多点DMALL

STOCK CODE: 02586.HK

2024

ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

Instructions

Explanation on Compilation

Dmall Inc. (hereinafter referred to as "Dmall Inc", "DMALL", "the Company" or "We") officially releases the 2024 Environmental, Social and Governance Report (hereinafter referred to as "this report"). This report aims to disclose and showcase the company's philosophy, significant progress and performance in fulfilling its Environmental, Social and Governance (ESG) responsibilities in 2024 ("the reporting year"). This report has comprehensively addressed key sustainability topics of stakeholder concern.

Reporting Period

The time frame of this report is from January 1, 2024, to December 31, 2024. To enhance the completeness of the report, the time frame of some contents has been appropriately extended.

Organizational Scope

Unless otherwise specified, this report encompasses the Company's overall business operations and management activities during the reporting period.

Information Sources

The information and data in this report are primarily derived from the Company's internal data collection, statistical reports, public information, as well as information released by authoritative media and third-party organizations. The final interpretation rights of all data reside with Dmall Inc.

Basis for Compilation

This report has been prepared in compliance with Appendix C2 Environmental, Social and Governance Reporting Code of Main Board Listing Rules of Hong Kong Exchanges and Clearing Limited (hereinafter referred to as "HKEX"), with reference to the Sustainability Reporting Standards (GRI Standard) issued by the Global Sustainability Standards Board (GSSB), the Sustainability Accounting Standards for Software and IT Services issued by Sustainability Accounting Standards Board (SASB), and the United Nations Sustainable Development Goals (UN SDGs).

Report Data Description

Certain financial data contained herein is extracted from the Annual Report 2024 of Dmall Inc. In case of discrepancies, the Annual Report 2024 of Dmall Inc. shall prevail. Unless otherwise specified, all other data covers the Company and its subsidiaries.

Reporting Principles

This report is prepared in accordance with the following principles:

Materiality: This report has identified key stakeholders and their ESG concerns, with targeted disclosures made based on their significance.

Quantitative: All key performance indicators in this report are derived from relevant statistical reports or documents, with explicit disclosure of measurement criteria, methodologies, assumptions, and calculation tools.

Balance: This report endeavors to present the positive and negative ESG information and support performance transparently and objectively, avoiding selective disclosure or omission.

Consistency: Data disclosed in this report adopts consistent statistical methodologies with previous years to ensure comparability.

Form of Publication

This report is published in Chinese and English bilingual versions. In case of any discrepancy between the two versions, the Chinese version shall prevail. The electronic version of this Report is available on the website of Company (https://ir-tc.dmall.com/) and the website of HKEX (http://www.hkexnews.hk)

CONTENTS

CONTENTS

Instructions 01

Message from the President 03

About DMALL 04

Practices in Relation to the SDGs 08

Create a Model of Compliant Corporate Governance 09

Statement of the Board of Directors 10

The Independence and Diversification of the Board of Directors 10

ESG Governance Structure 11

Legal Compliance Management 12

Integrity and Compliance Management 12

Materiality Issues 14

List of Key Indicators 60

Appendix 63

Digital Intelligence

Rooted in Retail, Digitally Empowered

Retail Core Service Cloud 17

Product Research and Development ("R&D") Management and Innovation 21

Information Security and Data Security 26

Excellence in Customer Service 32

Mutual-benefit

Leading the Future, Empowering Industries

Foster the Industry Development 35

Promote Sustainable Supply Chain 39

Advancement

Caring for Employees, Nurturing Growth

Talent Strategy 43

Learning and Development 45

Employee Well-being 47

Corporate Culture Construction 50

Low-carbon Operation

Low-Carbon Development, Steady and Far-Reaching

Environmental Protection Management 53

Addressing Climate Change 53

Water Resources Management 56

Emissions Management 56

Lighting Path

Giving Back to Society, Illuminating the Future

Public Welfare Action 58

Colleges and Universities Collaboration 58

Government and Enterprise Collaboration 58

Empowering Social Responsibility with Technology 59

Message from the President

With technology as the driving force, DMALL is committed to promoting the low-carbon transformation of the retail industry, achieving a win-win situation between commercial value and social value, and contributing intelligent strength to sustainable development.

The year 2024 marked a year of comprehensive upgrades and innovative breakthroughs for DMALL. Strategically positioning itself as "the Builder of Retail Infrastructure in the AI Era", we successfully listed on the Main Board of the HKEX.

During the reporting period, DMALL implemented a dual-wheel driving strategy in both the Chinese and international markets, achieving high-quality business growth. Our service footprint expanded to 10 countries and regions, with the number of served clients reaching 591.

Innovating the Future, Building a High Ground for Retail AI Technology. We have thoroughly deployed AI technology, launching a series of AI Agent products and being dedicated to constructing a comprehensive solution for retail AI scenarios. We have successfully launched Dmall Solution 3.0, achieving innovative upgrades in areas including Light Catering Platforms Integrated Business-Finance Hub, and Local Lifestyle Services System Integration. The solution incorporates deployed AI products and robotic collaboration, driving industry transformation and injecting new momentum into the stable development of the retail sector.

Global Expansion, Lighting the Beacon of Intelligent Retail. With the Southeast Asian market as a strategic fulcrum, we have created international beacon project, developed business cooperation with well-known international retail customers, such as DFI Retail Group Holdings Limited and its subsidiaries (hereinafter referred to as "DFI Retail Group"), as well as SM Investments Corporation and its affiliates (hereinafter referred to as "SM Group"), laying the foundation for expansion into worldwide markets. We actively explored markets in Europe and other regions, opening new growth spaces for international development and expanding brand influence.

Governance Innovation, Establishing a New Benchmark for Transparency and Compliance. As of December 31, 2024, the Company's Board of Directors comprises nine members, including four independent non-executive directors representing 44.44% of the board composition. This structure ensures adequate consideration of independent perspectives, enhancing the objectivity and impartiality of decision-making. The Board has established several specialized committees, including Audit Committees, Remuneration Committees, Nomination Committees, and Environmental, Social and Governance (ESG) Committees. These committees ensure professional and scientific decision-making processes. Regarding compliance, the Company strictly adheres to applicable laws and regulations, maintaining a robust internal control and risk management system covering financial reporting, information systems, human resources, and other operational aspects. The Company regularly reviews the effectiveness of its risk management framework and continuously improves compliance mechanisms. We remain committed to strengthening our internal control and compliance systems, fostering a governance environment characterized by integrity and transparency, thereby solidifying the foundation for sustainable corporate development.

Green Empowerment, Leading a New Paradigm for Low-Carbon Development. Centered on the "carbon peaking and carbon neutrality" goals, we build a green management system, integrating the concept of green development into all aspects of operations. By optimizing server configurations and adopting energy-saving equipment, we continuously improve the energy efficiency of data centers. We develop green, low-carbon, digital products, and use intelligent algorithms to help clients optimize energy usage strategies, achieving a scalable impact effect in carbon emission reduction.

Responsibility and Commitment, Co-Creating a New Ecosystem of Social Value. We prioritize the health and safety of our employees, systematically build a health protection system, and comprehensively ensure the well-being of our staff. Through events such as the Annual Partner Conference and the Asia-Pacific Retail Conference, we promote industry communication and cooperation, and drive the collaborative development of the industry. We actively participate in government-related activities related to the digital economy development and rural revitalization, contributing to the urban-rural economic cycle. In addition, we empower our customers through technology, assisting them in achieving age-friendly adaptations and paperless office solutions, among others.

Since its establishment in 2015, DMALL has dedicated nearly a decade to deepening retail digitization and intelligence. Moving forward, DMALL will continue to integrate AI with retail scenarios through its **"AI-Powered New Quality Retail"** innovation model: building a new retail ecosystem that combines efficiency, convenience, and premium quality. This initiative will comprehensively rebuild distribution models while creating new consumer experiences. By advancing the application of AI, robotics, and other emerging cutting-edge technologies across all retail processes and scenarios, DMALL aims to enhance product intelligence. **Adhering to the philosophy of "Chinese wisdom, global empowerment,"** the company actively expands in domestic and international markets, assisting clients in achieving comprehensive digital transformation. Riding the wave of AI-driven innovation, Dmall will continue to pioneer new frontiers and write even more glorious chapters in the retail revolution.

Co-Founder, Executive Director, and President

About DMALL

Dmall Inc., established in 2015, is Asia's leading provider of AI-driven retail digitalization solutions. In 2024, the company further concentrated on its retail core service cloud solutions, advancing its technology R&D and market expansion to drive high-quality business growth. In December of the same year, the company was successfully listed on the Main Board of HKEX (stock code: 02586.HK)

DMALL is dedicated to providing digital intelligence solutions for the local retail industry (that is, businesses that sell goods to nearby consumers through offline or online channels), and its services encompass chain supermarkets, warehouse clubs, department stores, convenience stores, Specialty Retail, as well as new retail formats (such as membership stores and discount stores). By serving a diverse clientele, DMALL has accumulated profound expertise in retail, enabling it to address the critical operational needs of retail enterprises.

While primarily operating in Chinese Mainland, DMALL has expanded to various regions, including the Hong Kong Special Administrative Region, the Macau Special Administrative Region, and 7 other countries: Cambodia, Singapore, Malaysia, Indonesia, the Philippines, Brunei, and Poland. In 2024, Dmall served 591 clients, including Wumei Technology Group, Inc. and its subsidiaries (hereinafter referred to as "Wumei Group"), Lawson (China) Investment Co., Ltd. , DFI Retail Group, and SM Group, demonstrating the widespread adoption and validation of its business model.

In 2024, DMALL served **591** clients

Corporate Culture

Mission Statement

DMALL's mission is to "Empower Retailers to Thrive in the Digital Age". By seamlessly integrating cutting-edge technologies with the retail sector, It deeply integrates cutting-edge technology with the retail industry, helping traditional retailers break through digital barriers and achieve leapfrog development in the digital era. ◦

Vision Statement

DMALL is committed to becoming "the World's Leading Omni-channel Retail Digitalization Solution Provider", with the vision to be the most trusted global partner in digital intelligence solution. We empower every client to achieve new business success with our support.

Core Values

DMALL adheres to the values of "Customer Success, Open Collaboration, Continuous Innovation, and Strive to Thrive". With customer success at its core, we strive to build long-term, mutually beneficial partnerships. By eliminating organizational barriers, we harness collective strength to tackle challenges. We are committed to exploring cutting-edge technologies and innovative business models, driving industry transformation. With courage and conviction, we embrace every challenge, rising above adversity and advancing in prosperity, always aiming for higher goals.

History of DMALL

2015

- DMALL was founded, and it commenced business operations and introduced our services to retailers and brand owners.
- DMALL started to provide services to Wumei Group

2016

- Began to fully digitalize our technology systems and started to provide online-to-offline integration services to retailers.

2017

- Started to provide online-to-offline solutions services and AIoT solutions to Wumei Group.
- Reached a strategic cooperation with Zhongbai Holdings Group Co., Ltd.

2018

- Developed the core modules of the Dmall OS system.
- Started to provide online-to-offline integration solutions services and AIoT solutions to the Maidelong Entities[1] and Yinchuan Xinhua Commercial (Group) Co., Ltd. and its subsidiaries (hereinafter referred to as "Xinbai Group")

2019

- Launched its proprietary one-stop Dmall OS system that addresses the full range of operational needs of a retailer.
- Started to provide online-to-offline solutions services and AIoT solutions to Chongqing Department Store Co., Ltd. and its subsidiaries (hereinafter referred to as "Chongbai Group").
- Started to provide Dmall OS system and deployed it to Wumei Group.
- Established Retail Technology Asia with DFI Retail Group Management Limited. DFI Retail Group is a leading pan-Asian retailer operating under a number of well-known brands, such as Wellcome, Mannings, Giant, and Guardian. DFI Retail Group also owns and operates 7-Eleven franchises in select Asian markets.

2020

- Expanded its business into Hong Kong SAR.
- Entered into a cooperation agreement with 7-Eleven (Guangdong) and became its sole digital service provider.

2021

- Expanded its business into Cambodia and Singapore.
- Expanded its business into the European market by cooperating with Metro AG and its subsidiaries (hereinafter referred to as "Metro Group").
- Started to provide Dmall OS system to Maidelong Entities, YinBai Group, and Chongbai Group.
- Entered into a series of equity transfer agreements to acquire 51% equity interest in Shenzhen Enjoy Information Technology Co., Ltd.

2022

- Expanded its business into Macau SAR.
- Started to provide Dmall OS system to Metro Group stores in Poland.
- Entered into its inaugural partnership with Xuchang Pangdonglai Commerce & Trade Co., Ltd. (hereinafter referred to as "Pangdonglai")

2023

- Entered into a framework agreement with Metro Digital GmbH, the digital service provider for companies of Metro AG, to provide retail digital intelligence solutions for franchise customers of Metro Group. We have further entered into different module agreements with Metro Group to progressively integrate our services into around 500 stores in Poland.
- SM Group became one of our customers.

[1] Maidelong Entity refers to the company that manages and operates Maidelong-branded stores in China.

Highlights in 2024

February

- Entered into partnership with Zhejiang Shangbai Group Co., Ltd.

March

- Reached comprehensive cooperation with Pangdonglai, jointly creating an innovative model of "Pangdonglai Culture + Dmall Digital Intelligence System", which became an important practical benchmark in the era of quality retail.

April

- Finalized strategic asset restructuring, further focusing on the core retail service cloud business.

May

- Established strategic cooperation intent with Harbin Churin Leaderfoods Food Co., Ltd.

June

- DMALL entered into a collaborative agreement with Lishui Wanjiahui.

July

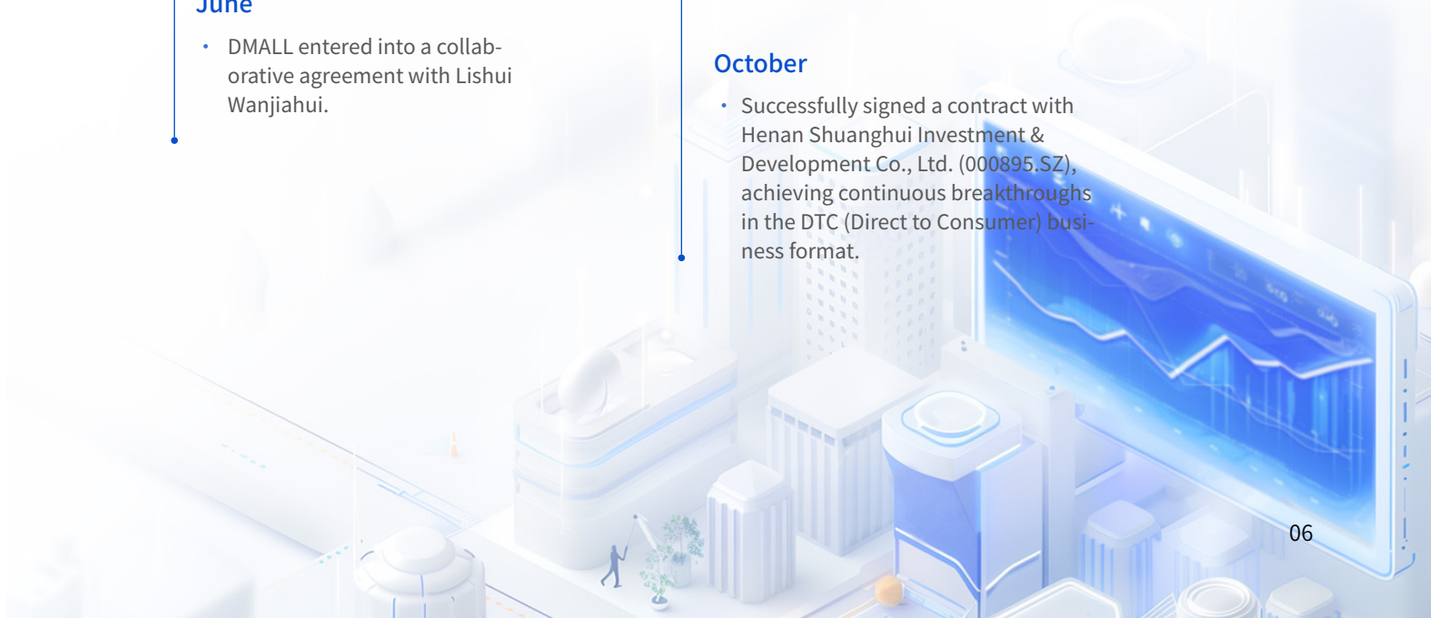
- Provided services to Huazhong University of Science and Technology, promoting the integration of digital intelligence into the campus. Expanded the cooperation network with Better Life Commercial Chain Share Co., Ltd. (002251.SZ).

October

- Successfully signed a contract with Henan Shuanghui Investment & Development Co., Ltd. (000895.SZ), achieving continuous breakthroughs in the DTC (Direct to Consumer) business format.

December

- Partnered with leading models including ByteDance's Doubao, and Alibaba's Tongyi Qianwen. Subsequently, we launched the new-generation Dmall Solution 3.0, which is integrated with AI technology. This initiative marks the gradual implementation of AI within the retail sector.
- December - Dmall Inc. (stock code: 02586.HK) achieved successful listing on the Main Board of the Hong Kong Stock Exchange.



Awards and Honors

The Top 100 Enterprises in Software and Information Technology Service Competitiveness in 2024
China Federation of Electronics and Information Industry (CFEII)

Famous Brands in Software and Information Technology Service in 2024
China Federation of Electronics and Information Industry (CFEII)

The Most Innovative Retail Concept Award of FAPRA (Asia-Pacific Retail and Private Label Association) in 2024
Federation of Asia-Pacific Retailers Associations (FAPRA)

The Top 100 Enterprises in Software and Information Service Competitiveness Index in 2024
China Federation of Electronics and Information Industry (CFEII)

The World Unicorn Enterprise in 2024
Greatwall Strategy Consultants (GEI)

Selected into the Digital Empowerment Industry Map of Central and State-owned Enterprises
China Academy of Information and Communications Technology

Double Carbon Digital Pioneer Award of 2024 ESG Leader Summit
SYOBSERVE

The TOP 500 New Economy Enterprises in 2024
China Enterprise Evaluation Association

The Top 100 Enterprises in Comprehensive Strength of Beijing Software and Information Service Industry in 2024
Beijing Software and Information Service Industry Association

The Top 100 AI Products in 2024 - AI Merchandise Clearance System
DBC

The Top 50 Chinese Outbound Enterprise Service Institutions
China Overseas Development Association (CODA)

Enterprises with Core Competitiveness of Beijing Software Enterprises in 2024
Beijing Software and Information Service Industry Association

2024 Top 100 Digital Economy&Real Economy Integrated Enterprises Development Report
China Enterprise Evaluation Association

Excellent Cases of New Digital Services in 2024
Ministry of Industry and Information Technology of the People's Republic of China

Unicorn Enterprises in Beijing in 2024
Zhongguancun Unicorn Enterprise Development Alliance

Business Innovation Sample Enterprise in 2023 - 2024 - Digital Intelligence Display Solution
China Business Herald News Weekly

Practices in Relation to the SDGs

During the reporting period, we conducted a materiality assessment to align our sustainability priorities with the United Nations Sustainable Development Goals (UN SDGs), identifying the 13 most relevant goals for targeted management.

3.Good health and well-being

Establish a comprehensive occupational health and safety management system, conduct regular safety training and health checks, and create a safe and comfortable working environment.

Corresponding Sections: Learning and Development, Employee Well-being

4.Quality education

A systematic training program is provided for employees, covering multiple dimensions such as technical skills, industry knowledge, and soft skills enhancement. Through lectures by internal and external experts, online learning platforms, and real-world projects, employees are assisted in continuously breaking through their limits and mastering cutting-edge technologies.

Corresponding Sections: Learning and Development

5.Gender equality

Actively promote diversity and inclusion, respecting employees' backgrounds, genders, ages, and cultural differences. Regularly carry out various cultural activities and training sessions to enhance employees' sense of belonging and identity, creating a respectful, supportive, and inclusive work environment.

