemented and targets achieved.



▲ Weimob ESG Governance Structure

Stakeholder Engagement

Weimob recognizes the critical role stakeholders play in shaping the company's long-term development and maintains proactive engagement across all stakeholder groups. To ensure our strategy aligns with stakeholder expectations, we have established diverse communication channels and built regular feedback mechanisms. These help us continuously identify key concerns and integrate stakeholder input into decision-making processes—fostering mutual value creation and driving sustainable growth.



Stakeholder Group		Communication Channels
	Company Directors, Senior Management	Internal platforms, Board meetings, internal meetings, corporate website, public channels
	Employees, Supervisory Board, Unions	Internal platforms, employee events, grievance channels, internal meetings, corporate website, public channels
	Shareholders	Company announcements, investor briefings, shareholder meetings, corporate website, public channels
	Financial Institutions and Investors	Company announcements, investor briefings, shareholder meetings, corporate website, public channels
	Business Partners and Suppliers	Supplier conferences, evaluations, project coordination meetings, corporate website, public channels
	Customers and End Users	Industry conferences, satisfaction surveys, customer service, corporate website, public channels
	Media and Industry Associations	In-person events, industry conferences, corporate website, public channels
	Peer Companies	Industry conferences, in-person exchanges, corporate website, public channels
	Government and Regulatory Bodies	Company announcements, in-person meetings, corporate website, public channels
	Audit and Evaluation Agencies	Annual audits, company announcements, in-person meetings, corporate website, public channels

Material Issues Identification

During the reporting period, Weimob conducted a structured materiality assessment to identify and prioritize ESG materiality issues. A stakeholder survey was distributed to collect input and support data analysis. Based on a three-step process of identification, communication and evaluation, a total of 26 material issues were identified, including 13 high-priority, 8 medium-priority and 5 general-priority issues.



Based on the results of the stakeholder scoring and insights gained from interviews with executives and departments, Weimob developed a materiality matrix highlighting the ESG issues most relevant to its operations and long-term strategy. These issues are grouped into three levels of materiality: high, moderate and general, reflecting their relative importance to both the company and its stakeholders.



High			Moderate			General		
No.	Topic	Aspect	No.	Topic	Aspect	No.	Topic	Aspect
01	Data Privacy & Cybersecurity	Social	14	Compensation & Benefits	Social	22	Waste Management	Environmental
02	Compliance Management	Governance	15	Information Disclosure	Governance	23	Resource Efficiency	Environmental
03	Employment Relations	Social	16	Strategic ESG Management	Governance	24	Greenhouse Gas Emissions	Environmental
04	Risk Management	Governance	17	Supply Chain Management	Social	25	Energy Management	Environmental
05	Employee Development & Training	Social	18	Industry Collaboration & Advocacy	Social	26	Biodiversity & Land Use	Environmental
06	Anti-Corruption & Integrity	Governance	19	Climate Change Response	Environmental			
07	Product Liability	Social	20	Local Governance & Organizational Culture	Social			
08	Research & Innovation	Social	21	Community Investment	Social			
09	AI Ethics & Content Integrity	Social						
10	Diversity, Equity & Inclusion (DEI)	Social						
11	Intellectual Property Protection	Social						
12	Occupational Health & Safety	Social						
13	Opportunities in Clean Technology	Environment						

SDG Alignment

Corresponding Chapters	Material Topics		Weimob' s Commitments	SDG Goals
Robust Governance for Sustainable Development	<ul style="list-style-type: none"> Information Disclosure Compliance Management Risk Management 	<ul style="list-style-type: none"> Anti-Corruption and Integrity Local Governance Strategic ESG Management 	<ul style="list-style-type: none"> Operate with integrity in compliance with applicable laws and regulations; safeguard the interests of stakeholders and partners; and reinforce anti-corruption practices 	<div>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</div>
Green & Low-Carbon Operations for Sustainability	<ul style="list-style-type: none"> Climate Action Opportunities in Clean Technology Energy Management 	<ul style="list-style-type: none"> Resource Efficiency Waste Management GHG Emissions 	<ul style="list-style-type: none"> Embrace clean technology to enhance efficiency and reduce consumption Lower carbon emissions and energy use Minimize GHG emissions 	<div>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</div> <div>13 CLIMATE ACTION</div> <div>11 SUSTAINABLE CITIES AND COMMUNITIES</div>
People-Centered Approach for Sustainable Wellbeing	<ul style="list-style-type: none"> Diversity, Equity & Inclusion (DEI) Occupational Health & Safety Employment Relations 	<ul style="list-style-type: none"> Compensation & Benefits Employee Development & Training 	<ul style="list-style-type: none"> Foster a diverse, inclusive, and equitable workplace Empower employees through career development Enhance overall employee well-being 	<div>5 GENDER EQUALITY</div> <div>8 DECENT WORK AND ECONOMIC GROWTH</div>
Technology-Driven Solutions for a Sustainable Future	<ul style="list-style-type: none"> Data Privacy & Cybersecurity Research & Innovation AI Ethics & Content Integrity 	<ul style="list-style-type: none"> Product Responsibility Supply Chain Management Intellectual Property Protection 	<ul style="list-style-type: none"> Support clients in their digital transformation journey Protect customer privacy and data security Enhance product quality and service delivery Contribute to industry advancement 	<div>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</div> <div>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</div>
Community Engagement for Shared Prosperity	<ul style="list-style-type: none"> Industry Collaboration Community Involvement 	<ul style="list-style-type: none"> Party Leadership 	<ul style="list-style-type: none"> Uphold long-term commitment to public welfare Support underrepresented groups in improving their quality of life Promote social harmony through empowerment 	<div>1 NO POVERTY</div> <div>10 REDUCED INEQUALITIES</div>



Robust Governance Driving Sustainable Development

- Board of Directors
- Investor Relations
- Compliance and Governance
- Risk Management
- Business Ethics

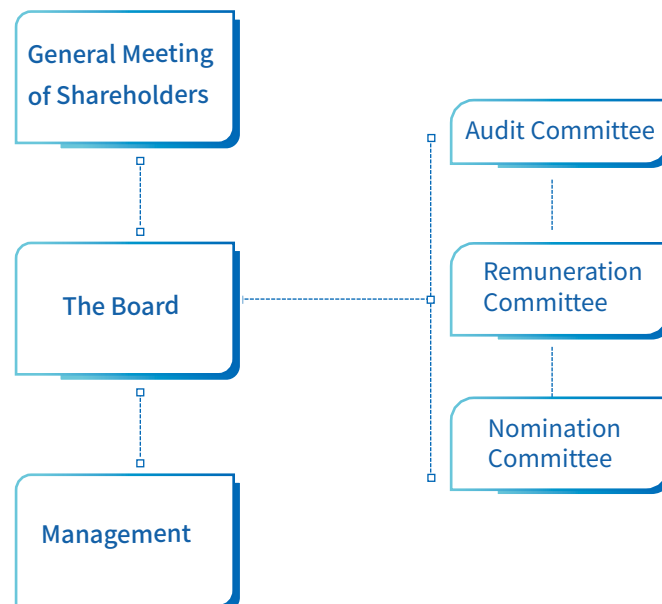


Board of Directors

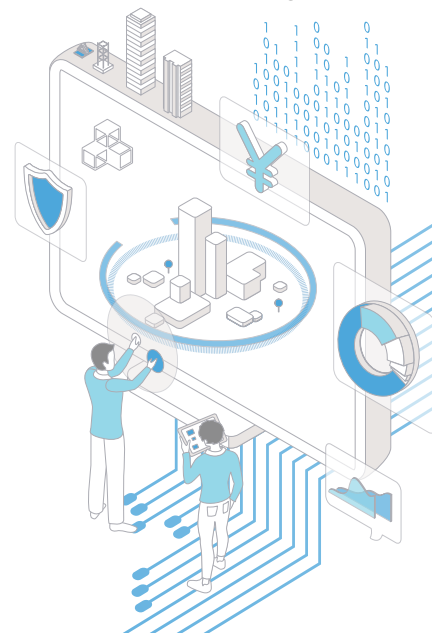
Weimob' s Governance Structure

We strictly comply with the Corporate Governance Code set out in Appendix C1 to the Listing Rules of The Stock Exchange of Hong Kong Limited, along with all applicable regulatory requirements. Guided by our Articles of Association, we have established a well-defined and balanced corporate governance framework, with the General Meeting, Board of Directors, and executive management as the core governing bodies. Roles and responsibilities are clearly delineated across each level to ensure informed decision-making, efficient execution, and robust oversight, supporting operational excellence, long-term stability, and the protection of shareholder and stakeholder interests.

Our Board of Directors operates through three specialized committees: the Audit Committee, Remuneration Committee, and Nomination Committee. As our supreme governance body, the Board directs corporate strategy, oversees operations, approves critical decisions, and maintains robust supervisory functions. Each committee follows comprehensive terms of reference that establish clear responsibilities, decision protocols, and meeting procedures—creating a governance framework that drives sustainable growth and operational excellence.



▲ Weimob Governance Structure



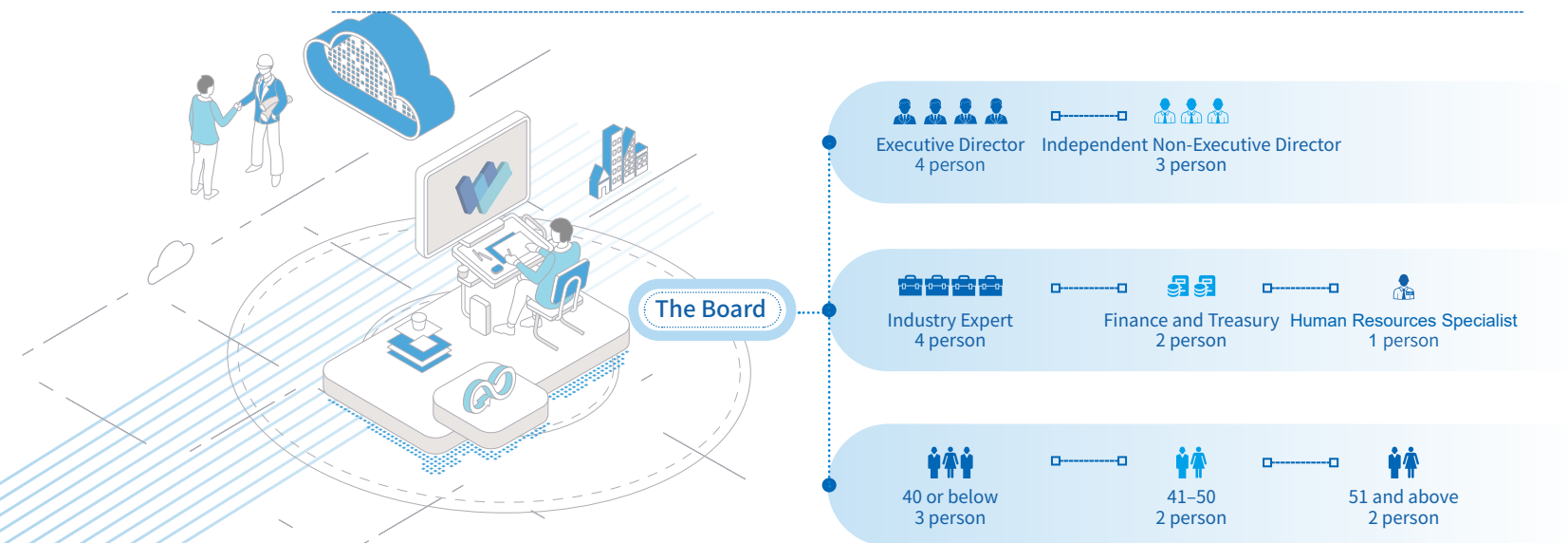
Board Diversity

Mr. Sun Taoyong, the founder of Weimob, serves as Chair of the Board. The Board comprises professionals from diverse fields including industry, finance, accounting, and human resources, each bringing deep expertise and forward-looking insights into our business and sector dynamics. This collective strength enhances value creation and enables us to effectively address stakeholder expectations.

We place strong emphasis on the governance value of board diversity, a principle embedded in our Board Nomination Policy. In addition to evaluating individual qualifications such as professional expertise, knowledge, experience, and regulatory compliance, we also consider the overall structure, size, and diversity composition of the Board to ensure an optimally balanced and synergistic governance body.

2024

As of the end of the reporting period, the Board consisted of seven members: three Executive Directors and four Independent Non-Executive Directors. In August 2024, a new Executive Director with a professional background in human resources was appointed, further enhancing our capabilities in organizational development and talent strategy while contributing to broader Board diversity.

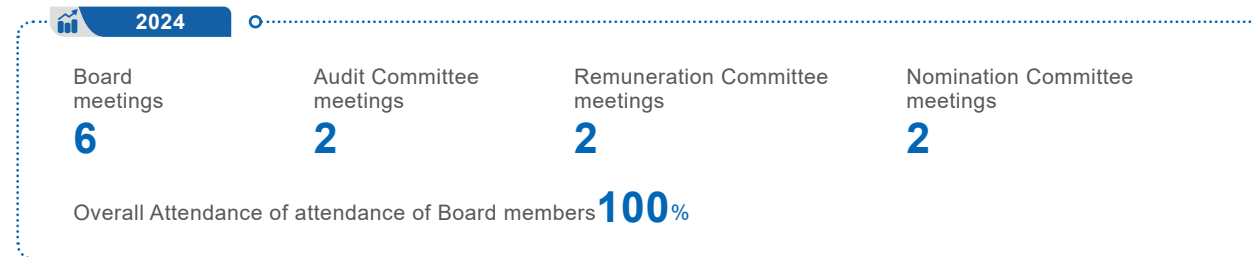


▲ Weimob' s Board of Directors Composition Diagram

Committee	Chairperson	Independent Directors	Expertise		
			Industry Experts	Finance & Accounting Experts	
Audit Committee	Tang Wei	Independent Non-Executive Director	100%	1	2
Remuneration Committee	Li Xufu	Independent Non-Executive Director	66.67%	2	1
Nomination Committee	Sun Taoyong	Executive Director	66.67%	1	2

Board Duties

During the reporting period, Board members actively participated in Board and committee meetings, fully discharging their responsibilities to support the Group's steady development and enhance its governance capabilities.



Investor Relations

We believe that transparent communication is essential to safeguarding investor rights and enhancing our corporate image. In line with regulatory and disclosure requirements, we have established internal policies governing information disclosure to ensure that all publicly released materials are compliant, accurate, and timely.

We regularly publish financial reports, material announcements, and business updates to keep the investment community informed of our operational performance and strategic direction. We also respond proactively to investor inquiries and maintain close engagement through investor meetings, conference calls, and email correspondence.

By fostering open communication, we strengthen relationships with current and prospective investors, protect their legitimate rights and interests, and build greater understanding and trust. These efforts help reinforce our presence in the capital markets and support the long-term growth of corporate value.

During the reporting period,
General Meetings of Shareholders

1

Public Disclosures

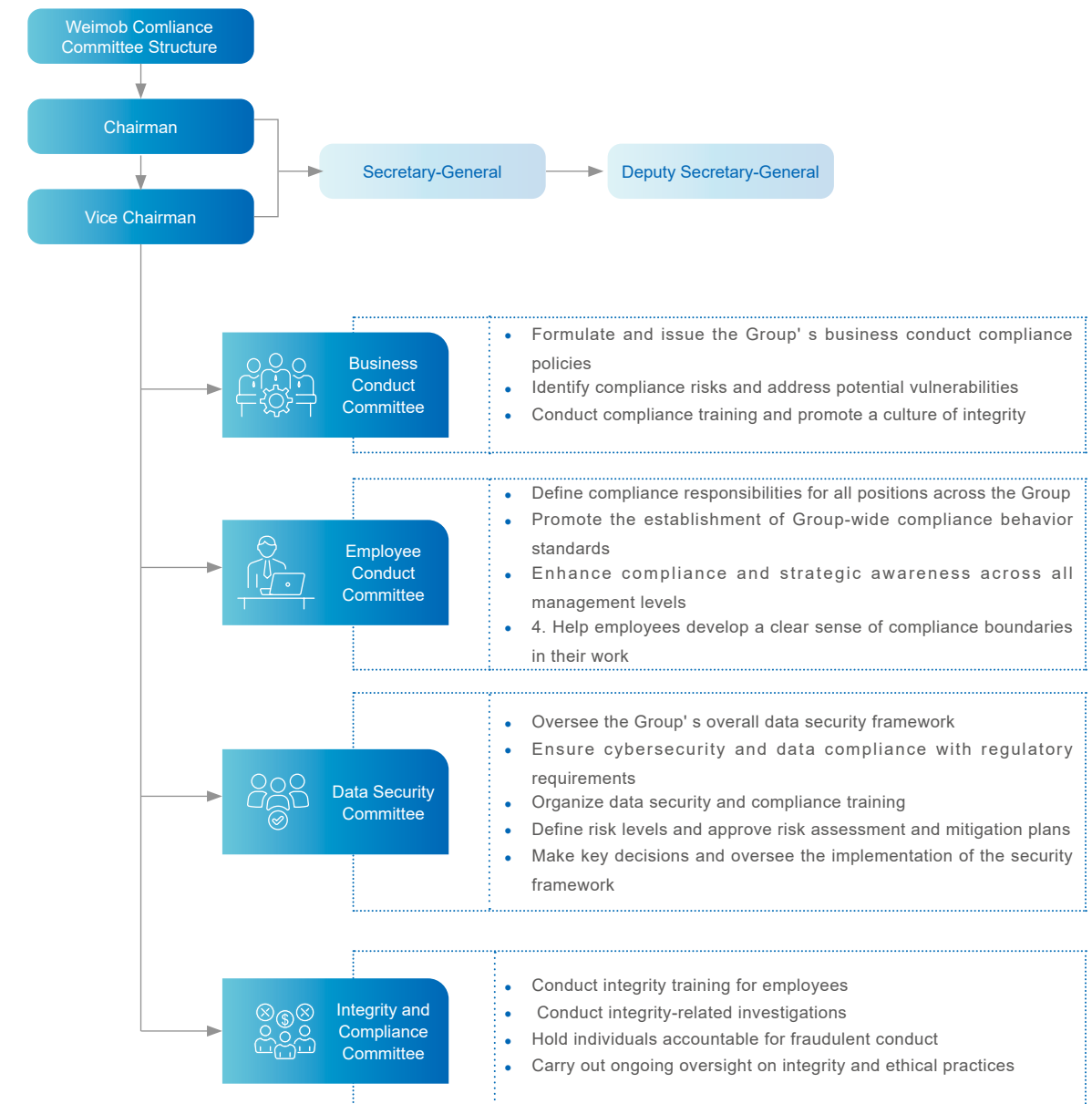
39

Compliance and Governance

Governance Framework

We regard compliance management as a key pillar of corporate governance, enabling us to effectively mitigate risk across the organization. Our Compliance Committee leads this effort, continuously enhancing our internal policies, identifying potential risks, and conducting reviews, accountability processes, and evaluations in line with established workflows. Compliance risk control is embedded into every aspect of daily operations, and we strengthen organizational awareness and capabilities through systematic training for all employees and management personnel.