Corresponding Sections: Talent Strategy, Employee Welfare, Corporate Culture Construction

6.Clean water and sanitation

Regarding water resource management, actively promote water-saving technologies, implement water recycling plans, and reduce water resource consumption. Regularly monitor and evaluate water usage efficiency to ensure the sustainable use of resources.

Corresponding Sections: Water Resource Management

7.Affordable and clean energy

Through intelligent data analytics and real-time monitoring platforms, we assist clients in optimizing energy efficiency, reducing carbon emissions, and achieving sustainable development goals.

Corresponding Sections: Retail Core Service Cloud Business, Product Research and Development ("R&D") Management and Innovation, and Intellectual Property Protection

8.Decent work and economic growth

Provide employees with competitive compensation and benefits, comprehensive career development paths, and diverse training opportunities to ensure the growth and value realization of each employee.

Corresponding Sections: Talent Strategy, Employee Well-being, Learning and Development

9.Industry,innovation and infrastructure

Continuously invest in technological research and development, optimize product architecture, explore cutting-edge technology, and at the same time integrate the concept of sustainable development into the entire process of the supply chain.

Corresponding Sections: Product Research and Development ("R&D") Management and Innovation , Promoting Sustainable Supply Chain

17.Partnerships for the goals

Through resource sharing technological complementarity, and joint innovation, we will collectively build an efficient and intelligent industry ecosystem. Actively participate in industry activities to promote technological innovation and digital intelligence transformation.

Corresponding Sections: Promoting Industry Development

10.Reduced inequalities

Provide equal opportunities for all employees, and create an inclusive and open working environment, allowing talents from diverse backgrounds to fully realize their potential.

Corresponding Sections: Talent Strategy, Employee Welfare, Corporate Culture Construction

11.Sustainable cities and communities

Encourage employees to participate in volunteer activities, and delve into the community to carry out technical training, educational support, and environmental protection actions, promoting sustainable community development. Establish long-term cooperation with local educational institutions and non-profit organizations, empowering community growth through donations, skill sharing, and joint projects.

Corresponding Sections: Public Welfare Actions, University Collaborations, Government-Enterprise Collaborations, Social Responsibility through Technological Empowerment

12.Responsible consumption and production

Prioritize the protection of customer rights and interests, and enhance service satisfaction. By adopting advanced encryption technology and strict data management mechanisms, we ensure the security and compliance of customer information.

Corresponding Sections: Product Research and Development ("R&D") Management and Innovation , Information Security and Data Security, Excellence in Customer Service

13.Climate action

Actively take emission reduction measures, and effectively reduce energy consumption and greenhouse gas emissions by promoting clean energy and energy-saving technologies, thus reducing the carbon footprint.

Corresponding Sections: Addressing Climate Change

16.Peace,justice and stong institutions

Committed to business ethics, with compliance with laws and regulations as the foundation of corporate governance, we have established a clear and responsible corporate governance mechanism that is scientific and efficient, a comprehensive and integrated ESG governance framework, and a sound risk assessment system to maintain the sustainable operation and development of the company.

Corresponding Sections: Board Independence and Diversity, ESG Governance Structure, Legal Compliance Management, Integrity Compliance Management

Create a Model of Compliant Corporate Governance

- Statement of the Board of Directors
- The Independence and Diversification of the Board of Directors
- ESG Governance Structure
- Legal Compliance Management
- Integrity and Compliance Management
- Materiality Issues

Statement of the Board of Directors

DMALL has established a comprehensive sustainable development management mechanism and constructed a clearly defined environmental, social, and governance framework. The Board of Directors, as the supreme governing body for the company's ESG (environmental, social, and corporate governance) affairs, is fully responsible for formulating and advancing the company's ESG strategy and overseeing ESG-related matters. In the future, the board will continue to oversee and improve the company's ESG management and practical performance, collaborating with all stakeholders to create a sustainable future.

During the reporting period, the Board reviewed the Company's ESG materiality assessment process and results and made recommendations on ESG issues that may affect the company's long-term sustainable development. The board gained an in-depth understanding of ESG development trends and feedback and expectations from stakeholders through regular and special reports from the ESG management. This Report comprehensively presents the progress and achievements of the company's ESG initiatives in 2024 and was approved by the board of directors before its release.

The Independence and Diversification of the Board of Directors

DMALL adopts a single-tier board governance structure, supported by an Audit Committee, Remuneration Committee, Nomination Committee, and Environment, Social, and Governance (ESG) Committee established underneath to assist the board in efficiently performing its duties.

The Company strictly complies with the regulations of the (HKEX) and has established and implemented a policy on the independence of the board of directors. According to the policy requirements, the proportion of independent directors shall not be less than one-third and shall include at least one accounting professional, to ensure the independence and professionalism of decision-making. DMALL continuously optimizes the structure of the board of directors and improves the selection and management mechanism of independent directors, constantly strengthens the independence of the board, and enhances the level of corporate governance, to better adapt to market changes and achieve sustainable development.

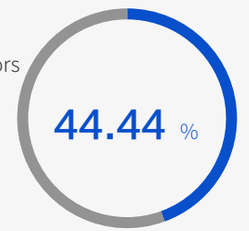
DMALL has implemented the Board Diversity Management Policy, systematically considering diverse factors including skills, knowledge, experience, gender, background, age, and independence, constantly improving the decision-making quality and oversight capabilities of the board, and promoting the company's long-term stable development. The board members have rich industry experience, covering professional fields such as retail and merchandise, finance, software, and financial management. The board comprises 1 executive director, 4 non-executive directors, and 4 independent non-executive directors, of which independent non-executive directors account for 44.44%, and female directors account for 22.22%.

As of December 31, 2024

Executive Director
1

Non-executive Directors
4

Independent Non-executive Directors
4



Independent Non-executive Directors Account For

Female Directors Account For

ESG Governance Structure

DMALL's ESG governance framework

Decision-Making Level

The Board of Directors

The board of directors, as the supreme governing body of the company, plays a leading role in ESG initiatives. The primary responsibilities of the board include being responsible for approving the company's long-term ESG development strategy, promoting a deep integration of ESG principles with the overall business strategy; fully supervising the company's ESG efforts, being accountable to shareholders and stakeholders, and being the final authority on significant ESG decision-making matters. When authorizing the management to handle ESG tasks, the board clearly defines the management's objectives, tasks, and scope of responsibilities, grants corresponding decision-making and resource allocation powers, and also requires the management to report on work progress regularly.

Management Level

The Audit Committee

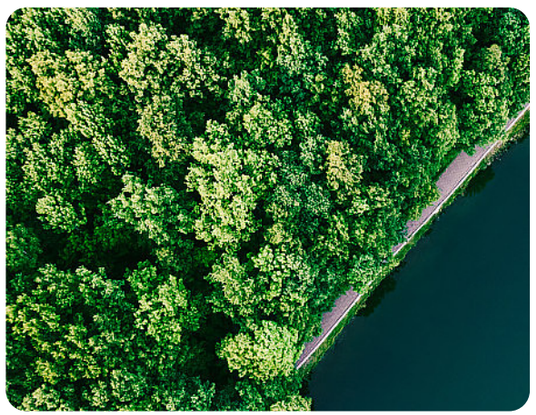
The Audit Committee, serving as the designated ESG governance body under the Board, has core functions including formulating and reviewing the company's ESG vision, strategy, framework, principles, and policies; making recommendations to the Board of Directors; and implementing the ESG policies formulated by the Board; reviewing the company's ESG policies and management procedures to ensure compliance with laws and regulatory requirements; establishing quantifiable ESG performance targets and annual implementation plans; reviewing the accuracy of data and the completeness of disclosures in the company's ESG-related reports; overseeing and responding to emerging ESG issues and corresponding risks and opportunities, and making improvement suggestions to the Board of Directors when appropriate.

Implementation Level

Each Executive Department

The execution level is composed of department heads and relevant personnel, who are responsible for the specific implementation of ESG work. Their tasks include translating the Board-approved ESG strategy into actionable annual plans, coordinating resources and collaboration across departments; identifying ESG risks and opportunities, proposing countermeasures; compiling data, and producing ESG reports to ensure that information collection covers the entire value chain of operations; facilitating stakeholder engagement across internal and external parties to ensure the transparency and effectiveness of ESG efforts.

During the reporting period, the Company has formally initiated preparations to establish (ESG) Committee, ESG Committee was formally established in March 2025. The committee will subsequently serve as the management body within the ESG framework, overseeing the formulation and implementation of the company's ESG strategy, set key performance indicators, and drive the realization of sustainable development goals. The committee will ensure that the ESG principles are deeply integrated into the company's operations and decision-making processes, regularly assess ESG performance, and optimize relevant management measures to provide strong support for the company's long-term sustainable development.



Legal Compliance Management

Legal Management

The Legal and Compliance Department has formulated the Contract Management Policy and the Litigation Case Management Policy, conducting dynamic monitoring of the Company's contract performance and litigation exposure, and constructing a full-process closed-loop control mechanism for "Risk Identification-Graded Early Warning-Disposal Tracking". The Legal and Compliance Department regularly reports to the management on risk monitoring situations and submits compliance suggestions to ensure that business operations comply with laws and regulatory requirements.

Internal Control Management

DMALL has established a four-tier internal control and compliance governance framework of "Board of Directors-Audit Committee-Management-Compliance Department". The Compliance Management Policy systematically standardizes risk identification, process optimization, compliance review, and accountability mechanisms, strengthening the internal compliance management of the company, and achieving pre-control of risks across the entire business chain.

A Data Compliance and Security Subcommittee has been constituted, to develop data security policies, monitor regulatory updates globally, ensure compliant data practices throughout its lifecycle, and provide regular reporting to the Board.

Integrity and Compliance Management

Integrity Mechanism

DMALL attaches great importance to the cultivation of an honest and clean internal environment within the enterprise, committed to establishing an internal control management environment of integrity with a zero-tolerance attitude towards fraud, corruption, and bribery.

Management Structure

DMALL has established an anti-fraud management structure consisting of the board of directors, the audit committee, the management, and the internal compliance department, clearly defining the board of directors as the highest decision-making body for anti-fraud efforts, with the audit committee responsible for overseeing policy implementation.

Mechanism Safeguard

DMALL integrates fraud risks such as bribery and conflict of interest into the entire business process management through independent supervisory bodies and embedded audit mechanisms; and embeds compliance audit mechanisms at key review points such as procurement and bidding, with regular audits conducted.

System Construction

DMALL strictly abides by the laws and regulations of China and the jurisdictions where the company operates overseas, such as the Company Law of the People's Republic of China, the Anti-Monopoly Law of the People's Republic of China, the Law of the People's Republic of China against Unfair Competition, the Interim Provisions on Prohibiting Commercial Bribery Behaviors, the Prevention of Bribery Ordinance, the Independent Commission Against Corruption Ordinance, and the Elections (Corrupt and Illegal Conduct) Ordinance. Adhering to the business philosophy of integrity and compliance, the company has established and the improved several clean and compliant systems. Among them, including the DMALL Integrity and Compliance Regulations the Anti-Money Laundering Work Management Policy, the Anti-Bribery and Anti-Corruption Compliance Policy, and the Employee Conflict of Interest Management Policy establish stringent anti-graft requirements. These policies categorically prohibit all forms of improper benefits transfer and power abuse, while meticulously specifying violation identification criteria and standardized disciplinary procedures. The Internal Audit Management Measures and the Internal Audit and Supervisory Control Measures standardize the standard process for monitoring and investigating violations; The Reward and Punishment Management Policy clarifies the implementation of corresponding penalties for behaviors such as violation of laws, conflict of interest, occupational embezzlement, and commercial bribery within the scope of legal compliance.

Whistleblowing Management

DMALL has established a comprehensive reporting, acceptance, and handling process for cases through the Offence Management Policy. Both employees and partners of the company can participate in the construction of the company's integrity system according to the regulations. Reporters can make reports through the reporting email (lianjiecongye@dmall.com) or report through other means such as in-person reporting; the Legal and Compliance Department is responsible for accepting and verifying the reported matters, conducting investigations, and issuing investigation reports.

DMALL encourages reporting with real names and accepts anonymous reporting. Whistleblower identities are strictly protected, and the reporting materials are only accessible to necessary personnel. Any form of retaliation is prohibited. Once retaliation is verified, it will be dealt with seriously in accordance with the relevant company regulations. If it constitutes a crime, it will be handed over to judicial authorities for handling.

Supplier Integrity Management

Suppliers are required to sign the Integrity and Anti-Corruption Commitment and complete the system registration before admission. This commitment, as a prerequisite for qualification review, remains valid during the business transactions between both parties and after the termination of the cooperation. The contract incorporates an integrity clause that explicitly defines the accountability mechanism for breaches.

Provisions of the Integrity and Anti-Corruption Commitment:

Prohibiting Commercial Fraud	Suppliers shall refrain from engaging in commercial fraud such as providing false information and materials, price fraud, seeking exorbitant profits, and substituting inferior products during the processes of enrollment, quotation, contract signing, and performance.
Prohibiting any Form of Commercial Bribery or Interest Conveyance	Suppliers must not offer bribes to employees and relatives of DMALL and must ensure that there are no investment, employment, equity associations, or special relationships between the personnel of both parties. Suppliers are also prohibited from soliciting employees who are currently employed or have left DMALL in similar business roles. Any knowledge of violations should be reported.
Responsibility for Malicious Breach of Contract	If suppliers engage in malicious breach of contract, they shall pay liquidated damages equal to the higher of 30% of the total contract value for the previous or current year, or RMB 80,000. If this amount is insufficient to cover the losses, they must compensate for the actual losses. If the contract has not yet been signed, DMALL has the right to cancel the supplier's qualification and forfeit the bid bond.

Integrity Culture

DMALL attaches great importance to the construction of a clean and honest environment. To build a healthy and honest corporate atmosphere, we regularly conduct integrity training on anti-fraud, anti-corruption, and anti-money laundering for employees and suppliers. We focus on cultivating employees' awareness of integrity; new hires must pass integrity training and an exam before they can officially join the company. During the reporting period, the company had no violations or irregularities, nor were there any concluded corruption litigation cases involving the company or its employees.

Materiality Issues

Stakeholder Communication

We attach great importance to communicating with stakeholders, incorporating stakeholder engagement into the core process of ESG governance, identifying substantive issues, and driving management improvement through a systematic communication mechanism.

We actively communicate with stakeholders through various channels such as surveys, on-site visits, and regular disclosures. We dynamically collect their needs and respond to them. We have identified key stakeholders, including government and regulatory agencies, investors and shareholders, employees, customers, suppliers and partners, communities, and the public. We gather opinions and expectations from all these parties. The details are as follows:

Stakeholders	Concerns		Communication and Response	
Government and Regulatory Authorities	• Comply with laws and regulations • Ensure the safety and reliability of products	• Promote technological advancement	• Inspection Reception • Annual Report	• Company Website • Correspondence of Official Documents
Investors and Shareholders	• Maintain good business performance • Operate in compliance with regulations	• Protect the rights and interests of investors • Information disclosure	• General Meeting of Shareholders • Company Announcement	• Special Topic Report • Reception for Visitors
Customers	• High-quality products • Customer service • Information security	• User privacy • Meet the diverse needs of users	• Daily Communication • User Satisfaction Survey	• User Review Meeting • User Complaints
Employees	• Protect employees' rights and interests • Improve salary and performance • Ensure occupational health	• Pay attention to training and development • Improve development pathways • Balance work and life	• Staff Assembly • Employee Suggestion Platform	• Face-to-face Communication • Employee Training
Suppliers and Partners	• Conduct procurement in an open, fair, and just manner • Abide by contracts	• Comply with business ethics • Achieve mutual benefit	• Bidding	• Face-to-face Communication
Community and the Public	• Participate in community development • Support public welfare undertakings	• Protect the environment	• Community Activities	

Materiality Matrix

Based on industry benchmarking analysis and the disclosure requirements of regulatory authorities, we systematically identified 22 ESG key issues through research with stakeholders and in consideration of the company's actual operating conditions. We adopted a scientific approach to determine these issues, assessing and ranking the issues from the perspectives of their importance to each stakeholder and their impact on the sustainable development of DMALL. This formed a materiality issue matrix, and based on the analysis results, we developed a strategy for issue management and information disclosure. After the company's management's review, the content was disclosed in the report.

◎ Process for Determining Material ESG issues:

Issues Identification

Identify and compile the annual list of material issues by analyzing the company's development strategy, industry trends, regulatory requirements, and capital market expectations, while referencing peer companies' exemplary ESG management practices.

Issues Research

Conduct questionnaire surveys with stakeholders—including Government and regulatory authorities, investors and shareholders, employees, customers, suppliers and partners, communities, and the public—to gather their key concerns regarding ESG issues.

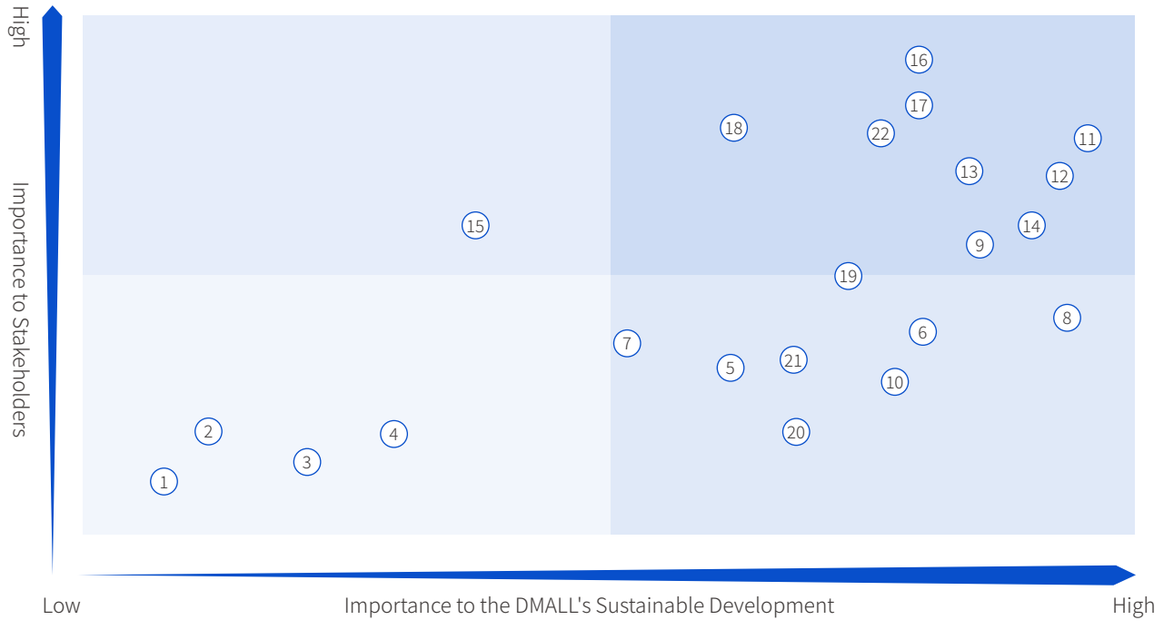
Issues Prioritization

Rank the issues by materiality based on a comprehensive analysis of stakeholder survey results and peer benchmarking, evaluating both their significance to stakeholders and their impact on the company's sustainable development.

Issues Disclosure

Submit the materiality assessment report to management for review and approval. Based on the evaluation results, determine the disclosure priorities for this report and prepare the annual materiality matrix.