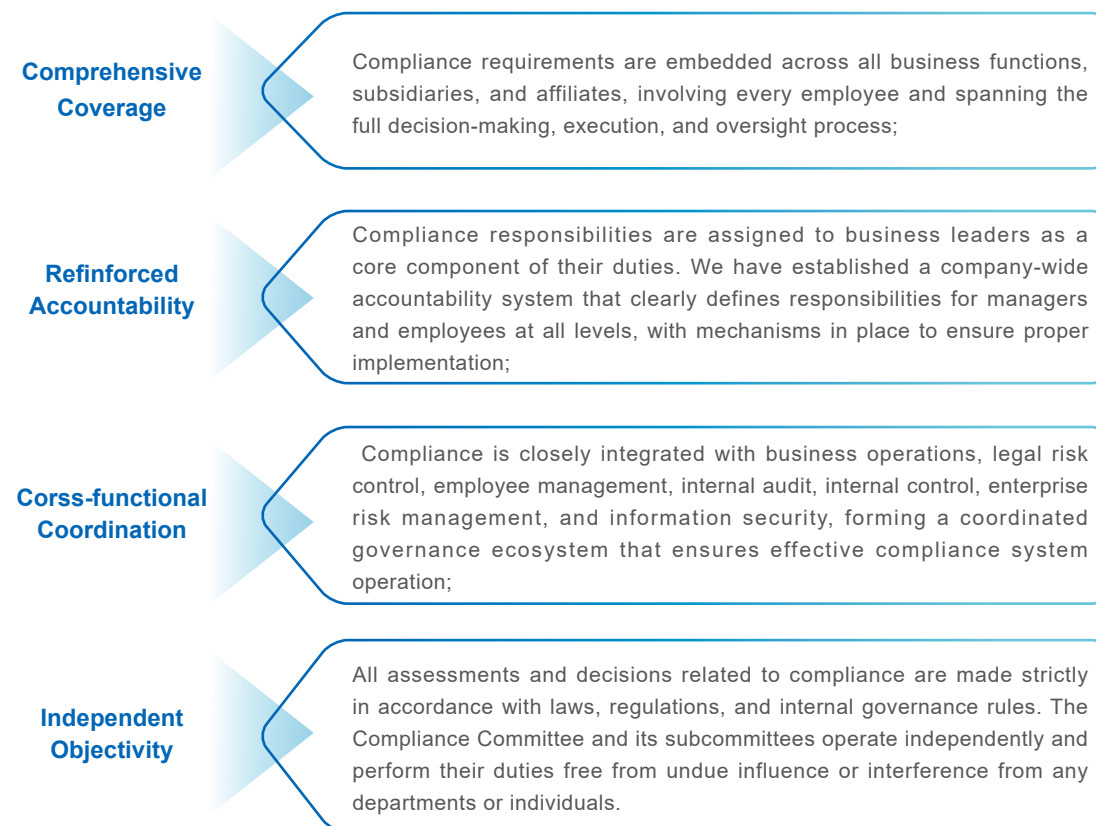
Our compliance management comprises Compliance Committee and four specialized committees: the Business Conduct Committee, the Employee Conduct Committee, the Data Security Committee, and the Integrity and Self-Discipline Committee. Each plays a distinct role in forming a robust and integrated compliance governance structure for Weimob.



▲ Weimob Compliance Committee Structure

Governance Principles

We carry out compliance management across the Group and its subsidiaries, including wholly owned, majority-owned, and affiliated entities, in accordance with GB/T 35770 and ISO 37301:2021 Compliance Management Systems – Requirements with Guidance for Use. Our approach is guided by four core principles: comprehensive coverage, reinforced accountability, cross-functional coordination, and independent objectivity. These principles ensure the effectiveness and sustainability of our compliance practices.



Our Initiatives

Since the establishment of the Compliance Committee, we have continued to refine and enhance our compliance management mechanisms in alignment with Weimob's evolving business landscape, ensuring that compliance requirements are embedded throughout our governance framework and day-to-day operations.

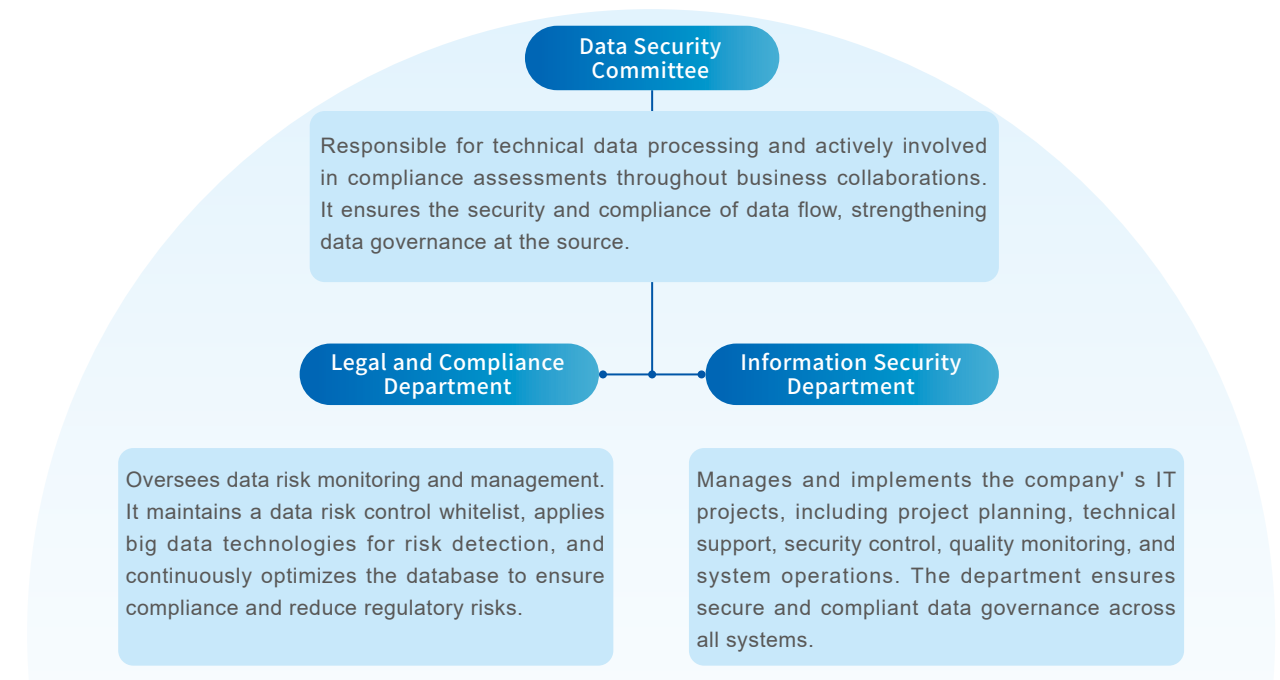
2024

In 2024, we conducted a compliance review across different product and business lines and launched pilot programs to advance standardization efforts. This resulted in the formulation of 87 internal corporate standards, enhancing our compliance governance framework. We reinforced customer due diligence mechanisms to address anti-money laundering (AML) risks, updated supplier integrity agreements to strengthen business ethics governance, and streamlined our contract management processes to improve regulatory alignment and operational consistency.

In addition, based on a risk-based approach tailored to specific business scenarios, we prioritized improvements in data compliance and advertising content compliance during the reporting period to address key regulatory exposures.

Data Compliance

Under the three-tier leadership of functions across Decision-level, Management-level and Execution-level. Our structure leverages the distinct expertise of each function and fosters close cross-departmental collaboration to strengthen data compliance management.



Advertising Compliance

We have implemented a rigorous advertising compliance review mechanism to ensure all promotional content adheres to applicable laws and regulations, while preventing false or misleading claims. For advertisements related to children or health products, we incorporate considerations of public decency and societal standards, and have further enhanced our review procedures to ensure responsible messaging.

To raise awareness, we regularly conduct advertising law and compliance training sessions to enhance employee understanding of regulatory requirements. Legal experts are invited to deliver sessions, and training materials are uploaded to our internal knowledge base to enable employees to access the latest legal updates at any time. This ensures that compliance requirements are clearly communicated and effectively implemented across the organization.



Risk Management

Management Committee

To effectively identify and respond to risks, and to strengthen organizational resilience amid a changing internal and external environment, risk management across the Group is overseen by the Management Committee. The committee consists of six core executives and is chaired by the Chairman and CEO.

Through regular meetings, the committee monitors key areas such as business operations, financial performance, investor relations, product development, and talent pipeline. The executive team reports identified risks and proposed mitigation strategies to the committee. In turn, the committee assesses the severity of each risk, oversees the implementation of response measures, and ensures that risk controls are executed effectively.

This structure enables a rapid, coordinated response to emerging risks and strengthens the Group's ability to prevent and manage systemic exposures.



Remuneration Committee

The Audit Committee is responsible for regularly reviewing and overseeing the company's risk management and internal control systems. It engages in ongoing dialogue with senior management to ensure the effectiveness of these frameworks. The committee also initiates or responds to Board-directed investigations into significant risk or control issues, evaluates management's response, and monitors the execution of follow-up actions.

Business Ethics

Weimob Group upholds integrity as a foundational principle of corporate governance. Anti-corruption, anti-bribery, and anti-fraud measures form a core part of our compliance framework, ensuring transparency and accountability in all business operations.

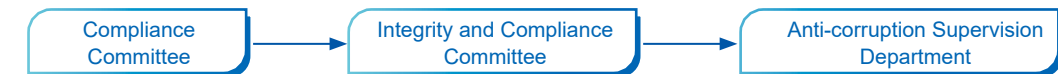


Since 2022, Weimob has been a member of the Enterprise Anti-Fraud Alliance and the Sunshine Integrity Alliance, actively contributing to industry-wide efforts to promote responsible and transparent business conduct. During the reporting period, we formally issued the Weimob Integrity Management Agreement, further reinforcing our ethical governance framework and commitment to integrity-driven operations.

Governance Structure

We established an Integrity and Compliance Committee as the Group's primary governance body for ethical management. It is supported by the Anti-corruption Supervision Department, which is responsible for daily execution. Our Chief Financial Officer serves as chair of the committee and regularly reports to the executive council on the status of integrity initiatives to ensure effective policy implementation. Open discussions at the senior level reinforce a culture of ethical compliance, encouraging leadership to lead by example and foster an atmosphere of integrity across the organization.

During the reporting period, the Anti-corruption Supervision Department enhanced the Group's Business Ethics Risk Map by systematically tagging risk points, audit checkpoints, and risk severity levels. This tool serves to strengthen internal oversight and inform ethics-related policy development. Looking ahead, the Risk Map will be integrated with routine inspection activities to further reinforce Weimob's integrity management framework.



Integrity Management Measures

During the reporting period
Integrity Agreements signed by
Employees

100%

Integrity Agreements signed by
Suppliers

100%

Our integrity standards apply to all personnel, including members of the Board of Directors, full-time employees, and other staff. In accordance with the Integrity Management System and the Employee Handbook, all employees are required to sign the Employee Integrity Management Agreement.

To further strengthen ethical governance, we have issued and continuously refined the Management System for Conflict of Interests and the Management System for Handling of Gifts, offering clear guidance on ethical conduct, disclosure requirements, and compliance boundaries.

These integrity principles are also extended to our supply chain. All suppliers are required to sign the Weimob Integrity Management Agreement, ensuring that third-party partners align with our commitment to transparency, fairness, and responsible business conduct.

Culture and Training

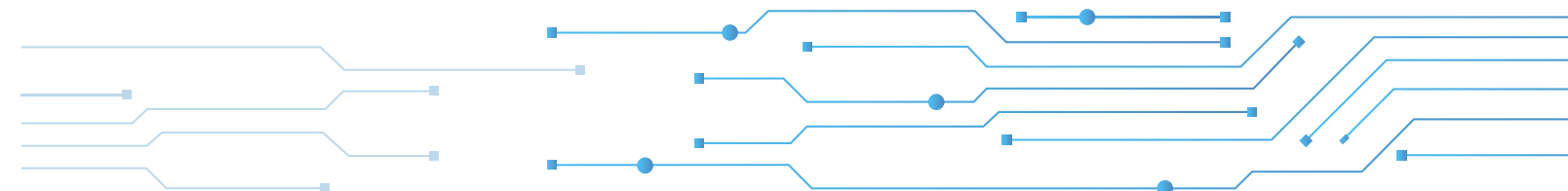
During the reporting period,
Integrity Message Wall
messages

1,592

demonstrating continued
awareness-building and
reinforcing ethical values
within the organization.

We view a strong integrity culture as essential to maintaining transparent business practices. Through continuous awareness building, interactive initiatives, and both online and in-person campaigns, we embed ethical standards into employees' daily routines and mindsets—strengthening the role of integrity in corporate governance.

December 8 is recognized as Weimob Integrity Day. In the reporting period, we held our second annual Integrity Day event, featuring themed activities such as “Integri-tea with Integrity” campaign, the “Integrity Message Wall”, visits to local integrity education centers, and an interactive knowledge quiz. These diverse formats encouraged strong employee engagement.



Case

- Integri-tea with Integrity Campaign
- Integrity Message Wall
- Anti-Corruption Education Center

Integrity Training

To strengthen our culture of integrity, we established a dedicated Integrity Zone under the "General Competency Training" section on our internal learning platform, Meng School. This section features an overview of the Anti-corruption Supervision Department, integrity-related awareness sessions, and a series of targeted e-learning courses. All new employees are required to complete and pass the integrity course as part of their onboarding process.

Case

During the reporting period, integrity training courses were viewed over **6,200** times, achieving **100%** employee coverage.

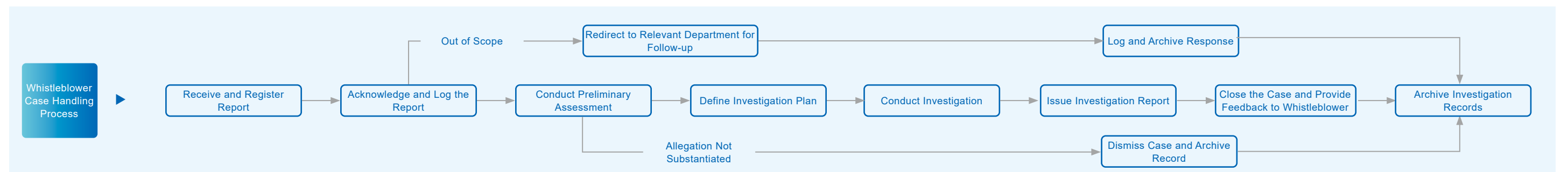
▲ Online Training Platform

Whistleblower Protection and Reporting

We place strong emphasis on the supervision and handling of misconduct reports, as well as the protection of whistleblowers. During the reporting period, we optimized the Weimob Group Whistleblower Policy, clarifying the scope of accepted reports, whistleblower rights, investigation procedures, and associated reward and penalty mechanisms. These updates ensure that whistleblowing channels remain open, transparent, and effective.

We established a clear reporting and handling structure led by the Compliance Committee and the Anti-corruption Supervision Department, which are responsible for the timely review and categorization of reported incidents.

All whistleblowing channels, procedures, and contact information have been publicly disclosed via the company website and internal systems. Employees are informed of their right to report violations and the proper reporting channels. We strictly protect the confidentiality of whistleblower identities and related materials, and we uphold a zero-tolerance policy toward any form of interference, suppression, or retaliation. Any violations of whistleblower protection are subject to accountability in accordance with applicable laws and regulations.



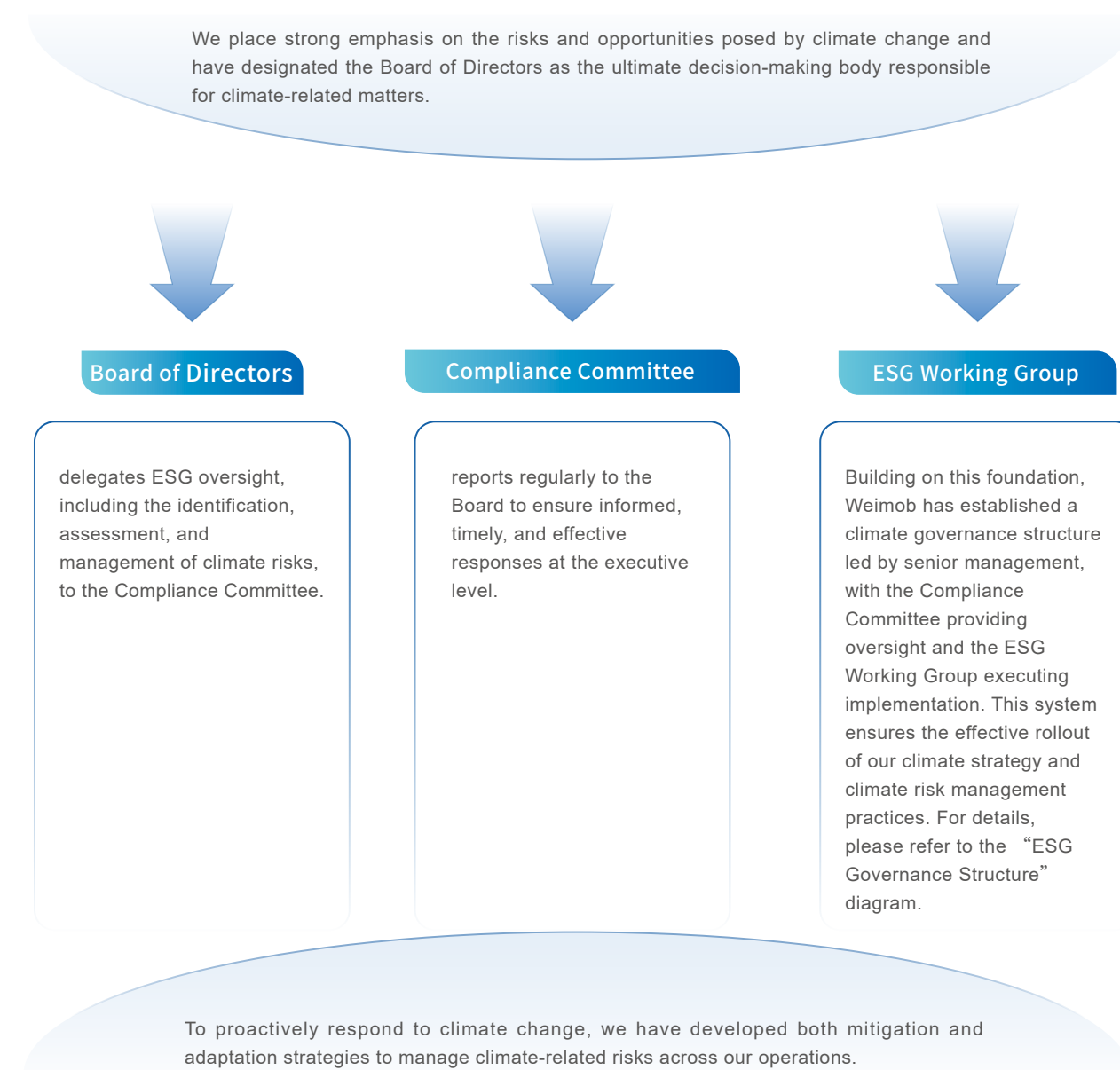


- Addressing Climate Change
- Green and Low-Carbon Operations
- Digital Intelligence Empowering Low-Carbon Development
- Biodiversity Conservation

Addressing Climate Change

During the reporting period, Weimob followed the recommendations of the Task Force on Climate-related Financial Disclosures (TCFD), conducting a comprehensive assessment of the Group's climate-related risks and opportunities from four key dimensions: governance, strategy, risk management, and metrics and targets. We updated our response measures and risk impact levels, while continuing to strengthen our climate-related management practices.

Governance



Strategy and Risk Management

- ☑ Weimob recognizes that climate-related risks and opportunities may materially affect our long-term strategic planning, financial performance (e.g., revenue and cost), and financial position (e.g., assets and liabilities). Given the complex, long-term, and uncertain nature of climate change, we have adopted scenario analysis to evaluate the financial impact of high-severity risks under different global temperature pathways, supporting strategic resilience and adaptability. For high-potential climate opportunities, we analyze the financial implications in the context of Weimob's business, enabling better understanding of potential gains and readiness to capture value.
- ☑ In line with TCFD guidance, we modeled two physical risk scenarios: a high emissions pathway and a medium to low emissions pathway, to test the Group's operational resilience through 2050. In parallel, we applied a range of net zero transition scenarios, benchmarked against current policy baselines, to identify the potential policy and market pressures and opportunities the Group may face by 2050 under an idealized economy-wide green transition.

Physical Risk Analysis

We adopted two Shared Socioeconomic Pathways (SSPs) from the Intergovernmental Panel on Climate Change (IPCC) Sixth Assessment Report: SSP1 2.6 as the low emissions scenario and SSP5 8.5 as the high emissions scenario, to conduct climate scenario analysis.