DMALL 2024 Materiality Matrix



Environment		Social		Governance	
1	Emissions Management	7	Labor Standards	14	R&D & Innovation	21	Corporate Governance
2	Water Resource Management	8	Employee Employment	15	Technology Ethics	22	Business Ethics
3	Climate Change Mitigation	9	Health & Safety	16	Data Security & Privacy Protection		
4	Environment & Natural Resources	10	Development & Training	17	Intellectual Property Protection		
5	Energy Consumption Management	11	Customer Service	18	Industry Advancement		
6	Clean Technology	12	Product & Service Quality	19	Supply Chain Management		
		13	Service Response	20	Community Engagement		

「D」igital Intelligence

Rooted in Retail, Digitally Empowered

Deepening Expertise in Retail Intelligence

- Retail Core Service Cloud
- Product Research and Development ("R&D") Management and Innovation
- Information Security and Data Security
- Excellence in Customer Service

Retail Core Service Cloud: Next-generation Digital Intelligence Solutions that Empower Retailers to Thrive in the Digital Era

Product Overview

The Retail Core Service Cloud relies on our independently developed Dmall OS system and AIoT solutions to assist retail enterprises in achieving digital and intelligent transformation and optimizing operational efficiency. The Dmall OS system, as a cloud-based operating platform, integrates core modules such as product management, supply chain management, consumer membership management, store management, and headquarters management, comprehensively covering the key aspects of daily operations in retail enterprises. The AIoT solutions help retail enterprises build digital and intelligent retail scenarios by integrating offline data, achieving efficient and refined store management, and helping retail enterprises reduce costs and increase efficiency.

AI Driven | Mobile Visualization | Omni-Channel Operations | Integrated Business-Finance Management | Open Ecosystem

Operation System

DMALL OS

Encompassing all kinds of retail operation modules, aiming to assist retailers in achieving digital Intelligent retail operations.

- Merchandise Digital Intelligence
- Membership Digital Intelligence
- Store Digital Intelligence
- Supply Chain Digital Intelligence
- Management Digital Intelligence

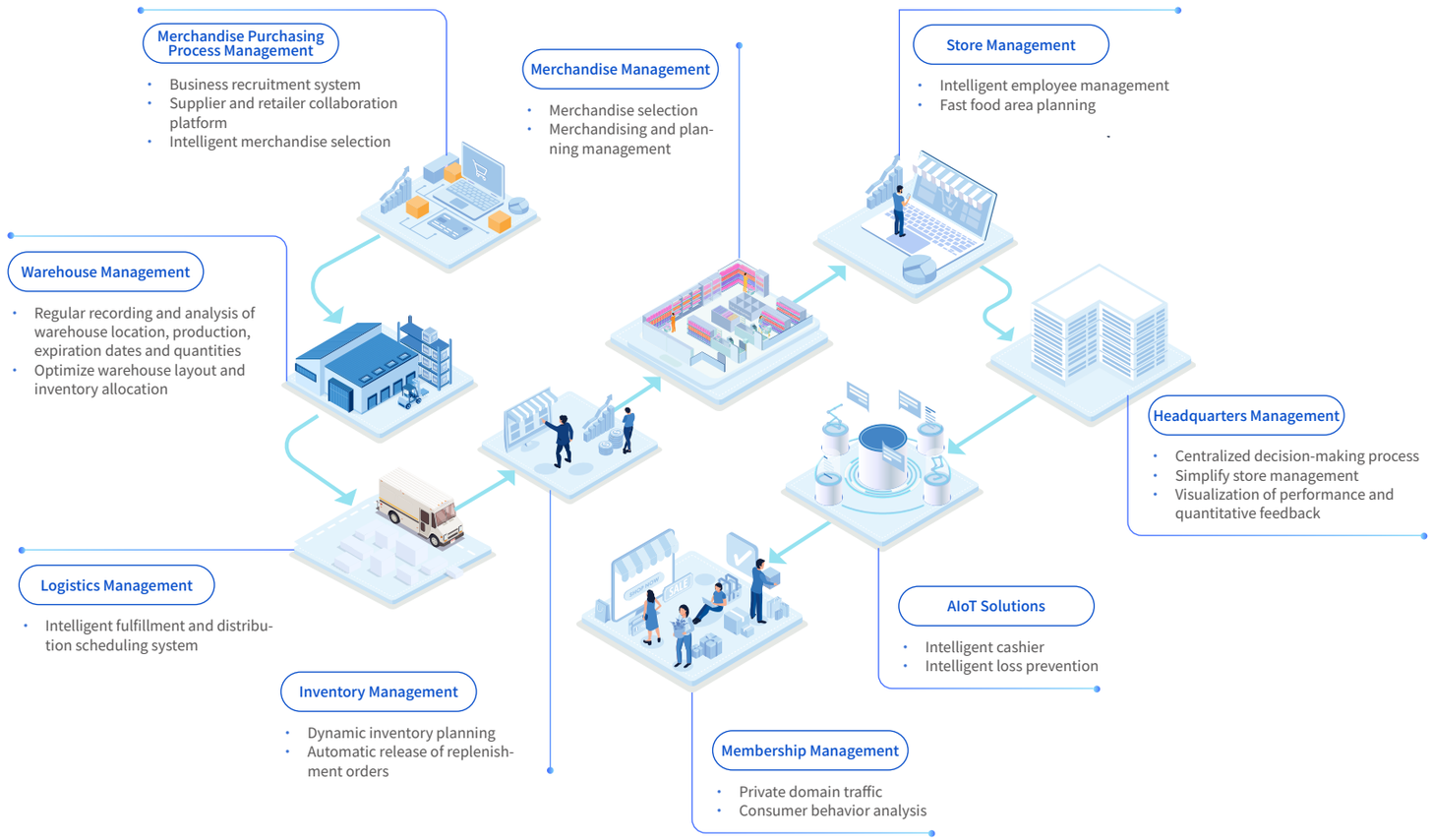
AIoT Solution

多点智联

Combine AI with IoT infrastructure to enhance management efficiency of retail stores & improve consumer experience.

- Intelligent Loss Prevention
- AI Patrol Inspection
- Selfservice Night Collection
- Remote Monitoring
- Intelligent Cashier
- AI Replenishment
- Intelligent Energy Efficiency
- Intelligent Cleaning

Core Advantages of the Product



End to End Capabilities

Our system integrates the core units of the retail industry chain with a modular design, which covers procurement management, logistics management, product display, store operations, and other aspects to form closed-loop management capabilities. Our solutions help retail enterprises access key operational data comprehensively and timely, respond promptly to changes, optimize resource allocation, enhance user experience, and promote repeat sales.

Omni-Channel Coverage

We provide comprehensive support to retail enterprises. Offline, leveraging the Dmall OS system and AIoT solutions, we enable refined management of operational processes. Online, we assist businesses in establishing and operating virtual stores to enhance consumer engagement. By integrating omni-channel data, we deliver robust decision-making support for precision marketing, inventory allocation, and other critical operations, significantly improving operational efficiency.

AI-Driven Innovation

DMALL has established GenAI as its core strategic initiative, developing a portfolio of retail-specific AI Agent solutions to harness artificial intelligence for productivity innovation, including precise identification of perishable goods nearing expiration through advanced algorithms coupled with historical sales data analysis to optimize promotional strategies in inventory management, as well as automated quality monitoring of customer service calls to enhance operational standardization.

Application Scenario

DMALL OS Dmall OS Scenarios Highlights

Solution Name

Procurement Management

Summary of Innovation

Solution Highlights

The Procurement Cost Control Solution covers the modules of intelligent system-based procurement planning and automated task allocation and is combined with mobile procurement technology to enable on-demand procurement. The solution supports the procurement of multiple packaging options, various pricing methods, and functions such as one-click distribution to stores. The solution is equipped with procurement monitoring tools and intelligent integrated scales to effectively avoid issues such as under-procurement or over-procurement and incorrect distribution.

Solution Case

As a leading local enterprise in China, we addressed the pain points in our fresh procurement business process, reengineered the original system, and created a set of product applications and design solutions that are flexible, accurate, convenient, efficient, and practical. This solution includes functions such as procurement planning, automatic task allocation, and mobile procurement, significantly improving the efficiency and accuracy of procurement operations.

Key Values

Achieving accurate procurement for cost reduction and efficiency increase.

Solution Name

Supplier Delivery Appointment Solution

Summary of Innovation

Solution Highlights

The Supplier Delivery Appointment Solution establishes a mobile platform that enables suppliers to book delivery times, warehouse docks, and unloading services in real-time online, and simultaneously updates the delivery status in real-time. Suppliers and retailer warehouses can check the progress at any time and arrange unloading and goods receipt in advance.

Solution Case

As one of the largest chain retail enterprises in northern China, for this enterprise, we developed a mobile application for supplier delivery appointments to address the issues it is facing, such as untransparent transportation information, high losses, and untimely goods receipt. Through this solution, the retail enterprise's receiving efficiency has increased by 11%, and product loss has been significantly reduced.

Key Values

Real-time booking, efficient loading and unloading.

Solution Name

Intelligent Supply Chain Certification Solution

Summary of Innovation

Solution Highlights

With a focus on product shelf-life management and maintaining the freshness of fresh products, Dmall OS collaborates with retail enterprises to strengthen control over supply chain sourcing links, further ensuring product quality and safety. By innovating the management of supplier and product qualifications, it achieves digital and intelligent management of qualifications and licenses related to suppliers, distributors, and products, ensuring their timeliness and effectiveness, and improving the collaborative efficiency between retail enterprises and suppliers.

Solution Case

DMALL has partnered with a leading domestic retail service provider to migrate more than 50,000 product credentials and more than 1,500 supplier credentials to a unified online platform, achieving full-fledged digital and intelligent management. After the platform was put into use in 2024, the compliance rate for product areas nearly reached 100%, with zero major compliance incidents throughout the year. Early warnings for supplier qualification expirations were triggered 30 days in advance, preventing potential losses exceeding 5 million RMB.

Key Values

Shelf - life control, collaborative synergy.

AI Practices Highlights

Solution Name

AI Clearance

Summary of Innovation

Solution Highlights

By integrating multi-dimensional information such as historical sales data, market demand, and seasonal changes, the AI Clearance, based on AI, accurately identifies fresh product inventory approaching its expiration date and quickly generates the best promotion strategies. Through dynamic pricing and intelligent recommendations, the system assists retail enterprises in effectively clearing expiring goods, reducing losses, and improving inventory turnover rates.

Solution Case

A leading Beijing-based retail enterprise has deployed an intelligent inventory clearance AI solution across its 200+ stores, generating annual profit growth exceeding RMB 1 million through AI-powered algorithms.

Key Values

Real-time monitoring, dynamic pricing, and loss control.

Solution Name

AI Replenishment

Summary of Innovation

Solution Highlights

With advanced AI data algorithms, it deeply integrates sales, display, and inventory data to achieve an automated out-of-stock early warning mechanism. Through the intelligent replenishment system, it ensures the efficient circulation and traceability of goods. The merchant's headquarters monitors inventory levels in real-time, predicts out-of-stock situations, issues replenishment tasks promptly, and guides employees in replenishing and tidying up goods to prevent sales losses caused by human errors in operation.

Solution Case

A globally renowned retail enterprise, in its general merchandise replenishment project, carried out actual replenishment operations for more than 80,000 products in 50 stores. The adoption rate of AI replenishment suggestions was as high as approximately 98%.

Key Values

Real-time monitoring, intelligent early warning, precise replenishment.

Solution Name

Intelligent Loss Prevention Solution

Summary of Innovation

Solution Highlights

Combining AI visual recognition, IoT sensor networks, and big data analytics, this solution covers the entire process from risk early warning to real-time intervention and loss tracing, accurately detecting missed scans, incorrect scans, and abnormal behaviors while generating structured evidence chains. It enables 24/7 unattended operations through remote monitoring, significantly improving retailers' inventory turnover rates. By leveraging AI visual recognition to identify anomalies and reduce losses, the system enhances security while using data-driven insights to optimize product selection and marketing strategies.

Solution Case

A major retail chain deployed this system across self-checkout areas in 186 national stores, achieving an 85% reduction in shrinkage and a 60x improvement in loss recovery efficiency, with annual loss prevention totaling RMB 3.03 million. The remote monitoring solution has been adopted by 746 stores.–It has processed 36,000 nightly service requests monthly, maintaining over 80% AI resolution rates during stable operations, nearly doubling remote staff efficiency (100% improvement), extending daily operating hours by 7+ hours per store, and boosting average daily sales by RMB 200.

Key Values

Loss control and management, trust-based consumption, intelligent early warning.

Solution Name

AI Customer Service

Summary of Innovation

Solution Highlights

The system provides instant responses to users' inquiries and complaints, automatically identifies problems, and provides corresponding solutions. The system also has the function of customer service quality inspection to ensure that every service meets the standard, thereby improving the overall efficiency and quality of customer service.

Solution Case

After a Beijing retail enterprise fully launched the AI customer service system in its 400 stores, the online resolution rate of the Intelligent customer service exceeded 80%, the resolution rate through the hotline increased to more than 50%, and users' satisfaction with the AI customer service reached as high as 99%.

Key Values

Intelligent response, quality assurance.

Product Research and Development ("R&D") Management and Innovation

Product Quality Management

DMALL regards product quality as the core competitive strength of our company and is committed to continually meeting user expectations by providing high-quality products and services. The Company has established a Product Quality Committee, which rigorously carries out product quality management to ensure high-quality delivery.

Product Quality Management System

Product Design	DMALL has developed the Dmall OS Design Specifications to ensure consistency in user interface, interaction logic, and user experience, thereby enhancing product quality and user satisfaction.
BUG Management	DMALL classifies and manages bugs by category and level, relying on its self-developed Dmall One Tester (DOT) platform for status tracking and data analysis to ensure standardized and efficient problem handling.
Product R&D	The product R&D management process covers requirement analysis, design review, code inspection, continuous integration, and other stages to ensure the accuracy and efficiency of technical implementation. DMALL has established "red line" regulations, clearly defining the bottom line and principles of the research and development process to ensure its standardization and controllability.
Product Testing	The product testing process covers dimensions such as functionality, performance, security, and compatibility. The testing team works closely with the product team to jointly design test cases, set up test environments, execute tests, and track and evaluate defects to ensure product quality meets standards.
Release Management	Release management encompasses three stages: product development, product testing, and product launch. During the development stage, the company conducts technical upgrades and strategy optimizations on the product's automated development system to reduce manual intervention in the development process. In the testing stage, quality-monitoring checkpoints are set up. New parameters covering code review, unit testing, integration testing, and system testing are added, and an AI large-language model is introduced to enhance the efficiency of quality assessment. At the launch stage, the cloud platform is used to monitor the product's operating status in real-time, provide multi-channel client support, and continuously optimize the product.

Quality Management System Certification

Quality Management System	Coverage Area	Validity Period
ISO 9001: Quality Management System	Computer network software development	August 5, 2027
ISO 20000: Information Technology Service Management System	The service management system for delivering computer application software development to external clients	November 28, 2025
CMMI Level 3: Capability Maturity Model Integration Certification	Dmall (Shenzhen) Digital Technology Co., Ltd.	August 26, 2025
CS1: Information System Construction and Service - Capability Assessment System	Dmall (Shenzhen) Digital Technology Co., Ltd.	October 20, 2026

Product Innovation and IP Protection

R&D Achievements

Research, development, and innovation are the core driving forces for the development of an enterprise. Adhering to the concept of "No AI, No Product", DMALL integrates cutting-edge information technologies such as big data and artificial intelligence into product development, continuously promoting product innovation and iteration. In 2024, based on the Dmall Solution 2.0, we introduced AI technology and launched the Dmall Solution 3.0, focusing on three major goals: increasing revenue, reducing costs, and improving efficiency.

Intellectual Property Protection

DMALL strictly complies with national laws and regulations such as the Patent Law of the People's Republic of China, the Trademark Law of the People's Republic of China, and the Copyright Law of the People's Republic of China. It has established a comprehensive intellectual property management system covering four major aspects: confirmation of rights, maintenance, compliance, and monitoring to ensure the efficient management of intellectual property and the prevention and control of risks.

Standardization of Rights Confirmation Actions	Visualization of the Maintenance Mechanism	Normalization of Compliance Control	Dynamic Monitoring Mechanism
DMALL has established the Copyright Management Policy, the Patent Management Policy, and the Trademark Management Policy to standardize the intellectual property management processes at home and abroad. It regularly holds specialized exchange meetings in combination with business plans to comprehensively plan the applications for high-value trademarks and patents.	DMALL has launched the management of the intellectual property account, realized the automated management of the renewal period, and regularly submits analysis briefings on intellectual property asset management to the management level.	Internally, the company regularly conducts special internal training to enhance employees' awareness of intellectual property compliance. Externally, it embeds intellectual property clauses into business contract templates to reduce the risk of infringement.	DMALL regularly monitors the main trademark databases, third-party platforms, and app stores, and establishes a closed-loop management process of "monitoring-evaluation–response". In the face of similar trademarks or infringement acts, it promptly initiates the opposition or infringement complaint procedures. In addition, DMALL attaches great importance to the protection of intellectual property in the application process of AI technology. It has reached a clear consensus with the model provider on the ownership of the intellectual property rights of the model itself and its derivative AI applications.

Technology Ethics

In terms of AI applications, DMALL primarily focuses on its use in retail scenarios. Currently, all the AI large model companies we cooperate with have registered with the regulatory authorities. These companies possess profound technical expertise and rich practical experience in fields such as natural language processing and machine learning.

We fully leverage the powerful capabilities of the underlying model, combined with extensive industry data, to meticulously design the AI Agent. In the data collection phase, we strictly adhere to relevant laws, regulations, and privacy protection principles to ensure the legality, security, and accuracy of the data. We apply advanced data processing techniques to clean, filter, and label the massive amount of data to extract valuable information and knowledge.

Our construction direction is centered around serving retail enterprises, with the core objective of reducing costs and increasing efficiency. Through the application of intelligent inventory management, precise marketing strategy formulation, and efficient customer service, we assist retail enterprises in optimizing business processes, reducing operational costs, and enhancing market competitiveness.

We strictly adhere to ethical norms to ensure that the design, development, and application of AI systems meet ethical requirements. We have established a comprehensive ethical review mechanism to conduct thorough evaluations and monitoring of AI systems.

In addition, when encountering questions beyond the scope of business, the company ensures that the system does not respond by setting fallback logic, thus effectively avoiding potential risks and adverse effects. We regularly conduct security checks and vulnerability repairs on the system to ensure its stability and reliability.

Topic: Intelligent Energy Efficiency Products Empower Customers to Achieve Low-carbon Development

Introduction to the Overall Solution

The Intelligent Energy Efficiency System (IES) is based on the supermarket scenarios of retail enterprises, leveraging AIoT technology. Through solutions including the integration of energy-consumption intelligence, energy-efficiency intelligence, and clean-energy utilization intelligence, it explores the potential of clean energy. The approach is dedicated to assisting customers in optimizing their energy usage strategies. By means of digitization and intelligence, it enhances the efficiency of energy management, enabling customers to reach the goals of sustainable development, systematic cost reduction, and efficiency improvement.

Trinity Approach

From single-device energy saving to full-lifecycle carbon emissions management, it integrates energy data such as photovoltaic power generation and energy storage efficiency with business energy consumption scenarios, optimizes energy allocation and utilization efficiency, reduces waste and cost; decreases reliance on traditional energy, cuts down greenhouse gas emissions, enhances the stability and reliability of energy supply, and ensures the safety of enterprise energy use.

From Start to Finish

Comprehensive collection of energy consumption data to achieve visual presentation and data-based output. Customers can formulate carbon emission strategies with the help of the energy management system, enhancing environmental awareness and responsibility. The system supports online monitoring of store energy consumption, intelligent analysis, timely alerts, and responsibility tracing. The headquarters can monitor the energy usage of stores in real-time, identify issues promptly, and make optimizations and improvements.

Since the implementation of IES, significant results have been achieved. It has not only helped enterprises meet their energy-saving and emission-reduction goals, and reduce costs while increasing efficiency but has also laid a solid foundation for sustainable development and the fulfillment of social responsibilities. While enhancing the economic benefits of enterprises, it also generates positive environmental and social benefits.

◎ **Intelligent Energy Efficiency Performance Table**

Indicator Name	Unit	2024	2023	2022
The intelligent energy efficiency business has helped DMALL's customers reduce their paper consumption in total.	ton	30	28	27
The intelligent energy efficiency business has helped DMALL's customers reduce their electricity consumption in total.	MWh	34,563	34,315	26,088
The intelligent energy efficiency business has helped DMALL's customers reduce their carbon emissions in total.	tCO_2e	20,474	19,962	15,198

Application and Effectiveness of the Solution

Case one: Maidelong Stores

Solution Design

DMALL has deployed the IES solution for Maidelong Stores. The IES solution integrates intelligent sensors, the IoT, big data, and AI technology to achieve real-time collection of energy consumption and equipment status data. In the China region, nearly 100 stores have implemented this solution to achieve real-time energy data acquisition and precise management and control, quickly identify anomalies such as energy waste, optimize energy use planning and scheduling arrangements, and improve energy efficiency.

Solution Effectiveness

The system is equipped with real-time monitoring and remote-control capabilities, issuing early warnings when energy consumption is abnormal or equipment is operating poorly. Staff can intervene in a timely manner through mobile phones or other terminals to avoid energy waste and equipment damage. For instance, if the air conditioning fan is not turned off after the store closes, the system detects the abnormal energy consumption in the air conditioning loop and triggers an "Air Conditioning Energy Overlimit" alarm, avoiding energy waste through remote control. In addition, the solution is based on advanced data analysis technology to deeply mine Maidelong's energy consumption data, identifying energy usage patterns and high-energy consumption segments, helping the company to develop targeted energy-saving measures, optimize energy usage strategies, and achieve a rational distribution and efficient use of energy. The system generates an average of 1,520 monitoring alerts monthly, projecting annual cost savings of approximately 960,000 RMB.

Case Two: The logistics Center of a Large-scale RetailGroup in the Northwest Region

Solution Design

Dmall designed an integrated photovoltaic-thermal storage-battery storage-energy management solution for the logistics center. The system stores excess solar energy through thermal and battery storage, with intelligent allocation via an energy management system to meet heating and power demands. This solution eliminated fossil fuel use, reducing annual natural gas consumption by 140,000 cubic meters while significantly increasing renewable energy utilization, and establishing a carbon-neutral logistics park.

Solution Effectiveness

The group's Phase II carbon-neutral logistics park plans a 500KWH storage station with 250KW peak charge/discharge capacity. Through photovoltaic-storage flexible regulation and dynamic load monitoring, the site's renewable energy absorption rate improves. The integrated energy management platform coordinates storage discharge characteristics to participate in demand-side response programs, generating additional energy revenue. Over the contract period, the solution is projected to reduce carbon emissions by 104,000 tons and save 1.265 million RMB in costs.

Information Security and Data Security

Management Structure

DMALL has established a comprehensive management framework for data security and privacy protection, coordinated and managed by the Data Security Compliance Committee, covering policy formulation, risk assessment, audit supervision, and emergency response. All departments collaborate according to their responsibilities to jointly ensure data security and compliance.

The Data Security Compliance Committee is Composed of the Presidium and Working Groups

Presidium	The DPO (Data Protection Officer) leads the Committee, and is responsible for formulating strategies, allocating resources, and reporting to the management.
Vice President of Legal/Security	Responsible for interpreting laws and regulations, formulating security strategies, and promoting compliance enforcement.
Various working groups	Including the Legal Compliance Department, Functional R&D Department, Government Affairs Department, Human Resources Center, Retail Cloud R&D Department, and Technical Platform Department, are respectively responsible for the interpretation of regulations, technical security, data management, emergency response, and compliance training.

Operational Process

Regular Meeting

Hold meetings monthly to follow up on compliance progress, interpret regulations, and coordinate inter-departmental cooperation.

Emergency Drills

Organize data security drills annually to enhance emergency response capabilities.

Annual Audit

Regularly assess data security and compliance; identify and rectify potential risks.

System Construction and Risk Response Mechanisms

DMALL strictly complies with laws and regulations including but not limited to the Data Security Law of the People's Republic of China, the Cybersecurity Law of the People's Republic of China, and the Personal Information Protection Law of the People's Republic of China. It has established four core systems, namely the Administrative Measures for the Security and Compliance of Open-Source Components, the Regulations for Privacy - Compliance Development, the Technical Specifications for Personal Information Protection, and the Emergency Incident Response Management System, systematically constructing a standardized management framework covering the entire data life cycle. DMALL has established relevant risk response mechanisms, including special compliance reviews of legal documents. It has formed cross-departmental response teams to coordinate and handle matters such as customer compliance consultations and regulatory inquiries. In addition, it has improved emergency plans for major incidents and the retrospective improvement process.

Information Security and Data Security Management for Overseas Operations

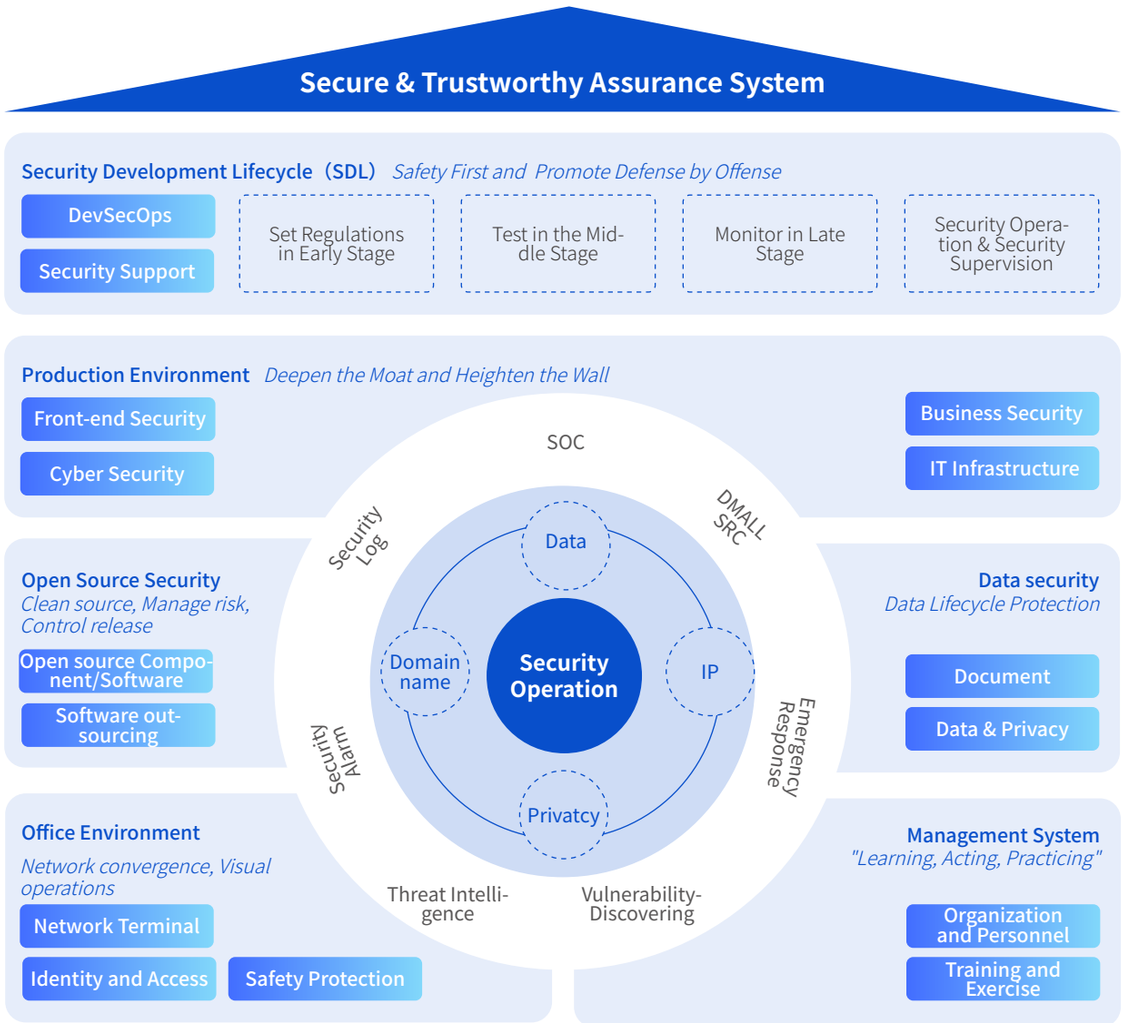
DMALL strictly adheres to General Data Protection Regulation (GDPR) and the data processing principles of the countries and regions where it conducts overseas business. In accordance with these principles, the company has stipulated regulations on data access management, processing of data subject requests, data correction and deletion, record compilation and provision, data protection assessments, and notification of data breaches. In addition, DMALL clearly defines the rights and obligations of data controllers and data processors to ensure the compliance, transparency, and security of data processing activities.

The Certification Qualifications for Information Security and Data Privacy

Security Management System	Coverage	Validity Period
ISO/IEC 27001:2013/GB/T 22080-2016	Dmall OS application system, and RTA OS application system	October 31, 2025
ISO/IEC 27701:2019	Dmall OS application system, and RTA OS application system	November 2, 2025
Classified Cybersecurity Protection Level 3	Dmall OS application system	July 12, 2025

Safety Management System

DMALL aims to build a "secure and trustworthy" protection system. Starting from the aspects of the Development Lifecycle (SDL), production environment, open-source security, data security, office environment, and daily security patrol operation system, it has created a security protection system that meets the characteristics of DMALL business, known as "hybrid cloud" and "multi-service state". During the reporting period, no major security incidents or information data breaches occurred.



Safety Management Throughout the Entire Product Development Lifecycle

DMALL has established a comprehensive security management system that covers the entire lifecycle of product demand analysis, design, development, testing, deployment, and operations, ensuring that the entire development process strictly adheres to information and privacy security requirements.

Security Requirement Analysis	Evaluate the security and privacy risks faced by different products based on their characteristics and address potential issues from the source.
Secure Design	Fully consider the product safety requirements, and clearly define the safety red line, to ensure product safety.
Secure Development	Strictly adhering to the safety programming specifications, we analyze the internal structure and logic of the software, inspect whether the product meets the coding standards, and satisfies specific functional requirements, effectively enhancing the security of the code.
Security Testing	Conduct compliance audits and privacy function tests on the product, and ensure the product meets standards by means of penetration testing, 0-day vulnerability specialized investigation, and static code checking, thereby enhancing the product's security and reliability.
Security Deployment and O&M	After the product launch, continuous security checks and compliance assessments are carried out, while also deploying endpoint detection and response tests. By monitoring the activity status of endpoint devices, malicious behaviors are detected in a timely manner, and corresponding measures are taken to ensure the security of deployment and operational environments.

Security Construction in Production and Office Environments

DMALL adheres to the construction strategy of "deepen the moat and heighten the wall", combining multiple protective measures such as network firewalls, WEB application firewalls, attack detection, host security, and database security to solidify the foundation of security. In the management and control of business permissions and maintenance permissions, DMALL follows the principle of "strict permission management and corresponding personal responsibility", ensuring the continuous effectiveness of security protection through visual operations.

Compliance Management and Control of Open-Source Software Usage

Third-party open-source components are a crucial pillar of modern software development. To address the compliance and security risks associated with open-source components, DMALL functional research and development department, legal and compliance department, and other departments have established a specialized governance team. To ensure the compliance of the company's use of open-source software, we have built an all-around security assurance mechanism based on the Security Operations Center (SOC) platform and the DOT testing platform.

DMALL's SOC achieves the goals of standards being checkable and manageable, processes being approvable, and results being controllable in terms of protocol standard management, component application procedures, and component release checkpoints. DMALL utilizes the self-developed code scanning tool on the DOT testing platform and the Qi An Xin Software Composition Analysis (SCA), effectively supporting the analysis of third-party components within tens of thousands of code repositories, ensuring the rapid completion of governance work.

DMALL organizes and publishes the management and control requirements of open-source agreements for third-party components. In conjunction with the Retail Cloud R&D Department, Legal Compliance Department, and Functional R&D Department, it has preliminarily established a working mechanism. It conducts internal audits and reviews on a quarterly basis, and timely corrects deviations to ensure continuous compliance.

Data Security Management

We have established a multi-layered permission management system for data access controls. Data access permissions are allocated based on the responsibilities and needs of employees in the research and development process. Only authorized personnel are allowed to access and handle relevant data within the specified scope, eliminating the risk of data leakage at the personnel level.

In the processes of data storage, transmission, and processing, we employ advanced encryption algorithms to encrypt the involved data. Even if the data is intercepted temporarily during circulation, it would be difficult for unauthorized accessors to decipher its contents, thereby ensuring the confidentiality and integrity of the data.

In addition, we have established a strict data audit mechanism. Detailed records and real-time monitoring are conducted for operations such as data access, usage, and transfer. In case of any abnormal operations, we can quickly trace and locate the issue, and take timely measures to ensure that the data always flows and is used under the safety control of the internal units of the enterprise.

Cybersecurity Management

We have established an independent and enclosed internal R&D network. Utilizing network security technologies such as firewalls and intrusion detection systems, we strictly protect the network perimeter, prevent external unauthorized access, and ensure effective isolation between the internal network and external networks, providing a solid foundation for the secure flow of data within the network.

Information Security Management Measures

To ensure the security and stability of the company's information system, DMALL relies on the SOC platform and combines it with in-depth manual penetration testing to build a comprehensive information security assurance mechanism.

SOC Platform

- The SOC platform is utilized for centralized management and efficient operation of various security capabilities, including specific functions such as asset management, vulnerability scanning, and special tasks. In terms of asset management, a full-port scan is conducted on the IP and domain names in the production environment every quarter to accurately identify and centrally manage the fingerprints of active assets (such as website titles, product types, etc.), thereby gaining a real-time understanding of the security status of the company's assets. Regarding vulnerability scanning, automated vulnerability scans are performed on identified assets, with the scan results automatically entering the vulnerability lifecycle management system. The security team collaborates with the development team to promote vulnerability rectification and timely processing. For special tasks, a flexible special task mechanism is established, where business teams can create new tasks through the platform, to be executed by the security team, who then issue penetration test reports. The security team can also proactively initiate special campaigns based on vulnerabilities and threats detected in monitoring.

Deepen Manual Penetration Testing

- Utilizing the Security Response Center (SRC) platform, which is specifically designed for collecting vulnerabilities submitted by white hat hackers and synchronizing them to the vulnerability management section of the SOC platform for centralized management. The security team conducts black box manual penetration tests on the internet-exposed systems every quarter. From the perspective of a hacker, they simulate attacks to uncover vulnerabilities, gain permissions, and analyze data. The test results are also synchronized to the vulnerability management section for centralized management.

Data Emergency Response

To ensure the security of sensitive data and enhance the capability of responding to data breach incidents, DMALL has established a comprehensive data security management system and incident response mechanism. It has strengthened measures at key control points to ensure swift response, minimize impact, and meet compliance requirements in the event of an incident.

◎ Data Breach Incident Response Management Mechanism Process

Incident Discovery

The monitoring team identified the risk of a data breach, compiled a briefing, and reported it to the Data Security Compliance Committee.

Emergency Response

Quickly establish an emergency working group, confirm the details of the incident, assess the impact, and determine the response level.

Investigation and Evidence Collection

Analyze the point of breach, retrieve system logs, trace the attack path, and assess legal liabilities.

Disposal and Reinforcement

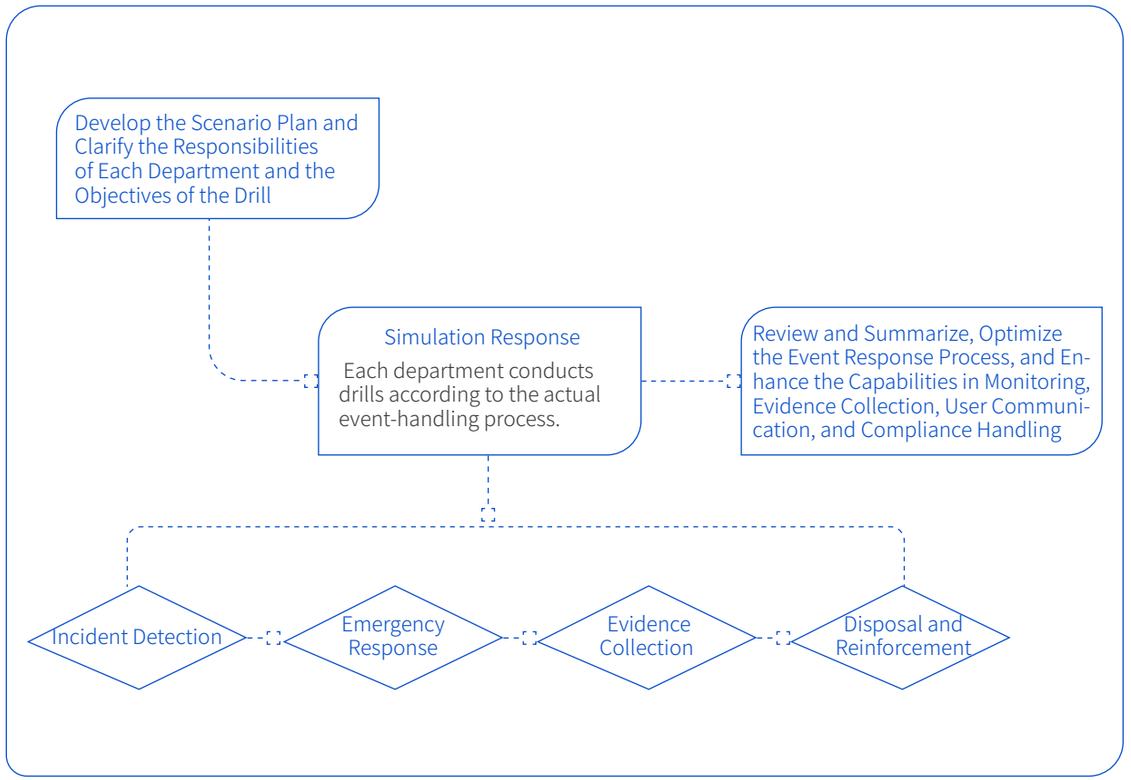
Repair security vulnerabilities, optimize security strategies, and enhance data protection measures.

Summarize Improvements

Review incidents, optimize processes, develop improvement measures, and enhance overall security protection capabilities.

During the reporting period, DMALL conducted an emergency drill simulating the leak of simulated delivery address information, involving multiple departments such as the Functional R&D Department, Retail Cloud R&D Department, and Legal Compliance Department, which comprehensively tested the company's response capabilities in the event of data breach.

◎ Drill Process



Safety Regulation Training

To comprehensively enhance the safety awareness and skills of employees, and effectively prevent and reduce the occurrence of safety incidents, DMALL has established a systematic and routine safety management training mechanism, and regularly updates training materials to ensure the timeliness and practicality of the training content.

All Employees

Training Name	Training Objectives	Training Introduction	Training Duration
Employee safety regulation training	Ensure that all employees understand and comply with the company's safety regulations and operational procedures, enhance employees' sensitivity to safety risks, and reduce potential safety hazards caused by human errors.	This training aims to enhance employees' awareness of safety regulations, covering the company's relevant policies and requirements in information security, data protection, and privacy management. The training content includes how to identify common security threats, how to properly handle sensitive information, and how to prevent data breaches by following the security measures established by the company.	2 hours
The security protection and compliance construction of personal privacy	Ensure that employees pay sufficient attention to the protection of personal privacy and can comply with regulatory requirements, thereby reducing the company's legal risks in data protection.	This course introduces the importance of personal privacy protection and analyzes domestic and international privacy protection laws and regulations, such as the Personal Information Protection Law and General Data Protection Regulation（GDPR）. The content also includes best practices and compliance procedures for privacy protection, as well as the company's privacy protection control system.	2 hours
Anti-Phishing Training	Conducting drills and thematic training, it enhances the employees' ability to identify and prevent phishing attacks, reducing information breaches and security incidents caused by phishing attacks.	This introduces the drills and analysis of corporate email phishing attacks, helping employees identify and guard against phishing attacks. The content covers how to discern suspicious emails, links, and attachments, how to avoid being deceived by phishing attacks, as well as emergency measures to deal with phishing attacks, including specialized training on phishing attacks and assessments on anti-phishing measures.	2 hours

Technical Team, Developers, O&M Personnel, and Security Personnel

Training Name	Training Objectives	Training Introduction	Training Duration
Security Coding Standards and Control Requirements	Enhance developers' awareness of security vulnerabilities, help them adhere to security coding standards, reduce potential security risks in the code, and ensure the security of software systems.	The training starts from the principles of Web vulnerabilities, combined with typical security vulnerability cases, explaining how to follow security coding standards and security management requirements to reduce potential security vulnerabilities during the coding process.	3 hours
Common Cyber Attack Patterns and Principles	Help the team understand and guard against various forms of cyber attacks, enhance protective awareness and response capabilities, and ensure the security of the company's network environment.	This text introduces common network attack methods, including technical attacks (such as DDoS attacks, SQL injection, etc.) and social engineering attacks (such as phishing attacks, fake websites, etc.). Analyzing attack methods from the perspective of the attacker, it provides an in-depth understanding of the diverse combinations of network attacks and introduces protective measures and response strategies.	4 hours
Software Supply Chain Security (third-party components)	Assist the team in identifying and managing security risks in the software supply chain, ensuring the security and compliance of third-party components, and avoiding potential risks due to vulnerabilities or compliance issues.	This training mainly introduces the security risks in the software supply chain, especially the security compliance issues brought by using open-source technology. It discusses the security vulnerabilities and compliance risks of open-source components, as well as how to manage and address these challenges.	3 hours

Excellence in Customer Service

Project Management and Delivery

We have established a full-lifecycle service system centered on customer needs. Through preliminary communication and research by the customer service team, we accurately identify customer needs and pain points, and develop a phased implementation roadmap. In the delivery phase, we provide on-site services, relying on weekly meetings, visual dashboards, and milestone acceptance to ensure progress and quality, while also implementing a knowledge transfer plan to empower the customer's team. Post-sales, we establish a "three-level escort" system, which, through Service Level Agreement (SLA) guarantees, continuous product upgrades, and a monthly review mechanism, combined with satisfaction research, (Return on Investment) ROI analysis, and demand forecasting, drives continuous service optimization, and maximizes customer value from all aspects.