Transition Risk Analysis

We selected three climate scenarios published by the Network for Greening the Financial System (NGFS): "Net Zero 2050," "Fragmented World," and "Current Policies." Using the corresponding assumptions for carbon pricing and energy costs, we conducted a comprehensive assessment of the financial impacts associated with transition risks under each scenario.

Below is Weimob's Climate Risk and Opportunity Scenario Matrix:

Risk					
Type of Risks	Category	Impact on Weimob	Impact on Value Chain	Time Horizon	Response Measures
Physical Risk					
Extreme Heat	Acute	May reduce employee productivity and increase cooling-related energy consumption and costs. May affect data center operations due to poor heat dissipation.	Affects service quality and brand reputation through potential outages in cloud/data services.	Medium to Long Term	Monitor employee health, strengthen cloud partnerships, ensure data backup.

Type of Risks	Category	Impact on Weimob	Impact on Value Chain	Time Horizon	Response Measures
Tropical Cyclones	Acute	Can damage facilities, disrupt operations and logistics, and compromise data center service stability.	Logistics and data infrastructure may be impaired; employee commuting disrupted.	Short to Medium Term	Enhance building resilience, obtain insurance, enable remote work.
Water Scarcity and Drought	Chronic	Water scarcity in upstream partner regions may raise costs or reduce efficiency.	Cloud providers may face cooling challenges, leading to lower service reliability.	Medium to Long Term	Consider climate resilience in provider selection.
Rising Average Tmperature	Chronic	Higher cooling demand increases energy use and costs; warmer environments reduce comfort and productivity.	/	Medium to Long Term	Improve internal energy efficiency and promote sustainable practices across the value chain.
Transition Risk					
Energy Efficiency Regulation	Policy and Regulatory	May require investments in energy-efficient equipment and increase management costs.	Compliance costs for upstream cloud providers may be transferred to Weimob.	Medium Term	Increase budgets, optimize policies, promote energy-saving culture.
Climate Disclosure Requirement	Policy and Regulatory	Non-compliance with disclosure requirements may harm reputation, investor confidence, and financing capacity.	/	Short Term	Improve ESG disclosure systems and data frameworks.

Type of Risks	Category	Impact on Weimob	Impact on Value Chain	Time Horizon	Response Measures
Electricity Price Volatility	Market	Rising energy costs from climate policy may impact operations.	/	Medium Term	Sign long-term power purchase agreements with green providers.
Stakeholder Expectation Gaps	Reputation	Failing to meet stakeholder expectations may erode investor confidence and hinder new investment.	/	Medium to Long Term	Strengthen ESG ratings and certifications.

Opportunity

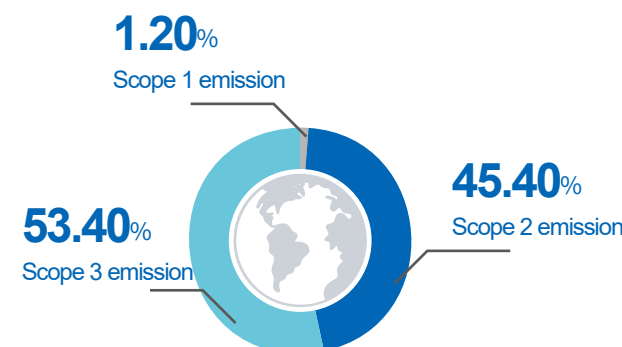
Type of Opportunities	Impact on Weimob	Impact on Value Chain	Time Horizon	Response Measures
Low-Carbon Market Demand	Green digital solutions may increase client demand and boost revenue.	/	Medium Term	Optimize digital offerings to support clients' low-carbon goals.
Supportive Climate Policies	Government subsidies and policy support may open new business opportunities.	/	Medium Term	Track policy changes, collaborate across industries, explore new offerings.
Green Electricity Adoption	Green energy usage helps meet carbon goals, enhances reputation, and attracts clients.	/	Medium Term	Reduce energy use and emissions with sustainable practices.

Indicators and Targets

Greenhouse Gas Emissions

In accordance with the GHG Protocol Corporate Accounting and Reporting Standard and ISO 14064 requirements, we have conducted an assessment of our greenhouse gas emissions for the reporting period. In 2024, the total Scope 1, 2, and 3 greenhouse gas emissions of Weimob amounted to **3,421.90** tCO₂e, with **1.20%** attributed to Scope 1 emissions, **45.40%** to Scope 2 emissions, and **53.40%** to Scope 3 emissions.

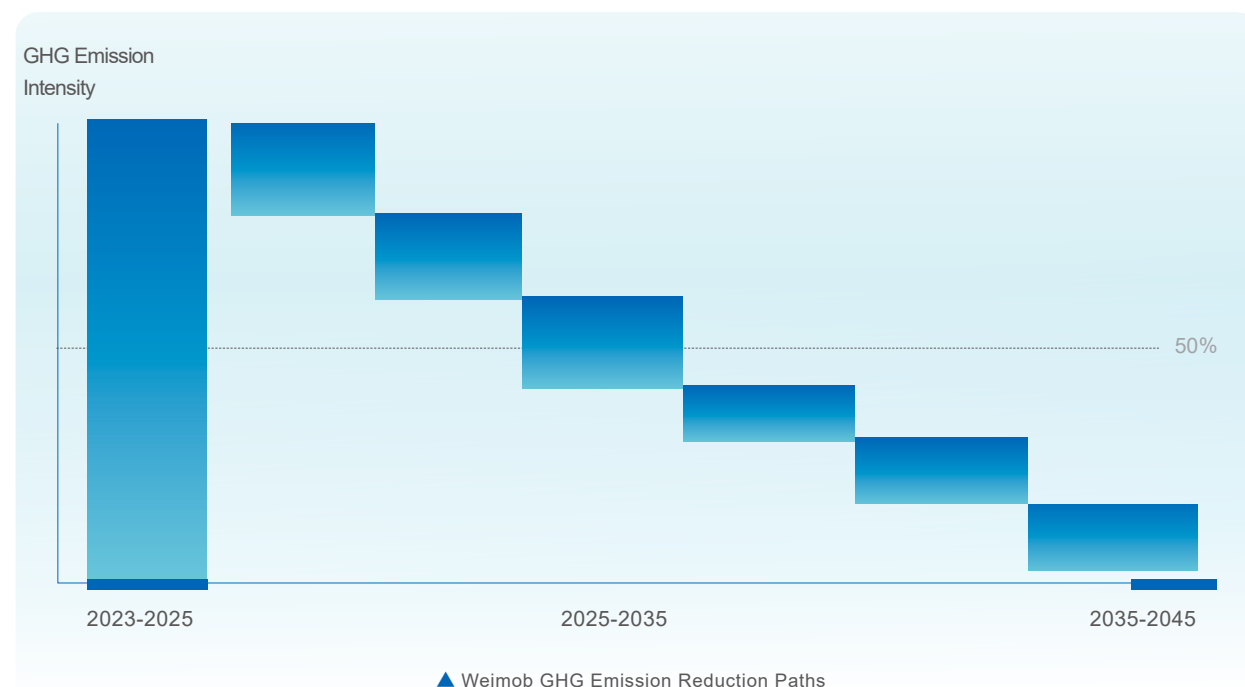
During the reporting period, our Scope 1 and Scope 2 emissions decreased by **17.50%** compared to 2023.



▲ Composition of the GHG Emission by Scope in 2024 at Weimob

The Pathway to Net Zero

We are committed to achieving a 50% emission reduction by 2035 and reaching carbon neutrality by 2045. To meet this goal, we continuously implement measures to reduce energy consumption and resource usage, fulfilling our green commitment through tangible actions and contributing to environmental protection.

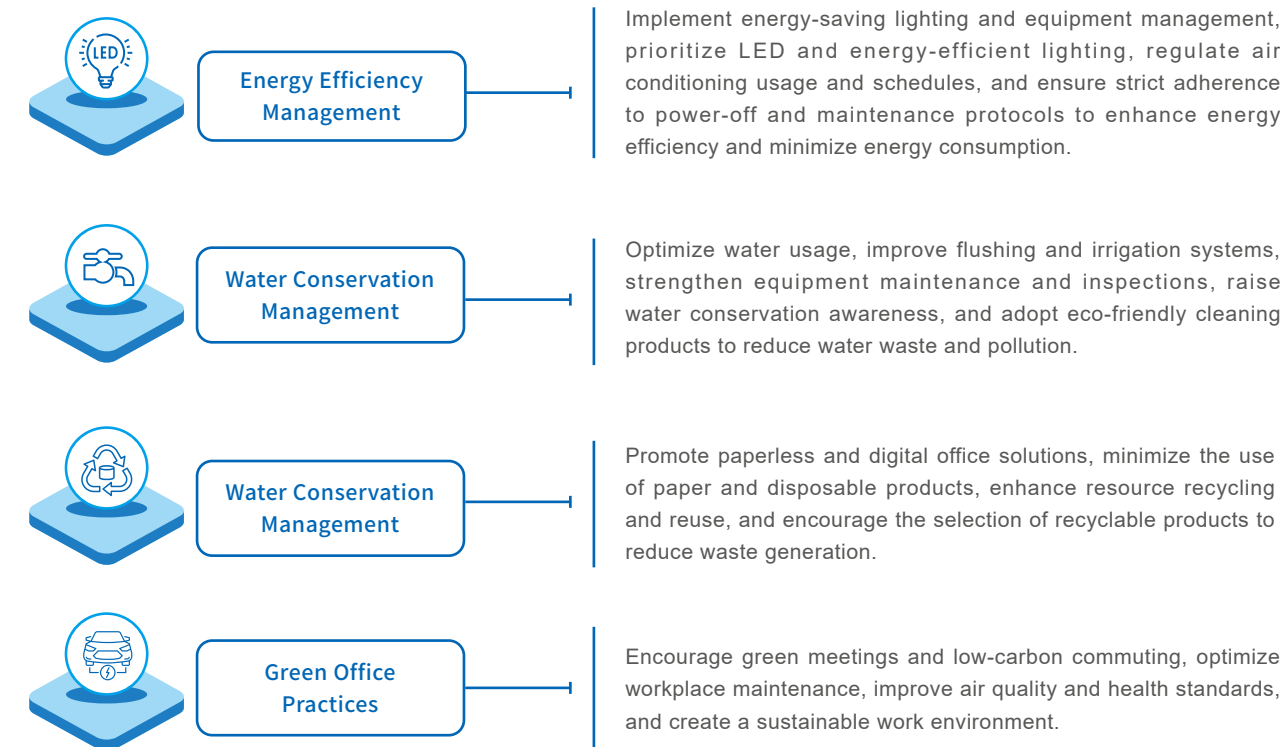


Green and Low-Carbon Operations

We comply with environmental protection laws and regulations, including the *Environmental Protection Law of the People's Republic of China* and the *Energy Conservation Law of the People's Republic of China*. In alignment with national energy conservation and emission reduction initiatives, we uphold the core principle of green and low-carbon operations in our daily business activities. To strengthen our environmental management and resource efficiency, we have established the Weimob Group Environmental Protection and Energy Conservation Management System.

Green Office Initiatives

As a company dedicated to enabling digital and intelligent transformation for businesses, we help enterprises enhance operational efficiency while continuously improving our own operational processes to reduce energy and resource consumption. We have enhanced our internal product technologies, improved development efficiency, and optimized server utilization. Additionally, we have integrated AI tools into our service operations, significantly increasing efficiency.



2024

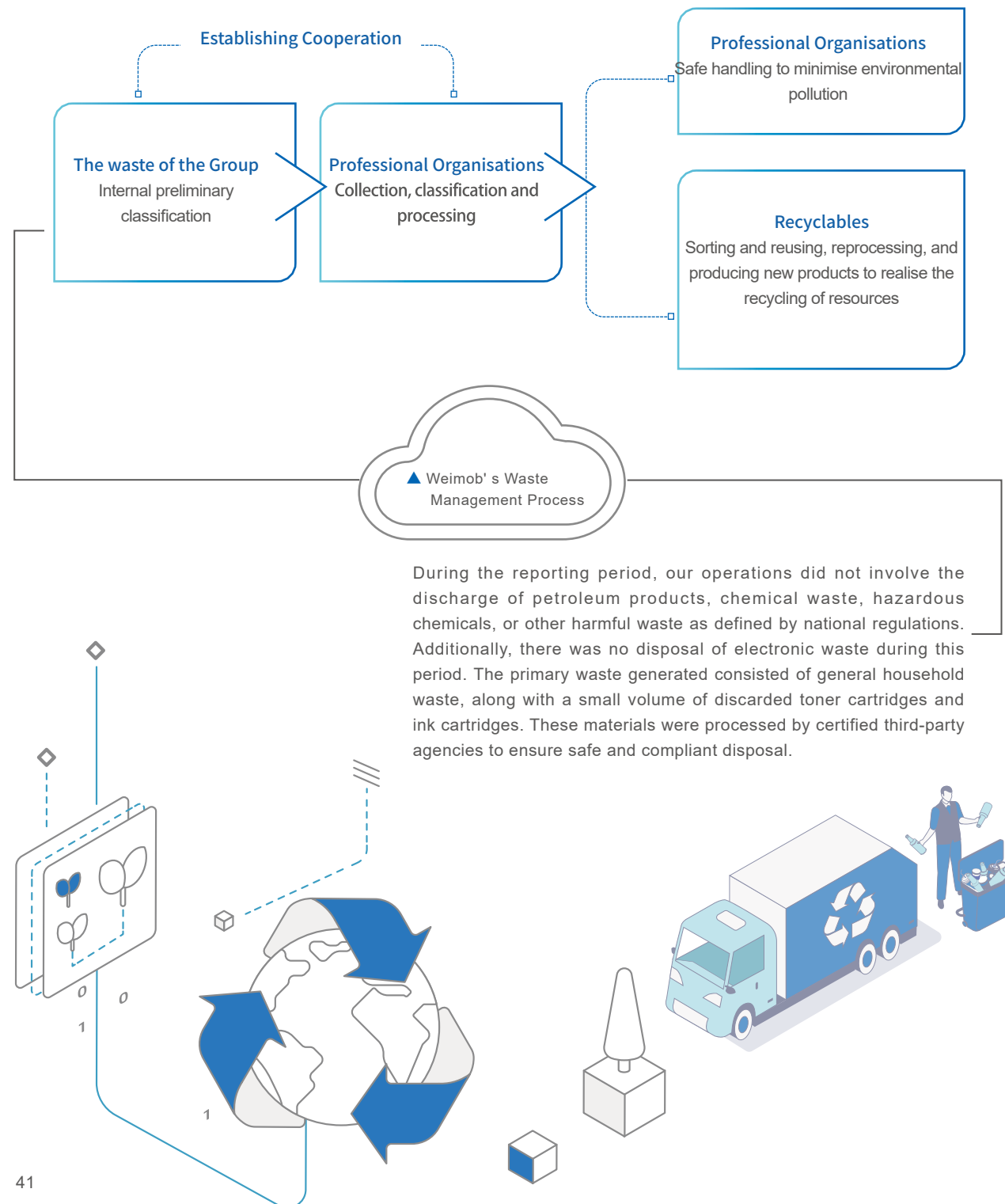
During the reporting period, we launched an electronic signature system for human resources (EHR system) to further advance digitalization and paperless operations. Our internal product technology upgrades have yielded significant cost reductions, cutting expenses by over **60%**.



Waste Management

We adhere to the Waste Management Procedure to ensure the effective management of pollutants and waste generated throughout our operations. Waste is collected on a scheduled basis, and categorized waste sorting is implemented to enable proper classification and treatment. We also place strong emphasis on resource recycling and reuse, ensuring that recyclable materials are recovered and repurposed wherever feasible.

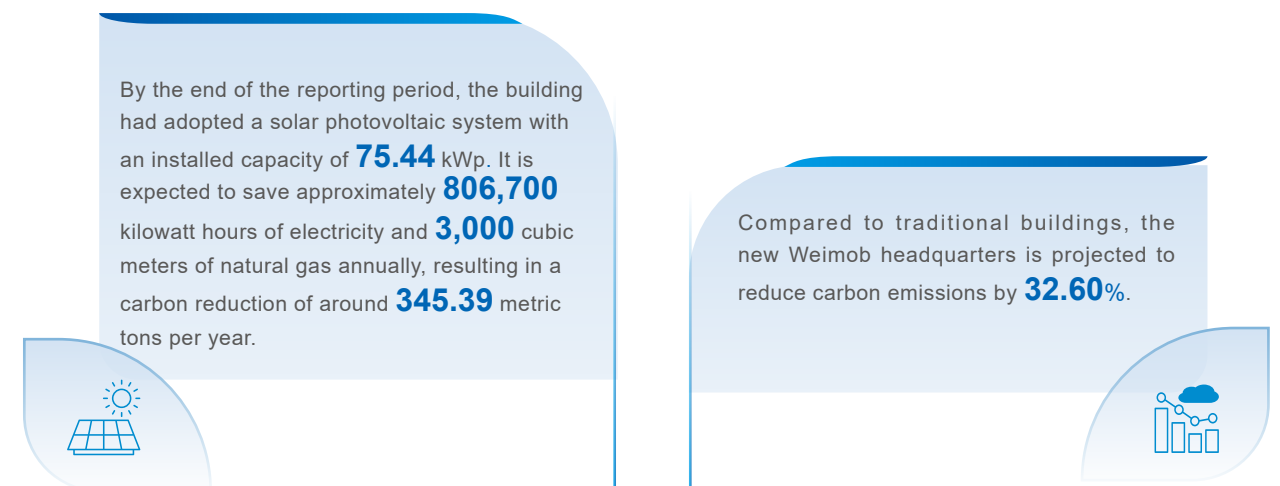
In accordance with the National Hazardous Waste Inventory, we conduct waste characterization assessments to determine the nature of generated waste. When hazardous waste is identified, it is handled by certified hazardous waste treatment facilities in full compliance with environmental regulations.



Green Building Initiatives

During the reporting period, the construction of Weimob's new headquarters building entered its final phase. As an ultra-low energy facility, the new headquarters has been recognized as a "Low-Carbon Building" Demonstration Project under China's 14th Five-Year National Key R&D Program on Zero-Carbon Buildings. This honor was awarded at the 10th National Net Zero Energy and Zero Carbon Building Conference, organized by the China Association of Building Energy Efficiency, making it one of only two projects in Shanghai to receive this distinction.

The building integrates both passive and active energy-saving strategies, including high-performance building envelopes, high-efficiency electromechanical systems, optimized energy-efficient equipment selection, and comprehensive energy consumption monitoring. These features enable the headquarters to meet ultra-low energy consumption standards and significantly reduce carbon emissions.



Case Headquarters Featured in APEC Technology Empowers Low Carbon Action (TELCA): Best Practice Report

The Weimob Headquarters Building in Shanghai serves as a model for sustainable building design, integrating both passive and active technologies to significantly reduce carbon emissions. This project has been recognized by the China Association of Building Energy Efficiency and awarded certification as a "Low-Carbon Building" Demonstration Project. Additionally, the building was featured in the APEC Technology Empowers Low Carbon Action (TELCA): Best Practice Report, highlighting its innovative approach to energy efficiency and sustainability. This recognition underscores Weimob's commitment to green development and serves as an important reference for low-carbon building practices in the region.

Company Name: Weimob
Company Size: SME
Member Economy: China

Technology: Low-carbon building solutions

Contribution to Sustainability: The Weimob Headquarters building in Shanghai, China is a model of sustainable building design, integrating both passive and active technologies to significantly reduce carbon emissions. It was awarded the "Low-Carbon Building" demonstration project certification by the China Association of Building Energy Efficiency. The project features advanced shading, optimized natural lighting and ventilation, and high-performance thermal insulation, alongside a fully electrified air conditioning system and extensive use of renewable energy (solar photovoltaic and solar thermal). These innovations have resulted in a carbon emission intensity of 27.73 kgCO₂/m² and a carbon reduction rate of 32.60%, setting a benchmark for low-carbon buildings in the region.



Digital Intelligence Empowering Low-Carbon Development

The integration of digital transformation and green transition has emerged as a vital pathway to sustainable development. Weimob has built a comprehensive AI strategy across four dimensions: AI with SaaS, AI with marketing, business-facing solutions (To B), and consumer-facing tools (To C). This framework supports both enterprises and individuals with effective, fit-for-purpose AI Agent solutions that accelerate intelligent transformation.