Customer Relationship Maintenance

Customer Channels

We have established five major service support channels, including online work orders, manual and intelligent customer service, intelligent voice hotlines, expert support, and customer managers, to comprehensively solve various customer dilemmas. The online work orders provide support for product functionality, data, and configuration issues; manual and intelligent customer service is available to answer questions at any time; the intelligent voice hotline achieves speech recognition and semantic understanding through voice processing technology; expert support offers rapid responses to complex issues; and customer managers provide professional solutions and consulting services based on needs. In addition, in accordance with the Online Incident Management Measures and the SLA, we classify and prioritize customer feedback to ensure the quality and efficiency of problem resolution and continuously improve customer satisfaction.

Customer Privacy

To protect our clients' commercial secrets and personal privacy, we have established a comprehensive customer data security protection system, carrying out full lifecycle management of customer accounts, passwords, and business data. In terms of project documentation management, we strictly maintain confidentiality of functional requirements, system documents, and information to ensure no leakage to third parties. The system account management employs unique accounts, complex password rules, and regular password change mechanisms, along with a login failure lockout strategy. Real-time monitoring of operation logs records user login times, device information, and business actions to ensure traceability of operations. Permission control is based on the group, regional companies, positions, and individuals by setting fine-grained permissions, and regular security audits are conducted to identify vulnerabilities. Before upgrading the business system, we send the upgraded content and version information to the client for confirmation, followed by a Grey Scale evaluation to ensure a secure launch.

Customer Satisfaction Management

Customer Service Training

We attach great importance to the training of our customer service team, offering diverse training programs closely related to our products and services to enhance service quality.

The training covers two stages: pre-service and on-the-job. Pre-service training ensures that new customer service personnel fully grasp backend operations, practical functions, and common customer issues through off-job training and assessments. On-the-job training helps customer service staff become familiar with product features, bug resolution, and routine business processes through internal departmental training, and regularly conducts explanations of backend functions and training on new product differences.

By integrating traditional courses, online learning, and practical training methods, we comprehensively improve our customer service team's mastery of product features and service processes, ensuring efficient and professional service support for our clients.

Customer Case Recap

After the project delivery, the customer success team will collaborate with various departments within the company to regularly hold multi-level review meetings, continuously optimizing the service and deepening cooperation. This includes:

i.The monthly operation and maintenance review meeting focuses on operational efficiency, promptly identifies issues, and optimizes processes to ensure service stability and responsiveness.

ii.The semi-annual review meeting will comprehensively summarize the operation and maintenance situation, the effectiveness of system usage, and the highlighted functions. It will also formulate a preliminary plan for the cooperative direction for the next year, providing a reference for the annual planning.

iii.The annual review meeting will systematically review the operation and maintenance performance throughout the year, system usage, and notable achievements, and will establish the cooperation plan for the following year, clarifying the objectives and priorities. The annual review meeting will invite senior management from both parties and the responsible parties from each business line to participate together, ensuring strategic alignment and in-depth collaboration.

Customer Empowerment

During the digital and intelligent transformation, the Customer Success Department has always adhered to the concept of win-win cooperation with customers, addressing retail operation challenges from the customer's perspective, and helping to boost business growth, improve efficiency, and enhance the consumer experience. Through data-driven insights and technical support, we provide customized solutions for retail enterprises, helping them stand out in the competition.

Specific measures include integrating online and offline data to optimize inventory management and procurement processes, reducing operating costs; building omni-channel sales capabilities, connecting consumption scenarios, and enhancing the shopping experience; conducting regular reviews and optimizations, providing long-term technical support and strategic planning; deeply integrating with ecosystem partners to reduce docking costs and ensure the flexibility and scalability of solutions. We are committed to providing comprehensive empowerment for retail enterprises, enabling them to maintain a leading position in digital transformation.

Mutual-benefit

Leading the Future, Empowering Industries

Driving Innovative Development

Foster the Industry Development

Promote Sustainable Supply Chain

Foster the Industry Development

Advance the Industry Ecosystem

DMALL actively promotes the construction of the industry ecosystem by participating in industry summits, hosting professional forums, and co-organizing private sharing sessions with media partners, thereby deeply integrating into the industry ecosystem. Domestically, DMALL actively participates in involved in the core industry summits and professional exhibitions of the China Chain Store & Franchise Association (CCFA), such as ChinaShop Retail Exhibition, China Convenience Store Conference, and International Smart Retail Innovation Summit, targeting the top 100 chain operation enterprises in China, showcasing its product technology capabilities and brand image in an all-around way. Internationally, DMALL participates in the Asia-Pacific Retailers Convention & Exhibition (APRCE) every year and represents China in displaying digital intelligence concepts and best practices in retail through authoritative platforms such as the World Internet Conference (Wuzhen Summit) and the China International Fair for Trade in Services (CIFTIS).

The 21st Asia-Pacific Retailers Convention

From September 4th to 6th, 2024, at the 21st Asia-Pacific Retailers Convention and Exhibition held in Colombo, Sri Lanka, DMALL received the National Award for the Most Innovative Retail Concept due to its outstanding performance in innovation. This award is a high recognition of DMALL's achievements in the field of retail innovation and signifies a significant accomplishment of China's retail industry in exploring innovation. At the convention, DMALL's Co-chief executive officer of international business Marcus Spurrell shared the company's strategic thinking, core products, and solutions, especially discussions on innovation and future possibilities, which received a warm response from the participants.

The Fourth China New E-commerce Conference

At the 4th China New E-commerce Conference in 2024, Dr. Zhang Wenzhong, founder of DMALL, delivered a keynote speech emphasizing the differences between new e-commerce and traditional e-commerce and their profound impact on the industry's development. Looking ahead, Zhang Wenzhong believes that we are in a great era where new quality productivity can play a role, and the rise of artificial intelligence presents a historic opportunity for the integration of physical stores with digital and intelligent technologies. He is convinced that the comprehensive integration of the real economy with digitalization and intelligence will usher in a great era, bringing unprecedented development opportunities to the retail industry.

Yunqi Conference

At the Yunqi Conference held in Hangzhou from September 19th to 21st, 2024, Mr. Yang Kai, the Chief Technology Officer of DMALL and CEO of International Business, was invited to attend and delivered a keynote speech titled "Retail SaaS Sailing to the Overseas Market on the Cloud, Boosting the Digital Upgrade of Global Retail Enterprises". Mr. Yang detailed DMALL's technical prowess in the field of smart retail, emphasizing its globally advanced digital intelligence solution, which encompassed various scenarios such as member marketing, store operations, product management, and supply chain collaboration, offering comprehensive support for retail enterprises' international expansion.

2024 China International Fair for Trade in Services (CIFTIS)

At the 2024 China International Fair for Trade in Services (CIFTIS), DMALL, as a leading domestic retail digital intelligence solution provider, was invited to participate in the "2024 E-commerce Conference" and shared its applications and practices in e-commerce digital transformation innovation at the "Roundtable Forum on E-commerce Scenario Innovation under Deep Integration". DMALL aims to jointly promote the sustained and healthy development of the e-commerce industry through this forum with all parties involved.

Volcano Engine AI Innovation Tour

On August 21, 2024, at the "Volcano Engine AI Innovation Tour" in Shanghai, Volcano Engine, in partnership with DMALL, announced the establishment of the Retail Large Model Ecosystem Alliance. Many representative retail enterprises, including Wumei Group, Douyin E-commerce, Haidilao, Bai Guo Yuan, and McDonald's, have responded. The alliance is initiated by Volcano Engine and technically supported by DMALL. By integrating advanced large models, AI capabilities, and large-scale consumption application scenarios, it aims to promote the intelligent upgrading of the retail industry, enhance the overall efficiency and innovation capability of the industry, adapt to the constantly changing market demands and consumer behaviors, and accelerate the pace of innovation in the retail industry.

DMALL actively shares its outstanding cases and practical experience in fields such as digital intelligence innovation and sustainable development by organizing exclusive events, annual partner conferences, and other activities. It engages in in-depth discussions with retail industry operators, experts, scholars, and partners, focusing on industry hotspots and challenges. Together, they discuss key issues such as sustainable development paths under the ESG framework, digital transformation strategies, and the evolution of the Chinese retail industry.

Private Session on "How to Achieve Benign Growth in the Stock Era"

DMALL hosted a private session titled "How to Achieve Benign Growth in the Stock Era" in Shenyang on March 28, 2024, gathering retail industry experts, corporate leaders, and scholars to discuss sustainable development paths centered around the ESG core concept. The event focused on the pain points of the retail industry amid the stagnant growth cycle and promoted the green transformation of the industry through multi-dimensional collisions of international experience, local practice, and technological innovation. The session advocates empowering the entire business, financial, and management chain with digital intelligence capabilities, helping enterprises optimize supply chains, reduce resource consumption, and enhance operational resilience, providing reusable ESG solutions for the retail industry to cope with economic cycle challenges and achieve long-term value growth, highlighting DMALL's social responsibility of driving the industry's low-carbon and efficient development through technology.

2024 DMALL Annual Partner Conference

The 2024 DMALL Annual Partner Conference was successfully held in Xuchang from December 12th to 13th, attracting more than 300 retail industry operators and experts to discuss strategies for promoting the development of China's retail industry. In the opening speech, Zhang Feng, President of DMALL, emphasized the importance of technology in the retail industry and shared how the DMALL Smart Retail System serves more enterprises by integrating advanced retail experience, including successful cases from Pangdonglai, 7-Eleven (Guangdong), and Maidelong Enities. The conference showcased the in-depth cooperation between DMALL and Pangdonglai, including the provision of end-to-end digital intelligence systems and smart IoT services, aiming to create a scientifically advanced system suitable for the retail industry.

According to statistics, in 2024, there were more than 150 news reports from authoritative media focusing on the company's breakthrough progress in multiple fields, including retail digitalization, AI technology innovation, and supply chain optimization. The media generally recognized the significant efficiency improvements and business value that DMALL brought to the retail industry through technological innovation, highly praised its leading role in promoting the digitalization and upgrading of the industry, and fully affirmed DMALL's achievements in the implementation and commercial application of AI technology.

Promoting Industry Standardization

Standard Name	Standard Number	Committee of Standardization
Specification for On-demand Delivery Service	GB/T 42500-2023	National Technical Committee on Logistics of Standardization Administration of China (SAC/TC 269)
Classification of convenience stores	SB/T11084-2022	National Technical Committee on Commercial of Standardization Administration of China (SAC/TC 430)
Specification for operation of convenience store	SB/T10808-2022	
Evaluation Standard for Company of China New Economy	TCEEAS001-2022	China Electronics Enterprises Association (CEEAS)
Guidelines for Loss Prevention in Self-Checkout Area	T/CCFAGS040-2023	China Chain Store & Franchise Association (CCFA)
Source data of product - Specification for attribute information Part 1: General attributes	T/CABC2.1-2022	China Association for Bar Code Technology and Application (CABC)
Commodity Source Data Collection Specification	T/CABC1-2022	

Organizing Study Tour Programs

In 2024, DMALL organized multiple study tours in the Japanese retail industry, inviting domestic retail enterprises to participate, to strengthen the exchange and cooperation between the Chinese and Japanese retail industries. It also demonstrated DMALL's active efforts in promoting the digital and intelligent transformation and upgrading of the retail industry.

Overseas Study Tour Activity - Phase I

In April 2024, DMALL organized a Japan study tour for the retail industry themed around digital intelligence, which lasted for 8 days and involved multiple retail enterprises. During the tour, participants visited stores such as Don Quijote and LOPIA, and paid visits to renowned enterprises like Aeon and Japanese 7-Eleven. They gained a wealth of practical retail experience and conducted thorough academic exchanges.

Two in-depth seminars were organized during this period. Mr. Nobuo Kawabe, an honorary professor at Waseda University, shared the development and evolution of Japanese convenience stores represented by 7-Eleven. Chen Liping, a well-known retail expert, lectured on the innovative experience of the Japanese retail industry.

Overseas Study Tour Activity - Phase II

In November 2024, DMALL collaborated with Shiyan Chamber of Commerce & Shoukang Yongle Commercial Group for a 7-Day Japan Study Tour The tour group made on-site visits to well-known retail enterprises such as Don Quijote, LOPIA, and Yaoko, as well as commercial landmarks like the Kameido Clock and the Flagship Store of Life, gaining a comprehensive understanding of the innovative models and successful experiences of the Japanese retail industry.

During this period, the study tour group had in-depth exchanges with Yoshikazu Majima, the former director of Don Quijote, and Shoichi Yamada, the executive director of the LOPIA Group. They actively discussed the strategies and practices of discount retailing and the creation of ultimate single products.

Promote Sustainable Supply Chain

Supplier Full Lifecycle Management

Supplier Development

DMALL's supplier development is based on the QCDS (Quality, Cost, Delivery, Service) principle that emphasizes quality, cost, delivery, and service. Compliance assessments of supplier product quality, service level, and technical capabilities are conducted through various methods such as on-site visits, phone calls, emails, offline communications, and sample trials. In addition, we also attach great importance to the performance of suppliers in terms of ethics, environment, and social responsibility. Suppliers who finally pass the assessment can go through the procurement system for enrollment approval, while those who fail are documented with reasons and kept for future reference.

Supplier Access Management

Suppliers are required to sign the Integrity and Anti-Corruption Commitment and complete the system registration before access. Serving as a prerequisite for qualification review, this commitment remains valid during the business transactions between both parties and after the termination of the cooperation.

Supplier Daily Management

DMALL utilizes the procurement management system and the Supplier Management List to conduct real-time updates on the information of in-stock suppliers, including their participation in RFQ (Request For Quotation) projects and the expiration of their qualifications, ensuring the accuracy and validity of the in-stock supplier information. By regularly recording the price, delivery time, quality, and after-sales service of awarded suppliers, DMALL encourages suppliers to self-improve and enhance their performance. The relevant data will also serve as the evaluation basis for supplier assessments.

Supplier Assessment

DMALL implements hierarchical management through the Supplier Management Method, which defines multi-dimensional assessment criteria covering aspects such as product/service quality, delivery cycle, responsiveness to a temporary demand, after-sales service measures, professionalism of the service team, and quotation competitiveness. At the same time, DMALL integrates sustainability requirements into supplier collaboration to promote self-improvement. Based on the assessment results, suppliers are classified into three levels: Excellent, Improvement, and Risk. Excellent-level suppliers will be given priority for more collaboration opportunities; Improvement-level suppliers will have their purchases reduced or suspended depending on the severity of the problem and will be urged to rectify the situation; Risk-level suppliers with serious issues (such as quality defects, delivery delays, unethical practices, etc.) who fail to rectify within the stipulated period will permanently lose their qualification for collaboration.

Random Inspection of Supplier Qualifications

To ensure that suppliers' qualifications meet the requirements and relevant standards of DMALL and effectively reduce potential risks arising from suppliers' qualifications, DMALL conducts semi-annual spot checks on the relevant qualifications of in-stock suppliers for key categories and major projects. By collecting and verifying bidding documents and accession information, DMALL prompts risks and actively manages any abnormal situations.

The scope of the spot check covers business licenses, production permits, service qualification credentials, quality management system certificates, and other qualification documents, with a focus on the acquisition of qualifications, the scope of qualifications, the validity period of qualifications, and certification bodies. In addition, the supplier's legal risks and administrative penalties will be checked through the enterprise information query platform.

During the reporting period, DMALL conducted inspections and audits of qualification documents	Business Licenses	Service Qualification Certificates	Management System Certifications
204 Items	80 Items	49 Items	28 Items

Promote Suppliers' Privacy Protection Management

DMALL strictly adheres to and promotes the compliance obligations of suppliers in the countries and regions where business operations are located, including but not limited to global privacy legislation, data privacy, and personal information protection standards. DMALL requires suppliers to establish appropriate data security capabilities in accordance with relevant compliance requirements, implement necessary management and technical measures, and regularly inspect and evaluate the effectiveness of these management and technical measures.

Sustainable Procurement

Against the backdrop of promoting green office practices, DMALL has integrated the concept of energy saving and environmental protection into the procurement processes for administrative items and cloud services.

Office Supplies Procurement

Give priority to the use of recycled paper made from waste paper to reduce deforestation. Opt for purchasing neutral pens with replaceable refills to minimize the use of disposable pens and cut down on the waste of materials like plastic.

Cloud Services

Transitioning from the traditional model of localized deployment in machine rooms and servers to cloud providers that can offer green, low-carbon computing infrastructure services, to achieve better energy efficiency and reduced electricity consumption.

Replace over **90%** of existing severs by lower power servers

Achieving a **30%** reduction in energy consumption ⬇

Advancement

Caring for Employees, Nurturing Growth

Building a Culture of Warmth and Support

- Talent Strategy
- Learning and Development
- Employee Well-being
- Corporate Culture Construction

Talent Strategy

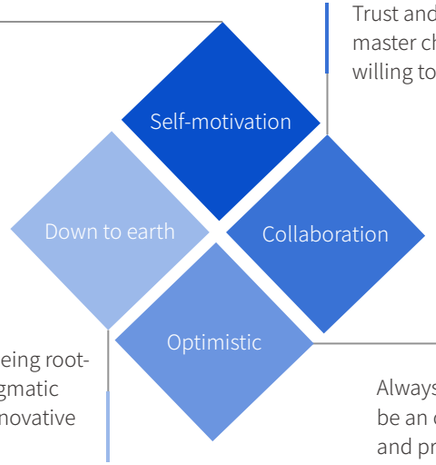
DMALL strictly complies with laws and regulations such as the Labor Law of the People's Republic of China, the Labour Contract Law of the People's Republic of China, The Social Insurance Law of the People's Republic of China, and the Law of the People's Republic of China on the Protection of Women's Rights and Interests. We have formulated measures and rules and regulations, including the Recruitment Handbook, the Annual Performance Appraisal and Application Plan, and the Intellectual Property Incentive Measures, to effectively safeguard the legitimate rights and interests of employees.

Recruitment Strategies and Talent Attraction

Talent Recruitment Philosophy

Goal and result-oriented, actively pursuing excellence, continuously learning, strong in resilience, and not yielding to pressure.

Trust and openness are key, to being able to master challenges, break down barriers, and be willing to share.



Express ideas boldly while also being rooted in reality, be efficient and pragmatic without acting blindly, and be innovative without being unrealistic.

Always maintain an idealistic mindset, always be an optimist, and always strive to be positive and proactive.

DMALL is dedicated to building a fair, just, and harmonious working environment, adhering to the principle of "equal employment, treating all equally", and practicing the commitment to equal employment and honest signing of labor contracts through concrete actions. Based on the Recruitment Handbook, continuously optimizes the recruitment process, promoting full-process online and digital intelligence.

Throughout the recruitment process, we strictly prohibit any form of discrimination based on gender, ethnicity, age, household registration, etc., and always consider the candidate's abilities, experience, and potential as the sole criteria, providing equal competitive opportunities for every job seeker. We adhere to the Provisions on Prohibition of Child Labour, explicitly prohibiting the employment of child labor. DMALL has established a stringent identity verification process, requiring all candidates to provide identification documents to ensure they meet the minimum working age requirements of their respective countries or regions. DMALL prohibits forced labor and strictly forbids the use of violence, threats, or illegal means to restrict personal safety to compel employees to work. With a strong sense of social responsibility. In addition, DMALL is committed to recruiting disabled talent, offering them equal job opportunities. During the reporting period, DMALL did not have any violations or incidents related to the employment of child labor or forced labor.

The Company enters into labor contracts with all employees based on the principles of good faith, equality and voluntary participation. Prior to contract signing, we ensure thorough communication and detailed explanation of all contractual terms to guarantee candidates' full understanding and informed consent. The Company has established a scientific working hour management system that strictly implements an 8-hour daily work schedule, with clearly defined overtime management procedures. In full compliance with legal requirements, we properly implement overtime compensation mechanisms including premium payments and compensatory time-off arrangements to comprehensively protect employees' legitimate rights and interests.

DMALL places a high priority on talent development and recruitment. Based on the annual budget and strategic development direction, it scientifically formulates recruitment plans and ensures high-quality and precise matching of talent acquisition through multiple channels such as school-enterprise cooperation, external recruitment, internal recommendation, internal talent pool, and headhunting recommendations. We focus on attracting R&D talent to drive technological innovation and product upgrades, target AI talent to assist in the development of innovative products, and simultaneously strive to introduce mid-to-high-end talent to optimize resource allocation, thereby comprehensively strengthening the team's strength and market competitiveness.

DMALL has established a comprehensive termination system, strictly complying with the Labour Contract Law of the People's Republic of China to establish a compliant process from proposing the dismissal to dispute resolution, ensuring a transparent and fair dismissal process. It also provides compensation according to the employee's length of service or special circumstances as stipulated by law, demonstrating the company's respect and protection for the rights and interests of employees.

Performance Appraisal and Promotion Channel

In terms of employee remuneration, DMALL adheres to the "equal pay for equal work" principle, benchmarks against the market remuneration level, designs a reasonable job remuneration structure, and establishes a scientific and transparent remuneration incentive system.

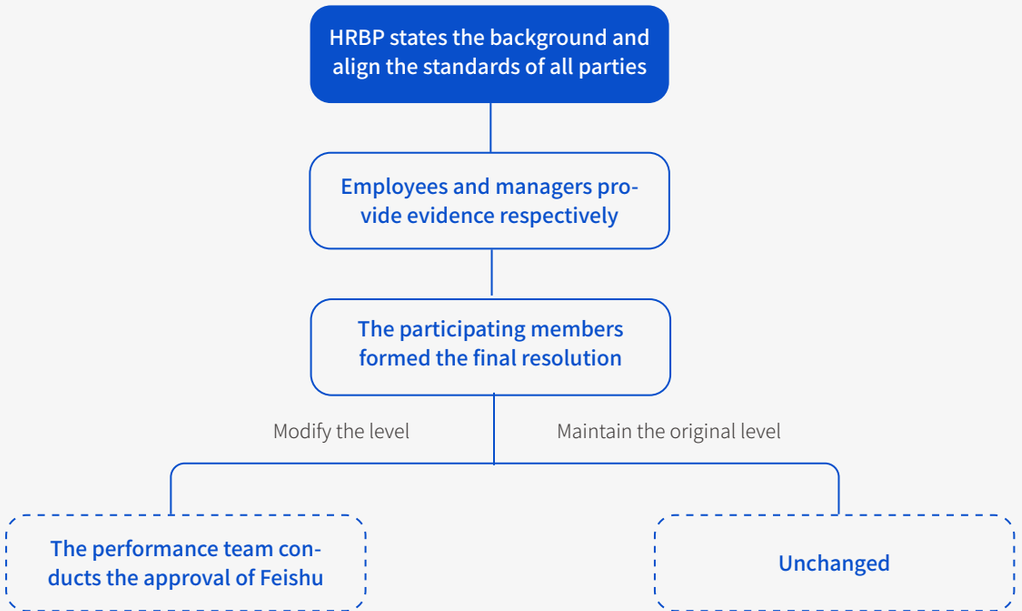
Performance Evaluation

DMALL has formulated the DMALL 2024 Annual Performance Appraisal and Application Plan. Based on the overall incentive guidance of "continuously and systematically integrating resources, strengthening the awareness of operating profit and loss", it focuses on the effective value output, placing equal emphasis on performance, values, and capabilities, and provides objective and fair evaluation. Through the performance appraisal system, DMALL directly links employees' performance with remuneration, effectively stimulating employees' enthusiasm and creativity. With the stratified and classified appraisal and application rules, it strengthens the guiding role of performance in the development of employees' capabilities, promoting employees to actively enhance their ability to create value for the company.

Since 2020, DMALL has fully implemented the objective management tool Objectives and Key Results (OKR), effectively integrating the company's strategic goals and daily performance appraisal. Employees are able to access the OKR system to view relevant data and align with performance goals.

Performance Appeal

DMALL's performance appeal process is initiated when an employee lodges an appeal with the business department or their Human Resources Business Partner (HRBP). Upon receiving the appeal, the HRBP conducts a preliminary review and decides whether to accept it. If the appeal is accepted, the HRBP will prepare relevant materials in advance, organize an appeal meeting, collect evidence, and listen to the statements from both parties. The review panel decides based on the investigation results, as well as the evidence and statements provided by both parties. Finally, the HRBP provides feedback on the appeal result to the employee concerned.



Employee Stock Ownership Plan (ESOP)

Since 2016, DMALL has implemented an employee stock oSince 2016, DMALL has implemented an employee stock ownership plan, mainly targeting core employees and covering key positions in multiple departments. As the company grows, the number of employees participating in the plan increases year by year, and the scope of incentives continues to expand. Adhering to the principles of fairness, justice, and openness, DMALL conducts rigorous performance evaluations on an annual basis. Based on the results of the evaluations, incentives are granted to ensure that the resources for motivation are allocated towards employees with outstanding performance and exceptional contributions.

In 2024, DMALL granted long-term equity incentives to several outstanding performers through a rigorous selection and evaluation process.

Career Advancement

DMALL provides a clear pathway for employees to enhance their abilities, focusing on cultivating core competencies such as project management skills, financial business perspective, and project man-hours management. Each department conducts a periodic review of the current employees' performance annually, communicating timely recognition of abilities and areas for improvement.

The company offers employees two opportunities for promotion each year, with nominations being made by each department as per the requirements. Promotion nominees are subject to different evaluation forms based on their rank and type of promotion, adhering to the three principles of comprehensive assessment, sequential promotion combined with skip-level promotion, and the ability to both rise and fall. After evaluation by the promotion committee, the promotion results are announced and become effective upon approval by the board of directors.

Learning and Development: Training Systems and Career Progression

Training System

DMALL has established a training management system aimed at creating a learning-oriented organization. It provides various learning channels and forms, including both online and offline, both internal and external training. Online learning is facilitated through the DMALL platform and Feishu Knowledge Hub for content precipitation and distribution. Offline learning is organized through face-to-face classes, sand table simulation, and co-creation meetings for participants.
The Human Resources Center conducts training needs research at the end of each year, collecting the training needs of various departments and employees, and based on this, develops an annual training plan, which is implemented after approval by the company's leadership. Internal instructors develop courses according to the plan, with support and resources provided by the Human Resources Center, which is also responsible for the organization, recording, and attendance management of the training. After the training, the effectiveness of the training is evaluated through questionnaires and exams, and the training content and forms are continuously optimized based on the evaluation results.

In 2024, Conducted Courses
6 Period

Coverage Rate for New Employee Training
100 %

Course Satisfaction Rate
5/5 Point

In 2024, Disseminated Content
32 Pieces

The Cumulative Learning Times of the Pushed Content
5,584 Times

Training Category

DMALL formulates differentiated training plans according to the types of employees, including new employees, managers, experts, and all staff, to ensure that the training content is perfectly tailored to the employees' needs. The new employee training is conducted on a fixed-cycle basis, while other types of training adopt an "on-demand activation " flexible mechanism, with training frequency dynamically arranged according to actual business development needs.

DMALL has a comprehensive onboarding training system for new employees, continuously optimizing the content of the courses. Each new employee is assigned an onboarding mentor to help them adapt to the probation period and integrate into the new environment quickly. Through a combination of online video courses, in-person classes, interactions with senior employees, group activities, and regular follow-ups, new employees are assisted in gaining a deep understanding of the company's development, systems, and culture, effectively shortening the period of adaptation to the workplace. In 2024, a total of 6 courses were conducted, achieving a 100% coverage rate for new employee training and a course satisfaction rate of 5/5..

DMALL regularly organizes training for management, developing customized courses based on the leadership model to continuously enhance the comprehensive abilities of managers. The training content covers insights into industry trends, strategic planning formulation, team motivation, management method optimization, as well as the ability to make scientific decisions in complex scenarios, helping managers to better lead team development.

DMALL organizes regular training for all staff, focusing on strategic interpretation, cutting-edge technology, industry trends, and hot topics, ensuring that employees can promptly master the latest information and enhance the overall competitiveness of the company.

DMALL combines different time points such as performance appraisals and pushes out knowledge points related to management through the "Manager's Assistant" on the training official account. In 2024, a total of 32 pieces of content were disseminated, reaching 147 managers. The content was studied a cumulative total of 5,584 times.

Innovation Incentives

We are dedicated to stimulating the innovative potential of R&D personnel and driving the sustainable development of our business through the transformation of innovative outcomes. The company has formulated and implemented the Intellectual Property Incentive Measures, offering incentives for successfully applying for invention patents, software works, and other forms of patents, encouraging R&D staff to integrate innovative thinking into their daily work. In 2024, we granted corresponding awards to employees who successfully applied for patents, covering a total of 146 individuals, further enhancing the enthusiasm of employees for technological innovation.

AI Training

In line with the trends and hotspots in the development of AI technology, to enhance employees' understanding and application capabilities of artificial intelligence (AI) technology, DMALL invited four external experts to visit the company. These experts shared insights on aspects such as industry development, industry cases, and future outlooks for the employees.

To further enhance employees' application and practice of AI technology, DMALL jointly organized an AI Hackathon competition with Feishu. Through the format of the competition, employees were encouraged to build scenarios themselves, combining business scenarios and pain points, and using AI tools to produce innovative and high-value solutions. These solutions aimed to improve work efficiency and bring more possibilities and value to retail digital intelligence. The competition attracted 40 teams to sign up, with 15 engagement teams making it to the finals, and 5 teams winning awards. The solutions produced covered six major directions: store efficiency improvement, marketing, pre-sales, supply chain, R&D management, and functional management. This fully stimulated employees' enthusiasm for innovation using AI technology, injecting new momentum into the development of the enterprise.

Attracted **40** Teams to Sign Up

15 Engagement Teams Making It to the Finals

5 Teams Winning Awards

Employee Well-being: Occupational Health and Employee Care

Occupational Health

Besides legally contributing to the five social insurances and one housing fund for employees, DMALL purchases supplementary medical insurance and other services, fully safeguarding their physical health and welfare rights and interests, on the basis of legally paying for the five social insurance and one housing fund for employees. At present, DMALL has obtained the ISO45001 occupational health and safety management system certification, which covers the occupational health and safety management activities involved in the development of computer application software. No work-related fatality incidents have occurred in the company over the past three years.

Annual Physical Examination

DMALL organizes free welfare health check-up events for employees annually, and offers health check-up packages for employees' family members to enhance the experience, safeguarding the health of employees and their family members.

Supplementary Healthcare

DMALL purchases group supplementary medical insurance and group accidental injury insurance for employees annually, providing convenience for employees' families to purchase supplementary medical insurance, reducing employees' medical expenses.

Traditional Chinese Massage

DMALL provides employees with two traditional Chinese medicine massage/TCM free clinic events each year.

Express Medical Access

DMALL provides a certain number of medical express access to employees, ensuring their priority in accessing expert appointments at top-tier hospitals in first-tier cities where medical resources are scarce, significantly improving the convenience and well-being index of employees seeking medical care. DMALL equips employees with various daily protective supplies and first-aid kits to ensure that they can promptly obtain the necessary medications within the company for common health issues like colds and fevers, thereby safeguarding their health and work efficiency.

DMALL takes the health and safety of employees as the core and systematically constructs a health protection system for staff:

First Aid Assurance

Universal medical first aid training is provided to all staff, obtaining Red Cross certification, ensuring that each workplace floor is equipped with 1-3 certified first aiders, achieving rapid response in emergency situations.

Daily Protection

Distribute masks, alcohol, and other epidemic prevention materials to employees both at home and abroad, and establish a standardized medicine box management system to reduce health risks.

Overseas Care

Aiming at the problem of insufficient medical resources at the stationed locations of expatriate employees, portable first-aid kits are pre-provided, and employees are supported to carry them across borders by themselves. Through the approach of "prepositioned supplies combined with digital and intelligent management ", the efficiency of emergency support is improved, and the sense of belonging of employees is enhanced.

Employee Care

In preventing workplace sexual harassment, DMALL has formulated the Code of Conduct for the Prevention and Resistance of Workplace Sexual Harassment, explicitly prohibiting any form of sexual harassment and creating a safe and respectful working environment for employees. In addition, the supporting Manual for Investigating and Handling Workplace Sexual Harassment Cases standardizes the entire process from complaint acceptance, investigation, and evidence collection to the feedback of handling results, ensuring that once a related incident occurs, it can be dealt with promptly and fairly, effectively safeguarding the rights and interests of employees.

We truly care about the feelings of our employees. We irregularly arrange for relevant personnel to go to the front line, bringing carefully prepared supplies to warehouses, stores, and project sites. Having in-depth conversations with the employees who are working hard on business trips at the front line. For the problems raised by employees, if they can be solved on the spot, we immediately provide solutions. For those that cannot be solved immediately, we make detailed records and promise to coordinate and handle them, ensuring that employees' demands are responded to in a timely manner. DMALL spares no effort to render comprehensive support to employees in difficulties and responds promptly to unforeseen situations.

DMALL provides comprehensive holiday benefits for employees, including annual leave, Tenure-based paid leave, sick leave, marriage leave, maternity leave, paternity leave, lactation leave, and family visit leave. Employees with a service length of more than 5 years and less than 20 years are entitled to additional welfare annual leave in addition to the national statutory annual leave. Employees are eligible for paid service-length leave after one year of employment. Expatriate and foreign employees can enjoy paid home leave after passing the probation period.

Employee Satisfaction Survey

DMALL conducts an annual survey on employee satisfaction, focusing on the employee perspective to delve into their real feelings and opinions on various dimensions such as the working environment, career development, management mechanisms, and teamwork. This reflects the current situation within the organization. Through scientific analysis of the survey data, key factors affecting employee satisfaction and existing issues are identified. Based on the results, DMALL formulates targeted and practical implementation plans to continuously optimize the employee experience and organizational effectiveness.

Employee Communication

DMALL maintains efficient communication with its employees through multiple channels, ensuring information transparency and employee engagement. We regularly organize all-staff communication meetings and department-level communication sessions, synchronizing strategic information, collecting employee opinions, and gaining a true understanding of employee feedback through employee sentiment surveys. In addition, a service desk and an internal interactive platform called "DMALL Hub" are established, providing employees with convenient feedback channels and an open space for communication.

DMALL has achieved all-scenario intelligent service through an AI-powered Q&A system, covering high-frequency scenarios such as self-service certification, policy consultation, and attendance inquiries. The system has functions including the issuance of self-service certificates, dynamic updating of the policy knowledge base, and real-time query of attendance data, significantly improving service efficiency and employee experience. Data shows that the system has an average daily active user count of over 400, with monthly conversation times exceeding 1,000, and employee satisfaction reaching 100%.

The Average Daily Active Users of the AI intelligent Question-answering System

400+

Monthly Number of Conversations

1,000

100 %

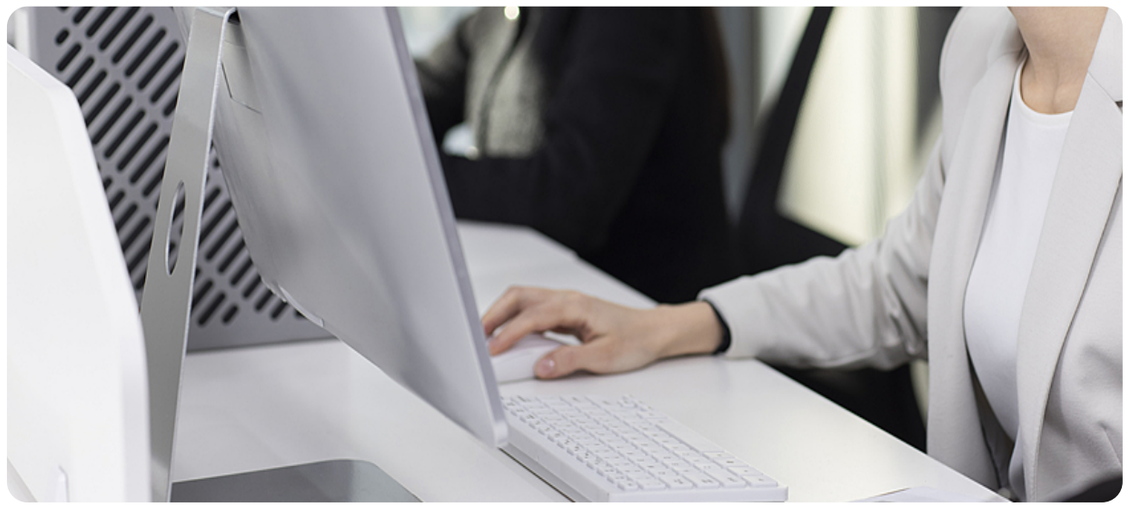
Employee Satisfaction Rate

Employee Complaint

DMALL has established an Whistleblower Protection Program for employees and standardized the appeal handling process. At the same time, strict confidentiality is maintained for the appellants and their appeal information, and necessary measures are also taken to ensure the personal safety and legitimate rights and interests of the appellants. Employees can file appeals on issues such as workplace sexual harassment, employee rights, or in relation to performance evaluation results, promotion outcomes, and remuneration feedback.

The Process for Filing Complaints and Reports: In the event of workplace sexual harassment or discrimination, employees can seek help or file a report according to the relevant policies by communicating in writing with their team leader / HRBP or through the reporting email. DMALL will handle the matter in a timely, fair, and just manner, while also ensuring full confidentiality of the privacy of the victim/reporter.

Appealant Protection: The reported information is confidential and shall not be disclosed without the consent of the complainant. If relevant personnel receive a request for assistance/report, we will take appropriate measures and control the spread of information.



Corporate Culture Construction

DMALL regularly organizes a variety of welfare activities for employees, including celebrations for festivals such as the Eryue'er Festival, Women's Day, Dragon Boat Festival, Mid-Autumn Festival, Christmas and New Year events, anniversary celebrations, etc., enriching the welfare experience of employees and enhancing their sense of belonging and happiness. In addition, the company strengthens team collaboration and the willpower of employees through outdoor team-building excursions. And themed team-building activities, promoting internal communication and exchange.

Enjoy the Joy of Rice Dumpling—— Dragon Boat Festival Activities

From June 4th to 5th, 2024, DMALL held a variety of colorful festival activities, such as making rice dumplings and DIY dragon boat crafting. Moreover, exquisite small gifts were prepared for the employees who attended, enabling every employee to immerse themselves in the festive atmosphere.