Leveraging AI technology, we help businesses optimize operational processes, thereby reducing resource waste. Our AI-driven precision marketing tools enable businesses to lower ineffective advertising expenditures, reducing the carbon footprint of digital advertising. Additionally, our intelligent supply chain management tools enhance inventory turnover rates, minimizing energy consumption in logistics. By optimizing supply chains, driving innovation through data, engaging consumers, and aligning with policy initiatives, we achieve both economic and environmental benefits.

Optimizing Supply Chain Management for Shangshan Yuan to Enhance Inventory and Logistics Efficiency

Case

Shangshan Yuan, a leading brand in the organic food sector, partnered with us to enhance its supply chain efficiency. Together, we successfully digitized its warehousing system—integrating local, home delivery, and in-store warehouses for unified, optimized management. This transformation improved logistics performance, increased inventory turnover, and strengthened overall agility and sustainability.



Weimob and AVATR Collaborate to Innovate Digital Marketing for the New Energy Vehicle Industry

Case



Weimob partnered with AVATR to drive digital and low-carbon transformation in the new energy vehicle (NEV) industry. By leveraging AVATR's product innovation and "Emotional Intelligence" brand positioning, we built a full-funnel marketing system within the WeChat ecosystem to enable precise user targeting. The collaboration led to a **52%** increase in test drive rates and a **63%** reduction in order acquisition costs—demonstrating the value of digital marketing in accelerating NEV adoption.



Biodiversity Conservation

Weimob Group integrates sustainable development as a core strategic priority and actively supports global biodiversity conservation initiatives.

Throughout our operations, we strictly comply with environmental regulations, including the *Environmental Protection Law of the People's Republic of China* and the *Wildlife Protection Law of the People's Republic of China*. We promote green and low-carbon operations, proactively address climate change, and enable digital solutions for sustainability.

By enhancing our own sustainability efforts and supporting our value chain partners, we strive to reduce ecological footprints and contribute to biodiversity preservation.



03

Fostering Wellbeing Through People, Purpose, and Performance

- Talent Attraction and Retention
- Employee Rights and Wellbeing
- Diversity, Equity, and Inclusion
- Talent Development and Training



At Weimob Group, we uphold the principles of lawful, compliant, and voluntary employment, recognizing the vital role of talent in driving long-term sustainable development. We strictly comply with the Labor Law, Labor Contract Law, Social Insurance Law, and other relevant labor regulations of the People's Republic of China, and continuously update and improve internal management systems. Policies such as the Employee Handbook and Recruitment Policy are in place to strengthen welfare protection and development support, ensuring Employee Rights and Wellbeing.

Talent Attraction and Retention

Talent Attraction

Compliance Recruitment

We strictly adhere to laws including the *Law of the People's Republic of China on the Protection of Minors* and the *Provisions on the Prohibition of Using Child Labor*, implementing stringent checks during the recruitment process to prevent underage employment. In cases of potential risk, we have established formal response and investigation procedures to enable rapid identification, resolution, and remediation of any compliance gaps.

Open and Fair Recruitment

Through our Recruitment Policy, we promote equal employment opportunities, prohibiting discrimination based on age, gender, or any other factor. We follow standardized recruitment and appointment procedures, adhering to the principles of open recruitment, fair competition, merit-based selection, and internal priority, ensuring equal interview opportunities for all qualified candidates.

Talent Introduction

Our talent acquisition aligns closely with our large enterprise client strategy and national expansion goals. We are focused on building a high-performing workforce by strengthening operational talent pipelines, continuously optimizing team structures, and attracting professionals through diversified channels such as job platforms, company website, partnerships, internal referrals, and targeted talent acquisition.



During the reporting period

Weimob posted a total of job openings

199

Onboard employees

1,287

Including fresh graduates

39

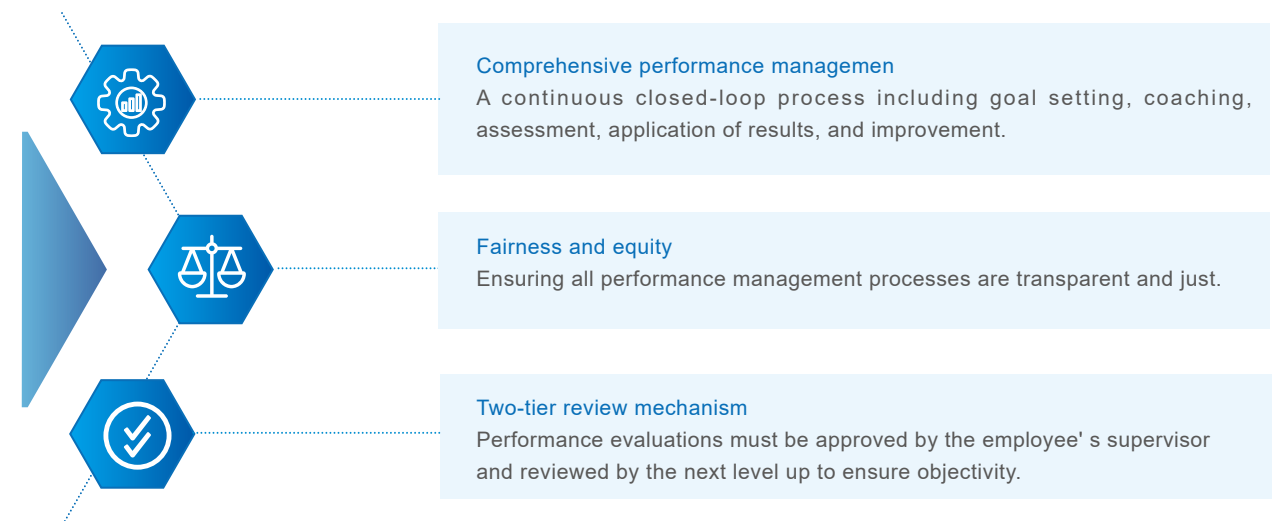
Flexible work positions offered

15

Talent Incentives

We have developed a performance-based compensation system, guided by the principles of comprehensive performance management, fairness, and a two-tier review process. Performance assessments are directly tied to compensation incentives to encourage accountability and results.

In 2024, we revised and implemented the Performance Management Guidelines, focusing on.



We assess employee performance through both task-based evaluations and comprehensive appraisals, applying results across different management scenarios. We have also established robust communication and feedback mechanisms to continuously improve transparency in performance management.

	Job Performance Review	Comprehensive Rating
Assessment Frequency	Monthly, Bi-monthly, Quarterly	Semi-annual
Assessed Employees	All employees	All non-S-level employees
Primary Focus	Individual work performance	Performance, ranking, cultural alignment
Outcome Application	Job fit and performance evaluation	Employee development, incentives, resource allocation

To further inspire initiative and innovation among employees, Weimob has also introduced an Equity Incentive Program. In accordance with national laws and internal policies, the program aims to recognize outstanding talent who meet certain performance criteria and foster shared growth between employees and the company. By aligning employee success with corporate development, the program enhances long-term engagement and enterprise value creation.

2024

Male Employee Turnover Rate

21.49%

YoY decrease

53.78%

Female Employee Turnover Rate

17.03%

YoY decrease





60.76%

Employee Rights and Wellbeing

Employee Welfare and Support

At Weimob, employee care is a core part of our corporate culture. We strive to create a supportive and inclusive workplace where employees' rights are protected and their well-being is prioritized. In addition to upholding all legal labor protections, we have built a diverse benefits system that supports both physical and mental health, enhances work-life balance, and promotes overall employee satisfaction.

Weimob Employee Rights and Wellbeing

	Health Insurance	<ul style="list-style-type: none"> • Statutory social insurance and housing fund • Medical insurance and work injury coverage • Annual health checkups
	Work-Life Balance	<ul style="list-style-type: none"> • Statutory holidays, public leave, paternity leave, marriage leave • Paid sick leave, additional annual leave, family leave • Flexible working hours
	Workplace Environment	<ul style="list-style-type: none"> • Nursing room • Self-service café and lounge area • Complimentary afternoon tea • On-site gym
	Cultural & Social Life	<ul style="list-style-type: none"> • Holiday-themed activities and team building events • Employee clubs and social networking sessions • Interest-based courses and hobby programs

2024

We updated the eligibility criteria for medical insurance and work-related injury insurance, expanding coverage to a broader group of employees.

Full-time employees enrolled in statutory social insurance
100%

Housing provident fund contributions
100%

Employees covered by medical and work-related injury insurance schemes
1,338

Coverage Rate
37.55%

Mid-Autumn Festival and Dragon Boat Festival Employee Gifts

We provide thoughtfully prepared holiday gifts for employees on key traditional festivals. The coverage includes full-time employees, outsourced staff, as well as both campus and social recruitment interns.



Case

Christmas and New Year Celebrations

Each year, we host festive celebrations during the Christmas and New Year season, offering a diverse array of activities such as craft-making and interactive games. These events are designed to foster inclusivity and engagement, ensuring employees across all roles can share in the holiday spirit.



Case

We have established a labor union to help safeguard employees' legitimate rights and interests. The union ensures that working conditions, compensation, and related protections are upheld, supports employees in resolving labor disputes, and actively participates in company-level democratic management. It also provides feedback and suggestions on major business decisions, ensuring employees' voices are heard and respected.

Additionally, the union represents the company in offering in-person support and financial assistance to employees who are hospitalized due to illness.



As of the end of the reporting period, the union had

1,411 members

Employee Health and Safety

We place strong emphasis on workplace health and safety and are committed to fostering a clean, safe, and healthy working environment. To this end, we have introduced internal policies such as the Smoking Control Policy and the Workplace Sanitation Management Manual to reinforce hygiene and facility standards. Additionally, we have established a dedicated Fire Protection Maintenance Procedure to ensure fire safety and enhance emergency response readiness across our office spaces.



Our Initiatives

Employee benefits

We offer tailored annual physical examination programs based on job functions and provide one-on-one health consultations with general practitioners who review employee health reports. Employees also have access to a 24/7 gym and recreation room with table tennis facilities, encouraging physical wellness at their convenience. These initiatives reflect our ongoing commitment to supporting employees' physical and mental well-being through thoughtful workplace management.

Safety awareness

To further strengthen safety awareness and emergency preparedness, we established a volunteer fire response team composed of employees. The team is responsible for routine fire safety inspections, internal training, emergency drills, and safety education. We provide regular training support—both theoretical and practical—to ensure the team's professionalism. Additionally, we engage third-party specialists twice a year to perform maintenance and inspections of fire safety equipment.

We continue to prioritize workplace safety and employee awareness as foundational to business operations. During the reporting period, our employee physical examination coverage rate reached **100%**

In-Person Health Report Consultations

Case

Fire Safety Awareness for E-Bikes

Case

Diversity, Equity, and Inclusion

A Diverse and Inclusive Workforce

In 2024, as we expanded our presence in international markets, we actively sought out talent with diverse cultural backgrounds, professional expertise, and global perspectives to support our globalization strategy. We believe a diverse workforce is essential for sustainable growth. Guided by our core values of simplicity, equality, and openness, we welcome individuals from all backgrounds to join us and contribute to a diverse and inclusive team. We are committed to providing equal opportunities for career development and strictly enforce equal pay for equal work, ensuring all employees receive fair and equitable compensation and benefits. In addition, we take social responsibility seriously by offering employment opportunities to underrepresented groups.

2024

Total Employees

3,563

Female Employees

1,701

Proportion

47.74%

Employees with Disabilities

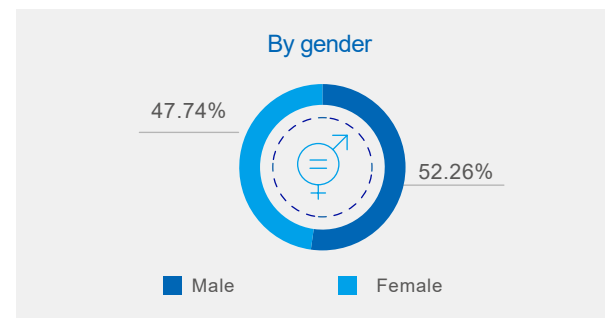
24

Proportion

0.67%

Women's Advancement and Workplace Equity

As a technology-driven enterprise, we value the critical role women play in business operations and management. Women account for 47.74% of our workforce, and we are committed to supporting their professional growth by providing equal access to promotion and development opportunities.



2024

In 2024, the proportion of leadership training programs focused on female employees increased by **11.08%** compared to 2023. Average hours of professional skills training per female employee rose by **211.15%** year-over-year—demonstrating our long-term investment in female talent development.

To support women's well-being in the workplace, Weimob established a Women's Federation composed of female employee representatives. This platform provides targeted support and organizes dedicated initiatives to foster engagement, empowerment, and community.



During the reporting period, we hosted a Women's Day celebration to promote self-expression and vitality. In addition, we organized mental health seminars focused on managing work-life stress, offering psychological support and care tailored to the needs of female employees.

Women's Mental Wellness Seminar

Case

Weimob's Women's Day

Case

Celebrations Held Across Shanghai, Beijing, and Changsha

▲ Women's Day Activity in Shanghai

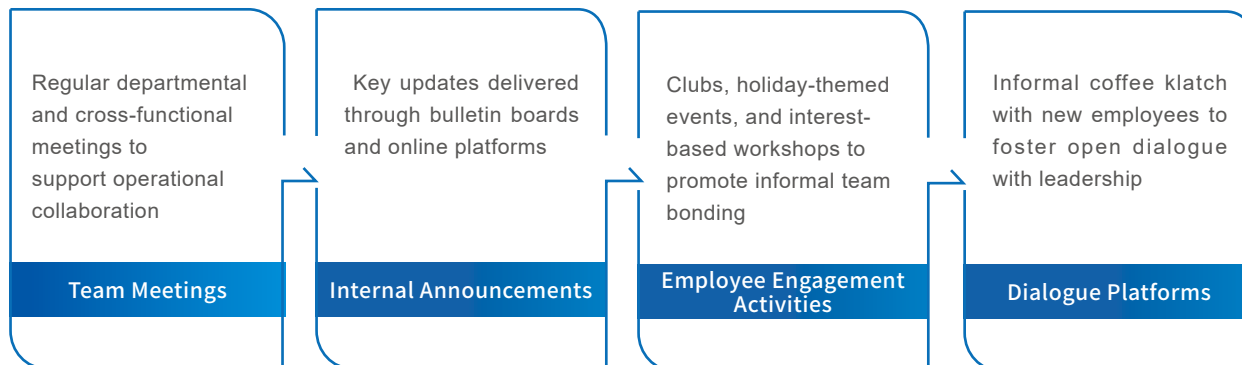
▲ Women's Day Activity in Guangzhou

▲ Women's Day Activity in Beijing

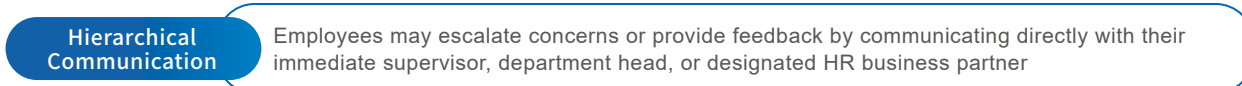
Transparent and Inclusive Communication

We strive to foster an open and transparent communication environment that encourages employees to express their views and stay informed about the company's strategic direction, policy updates, and daily operations. These efforts enhance trust, cohesion, and collaboration across the workforce, supporting a harmonious workplace culture and driving shared growth between the company and its employees.

Daily Communication Channels



Formal Feedback and Grievance Mechanisms



During the reporting period, we hosted coffee klatch for new employees, offering a relaxed setting to engage with colleagues and leadership. Through in-depth discussions and Q&A sessions, new joiners gained insights into Weimob's strategic direction and expressed their own career aspirations. Senior leaders provided direct responses, fostering mutual understanding and team cohesion in a respectful and open environment.

Case Highlight – New Employee coffee klatch

The President of Weimob Group and Chairman & CEO of Weimob Marketing Group participated in the roundtable to welcome new employees.



Employee Satisfaction Survey

Weimob conducts an annual employee satisfaction survey in collaboration with a professional third-party organization. Through a comprehensive questionnaire focused on employee engagement and organizational effectiveness, we gain in-depth insights into workforce sentiment across multiple dimensions.

During the reporting period, we enhanced our survey model and expanded the supporting data infrastructure to improve the accuracy and depth of analysis. The updated framework now covers key dimensions such as employee engagement, resources and support, compensation and benefits, performance management, leadership and management, training and development, collaboration and company culture, organizational efficiency, and strategic alignment and vision.



Talent Development and Training

Talent Strategy

Talent is our most valuable asset. We remain committed to strengthening talent development and capability-building by offering a wide range of training programs to enhance employees' professional skills and overall competencies. In parallel, we have established a dual-track career development system, supporting both managerial and technical pathways to provide clear growth opportunities and long-term career planning for our employees.

Succession Planning and Talent Pipeline

To support Weimob's strategic focus on key accounts and global expansion, we have established a structured and effective succession planning process for critical management positions. This ensures long-term organizational sustainability and continuity in leadership.

Regularly conduct talent reviews to identify and develop internal talent, uncover high-potential individuals, and build a strong succession pipeline.

Continuously assess the talent bench strength to ensure teams remain in optimal condition, and benchmark against industry peers to evaluate workforce competitiveness.

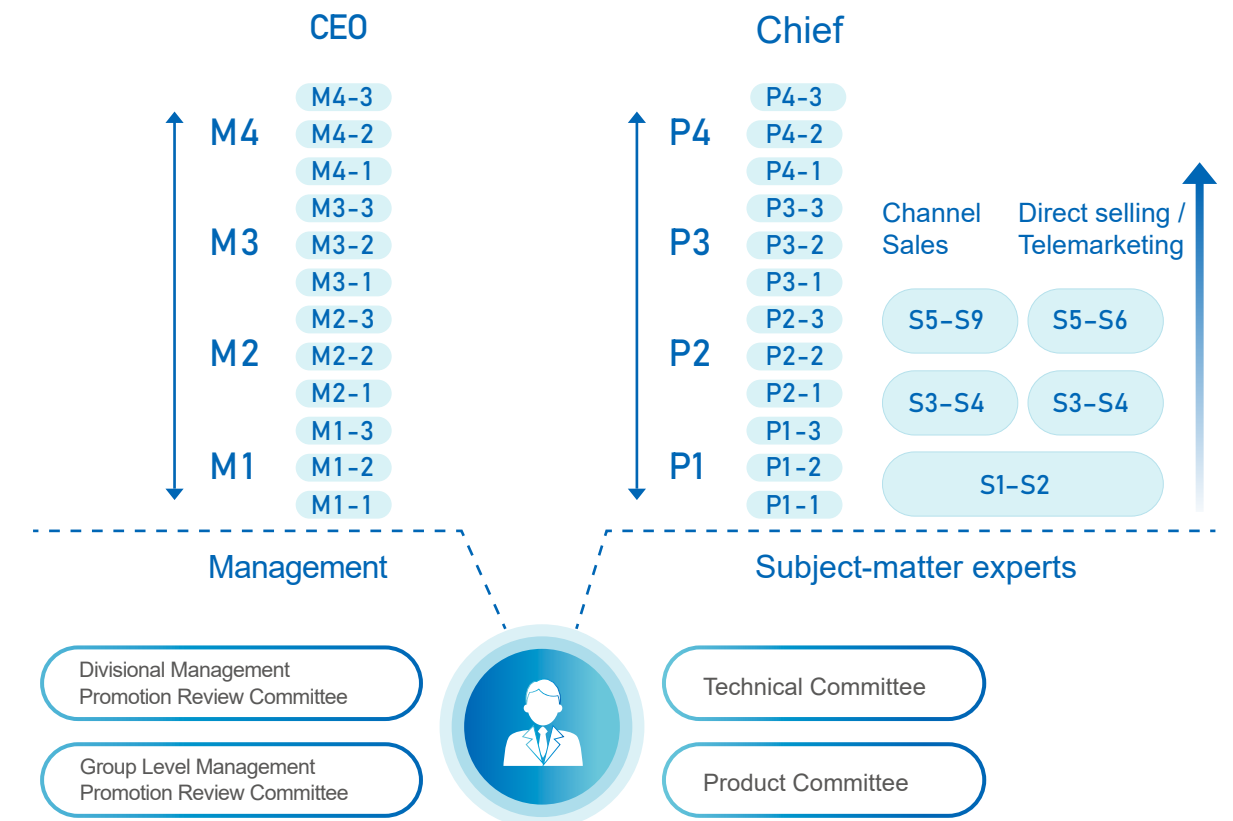
Align succession planning with business needs and long-term strategy through proactive workforce planning.