Cultural Carnival

In terms of the integration of culture and business, the Cultural Carnival, in the form of interactive game challenges, has incorporated corporate culture into the learning and practice of business knowledge. It has enabled employees to immerse themselves in understanding how the corporate culture has guided the business operations, injecting an internal driving force into the company's development. From the perspective of employee experience and team building, this event has stimulated employees' enthusiasm for participation and their sense of competition, transforming passivity into initiative. It has enhanced employees' sense of identity and belonging towards the company's activities, has promoted communication and cooperation among employees, has created a positive team atmosphere, and has improved the team's cohesion.

Outdoor Excursions

DMALL has organized outdoor team-building excursions to enhance team cooperation abilities and employees' willpower. Thematic team-building activities were conducted during these excursions, which promoted communication and interaction among employees.

Sports Associations

DMALL has established interest groups such as yoga, basketball, and badminton groups in different workplaces respectively. It provides venues for employees and regularly organizes sports and leisure activities, offering employees opportunities to relax both physically and mentally after work.

Low-carbon Operation

Low-Carbon Development, Steady and Far-Reaching

Building a Green Operational Ecosystem

- Environmental Protection Management
- Addressing Climate Change
- Water Resources Management
- Emissions Management

Environmental Protection Management

DMALL strictly adheres to the requirements of domestic and foreign laws and standards such as the Environmental Protection Law of the People's Republic of China and the Energy Conservation Law of the People's Republic of China. We have established a comprehensive environmental management system, carried out environmental risk management on a regular basis, and regularly organized all employees to participate in environmental protection training and awareness enhancement activities, being committed to gradually reducing the negative environmental impacts caused by our operations. DMALL has established a three-tier environmental management organizational structure system, with frontline employees as the foundation, middle-level supervisors of relevant departments responsible for the specific work promotion, and the senior-level board of directors coordinating and organizing the overall work, to ensure the efficient implementation of environmental management work.

At present, DMALL has obtained the ISO14001 Environmental Management System Certification, covering environmental management activities involved in the development of computer application software. During the reporting period, DMALL did not incur any environmental litigation cases, economic penalties, or fines.

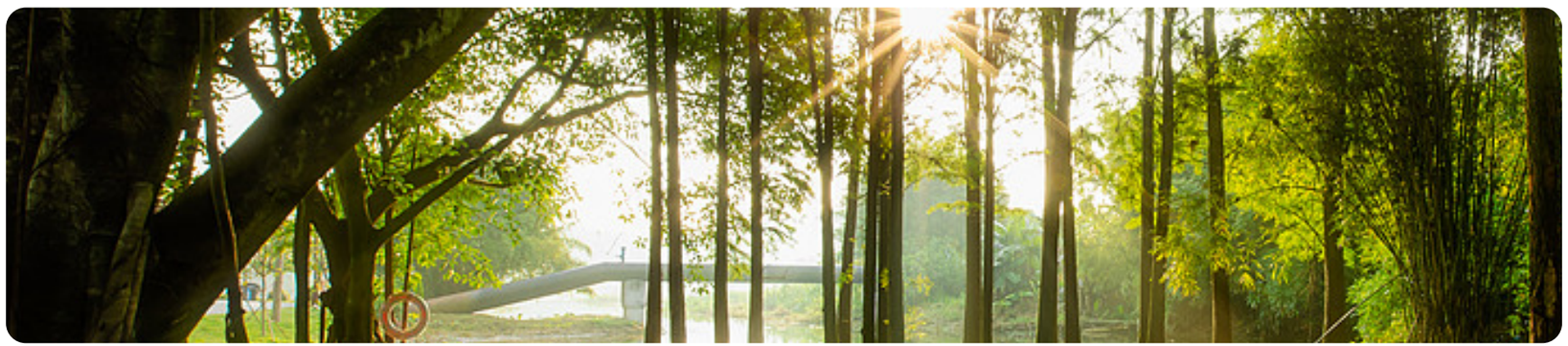
Addressing Climate Change

Governance

DMALL relies on an ESG governance body to manage affairs related to climate change. The board of directors fully recognizes the significant impact of climate-related risks and opportunities on the long-term value of the venture, regularly reviews climate-related issues, and incorporates climate risk management into the company's overall risk management system. This measure ensures that climate change factors are fully considered in DMALL's significant decision-making, providing solid organizational support for our green development strategy. At the same time, the management has established an inter-departmental collaboration mechanism to promote the integration of climate considerations into daily operations and business decisions, forming a top-down, comprehensive climate responsibility transmission system that ensures the effective implementation of DMALL's climate strategy.

Strategy

DMALL actively responds to the national strategic goals of "carbon peak and carbon neutrality", guided by the aim to help the world achieve the temperature control targets of The Paris Agreement. Adhering to the corporate tenet of "empowering retail with digital intelligence and fulfilling the mission of green development", DMALL has formulated a systematic strategy to address climate change. The goal is to empower the retail industry's resilience against climate change through digital intelligence technology, promoting a harmonious unity between enterprise development and environmental protection. DMALL fully considers global climate policy trends, the characteristics of the retail industry, and its business positioning to ensure that climate actions and business development mutually promote each other. DMALL is committed to actively engaging in climate actions, striving to drive green transformation in the industry through its business operations.



Risk Management

DMALL has a profound understanding of the far-reaching impact of climate change on business operations and actively responds to global climate action. DMALL systematically identifies and manages climate-related risks and opportunities, formulates targeted prevention and response measures to minimize the adverse effects of climate change on business operations, and promotes sustainable development of the enterprise.

Physical risk

Number	Type of Risk	Category	The Potential Impact of Risks	Risk Response Measures
1	Typhoon/Storm	Acute risk	Frequent occurrences of typhoons and strong winds may lead to damage in communication lines, causing network outages, which in turn affect remote working and customer service.	The Company has implemented a comprehensive disaster recovery framework, including the establishment of an Extreme Weather Task Force dedicated to heatstroke prevention, cold weather protection, and anti-freeze measures. Contingency plans have been developed for extreme weather scenarios, with regular drills and after-action reviews conducted to ensure full implementation. Furthermore, routine data backups are performed to multiple geographically dispersed data centers to ensure data integrity and business continuity.
2	Heavy rain	Acute risk	Frequent extreme rainfall may lead to property damage such as building leaks and equipment damage, thus increasing operational costs.	
3	Average temperature rise	Chronic risk	The rise in average temperatures may increase the demand for ventilation and cooling in office spaces, leading to higher energy consumption and operational costs; at the same time, the probability of heat-related illnesses among employees, such as heatstroke, may increase, potentially resulting in a decrease in production efficiency.	

Risks and Opportunities of Transformation

Number	Type of Risk/Opportunity	Category	Potential Impact of Risks/Opportunities	Risk/Opportunity Response Measures
1	Policy changes	Risks of transformation	As China advances its dual carbon goals and global climate policies become stricter, companies need to meet higher low-carbon standards and product carbon footprint management requirements, which may increase operating costs and investment in technology development.	DMALL established a low-carbon management system, implemented energy management programs, optimized energy consumption in office areas, and improved energy efficiency.
2	Market access	Risks /Opportunities of Transformation	With the upgrading of global environmental protection policies, overseas markets may tighten the compliance certification requirements for software service systems and digital intelligence solutions, raising the export threshold, which may limit the company's overseas business expansion. In emerging markets such as Southeast Asia and EMEA, the construction of retail infrastructure is not yet comprehensive, but the local economic development is rapid, and the consumer market has great potential.	DMALL established an overseas business team to monitor regulatory changes in the target market and adjusted its business sales strategies to align with global compliance technology solutions. DMALL continues to research the market demand and business environment in Europe, Middle East Africa and other regions, collaborating with local governments and enterprises to participate in bidding for retail infrastructure construction projects, and providing localized digital intelligence solutions.
3	Technological transformation	Risk/Opportunity	The demand for various low-carbon and environmentally friendly technologies and solutions continues to rise, leading to an increased need for enterprises to invest in research and development. Consumers' shopping habits are gradually shifting online, with a significant increase in demand for convenient, efficient, and personalized digital retail services.	DMALL focuses on the innovation of core technologies, developing convenient, efficient, and personalized digital intelligence solutions for retail, assisting retail ventures in their green transformation, and meeting the online shopping needs of consumers.

Indicators and Targets

DMALL has established a comprehensive carbon emissions management system, which systematically manages and calculates direct emissions, indirect energy emissions, and value chain emissions according to the internationally recognized Greenhouse Gas Protocol standards. On this basis, DMALL has formulated a scientific path for emission reduction and set long-term carbon reduction goals, demonstrating our firm commitment to addressing climate change.

Carbon Neutrality Action

DMALL has deeply integrated the concept of green development into all aspects of the company's operations. Focusing on energy management and greenhouse gas emission control, DMALL has established an indicator and target system covering green procurement, energy conservation, emission reduction, and resource optimization, promoting the implementation of sustainable development strategies.

DMALL prioritizes server and office equipment suppliers with green environmental certification, ensuring that the purchased equipment meets high-efficiency and energy-saving criteria. Through green supply chain management, we drive the environmental transformation of upstream enterprises, creating a synergistic effect of carbon reduction across the industrial chain. At the same time, we continuously increase the procurement proportion of degradable and recyclable materials (such as recycled paper), reduce the use of disposable products, and fully implement the green concept.

DMALL focuses on the two major energy-consuming fields data centers and office spaces, implementing energy-saving optimization measures. Data centers: optimizing server configurations, adopting energy-saving equipment, and continuously improving energy efficiency performance; Office spaces: promoting intelligent lighting, precise temperature control, and green office practices to effectively reduce energy consumption and create a low-carbon working environment.

Highlight Initiatives

01	**Database Optimization**	Migrate the MySQL database to OceanBase, saving 70% to 80% of the storage cost.
02	**Application Consolidation**	Through the Koupleless framework, the number of applications has been reduced from 1,400 to 800. The deployment cost has decreased by 20%, and it is expected that the cost will be further reduced by 30% in 2025.
03	**Server Management**	Strictly control the procurement of physical servers, optimize the utilization of IDC server resources, and gradually replace Intel servers with AMD servers, with the replacement rate of public cloud reaching over 90%, achieving a 20%-30% reduction in both cost and energy consumption.
04	**Energy-saving Renovation of the Office Area**	Replace all the lighting equipment in the office area with energy-saving ones, and install time control switches on equipment such as lighting in public areas, drinking water boilers, and self-controlled air conditioners. Regulate the usage time according to working hours to ensure the efficient utilization of energy.
05	**Power-saving Management in the Office Area**	The company requires employees to turn off all power sources (such as air conditioners, computers, lighting, etc.) in the department office area and at their workstations before leaving work every day. Administrative duty personnel will conduct daily inspections to ensure the effective implementation of relevant regulations.
06	**Paperless Office**	Fully adopt electronic contracts and electronic invoices to reduce paper usage, and regularly organize green environmental protection training to enhance the environmental awareness of all employees.

DMALL deeply integrates climate change response strategies with digital intelligence innovation, developing green, low-carbon digital products and services, helping retail enterprises improve quality and efficiency and meet environmental compliance requirements. Using the Internet of Things and intelligent control technology, we achieve refined management of stored energy, and reduce energy consumption and carbon footprint, providing strong support for the green transformation of the retail industry.

DMALL will continue to deepen energy management and carbon emission control, increasing investment in green technology research and development, and expanding the proportion of renewable energy use. As a responsible corporate citizen, DMALL will continue to address global climate challenges, contribute to the green and low-carbon transformation of the retail industry, promote a harmonious coexistence of economic and environmental benefits, and achieve long-term sustainable development.

Water Resources Management

In terms of water resource management, DMALL actively advocates the concept of water conservation and integrates it into daily operations and employee behavior standards. We strengthen the management and control of wastewater from the source, and strictly eliminate all leakage phenomena, effectively reducing the generation of wastewater. The sewage from the restrooms is strictly handed over to the septic tank of the building's property management for centralized treatment in accordance with the standards. At the same time, the property management carries out regular cleaning and maintenance of the sewage network to ensure that the pipelines are unobstructed and to avoid the risks of blockage and overflow.

Emissions Management

DMALL has established a comprehensive waste management system, implementing classified treatment measures for different types of waste. For recyclable materials such as paper, plastic, metal, and wood, as well as non-valuables like brooms, mops, garbage bags, and solid waste generated from equipment maintenance and domestic waste, waste collections are conducted twice daily and stored centrally in designated areas to prevent random stacking and scattering, ensuring a clean and tidy storage environment. DMALL entrusts the building property management to recover and transport the waste daily, ensuring that harmless waste is properly handled. DMALL does not generate hazardous waste, and printer consumables are handled by an outsourcing company. Among them, toner cartridges and ink cartridges are regularly maintained and recovered by the printer leasing unit on a monthly basis, while electronic and battery waste is handled by professional recyclers. Through scientific classification and standardized treatment of emissions, DMALL effectively reduces environmental impact and actively practices the concept of sustainable development.

Lighting Path

Giving Back to Society, Illuminating the Future

Co-Creating Social Well-Being

Public Welfare Action

Colleges and Universities Collaboration

Government and Enterprise Collaboration

Empowering Social Responsibility with Technology

Public Welfare Action

DMALL actively fulfills its social responsibilities by carrying out a variety of public welfare activities, covering areas such as first aid training, medical assistance, community support, etc. In terms of medical and health, DMALL encouraged employees to participate in voluntary blood donation and organizes public first aid training in cities like Beijing, Chengdu, and Wuhan, helping more than 20 people obtain first aid certificates. In terms of poverty alleviation and educational support, DMALL participated in public welfare donation activities, donating winter clothing to children's homes in impoverished mountain areas, benefiting more than 20 children. In addition, DMALL actively engaged in public welfare initiatives in the Hong Kong community, including donating supplies to Christian churches, supporting poor families, participating in charity sales and used clothing donations at primary schools, and making donations to support the blood bank of the Hong Kong Red Cross and Waste Food Charities, with a cumulative participation of more than 12 people.

Colleges and Universities Collaboration

DMALL actively promotes cooperation with universities, jointly applying with the University of Chinese Academy of Sciences for the Beijing Science and Technology Progress Award and winning the second place; in partnership with the Renmin University of China and the University of Chinese Academy of Sciences, jointly submitted an application for the Science and Technology Progress Award of China Federation of Logistics and Purchasing and won the first prize. In addition, DMALL together with the University of Chinese Academy of Sciences, completed an offline study tour course for MBA students, shared case teaching with the School of Business of Renmin University of China, and carried out offline practical courses in collaboration with Beijing Institute of Technology and Beijing Foreign Studies University. The cooperation with universities not only enhances the company's influence in scientific research and education but also provides practical support for the cultivation of talents in higher education institutions, achieving a win-win situation for both schools and enterprises.

Government and Enterprise Collaboration

In 2024, DMALL actively participated in several government-related activities, especially in the fields of digital economy and rural revitalization. We assisted the China Academy of Information and Communications Technology in policy research, standard formulation, and technical platform construction in the field of mobile internet user rights and personal information protection. We participated in a series of regional agricultural product marketing matching activities organized by the Ministry of Commerce, promoting the optimization of the agricultural product supply chain system and facilitating the urban-rural economic cycle.

DMALL also actively participated in the 2024 Global Digital Economy Conference, showcasing the Wumart[2] Lianxiangqiao Store enabled by digital intelligence, which was recognized as one of the first batches of Beijing Information Consumption Experience Centers. It provides an integrated online and offline convenient digital intelligence consumption experience for the people of the capital. This initiative not only enhanced the company's brand image but also made a positive contribution to the promotion of the digital intelligence economy.

[2] Wumart is the main brand that Wumei Group uses when operating its business.

Empowering Social Responsibility with Technology

The Company Assists a Large-scale Retail Customer in the Aging-friendly Transformation and Upgrade of Its User-side APP

In response to the national policy on aging-appropriate reforms, DMALL has upgraded the Consumer App of a Major Retail Client to be more age-friendly, and dedicated to enhancing the user experience for the elderly. The transformation focuses on simplifying the interface by using large fonts, high-contrast color schemes, and large icons to facilitate reading and operation for the elderly. New convenient features such as voice search and one-click ordering have been added to streamline the operation process and lower the barriers to use. Additionally, a feature for binding family accounts has been introduced, allowing children to assist remotely and enhance family interaction. The payment process has been optimized to offer various payment methods along with detailed instructions to ensure that elderly users can complete payments smoothly. Moreover, a dedicated customer service hotline for elderly users has been established, providing one-on-one service support. Through these aging-appropriate transformations, the User-side APP helps elderly users better integrate into the digital age, reflecting DMALL's social responsibility and user care.

Provides Technical Support for Wumei Canteen's Entry into Communities.

Wumei Canteen entering communities provides convenient and healthy catering services for residents, especially making it easy for the elderly and office workers to dine nearby, addressing their daily dietary needs. At the same time, by offering affordable and high-quality meals, it enhances the quality of life for residents and strengthens community cohesion.

DMALL provides comprehensive technical support for the Wumei Canteen: Enables online ordering and reservations via User-side APP to reduce queuing time; optimizes intelligent supply chain management to ensure the safety and freshness of ingredients; uses big data analysis to understand residents' preferences, adjusts dishes to enhance satisfaction; integrates payment and membership systems, supports various payment methods, and offers discounts and points services. The technical support from DMALL helps Wumei Canteen achieve efficient operations, bringing a smarter and more convenient dining experience to community residents.

Assist Customers in Paperless Applications

Supplier Contract Management System: With the help of the contract management system, customers have achieved comprehensive electronification of contracts. The system supports supplier qualification management, online contract signing, and full-process electronic management, reducing the costs of printing, mailing, and storing paper contracts. It enhances supplier collaboration efficiency, lowers internal management costs for enterprises, and avoids risks associated with improper management of paper contracts.

WMS+TMS+ Paperless Handover in Store: In the warehousing and transportation processes, customers have optimized the operation workflow through the integration of WMS (Warehouse Management System) and TMS (Transportation Management System), achieving the online circulation of documents such as shipping orders and handover lists, which saved a significant amount of costs on paper tags and printing supplies.

Customer Task Management System

Customers have achieved a paperless task distribution and submission between headquarters and stores through the task system. The headquarters uniformly issue tasks through the mobile workbench, and the stores complete the filling and submission on their mobile devices, eliminating the need for printing and transferring traditional paper task lists. A certain merchant saved about 400,000 RMB in printing paper and other consumable costs annually through the task system, enhancing the efficiency and transparency of task processing.

E-receipts

By integrating with the third-party platform SDK, the comprehensive implementation of e-receipts has replaced traditional paper receipts. This measure has not only improved customer experience but also significantly reduced the printing costs of paper receipts, with one merchant saving over one million yuan in costs annually.

List of Key Indicators

ESG Indicators	Unit	2024
Operating Revenue	Million yuan	1,859.00
Greenhouse Gas Emissions (Scope 1&Scope 2)	TCO_2e	464.41
Greenhouse Gas Emission Intensity (per million turnover)	TCO_2e/million turnover	0.25
A1. Emissions		
A1.4 Harmless Waste		
Quantity of non-hazardous waste generated	Ton	7.34
Density of non-hazardous waste generation	Ton/million turnover	0.004
A2. Resource Utilization		
A2.1 Total Energy Consumption		
Purchased power from external grids	MWh	865.48
Power consumption intensity	MWh/million turnover	0.47
A2.2 Water Resource Consumption		
Water usage	Ton	3,425.00
Water use density	Ton/million turnover	1.84

ESG Indicators		Unit	2024
B1.Employment			
B1.1 Total Number of Employees by Gender, Age group, and Region			
Total number of employees		People	1,453
Employee count by gender	Male employees	People	1,090
	Female employees	People	363
Employee count by educational level	Specialty and below	People	418
	Undergraduate	People	887
	Master's degree or above	People	148
Employee count by age	Employees aged 18-29	People	190
	Employees aged 30-49	People	1,229
	50 years and older	People	34
Employee count by region	Chinese Mainland employees	People	1,434
	Overseas employees (excluding Chinese Mainland)	People	19

Remarks:
1.During the reporting period, the company was not involved in greenhouse gas emissions directly generated by the businesses it owns or controls (such as emissions from stationary sources, mobile sources, and unorganized emissions). Therefore, there were no Scope 1 greenhouse gas emissions.
2.The company's Scope 2 greenhouse gas emissions are derived from the emissions corresponding to the purchased electricity. The emission factor used is the national average carbon dioxide emission factor for electricity in 2022, which is 0.5366 t CO2/MWh as specified in the Announcement on the Release of the Carbon Dioxide Emission Factor for Electricity in 2022.
3.The company is not involved in hazardous waste. All printer consumables used are handled by an outsourced company.