Career Development Pathways

Weimob has established a dual-track career development model, offering both managerial and technical growth pathways. This structure is designed to fully leverage employee strengths and support diverse aspirations, creating broader opportunities for self-advancement and long-term development.

Employees undergo comprehensive promotion assessments that take into account their individual strengths in management or professional expertise. Career direction is determined by aligning each employee's interests and potential with our long-term talent development strategy.

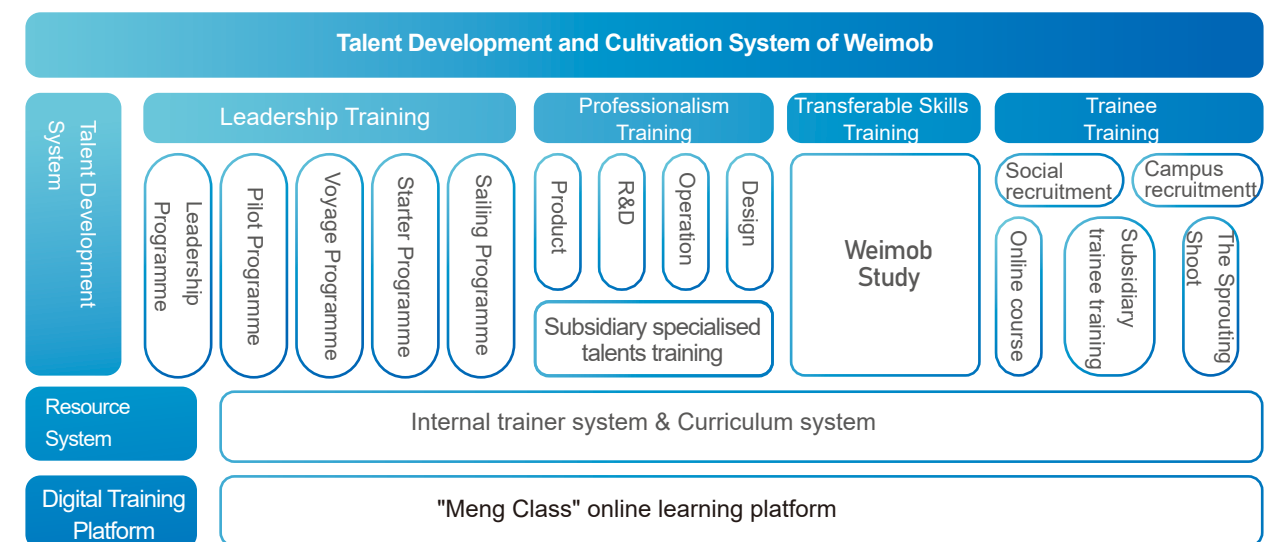
During the reporting period, we reformed our job grading and classification system to open additional promotion channels and create more growth opportunities. In parallel, updates to our Performance Management Guidelines refined our key talent processes, including selection, development, retention and deployment, thereby enhancing the efficiency and effectiveness of our talent management practices.



▲ Weimob Dual-channel Development Model

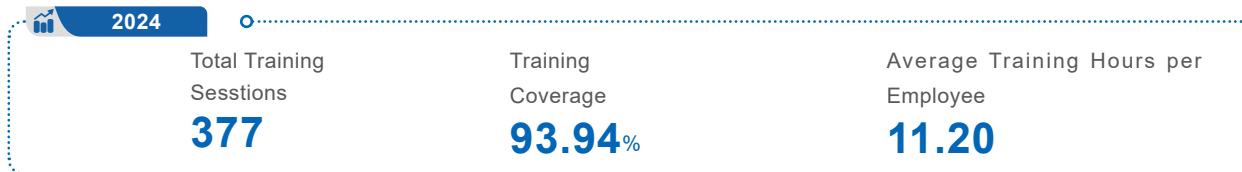
Talent Training

We approach talent development with a forward-looking vision and a disciplined approach. Through regular training and continuous learning, we aim to strengthen the professional capabilities of our teams. We continue to optimize our blended learning system, integrating both online and in-person formats, and delivering multi-level, diversified development programs tailored to different roles, job levels, and business needs.



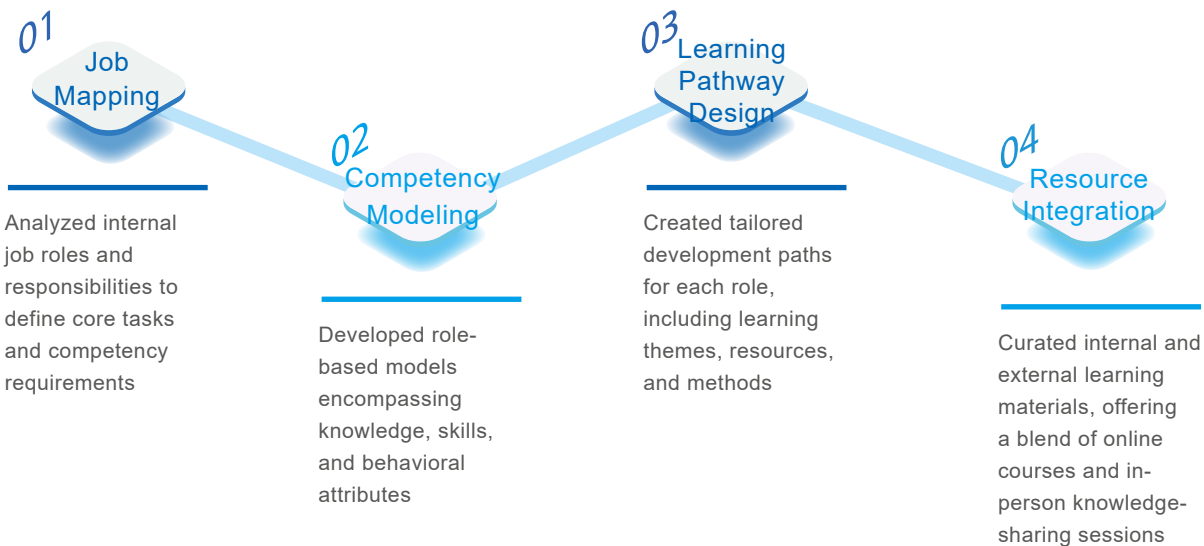
▲ Talent development and cultivation system of Weimob

We established a Training Management Policy to ensure that training initiatives align with the company's evolving development priorities and the diverse learning needs of employees. The policy promotes the delivery of engaging and flexible training programs designed to improve both relevance and timeliness. Each training session is followed by a post-training summary to support effectiveness evaluation. The policy also sets out clear requirements for training discipline, attendance, and leave management.



To strengthen learning across the organization, we enhanced our online learning platform Meng School by developing a digital, personalized learning solution centered around key talent development and learning pathway design. This initiative aims to systematically elevate the competencies and performance of core employees, driving long-term business growth.

The learning system is built on four core elements:



Meng School had launched approximately online courses

485

cumulative learning sessions completed

10,398

Accelerating Sales Onboarding through the “Honghu Program”

Case

The Honghu Program is designed to help newly onboarded sales personnel quickly adapt to their roles and acquire essential knowledge in areas such as company operations, product solutions, and sales techniques. The program covers key topics including corporate strategy, product insights, sales procedures, and client case studies. Training is delivered by senior instructors through a combination of case sharing, practical exercises, and online assessments to ensure participants can effectively understand and apply the knowledge gained.

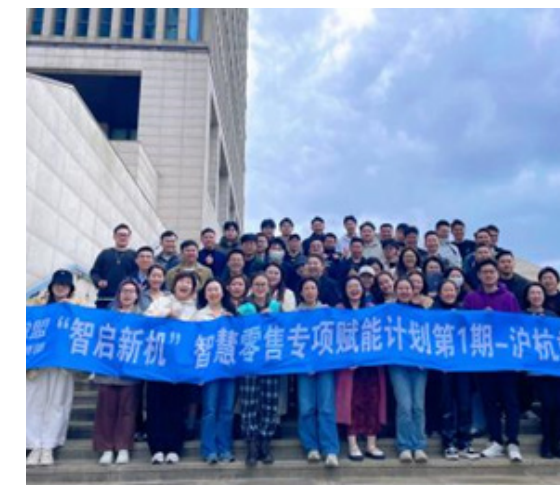
A total of **14** participants joined the program, with **3** instructors leading the sessions over a **two-day** period.

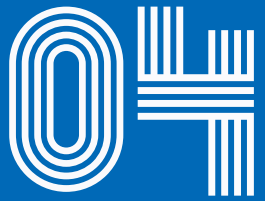


Smart Retail Empowerment Program

Case

We launched a dedicated Smart Retail Empowerment Program across four major cities—Shanghai, Hangzhou, Beijing, and Guangzhou. This initiative was designed to enhance industry-specific capabilities and support regional teams in driving intelligent retail transformation.





Empowering Sustainability Through Technology

- Safeguarding Information Security and Data Privacy
- R&D and Innovation
- Responsible Product and Marketing Management




Safeguarding Information Security and Data Privacy

We strictly comply with applicable national and international laws and regulations, including the *Civil Code of the People's Republic of China*, the *Cybersecurity Law of the People's Republic of China*, the *Data Security Law of the People's Republic of China*, the *Personal Information Protection Law of the People's Republic of China (PIPL)*, *Information security technology — Baseline for classified protection of cybersecurity*. (GB/T 22239-2019), the *Personal Data (Privacy) Ordinance of Hong Kong (PDPO)*, *General Data Protection Regulation of the European Union (GDPR)*, and the *ESG Reporting Guide of the Hong Kong Stock Exchange (HKEX)*. As a publicly listed company in Hong Kong, we closely monitor the ESG guidelines issued by HKEX and are committed to ensuring the compliance of our consumer data and privacy management practices across jurisdictions.


We have established a comprehensive suite of internal policies, including the Data Security Committee Charter, Information Security Management Policy, Information Security Operations Manual, Data Security Governance Standards, Data Privacy Protection Policy, and General Security Management Policy. These frameworks support systematic governance of data security, operational integrity, third-party/vendor risk management, and incident response—ensuring transparency and privacy compliance across all product lines.

Our Approach



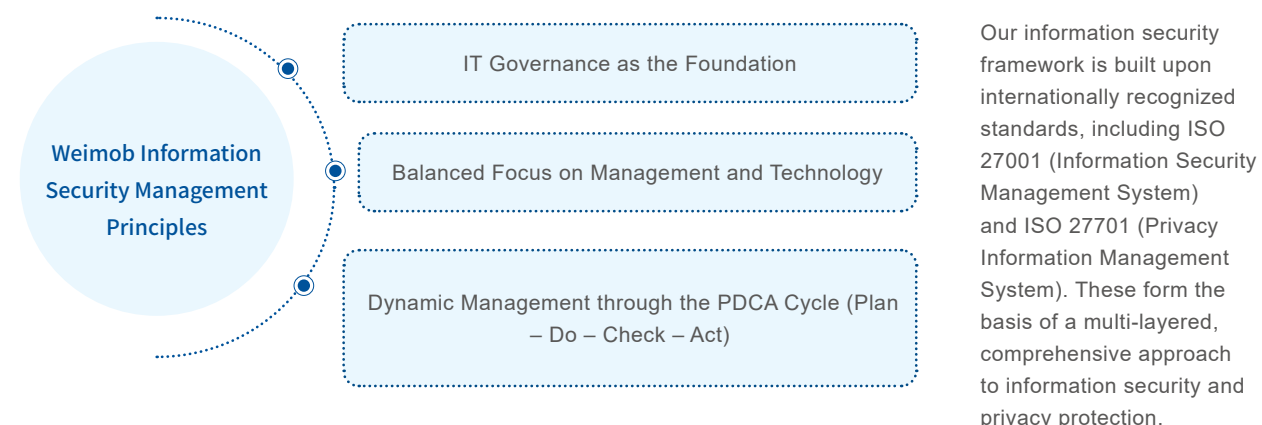
information security

We regard information security as a cornerstone of sustainable development and remain committed to a customer-first philosophy. Our aim is to build a secure, compliant, and trustworthy digital environment. We strictly adhere to applicable laws and regulations on information security, data protection, and privacy.



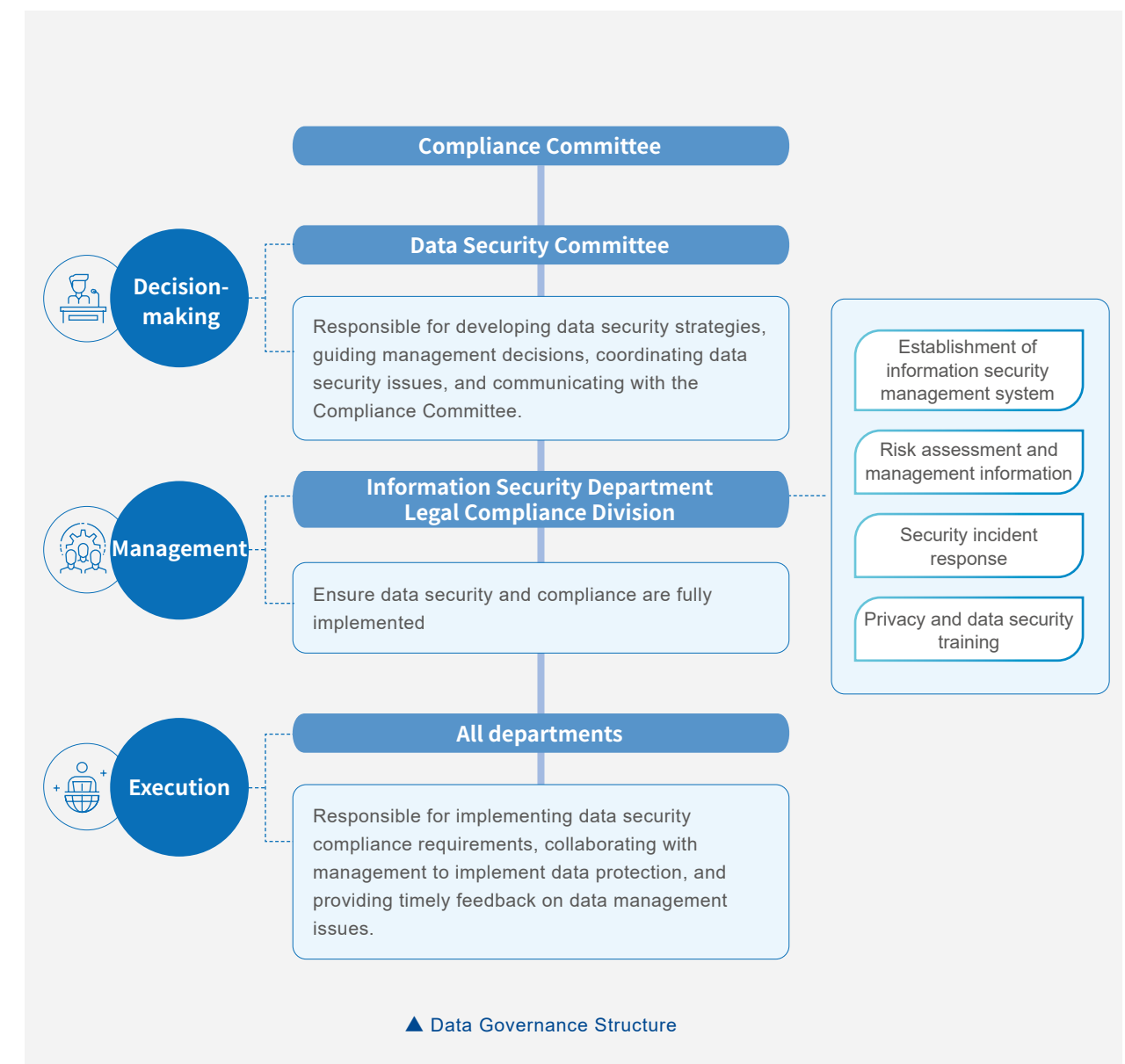
Information Security Strategy

Our information security strategy is rooted in proactive risk prevention and shared accountability across the organization. We emphasize refined, disciplined management practices as a means to build and maintain customer trust. Aiming for zero data security incidents, we have integrated this goal into leadership performance metrics to reinforce accountability. Through ongoing refinement of our systems and controls, we are committed to safeguarding company and user data across every touchpoint.



Governance Structure

We have established a comprehensive data security governance framework, anchored by a Data Security Committee chaired by our Senior Vice President and Chief Technology Officer. This committee functions as the strategic decision-making body for data security—responsible for setting security strategy, guiding key decisions, and coordinating cross-functional efforts. The Information Security Department and Legal & Compliance Department comprise the management layer, ensuring company-wide implementation of data protection and compliance measures. Business departments form the execution layer, tasked with the operational rollout and enforcement of security protocols.



Focus on Data Governance

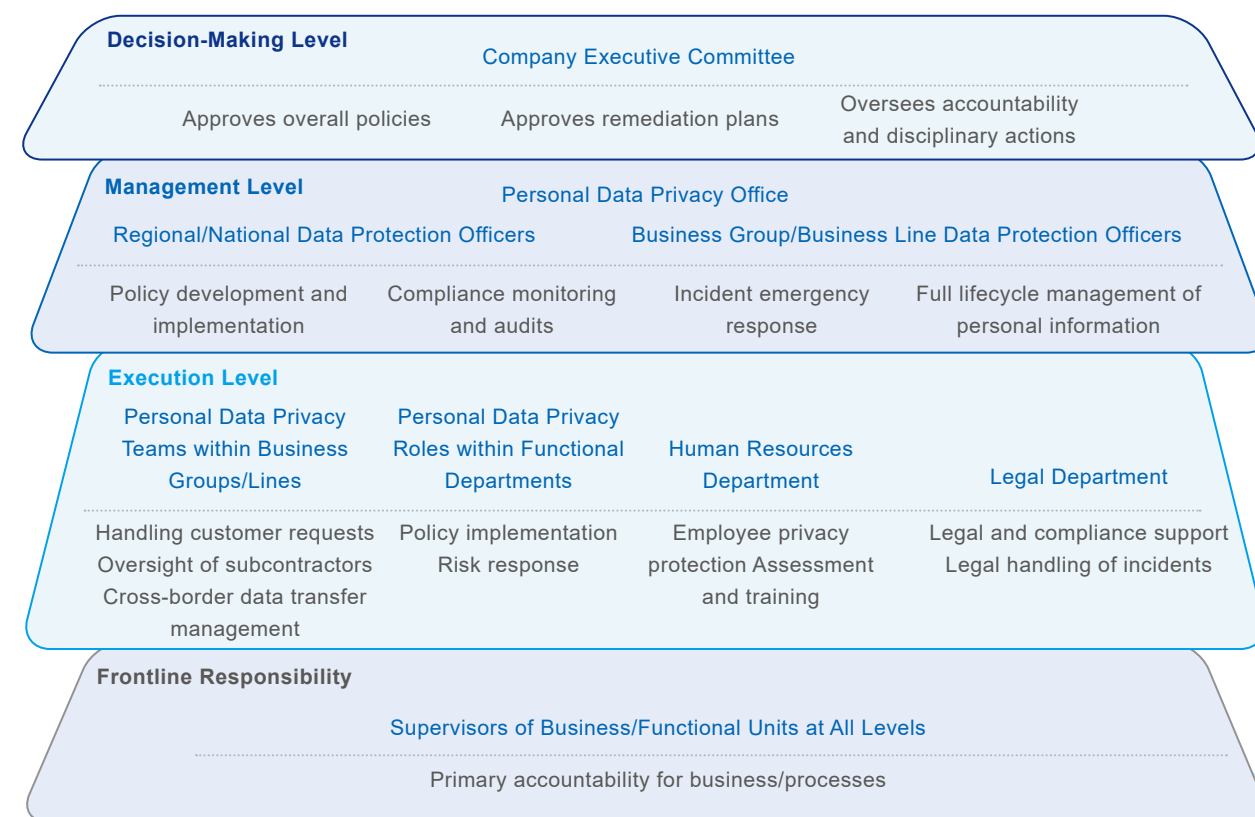
We place strong emphasis on Safeguarding Information Security and Data Privacy. In alignment with ISO 27001 (Information Security Management System) and ISO 27701 (Privacy Information Management System), we have established a multi-layered and comprehensive framework for information security and privacy management.

User Privacy and Data Protection Measures

To ensure the protection of personal data across both business operations and internal processes, we have implemented a comprehensive set of policies and procedures—including the Personal Data Privacy Protection Framework, the Privacy Data Collection and Processing Procedure, and the Personal Data Breach Response Protocol. These measures are designed to ensure compliance with applicable regulations and prevent the unauthorized disclosure of personal information.

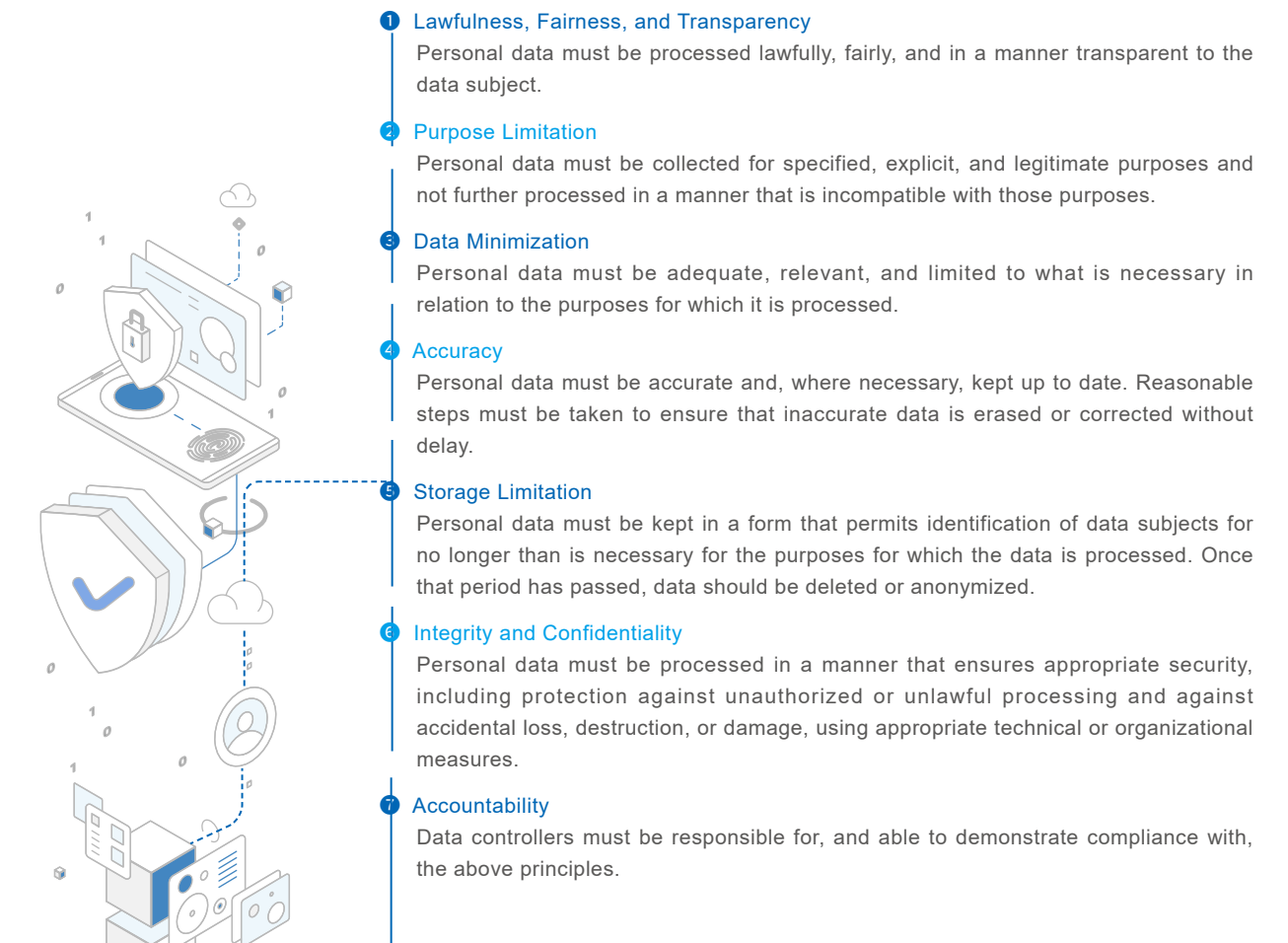
We have also established a Data Privacy Protection Committee, which is responsible for formulating policies, procedures, and control mechanisms to identify and address privacy-related risks. A clearly defined privacy governance structure sets out the roles and responsibilities at all organizational levels, ensuring effective implementation of data privacy and protection practices across the company.

Weimob's Data Security Management Structure



We require all department heads and project teams to fully understand Weimob's core principles for handling personal data. These principles must be applied consistently—whether delivering products and services to clients or managing internal operations—ensuring that data privacy is upheld at every stage.

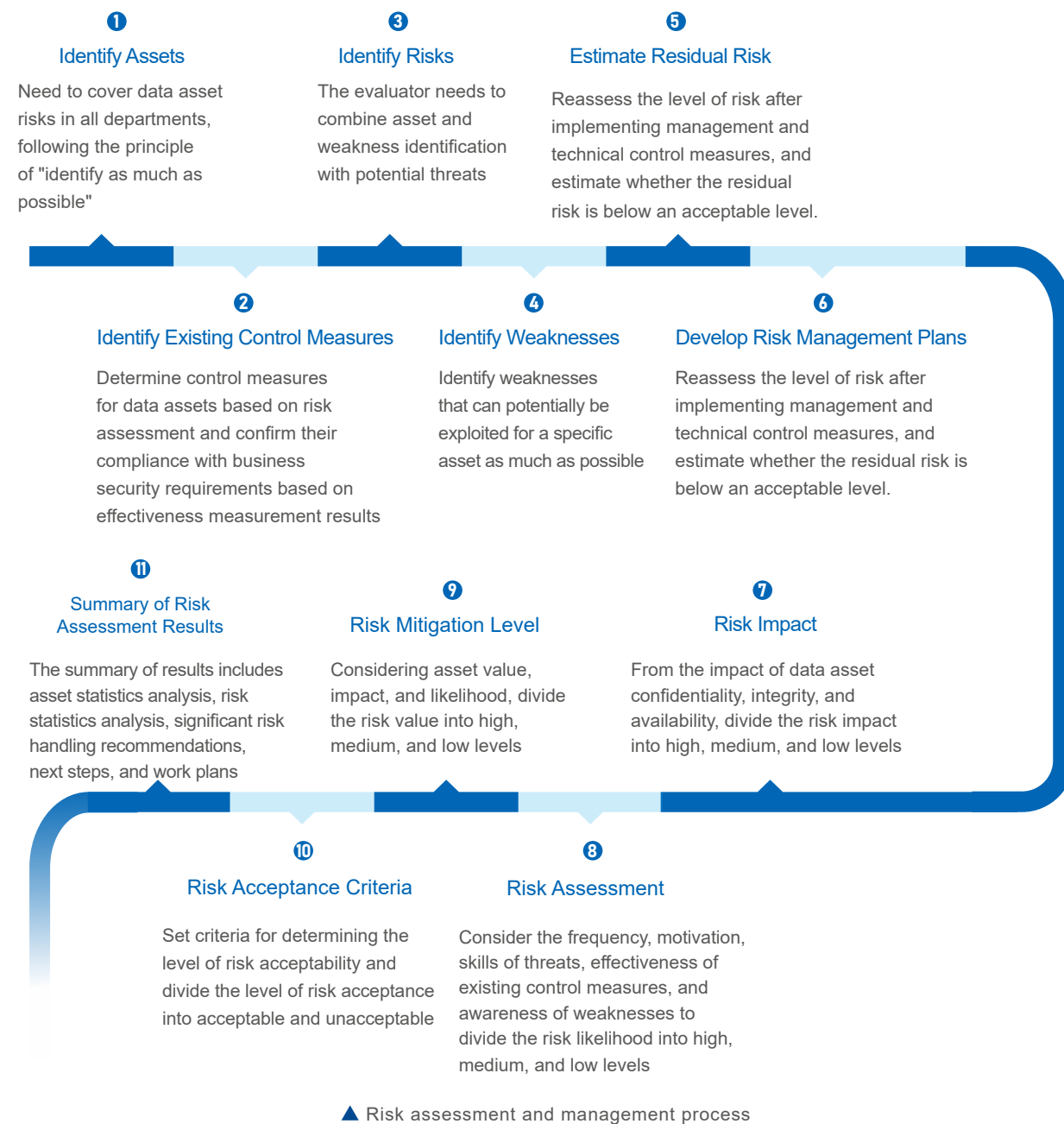
We adhere to the core principles of compliance, security, and transparency to ensure that personal data is strictly protected throughout its entire lifecycle. Based on international standards and regulatory requirements, we follow the fundamental principles below for processing personal data:



Risk Identification and Management

We have issued the *Information Security and Privacy Risk Management Standard* and established a comprehensive framework for risk assessment and control. Security measures are implemented across all stages of the data lifecycle to safeguard the confidentiality, integrity, and availability of information. These include strict data classification, encrypted transmission, access control, data masking, secure disposal, and continuous auditing and optimization. Collectively, these practices significantly reduce data security risks and provide strong protection for both user and corporate data.

For risk mitigation, we formulate specific plans and tracking sheets based on the risk assessment reports. Designated personnel are responsible for executing risk response measures and continuously monitoring the status of identified risks to ensure that residual risks remain within acceptable thresholds.



Raising Awareness Through Training

We continue to prioritize regular privacy and data security training programs, leveraging our internal learning platform, Meng School, to provide flexible and accessible online training resources. These efforts aim to enhance employee understanding of the importance of data security, ensure full compliance with Weimob's security policies and protocols, and mitigate the risk of data breaches and information security incidents—laying a solid foundation for the company's long-term, stable development.

During the reporting period, we planned and tailored training content by audience type, offering customized courses covering legal and regulatory compliance, security awareness, and technical security training.

Legal and Regulatory Compliance Training



Ensures employees understand and comply with data security-related laws and regulations.

Security Awareness Training



Enhances employees' ability to identify and respond to risks, and deepens their understanding of the company's information security policies.

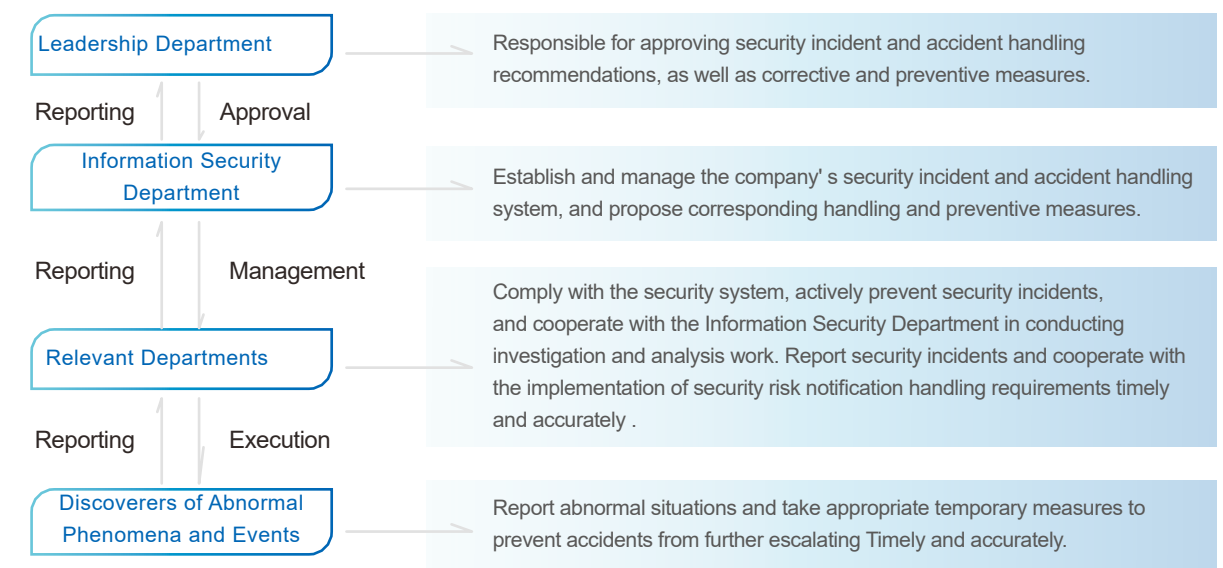
Technical Security Training



Continuously strengthens employees' practical data security skills and their ability to apply security measures effectively.

Safety and Emergency Management

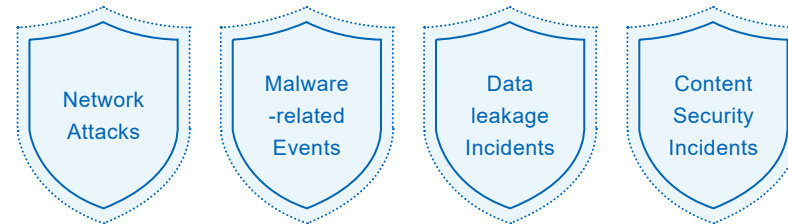
We have implemented a comprehensive safety management system, guided by the *Security Incident Classification and Severity Standard*, which defines a structured approach for categorizing and prioritizing safety incidents. In parallel, we have established a formal Data Security Incident Response Procedure to effectively address potential data security incidents—ensuring a consistent, end-to-end response process that covers identification, escalation, containment, and resolution.



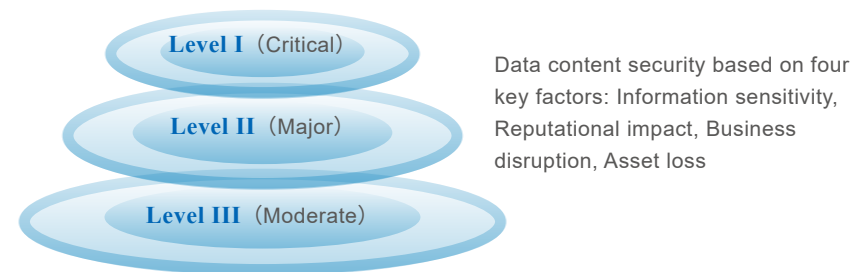
▲ Security incident response mechanism

Incident Classification and Severity Management

Four Categories of Security Incidents



Security Incident Grading and Management



To enhance our ability to respond to security incidents, we have implemented the Personal Data Breach Emergency Response Guidelines. These guidelines form the basis of regular internal drills and participation in city- and national-level exercises, strengthening our preparedness for data-related emergencies.

In addition, we have established the Information Security Incident Review and Disciplinary Policy, which outlines structured procedures for post-incident analysis, response, and accountability. This policy ensures that all incidents are thoroughly reviewed, followed by corrective actions, and incorporated into a closed-loop feedback system for continuous improvement.

National	Provincial	Industrial	Local
2 Ministry of Public Security	2 Provincial Internet Information Office	2 Operator	1 District Net Information Office / Net Security

Case Data Center Emergency Response Drill

In October 2024, Weimob conducted a data center emergency drill simulating a server hard drive failure. The entire IT department participated in the exercise. Upon receiving the alert, the team immediately activated the emergency response protocol, performed on-site diagnostics, identified the root cause, executed remediation procedures, and successfully restored system operations within the targeted recovery window.

During the reporting period, there were **zero** occurrences of information security incidents or personal data breaches.

Authoritative Certifications and Qualifications

As of the end of the reporting period, we successfully renewed our certifications for the ISO/IEC 27001 Information Security Management System and the ISO/IEC 27701 Privacy Information Management System. In addition, we obtained the SaaS Security Capability Assessment Certificate issued by the *China Academy of Information and Communications Technology (CAICT)*, as well as the *Level 3 (Robust Level) Data Management Capability Maturity (DCMM)* certificate issued by the China Federation of Electronics and Information Industry. We also passed the Level III Certification under *China's Multi-Level Protection Scheme (MLPS)* administered by the Ministry of Public Security.

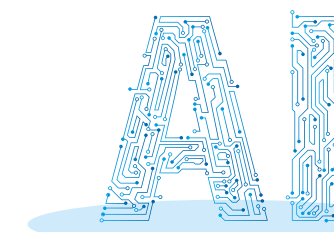


R&D and Innovation

Enabling Intelligent Transformation

We regard technological innovation as a critical driver of sustainable growth. In a dynamic and competitive market environment, we actively explore and adopt cutting edge technologies, particularly large language models in artificial intelligence. Since October 2022, our strategic investment in AI has accelerated the intelligent transformation of our business model, enabling a shift from digitalization to intelligent digitalization. These efforts also support our broader vision of low carbon, technology empowered development.

AI Empowering Intelligent Growth



Our proprietary solution, WAI, integrates AI capabilities across the full marketing lifecycle, significantly improving efficiency for merchants. Powered by AI generated content, our AI and Marketing solution now covers a wide range of marketing scenarios, helping businesses reduce costs and increase productivity.

Internally, WAI has been adopted throughout our marketing operations, with over **80 percent** of designers using the tool. On average, more than 10,000 creative assets are produced per month, delivering significant gains in efficiency and supporting cost control across the organization.

Accelerating Efficiency for Traditional Enterprises

Following over two years of strategic development, we embedded AI technologies into our SaaS product suite through the launch of Weimob WAI, an advanced tool built on large language models. The solution supports natural language data queries and multimodal content generation, lowering technical barriers for small and medium sized enterprises and enabling more agile, data driven operations.

Case Collaboration with PhM

Through Weimob WAI, PhM achieved rapid copy generation and efficient visual content creation in private domain operations, tripling overall efficiency. In new media operations, AI-enabled copywriting ensured brand consistency and improved productivity by **80%**. For large-scale promotional events, intelligent campaign planning and multidimensional data analysis helped reduce operational costs by **60%**, significantly enhancing flexibility and response time.



Building Safe and Trustworthy AI Products

As artificial intelligence continues to evolve rapidly, secure governance and responsible development have become critical issues. During the reporting period, the deep synthesis algorithm powering Weimob WAI's multimodal marketing content successfully passed the algorithm filing process with the *Cyberspace Administration of China (CAC)*. This filing confirms that the algorithm complies with national regulatory standards for safety and compliance, representing formal recognition by government authorities.

To ensure responsible AI content management, Weimob has implemented a series of safeguards, including digital watermarking and content traceability protocols, to mitigate copyright risks and ensure compliance with intellectual property regulations throughout the content creation process.



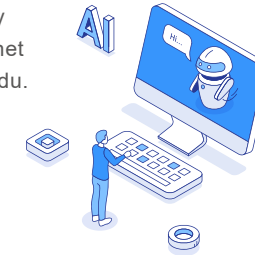
The WAI large language model (LLM) has been developed through a hybrid approach that integrates third party LLMs with Weimob's proprietary technologies. Following continuous iteration, the WAI 2.0 model has achieved an accuracy rate of **88.2%**, with over **80%** of generated content considered commercially viable.

We recognize that the rapid evolution of AI technology brings significant challenges alongside opportunities. As such, we are committed to promoting the responsible and sustainable development of generative AI by strengthening data and algorithmic governance, and by continuously enhancing the security, reliability, controllability, and fairness of our AI systems. We also strive to ensure that AI innovation aligns with ethical principles and human-centered values.

During the reporting period, Weimob participated in the development of the *Industry Self-Regulation Initiative on Generative AI*, led by the Artificial Intelligence Security Governance Committee under the China Cybersecurity Association, in collaboration with academic institutions, research organizations, and industry partners.

Case Self-Regulatory Initiative of Generative Artificial Intelligence Industry

On August 29, the Self-Regulatory Initiative of Generative Artificial Intelligence Industry was officially released at the 2024 China Internet Civilization Conference in Chengdu.



Intellectual Property Protection

We place strong emphasis on intellectual property (IP) protection as a strategic tool for enhancing market competitiveness and preventing infringement. In compliance with the *Trademark Law*, *Patent Law*, and *Copyright Law of the People's Republic of China*, we have introduced a set of internal governance policies, including the Intellectual Property Management Policy, Patent Management Policy, Trademark Management Policy, and Software Copyright Policy. These frameworks reinforce our IP oversight, support enforcement efforts, and safeguard the company's legal rights.

As a technology-driven enterprise, we recognize the pivotal role of innovation in driving sustainable growth. To encourage employee participation in R&D and support continuous advancement, we have implemented the Employee Patent Incentive Policy, which outlines clear reward standards based on patent category and application stage. In addition, we partner with external specialists to provide targeted training in patent identification, application, and drafting, ensuring employees are equipped with the skills needed to contribute effectively.

2024

we conducted training sessions specifically for R&D personnel

2

the end of the reporting period, Weimob held valid patents

51

with attendances over

200

including invention patents

26



valid software copyrights

253

Category	Unit	Invention Patents	Utility Model Patents	Design Patents	Software Copyrights
Applications	Items	1	0	0	66
Granted	Items	8	0	7	0
Valid	Items	26	3	22	253

Responsible Product and Marketing Management

We prioritize Responsible Product and Marketing Management while complying with the *Law of the People's Republic of China on the Protection of Consumer Rights and Interests*, *Advertisement Law of the People's Republic of China* and other applicable regulations. Internal policies, including our Weimob Advertising Compliance Guidelines, promote lawful and transparent marketing. We emphasize customer satisfaction, timely feedback handling, and responsible marketing throughout daily operations and product development.



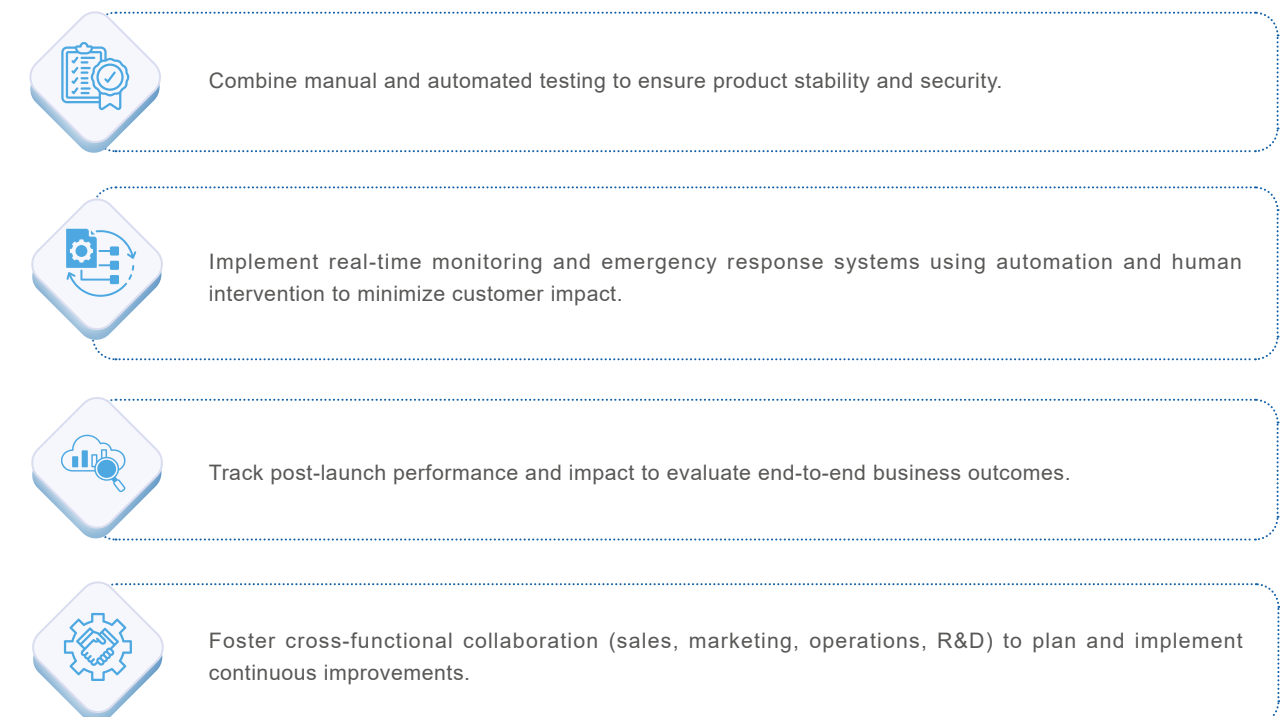
Strict Implementation of Quality Management

In alignment with the *GB/T 19001-2016 Quality Management System Requirements*, we have developed a comprehensive Quality Manual along with supporting procedural documentation. To ensure effective implementation, we have established an integrated quality management structure composed of senior management, the R&D Center, Support Center, Customer Operations Center, and Internal Audit Team. This framework clearly defines departmental roles and collaboration workflows, enabling end-to-end quality oversight throughout all core business functions.



▲ Weimob Quality Management System Organizational Structure

Integrating Business Objectives into Quality Management



Safeguarding Customer Satisfaction with Care

We prioritize customer satisfaction and proactively gather feedback through interviews, phone calls, emails, and other channels. We regularly distribute Customer Satisfaction Surveys to evaluate satisfaction with our products and services. Feedback is systematically recorded, analyzed, and used to develop targeted improvement actions that guide ongoing product and service enhancements.

We continue to strengthen our customer service training system to improve service quality and deepen the support team's understanding of our offerings.



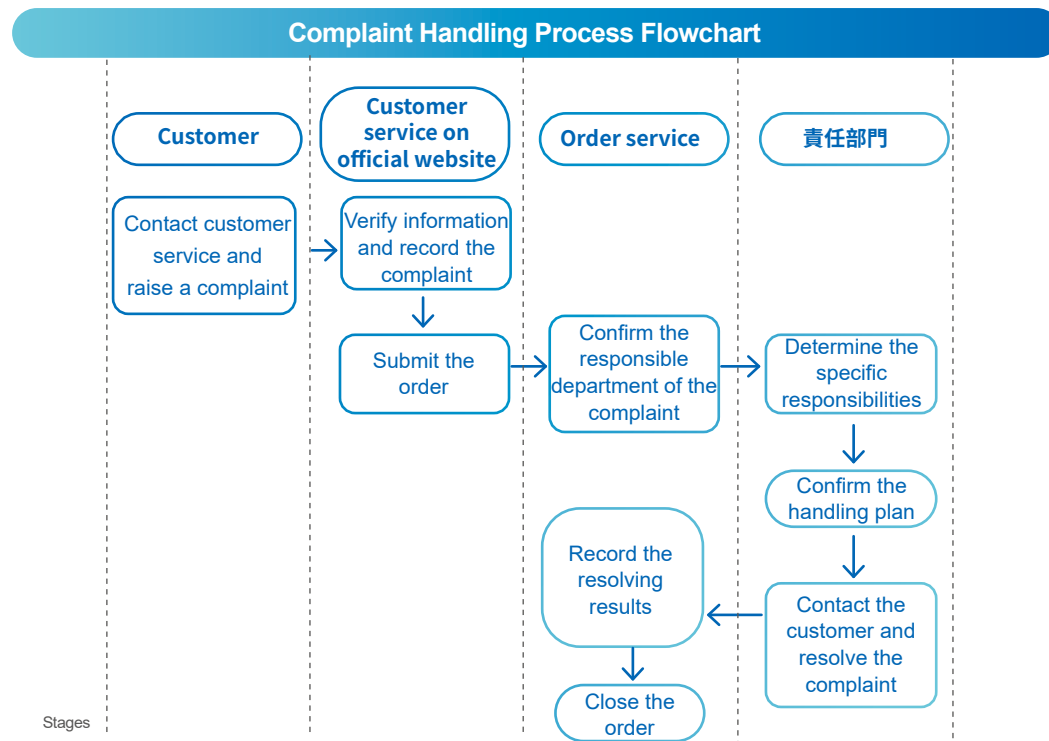
▲ Weimob 2024 Customer Satisfaction Survey

Prompt and Effective Complaint Resolution

To safeguard customer rights and ensure timely resolution of issues, we have implemented a standardized complaint management process. Customers can raise concerns through our service hotline or online support channels, where each case is handled by a dedicated customer service team and classified based on its nature and severity.

Upon resolution, we conduct case reviews to analyze root causes and implement corrective measures to prevent recurrence. We are committed to addressing customer feedback in a fair, prompt, and effective manner, ensuring that customer needs are fully and consistently met.

During the reporting period, Weimob recorded **no major** product issues and achieved a **100%** complaint resolution rate.

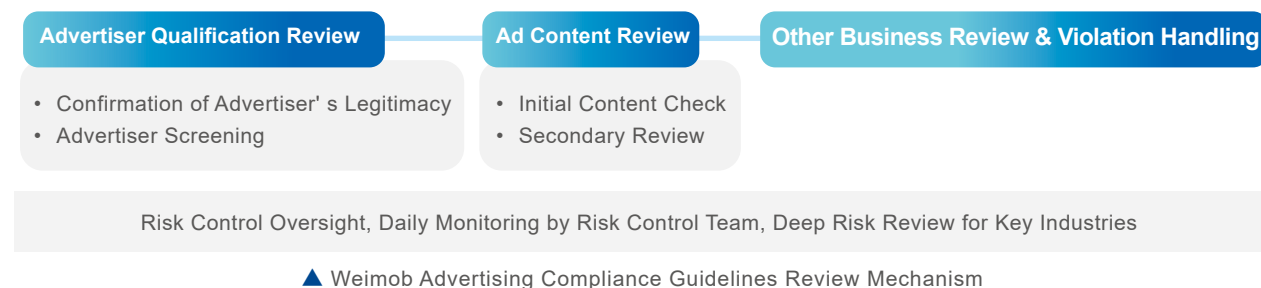


Commitment to Responsible Marketing

We place strong emphasis on compliance and accountability in our marketing services. In strict accordance with applicable laws and regulations, we have issued the Weimob Advertising Compliance Guidelines Guidelines, which define clear procedures for advertiser qualification reviews, content approval, and multi-level review mechanisms.

To enhance risk oversight, we closely monitor regulatory developments and regularly update our internal control standards. These include the Marketing Risk Review Standards, which specify prohibited terms and high-risk content categories, enabling proactive identification and mitigation of compliance risks across marketing campaigns.

Regular professional training is provided to enhance employees' ability to identify and manage risks. Through these efforts, we aim to deliver safer and more reliable marketing services, fostering trust among merchants and consumers, and contributing to the healthy development of the digital economy.



Strengthening Supplier Management

We have built a comprehensive supplier management system anchored in transparency, long-term accountability, and ethical business practices. This framework promotes integrity and responsible operations throughout the supply chain. To guide this process, we have implemented several key internal policies, including the Supplier Management Policy, the Supplier Security Policy, and the Supplier Evaluation Guidelines. These documents define the standards for supplier qualification, ongoing oversight, and performance assessment.

During the supplier onboarding process, we evaluate not only a supplier's business qualifications but also their commitment to ethical conduct and environmental and social responsibility. All approved vendors are required to sign the *Weimob Integrity Management Agreement*, reinforcing our expectations around compliance and corporate ethics.

In our ongoing partnerships, we conduct regular performance evaluations to ensure service and conduct meet expectations. For suppliers that fall short, we provide tailored improvement recommendations and support corrective actions. Looking ahead, we plan to further enhance oversight of suppliers' environmental and social responsibility performance, fostering collaborative efforts to promote sustainable practices across the supply chain.



Category	Unit	2022	2023	2024
Total Number of Suppliers	Count	116	97	87
Number of Suppliers by Region				
Shanghai	Count	80	88	72
Beijing	Count	8	3	7
Guangdong	Count	13	3	3
Jiangsu	Count	2	2	2
Zhejiang	Count	5	1	2
Other Regions	Count	8	/	1

Case Green Procurement – Weimob Mid-Autumn Festival Gift Box

For the 2024 Mid Autumn Festival, Weimob integrated sustainable practices into gift box design by using eco friendly packaging made from recycled wood shavings and cup sleeves, along with reusable cups made from coffee grounds. This initiative reflects our commitment to green procurement and circular economy principles, offering consumers a festive experience with lasting environmental value.





Community Commitment and Social Responsibility

- Community Engagement and Collective Progress
- Long-Term Commitment to Public Welfare
- Tech Responsibility: Empowering Industry Advancement

Community Engagement and Collective Progress

Weimob fosters a purpose-driven and inclusive culture that emphasizes integrity, collaboration, and shared growth. With a young, highly educated workforce, our teams play a vital role in advancing organizational development and delivering long-term value.

United in Purpose, Lighting the Way

In 2024, we launched an internal engagement initiative titled “United in Purpose, Lighting the Way” to strengthen team cohesion and amplify individual contributions toward collective progress. The initiative encouraged employees to remain aligned with their roles while contributing to broader company and social goals.



During the reporting period

As part of our commitment to social responsibility, Weimob employees volunteered over **168** service hours, reflecting our dedication to giving back to the communities we serve.

Accelerating Digital Empowerment in Baoshan District Weimob Leads the Baoshan Information Technology Industry Alliance

Case

As a leading technology enterprise in Baoshan District, Weimob collaborated with 12 local internet companies to establish a regional digital innovation alliance focused on strengthening cooperation and advancing technology across five key sectors: biopharma, intelligent manufacturing, information technology, new materials, and energy conservation.

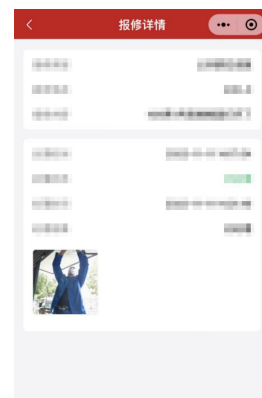
As part of this initiative, Weimob launched the eSpace for Industrial Collaboration platform, an integrated digital ecosystem that enables cross sector knowledge exchange and supports the industrial transformation of Baoshan. Serving as a collaborative hub, the platform promotes cross industry innovation and information sharing to advance regional industrial development.



▲ Weimob's Industrial Collaboration Online Platform -- E-space

Empowering Communities Through Technology

Case



▲ Micro-Wish mini program

Weimob collaborated with the Fifth Residential Community on Changjiang Road in Songnan Town to deliver community focused digital services. Leveraging its technology expertise, a dedicated team developed the “Micro-Wish” mini program, a one stop digital platform that offers convenient and personalized support for residents. The initiative has enhanced access to local services and contributed to improved well being and quality of life in the community.

Case Seasonal Community Care Initiatives

During key occasions such as Mother's Day and the Double Ninth Festival, Weimob organized community outreach visits to support elderly residents and individuals facing hardship. The team delivered essential supplies and extended warm care, demonstrating our ongoing commitment to community well-being and social inclusion.



Long-Term Commitment to Public Welfare

We remain committed to social good, consistently giving back through long-term action. Over the years, we have donated funds and supplies to underdeveloped regions such as Tibet, Xinjiang, and Qinghai, while also supporting the Shanghai Charity Foundation by developing a dedicated donation mini-program that facilitates public contributions and supports underserved communities in fulfilling their aspirations



▲ Baoshan Youth Public Service Partnership Award

During the reporting period, Weimob collaborated with the Baoshan District Committee to support the Growth Commitment Program, making targeted donations to the Shanghai Charity Foundation's Baoshan office to advance youth development initiatives. Our contributions helped underprivileged students access growth opportunities and were formally recognized with the “Baoshan Youth Volunteer Public Welfare Partner” award.

Tech Responsibility: Empowering Industry Advancement

We actively promote industry progress through responsible investment, educational empowerment, and knowledge sharing. During the reporting period, our investment center supported a number of technology driven enterprises, focusing on key areas such as software supply chain security, big data and information security, and intelligent resource optimization and coordination. These investments are driving innovation across emerging digital sectors. We conducted in depth industry research and published two highly valuable reports, providing strategic insights and practical guidance to support business decision making.

In parallel, we emphasized the importance of nurturing future talent and fostering collaboration between industry and education. As a leading digital enterprise in Baoshan District' s strategic industries, we actively responded to the “One Zone, Two Districts” initiative by contributing our technological expertise, innovation practices, and resources to local secondary school education, helping bridge science and education through practical engagement.

Case Science and Technology Learning Hub Mentor Appointment Ceremony

We served as external mentors through the local Science and Technology Learning Hub, where we hosted career talks, guided student research projects, and created real world learning opportunities. These efforts supported the advancement and quality of science education in partner schools.



▲ Appointment Ceremony



▲ Appointment Certificate

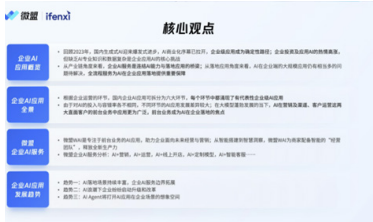
Case

We published two strategic reports:

2024 AI Application Trends for Enterprises



and 2024 Insights on Video Channel Commercialization, providing valuable reference points for industry players.



Appendix 1: Performance Tables

Governance

Board and Committee Information

Name	Expertise	Gender	Age	Title	Independent from Management	Relationship with Management
Board Member Information						
Sun Taoyong	Industry	Male	37	Chairman of the Board	No	CEO of the Group
Fang Tongshu	Industry	Male	40	Executive Director	No	Chairman of Enterprise Services Group
You Fengchun	Industry	Male	36	Executive Director	No	President of the Group, Chairman and CEO of Marketing Group
Fei Leiming	Human Resources	Male	43	Executive Director	No	Chief Human Resources Officer
Li Xufu	Finance & Accounting	Male	58	Independent Non-Executive Director	Yes	—
Tang Wei	Finance & Accounting	Male	49	Independent Non-Executive Director	Yes	—
Xu Xiaou	Industry	Female	51	Independent Non-Executive Director	Yes	—
Audit Committee Members						
Tang Wei	Finance & Accounting	Male	49	Chair	Yes	
Li Xufu	Finance & Accounting	Male	58	Member	Yes	
Xu Xiaou	Industry	Female	51	Member	Yes	
Remuneration Committee Members						
Li Xufu	Finance & Accounting	Male	58	Chair	Yes	—
Xu Xiaou	Industry	Female	51	Member	Yes	—
Sun Taoyong	Industry	Male	37	Member	No	CEO of the Group
Nomination Committee Members						
Sun Taoyong	Industry	Male	37	Chair	No	CEO of the Group
Tang Wei	Finance & Accounting	Male	49	Member	Yes	—
Li Xufu	Finance & Accounting	Male	58	Member	Yes	—

Note: CEO refers to Chief Executive Officer

Board Meeting Attendance

Director	Meetings Scheduled	Meetings Attended	Attendance Rate
Board Attendance Statistics			
Sun Taoyong	6	6	100%
Fang Tongshu	6	6	100%
You Fengchun	6	6	100%
Fei Leiming	6	6	100%
Li Xufu	6	6	100%
Tang Wei	6	6	100%
Xu Xiaou	6	6	100%
Audit Committee Attendance Statistics			
Tang Wei	2	2	100%
Li Xufu	2	2	100%
Xu Xiaou	2	2	100%
Remuneration Committee Attendance Statistics			
Li Xufu	2	2	100%
Xu Xiaou	2	2	100%
Sun Taoyong	2	2	100%
Nomination Committee Attendance Statistics			
Sun Taoyong	2	2	100%
Tang Wei	2	2	100%
Li Xufu	2	2	100%

Business Ethics Training

Item	Unit	2024
Number of training sessions	person-times	6,200
Training coverage rate	%	100
Average training hours per employee	hours/person	0.30

Environment

Greenhouse Gas Emissions

Category	Unit	2022	2023	2024
Direct GHG Emissions (Scope 1)				
Emissions	tCO ₂ e	28.04	161.06	41.69
Indirect GHG Emissions (Scope 2)				
Emissions	tCO ₂ e	2,930.04	1,772.64	1,553.86
Other Indirect GHG Emissions (Scope 3) ¹				
Emissions	tCO ₂ e	/	2,364.85	1,826.35
Total Scope 1 & 2 Emissions				
Total Emissions	tCO ₂ e	2,958.08	1,933.70	1,595.55
Emissions per Capita	tCO ₂ e/person	0.47	0.68	0.45
Carbon Intensity	tCO ₂ e/million RMB	1.61	0.87	1.19
Total GHG Emissions (Scope 1, 2 & 3)				
Total Emissions	tCO ₂ e	/	4,298.55	3421.90
Emissions per Capita	tCO ₂ e/person	/	1.51	0.96
Carbon Intensity	tCO ₂ e/million RMB	/	1.93	2.56

Note 1: Scope 3 emissions include business travel (flights, hotels, transfers), employee commuting, office supplies, water use, and waste.

Energy and Resource Consumption

Category	Unit	2022	2023	2024
Direct Energy Consumption	MWh	114.71	148.87	159.32
Indirect Energy Consumption	MWh	4,132.36	4,104.64	2709.86
Total Energy Consumption	MWh	4,247.07	4,253.51	2869.18
Energy Consumption Intensity	MWh/person	0.68	1.49	0.81
Total Water Consumption	tonnes	37,674.00	32,246.08	20,392.34
Water Consumption Intensity	tonnes/person	6.00	11.31	5.72

Pollutant Emissions

Category	Unit	2022	2023	2024
NOx	kg	84.15	104.55	181.17
SO ₂	kg	0.19	0.23	0.27
Particulate Matter	kg	8.06	9.73	17.36

Waste Emissions

Category	Unit	2022	2023	2024
Non-hazardous Waste Emissions				
Total Emissions	tonnes	275.90	212.80	229.94
Emissions per Capita	tonnes/person	0.04	0.07	0.06
Emissions Intensity	tonnes/million RMB	0.15	0.10	0.17

Social

Human Resources Performance

Employee Composition

Category	Unit	2022	2023	2024
Total Employees	person	6,278	4,584	3,563
By Gender				
Male	person	3,568	2,539	1,862
Female	person	2,710	2,045	1,701
By Age				
Under 30	person	3,456	2,221	1,830
31–39	person	2,591	2,133	1,496
40–49	person	210	207	222
50 and above	person	21	23	15
By Education Level				
Secondary School or Below	person	/	176	115
Associate Degree	person	/	1,713	1,273
Bachelor’ s Degree	person	/	2,473	1,992
Master’ s Degree	person	/	219	181
Doctorate and Above	person	/	3	2
By Employment Type				
Full-time	person	6,277	4,554	3,530
Part-time	person	/	2	1
Contracted/Outsourced	person	/	10	/
Retired Rehired	person	/	14	2
Others	person	/	4	30

Category	Unit	2022	2023	2024
By Region				
Mainland China	person	/	4,582	3,561
Hong Kong, Macau, Taiwan	person	/	2	2
Minority Groups				
People with Disabilities	person	/	34	24

Employee Recruitment

Category	Unit	2023	2024
Number of Positions Hired			
Total Positions Hired	positions	259	199
By Recruitment Channel			
Social Recruitment	positions	256	185
Other Recruitment Channels	positions	3	53
By Position			
Senior Management	positions	1	1
Mid-level Management	positions	27	18
Entry-level Employees	positions	231	181
By Age Group			
Under 30	positions	200	138
31–40	positions	132	100
Over 41	positions	12	19
Number of New Hires			
Total New Hires	person	2,431	1,287
By Recruitment Channel			
Social Recruitment	person	2,372	1,246
Other Recruitment Channels	person	59	41
Flexible Employment			
Partnering Agency	companies	3	6
Recruitment Position	positions	2	15
Number of Recruits	person	6	16
Retained Outsourced R&D Personnel	person	11	23

Employee Turnover

Category	Unit	2022	2023	2024
Total Turnover	person	/	4,078	2,230
Voluntary Turnover	person	/	2,852	1,218
By Gender				
Male Employee Turnover Rate	%	46.20	46.50	21.49
Female Employee Turnover Rate	%	44.50	43.40	17.03
By Age Group				
Under 30	%	41.40	51.90	21.23
31–39	%	36.70	38.00	15.94
40–49	%	27.80	24.60	1.24
50 and above	%	4.50	12.80	0.10

Employee Training

Category		Unit	2022	2023	2024
Total Training Amount		hours	/	431	377
Total Hours		hours	/	56,809	339,896
Total Attendance		times	/	23,758	17,320
Total Candidates		person	/	4,263	3,347
Coverage Rate		%	/	93	94
Average Training Hours		hours/person	/	12.39	11.20
By Gender					
Male	Proportion of Workforce	%	56.50	52.50	54.23
	Number Trained	person	/	2,238	1,815
	Training Coverage Rate	%	/	88.14	97.48
	Avg. Training Hours	hours	13.30	12.36	12.19
Female	Proportion of Workforce	%	43.40	47.50	45.77
	Number Trained	person	/	2,024	1,532
	Training Coverage Rate	%	/	99.02	90.06
	Average Training Hours	person	11.90	13.36	11.59
By Job Level					
Senior-level	Proportion of Workforce	%	0.90	0.80	1.08
	Number Trained	person	/	34	36
	Training Coverage Rate	%	/	/	100%
	Avg. Training Hours	hours/person	19.00	17.20	17.70
Middle-level	Proportion of Workforce	%	10.40	9.20	5.11
	Number Trained	person	/	392	171
	Training Coverage Rate	%	/	/	90.96
	Avg. Training Hours	hours/person	12.00	11.40	12.10

Category		Unit	2022	2023	2024
primary-level	Proportion of Workforce	%	88.70	90.00	93.81
	Number Trained	person	/	3,837	3,140
	Training Coverage Rate	%	/	/	94.12
	Avg. Training Hours	hours/person	12.80	12.30	11.84

By Sector

			Leadership Development		Professional Skills		Core Competencies		Onboarding Programs	
Unit			2023	2024	2023	2024	2023	2024	2023	2024
Total Sessions		times	12	12	315	253	78	83	26	29
Total Hours		hours	5,481.20	2,706.20	12,937.70	8,820.80	35,519.20	24,508.00	2,871.00	3,861.00
Total Attendance		times	1,370	1,436	6,615	3,664	24,907	10,933	957	1,287
Training Coverage		%	100	100	90.00	77.00	100	92.00	100	100
Avg. Training Hours		hours/person	11.84	13.07	3.33	9.44	9.13	8.21	3.00	3.00
Male Employee	Proportion	%	63.90	59.90	53.50	49.90	52.50	51.20	51.40	50.90
	Avg. Training Hours	hours/person	11.80	13.11	3.59	9.39	8.93	8.25	3.00	3.00
Female Employee	Proportion	%	36.10	40.10	46.40	50.10	47.40	48.80	48.60	49.10
	Avg. Training Hours	hours/person	11.91	13.02	3.05	9.49	8.84	8.16	3.00	3.00
Senior Management	Proportion	%	7.60	17.39	-	-	-	-	-	-
	Avg. Training Hours	hours/person	17.20	17.70	-	-	-	-	-	-
Middle Management	Proportion	%	92.40	82.61	-	-	-	-	2.20	1.71
	Avg. Training Hours	hours/person	11.40	12.10	-	-	-	-	3.00	3.00
Primary-level	Proportion	%	-	-	100	100	100	100	97.80	98.29
	Avg. Training Hours	hours/person	-	-	3.33	9.41	9.13	8.70	3.00	3.00

Number of Suppliers

Category	Unit	2022	2023	2024
Total Number of Suppliers	entities	116	97	87
Number of Suppliers by Region				
Shanghai	entities	80	88	72
Beijing	entities	8	3	7
Guangdong	entities	13	3	3
Jiangsu	entities	2	2	2
Zhejiang	entities	5	1	2
Other Regions	entities	8	/	1

Safety and Health

Occupational Injury Data

Category	Unit	2022	2023	2024
Number of Work-Related Fatalities	person	0	0	0
Work-Related Fatality Rate	%	0	0	0
Number of Work-Related Injuries	person	/	10	3
Lost Workdays Due to Work-Related Injuries	days	231	296	114

Intellectual Property

Category	Unit	2023	2024
Invention Patents			
Patent Applications	cases	84	1
Patents Granted	cases	10	8
Valid Patents	cases	18	26
Utility Model Patents			
Patent Applications	cases	0	0
Patents Granted	cases	1	0
Valid Patents	cases	3	3
Design Patents			
Patent Applications	cases	10	0
Patents Granted	cases	9	7
Valid Patents	cases	15	22
Software Copyrights			
Copyright Applications	cases	19	66
Copyrights Granted	cases	/	/
Valid Copyrights	cases	186	253
Trademarks			
Trademark Applications	cases	53	34
Trademarks Granted	cases	38	17
Valid Trademarks	cases	218	236

Appendix 2 ESG Guide Index Table

HKEX Code	ESG Indicator	GRI	Corresponding Chapter
Mandatory Disclosure Requirements			
	Governance Structure (including the board, board statement)		About Weimob - ESG Governance
	Reporting Principles		About ESG Report
	Reporting Boundary		About ESG Report
"Comply or explain" Provisions			
A. Environmental			
Aspect A1: Emissions	Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to air and greenhouse gas emissions, discharges into water and land, and generation of hazardous and non-hazardous waste.	103-2(c-i), 305, 306, 307-1	Climate Governance and Resilience
KPI A1.1	The types of emissions and respective emissions data.	305-1, 305-2, 305-4, 305-6, 305-7	Appendix 1 Performance Table - Environmental - Pollutant Emissions
KPI A1.2	Direct (Scope 1) and energy indirect (Scope 2) greenhouse gas emissions (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).		Climate Governance and Resilience - Green and Low-Carbon Operations, - Addressing Climate Change Appendix 1 Performance Table - Environmental - Greenhouse Gas Emissions
KPI A1.3	Total hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	306-2(a)	Not applicable. Our waste includes only a small portion of waste toner cartridges and ink cartridges, which are handled by qualified professional third-party institutions at our operating locations, and we do not calculate their weight.
KPI A1.4	Total non-hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	306-2(b), 306-3	Climate Governance and Resilience - Green and Low-Carbon Operations, Appendix 1 Performance Table - Environmental - Waste Emissions
KPI A1.5	Description of emissions target(s) set and steps taken to achieve them.	103-2, 305-5	Climate Governance and Resilience - Green and Low-Carbon Operations, - Addressing Climate Change
KPI A1.6	Description of how hazardous and non-hazardous wastes are handled, and a description of reduction target(s) set and steps taken to achieve them.	103-2, 306-2, 306-4	Climate Governance and Resilience - Green and Low-Carbon Operations, - Addressing Climate Change Target setting is not applicable. Weimob' s operations do not involve hazardous waste emissions as defined by national regulations, such as petroleum products, chemical waste, hazardous chemicals, etc., and no electronic equipment waste was generated during the reporting period.
Aspect A2: Use of Resources	Policies on the efficient use of resources, including energy, water and other raw materials.	103-2(c-i), 301, 302, 303	Climate Governance and Resilience - Green and Low-Carbon Operations
KPI A2.1	Direct and/or indirect energy consumption by type (e.g. electricity, gas or oil) in total (kWh in ' 000s) and intensity (e.g. per unit of production volume, per facility).	302-1, 302-3, 302-3	Climate Governance and Resilience - Green and Low-Carbon Operations, - Climate Governance and Resilience - Green and Low-Carbon Operations Operations Appendix 1 Performance Table - Environmental - Energy and Resource Consumption

HKEX Code	ESG Indicator	GRI	Corresponding Chapter
KPI A2.2	Water consumption in total and intensity (e.g. per unit of production volume, per facility).	303-1, 303-3, 303-4, 305-5	Climate Governance and Resilience - Green and Low-Carbon Operations Appendix 1 Performance Table - Environmental - Energy and Resource Consumption
KPI A2.3	Description of energy use efficiency target(s) set and steps taken to achieve them.	103-2, 302-4, 302-5	Climate Governance and Resilience - Green and Low-Carbon Operations
KPI A2.4	Description of whether there is any issue in sourcing water that is fit for purpose, water efficiency target(s) set and steps taken to achieve them.	103-2, 303-3, 303-4, 303-5	Not applicable. The company' s main water usage is for domestic purposes, closely related to the number of employees. Additionally, the company' s operating locations are not in water-stressed areas, so no separate water efficiency targets have been set.
KPI A2.5	Total packaging material used for finished products (in tonnes) and, if applicable, with reference to per unit produced.	301-1	Not applicable. Due to the nature of the company' s business, our operations do not involve the use of packaging materials.
Aspect A3: The Environment and Natural Resources	Policies on minimising the issuer' s significant impacts on the environment and natural resources.	103-2(c-i), 301, 302, 303, 304, 305, 306	Climate Governance and Resilience - Green and Low-Carbon Operations, - Biodiversity Protection
KPI A3.1	Description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them.	103-1, 103-2, 303-1, 303-2, 304-2, 306-3(c), 306-5	Climate Governance and Resilience - Green and Low-Carbon Operations, - Biodiversity Protection
Aspect A4: Climate Change	Policies on identification and mitigation of significant climate-related issues which have impacted, and those which may impact, the issuer.	201-2	Climate Governance and Resilience - Green and Low-Carbon Operations, - Addressing Climate Change
KPI A4.1	Description of the significant climate-related issues which have impacted, and those which may impact, the issuer, and the actions taken to manage them.	201-2	Climate Governance and Resilience - Green and Low-Carbon Operations, - Addressing Climate Change
Aspect B1: Employment	Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to compensation and dismissal, recruitment and promotion, working hours, rest periods, equal opportunity, diversity, anti-discrimination, and other benefits and welfare.	103-2(c-i), 202, 401, 405, 406, 419-1	Fostering Wellbeing Through People, Purpose, and Performance - Talent Attraction and Retention Fostering Wellbeing Through People, Purpose, and Performance - Diversity, Equality and Inclusion
KPI B1.1	Total workforce by gender, employment type (for example, full- or part-time), age group and geographical region.	102-8, 405-1(b)	Appendix 1 Performance Table - Social - Human Resources Performance
KPI B1.2	Employee turnover rate by gender, age group and geographical region.	401-1	Appendix 1 Performance Table - Social - Human Resources Performance
Aspect B2: Health and Safety	Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to providing a safe working environment and protecting employees from occupational hazards.	103-2(c-i), 403, 419-1	Fostering Wellbeing Through People, Purpose, and Performance - Employee Rights and Wellbeing
KPI B2.1	Number and rate of work-related fatalities occurred in each of the past three years including the reporting year.	403-9	Appendix 1 Performance Table - Social - Human Resources Performance
KPI B2.2	Lost days due to work injury.	403-9	Appendix 1 Performance Table - Social - Human Resources Performance
KPI B2.3	Description of occupational health and safety measures adopted, and how they are implemented and monitored.	103-2, 103-3(a-i), 403-1	Fostering Wellbeing Through People, Purpose, and Performance - Employee Rights and Wellbeing

HKEX Code	ESG Indicator	GRI	Corresponding Chapter
Aspect B3: Development and Training	Policies on improving employees' knowledge and skills for discharging duties at work. Description of training activities.	103-2(c-i), 404-2(a)	Fostering Wellbeing Through People, Purpose, and Performance - Talent Development and Training
KPI B3.1	The percentage of employees trained by gender and employee category (e.g. senior management, middle management).	404-1	Appendix 1 Performance Table - Social - Human Resources Performance
KPI B3.2	The average training hours completed per employee by gender and employee category.		Appendix 1 Performance Table - Social - Human Resources Performance
Aspect B4: Labour Standards	Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to preventing child and forced labour.	103-2(c-i), 408, 409, 419-1	Fostering Wellbeing Through People, Purpose, and Performance - Talent Attraction and Retention
KPI B4.1	Description of measures to review employment practices to avoid child and forced labour.	103-2, 408, 409	Fostering Wellbeing Through People, Purpose, and Performance - Talent Attraction and Retention
KPI B4.2	Description of steps taken to eliminate such practices when discovered.		Fostering Wellbeing Through People, Purpose, and Performance - Talent Attraction and Retention
Aspect B5: Supply Chain Management	Policies on managing environmental and social risks of the supply chain.	103-2(c-i), 204, 308, 414	Empowering Sustainability Through Technology - Responsible Product and Marketing Management
KPI B5.1	Number of suppliers by geographical region.	102-9	Empowering Sustainability Through Technology - Responsible Product and Marketing Management Appendix 1 Performance Table - Social - Number of Suppliers
KPI B5.2	Description of practices relating to engaging suppliers, number of suppliers where the practices are being implemented, and how they are implemented and monitored.	103-2, 308-1, 308-2, 414-1, 414-2	Empowering Sustainability Through Technology - Responsible Product and Marketing Management
KPI B5.3	Description of practices used to identify environmental and social risks along the supply chain, and how they are implemented and monitored.	308-2, 414-2	Empowering Sustainability Through Technology - Responsible Product and Marketing Management
KPI B5.4	Description of practices used to promote environmentally preferable products and services when selecting suppliers, and how they are implemented and monitored.	103-2, 308-1	Empowering Sustainability Through Technology - Responsible Product and Marketing Management
Aspect B6: Product Responsibility	Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to health and safety, advertising, labelling and privacy matters relating to products and services provided and methods of redress.	103-2(c-i), 416-2, 417-2, 417-3, 418-1, 419-1	Empowering Sustainability Through Technology - Responsible Product and Marketing Management Empowering Sustainability Through Technology - Safeguarding Information Security and Data Privacy
KPI B6.1	Percentage of total products sold or shipped subject to recalls for safety and health reasons.	102-43, 102-44, 103-2(c-vi), 418-1	Not applicable. Due to the nature of Weimob' s business operations, there are no situations where products need to be recalled for safety and health reasons.
KPI B6.2	Number of products and service related complaints received and how they are dealt with.		Empowering Sustainability Through Technology - Responsible Product and Marketing Management
KPI B6.3	Description of practices relating to observing and protecting intellectual property rights.		Empowering Sustainability Through Technology - R&D and Innovation

HKEX Code	ESG Indicator	GRI	Corresponding Chapter
KPI B6.4	Description of quality assurance process and recall procedures.		Not applicable. Due to the nature of Weimob' s business operations, the products and services provided by Weimob are not subject to quality inspection processes and product recall procedures.
KPI B6.5	Description of consumer data protection and privacy policies, and how they are implemented and monitored.	103-2, 103-3(a-i), 418	Empowering Sustainability Through Technology - Safeguarding Information Security and Data Privacy
Aspect B7: Anti-corruption	Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to bribery, extortion, fraud and money laundering.	103-2(c-i), 205, 205-3, 419-1	Robust Governance Driving Sustainable Development - Business Ethics
KPI 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.	205-3	Robust Governance Driving Sustainable Development - Business Ethics
KPI B7.2	Description of preventive measures and whistle-blowing procedures, and how they are implemented and monitored.	102-17, 103-2, 103-3(a-i), 205	Robust Governance Driving Sustainable Development - Business Ethics
KPI B7.3	Description of anti-corruption training provided to directors and staff.	205-2	Robust Governance Driving Sustainable Development - Business Ethics Appendix 1 Performance Table - Governance - Business Ethics Training
Aspect B8: Community Investment	Policies on community engagement to understand the needs of the communities where the issuer operates and to ensure its activities take into consideration the communities' interests.	103-2(c-i), 413	Community Commitment and Social Responsibility
KPI B8.1	Focus areas of contribution (e.g. education, environmental concerns, labour needs, health, culture, sport).	203-1(a), 413-1	Community Commitment and Social Responsibility
KPI B8.2	Resources contributed (e.g. money or time) to the focus area.	201-1(a-ii), 413-1	Community Commitment and Social Responsibility

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