ESG Indicators		Unit	2024
B1.Employment			
B1.1 Total Number of Employees by Gender, Age group, and Region			
Employee count by nationality	Employees of Chinese nationality	People	1,450
	Employees of other nationalities	People	3
Number of minority employees		People	58
Number of disabled employees		People	12
Number of employees in the R&D department		People	800
Number of new hires this year		People	152
New hires count by gender	Male employees	People	104
	Female employees	People	48
New hires count by age	Employees aged 18-29	People	44
	Employees aged 30-49	People	108
	Aged 50 and above	People	0
Annual staff turnover rate		%	28.30
Staff turnover rate by gender	Male employees	%	26.73
	Female employees	%	32.83
Staff turnover rate by age	Employees aged 18-29	%	28.74
	Employees aged 30-49	%	28.69
	Aged 50 and above	%	3.45

ESG Indicators		Unit	2024 年
B1.Employment			
B1.1 Total Number of Employees by Gender, Age group, and Region			
Staff turnover rate by region	Chinese Mainland employees	%	28.32
	Overseas employees (excluding Chinese Mainland)	%	26.92
B2. Health and Safety			
Number of working days lost due to work-related injuries (number of days of downtime per 200,000 work hours)		Day	0
Employee medical examination coverage rate		%	96
B3. Development and Training			
B3.1 Trained Employees by Gender and Employee Category			
Total number of training sessions		Time	78
Total number of trained employees		People	963
Total number of trained employees		Person-time	2,858
Percentage of trained employees		%	66.28
Percentage of trained employees by gender	Male employees	%	69.54
	Female employees	%	56.47
Percentage of trained employees by staff category	Senior management	%	38.89
	Middle-level management	%	55.06
	Junior management level	%	43.48

ESG Indicators		Unit	2024
B3. Development and Training			
B3.2 The Training Hours of Employees		Hour	11,544
Employees complete the average hours of training		Hours per person	7.94
Average training hours for employees divided by gender	Male employees	Hours per person	8.45
	Female employees	Hours per person	6.44
Average training hours received by employee category	Senior management	Hours per person	1.00
	Middle-level management	Hours per person	1.10
	Junior management level	Hours per person	0.86
B5. Supplier Management			
B5.1 Number of Suppliers by Region			
Total number of suppliers		Unit	542
Number of Chinese suppliers		Unit	535
Number of overseas suppliers		Unit	7
B6. Product Liability			
B6.2 Number of Complaints Received Regarding Products and Services and the Methods of Response			
Number of Chinese Mainland suppliers		Unit	12
Number of overseas suppliers (excluding Chinese Mainland)		%	100
B6.3 Practices Related to the Maintenance and Protection of Intellectual Property Rights			
Number of newly authorized patents		Item	48
The cumulative number of authorized patents		Item	149

ESG Indicators	Unit	2024
B6.3 Practices Related to the Maintenance and Protection of Intellectual Property Rights		
The number of newly added software copyright registrations	Item	51
The cumulative number of software copyrights obtained	Item	298
Number of newly registered trademarks acquired	Item	11
Cumulative number of trademarks acquired	Item	282
B7. Anti-fraud		
B7.3 Anti-corruption Training		
Total sessions of ethics standards and anti-corruption training	Time	58
Number of employees trained in ethical standards and anti-corruption practices	People	109
B8.2 Resources Utilized in the Focus Area		
Total amount donated to charitable events	Million yuan	4.20
Number of participants in volunteer activities	Person-time	100+
Volunteer activity hours	Hour	10+

Appendix

Content Index of the Hong Kong Stock Exchange Main Board Listing Rules Appendix C2 Environmental, Social and Governance Reporting Code (the "ESG Code")

Code	Indicator Description	Disclosure situation	Chapter
Aspect A1: Emissions	General Disclosure Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to air emissions, discharges into water and land, and generation of hazardous and non-hazardous waste. Note: Air emissions include NOx, SOx, and other pollutants regulated under national laws and regulations. Hazardous wastes are those defined by national regulations.	Disclosed Gas emissions are not a significant category for the company's operations.	Emission Management
	KPI A1.1 Types of emissions and related emission data.	Gas emissions are not a significant category for the company's operations, hence A1.1 is not applicable.	/
	KPI A1.3 Total hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	Not involving the generation of hazardous waste, the printer consumables are handled by an outsourcing company, hence A1.3 is not applicable.	Emission Management
	KPI A1.4 Total non-hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	Disclosed	Emission Management
	KPI A1.5 Description of emission target(s) set and steps taken to achieve them.	Emissions are not a material aspect of the company's operations; therefore, disclosure under A1.5 is not applicable	Emission Management
	KPI A1.6 Description of emission target (s) set and steps taken to achieve them.	Disclosed	Emission Management

Code	Indicator Description	Disclosure situation	Chapter
Aspect A2: Use of Resources	General Disclosure Policies on the efficient use of resources, including energy, water and other raw materials. Note: Resources may be used in production, in storage, transportation, in buildings, electronic equipment, etc.	Disclosed	Addressing Climate Change Water Resource Management
	KPI A2.1Direct 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).	Disclosed	Addressing Climate Change
	KPI A2.2 Water consumption in total and intensity (e.g. per unit of production volume, per facility)	Disclosed	Water Resource Management
	KPI A2.3 Description of energy use efficiency target(s) set and steps taken to achieve them.	Disclosed	Addressing Climate Change
	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.	Disclosed	Water Resource Management
	KPI A2.5Total packaging material used for finished products (in tonnes) and, if applicable, with reference to per unit produced.	The main business products of the company do not require packaging materials, hence A2.5 is not applicable.	/
Aspect A3: The Environment and Natural Resources	General Disclosure Policies on minimising the issuer's significant impacts on the environment and natural resources.	Disclosed	Environmental Protection Management
	KPI A3.1Description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them.	Disclosed	Environmental Protection Management
Aspect B1: Employment	General Disclosure 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..	Disclosed	Talent Strategy
	KPI B1.1workforce by gender, employment type (for example, full- or part-time), age group and geographical region.	Disclosed	Talent Strategy
	KPI B1.2 Employee turnover rate by gender, age group and geographical region.	Disclosed	Talent Strategy

Code	Indicator Description	Disclosure situation	Chapter
Aspect B2: Health and Safety	General Disclosure 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.	Disclosed	Employee Well-being: Occupational Health and Employee Care
	KPI B2.1 Number and rate of work-related fatalities occurred in each of the past three years including the reporting year.	Disclosed	Employee Well-being: Occupational Health and Employee Care
	KPI B2.2 Lost days due to work injury.	Disclosed	Employee Well-being: Occupational Health and Employee Care
	KPI B2.3Description of occupational health and safety measures adopted, and how they are implemented and monitored.	Disclosed	Employee Well-being: Occupational Health and Employee Care
Aspect B3: Development and Training	General Disclosure Policies on improving employees' knowledge and skills for discharging duties at work. Description of training activities. Note: Training refers to vocational training. It may include internal and external courses paid by the employer	Disclosed	Learning and Development: Training Systems and Career Progression
	KPI B3.1The percentage of employees trained by gender and employee category (e.g. senior management, middle management).	Disclosed	Learning and Development: Training Systems and Career Progression
	KPI B3.2 The average training hours completed per employee by gender and employee category.	Disclosed	Learning and Development: Training Systems and Career Progression
Aspect B4: Labour Standards	General Disclosure 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.	Disclosed	Talent Strategy
	KPI B4.1Description of measures to review employment practices to avoid child and forced labour.	Disclosed	Talent Strategy
	KPI B4.2 Description of steps taken to eliminate such practices when discovered.	Disclosed	Talent Strategy

Code	Indicator Description	Disclosure situation	Chapter
Aspect B5: Supply Chain Management	General Disclosure Policies on managing environmental and social risks of the supply chain.	Disclosed	Promote Sustainable Supply Chain
	KPI B5.1 Number of suppliers by geographical region.	Disclosed	Promote Sustainable Supply Chain
	KPI B5.2Description of practices relating to engaging suppliers, number of suppliers where the practices are being implemented, and how they are implemented and monitored.	Disclosed	Promote Sustainable Supply Chain
	KPI B5.3 Description of practices used to identify environmental and social risks along the supply chain, and how they are implemented and monitored.	Disclosed	Promote Sustainable Supply Chain
	KPI B5.4 Description of practices used to promote environmentally preferable products and services when selecting suppliers, and how they are implemented and monitored.	Disclosed	Promote Sustainable Supply Chain
Aspect B6: Product Responsibility	General Disclosure 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.	Disclosed	Information Security and Data Security
	KPI B6.1Percentage of total products sold or shipped subject to recalls for safety and health reasons	Disclosed	Product Research and Development ("R&D") Management and Innovation
	KPI B6.2Number of products and service related complaints received and how they are dealt with.	Disclosed	Product Research and Development ("R&D") Management and Innovation
	KPI B6.3 Description of practices relating to observing and protecting intellectual property rights.	Disclosed	Product Research and Development ("R&D") Management and Innovation
	KPI B6.4 Description of quality assurance process and recall procedures	Disclosed	Product Research and Development ("R&D") Management and Innovation
	KPI B6.5Description of consumer data protection and privacy policies, and how they are implemented and monitored.	Disclosed	Product Research and Development ("R&D") Management and Innovation
Aspect B7: Anti-corruption	General Disclosure 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.	Disclosed	Integrity and Compliance Management
	KPI B7.1Number of concluded legal cases regarding corrupt practices brought against the issuer or its employees during the reporting period and the outcomes of the cases.	Disclosed	Integrity and Compliance Management

Code	Indicator Description	Disclosure situation	Chapter
Aspect B7: Anti-corruption	KPI B7.2 Description of preventive measures and whistle-blowing procedures, and how they are implemented and monitored.	Disclosed	Integrity and Compliance Management
	KPI B7.3 Description of anti-corruption training provided to directors and staff.	Disclosed	Integrity and Compliance Management
Aspect B8: Community Investment	General Disclosure 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.	Disclosed	Public Welfare Actions; Colleges and Universities Collaboration; Government and Enterprise Collaboration; Empowering Social Responsibility with Technology
	KPI B8.1 Focus areas of contribution (e.g. education, environmental concerns, labour needs, health, culture, sport).	Disclosed	Public Welfare Actions; Colleges and Universities Collaboration; Government and Enterprise Collaboration; Empowering Social Responsibility with Technology
	KPI B8.2Resources contributed (e.g. money or time) to the focus area.	Disclosed	Public Welfare Actions; Colleges and Universities Collaboration; Government and Enterprise Collaboration; Empowering Social Responsibility with Technology
Climate-related Disclosures	Governance Responsible for overseeing climate-related risks and opportunities of Information on the governing body (which may include the board of directors, committees, or other equivalent governing bodies); the role of management in the governance processes, monitoring measures, and procedures used to monitor, manage, and supervise climate-related risks and opportunities.	Disclosed	Addressing Climate Change
	Strategy Climate-related risks and opportunities, business models and value chains, strategies and decisions, financial condition, financial performance, and cash flows, climate resilience.	Disclosed	Addressing Climate Change
	Risk Management The processes and related policies used by the issuer to identify, assess climate-related risks, and to determine their priority and maintain monitoring; the processes used by the issuer to identify, assess climate-related opportunities, and to determine their priority and maintain monitoring (including information on how the issuer may and how to use climate-related scenario analysis to identify climate-related opportunities); how the identification, assessment, prioritization, and monitoring processes of climate-related risks and opportunities are integrated into the issuer's overall risk management process, and the extent of this integration.	Disclosed	Addressing Climate Change
	Indicators and Goals Greenhouse gas emissions, climate-related transition risks and opportunities, capital deployment, internal carbon pricing, compensation, industry benchmarks, climate-related targets.	Disclosed	Addressing Climate Change

Global Reporting Initiative (GRI) Content Index Guidelines

Code	Indicator Description	Chapter
General Disclosures		
GRI 2- General Disclosures		
The Organization and Its Reporting Practices		
2-1	Organizational details	Overview of DMALL
2-2	Entities included in the organization'ssustainability reporting	Scope of the Organization
2-3	Reporting period, frequency and contactpoint	Time Range,Release Format
Activities and Workers		
2-6	Activities, value chain and otherbusiness relationships	Overview of DMALL
2-7	Employees	Talent Strategy
2-8	Workers who are not employees	Talent Strategy
Governance		
2-9	Governance structure and composition	The Independence and Diversification of the Board of Directors
2-10	Nomination and selection of thehighest governance body	The Independence and Diversification of the Board of Directors
2-11	Chair of the highest governance body	The Independence and Diversification of the Board of Directors
2-12	Role of the highest governance bodyin overseeing the management of impacts	ESG Governance Structure
2-13	Delegation of responsibility formanaging impacts	ESG Governance Structure
2-14	Role of the highest governance bodyin sustainability reporting	ESG Governance Structure
2-16	Communication of critical concerns	Materiality Issues

Code	Indicator Description	Chapter
General Disclosures		
GRI 2- General Disclosures		
Governance		
2-17	Collective knowledge of the highestgovernance body	Statement of the Board of Directors
2-18	Evaluation of the performance of thehighest governance body	Talent Strategy
2-19	Remuneration policies	Talent Strategy
2-20	Process to determine remuneration	Talent Strategy
Strategy, Policies and Practices		
2-22	Statement on sustainable developmentstrategy	Statement of the Board of Directors
2-23	Policy commitments	Legal Compliance Management
2-24	Embedding policy commitments	Legal Compliance Management
2-25	Processes to remediate negativeimpacts	Legal Compliance Management,Addressing Climate Change
2-26	Mechanisms for seeking advice andraising concerns	Legal Compliance Management
2-27	Compliance with laws and regulations	Legal Compliance Management
Stakeholder Engagement		
2-29	Approach to stakeholder engagement	Materiality Issues

Code	Indicator Description	Chapter
General Disclosures		
GRI 3: Material Topics		
3-1	Process to determine material topics	Materiality Issues
3-2	List of material topics	Materiality Issues
3-3	Management of material topics	Materiality Issues
Specific Disclosures		
Economic Performance		
201-1	Direct economic value generated anddistributed	Highlights in 2024
201-2	Financial implications and other risksand opportunities due to climate change	Addressing Climate Change
201-3	Defined benefit plan obligations andother retirement plans	Employee Well-being: Occupational Health and Employee Care
Indirect Economic Impacts		
203-2	Significant indirect economic impacts	ESG Governance Structure, Product Overview, Product Research and Development ("R&D") Management and Innovation, Foster the Industry Development
Anti-corruption		
205-1	Operations assessed for risksrelated to corruption	Integrity and Compliance Management
205-2	Communication and training aboutanti-corruption policies and procedures	Integrity and Compliance Management
205-3	Confirmed incidents of corruption andactions taken	Integrity and Compliance Management
Anti-competitive Behavior		
206-1	Legal actions for anti-competitivebehavior, anti-trust, and monopoly practices	Integrity and Compliance Management

Code	Indicator Description	Chapter
Specific Disclosures		
Energy		
302-1	Energy consumption within theorganization	Addressing Climate Change
302-2	Energy consumption within theorganization	Addressing Climate Change
302-3	Energy intensity	Addressing Climate Change
302-4	Reduction of energy consumption	Addressing Climate Change
302-5	Reductions in energy requirements ofproducts and services	Addressing Climate Change
Water and Effluents		
303-1	Interactions with water as a shared resource	Water Resources Management
303-2	Management of water discharge related impacts	Water Resources Management
303-3	Water withdrawal	Water Resources Management
303-4	Water discharge	Water Resources Management
303-5	Water consumption	Water Resources Management
Emissions		
305-1	Direct (Scope 1) GHG emissions	Addressing Climate Change
305-2	Energy indirect (Scope 2) GHG emissions	Addressing Climate Change
305-4	GHG emissions intensity	Addressing Climate Change
305-5	Reduction of GHG emissions	Addressing Climate Change
Effluents and Waste		
306-1	Waste generation and significant waste-related impacts	Emissions Management

Code	Indicator Description	Chapter
Specific Disclosures		
Effluents and Waste		
306-2	Management of significant waste-related impacts	Emissions Management
306-3	Waste generated	Emissions Management
306-4	Waste diverted from disposal	Emissions Management
306-5	Waste directed to disposal	Emissions Management
Supplier Environmental Assessment		
308-1	New suppliers that were screened using environmental criteria	Promote Sustainable Supply Chain
308-2	Negative environmental impacts in the supply chain and actions taken	Promote Sustainable Supply Chain
Employment		
401-1	New employee hires and employeeturnover	Talent Strategy
401-2	Benefits provided to full-time employees that are not provided to temporary or parttime employees	Talent Strategy
401-3	Parental leave	Employee Well-being: Occupational Health and Employee Care
Occupational Health and Safety		
403-1	Occupational health and safety management system	Employee Well-being: Occupational Health and Employee Care
403-2	Hazard identification, risk assessment, and incident investigation	Employee Well-being: Occupational Health and Employee Care
403-3	Occupational health services	Employee Well-being: Occupational Health and Employee Care

Code	Indicator Description	Chapter
Specific Disclosures		
Occupational Health and Safety		
403-4	Worker participation, consultation, and communication on occupational health and safety	Employee Well-being: Occupational Health and Employee Care
403-5	Worker training on occupational health and safety	Employee Well-being: Occupational Health and Employee Care
403-6	Promotion of worker health	Employee Well-being: Occupational Health and Employee Care
403-7	Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	Employee Well-being: Occupational Health and Employee Care
403-8	Workers covered by an occupational health and safety management system	Employee Well-being: Occupational Health and Employee Care
403-9	Work-related injuries	Employee Well-being: Occupational Health and Employee Care
403-10	Work-related ill health	Employee Well-being: Occupational Health and Employee Care
Training and Education		
404-1	Average hours of training per year per employee	Learning and Development: Training Systems and Career Progression
404-2	Programs for upgrading employee skills and transition assistance programs	Learning and Development: Training Systems and Career Progression
404-3	Percentage of employees receiving regular performance and career development reviews	Talent Strategy

Code	Indicator Description	Chapter
Specific Disclosures		
Diversity and Equal Opportunity		
405-1	Diversity of governance bodies and employees	Talent Strategy
Non-discrimination		
406-1	Incidents of discrimination and corrective actions taken	Employee Well-being: Occupational Health and Employee Care
Child Labor		
408-1	Operations and suppliers at significant risk for incidents of child labor	Talent Strategy
Forced or Compulsory Labor		
409-1	Operations and suppliers at significant risk for incidents of forced or compulsory labor	Talent Strategy
Local Communities		
413-1	Operations with local community engagement, impact assessments, and development programs	Public Welfare Action: Colleges and Universities Collaboration, Government and Enterprise Collaboration, Empowering Social Responsibility with Technology

Code	Indicator Description	Chapter
Specific Disclosures		
Supplier Social Assessment		
414-1	New suppliers that were screened using social criteria	Promote Sustainable Supply Chain
414-2	Negative social impacts in the supply chain and actions taken	Promote Sustainable Supply Chain
Customer Health and Safety		
416-1	Assessment of the health and safety impacts of product and service categories	Product Research and Development ("R&D") Management and Innovation
416-2	Incidents of non-compliance concerning the health and safety impacts of products and services	Product Research and Development ("R&D") Management and Innovation
Marketing and Labeling		
417-1	Requirements for product and service information and labeling	Product Research and Development ("R&D") Management and Innovation
417-2	Incidents of non-compliance concerning product and service information and labeling	Product Research and Development ("R&D") Management and Innovation
417-3	Incidents of non-compliance concerning marketing communications	Excellence in Customer Service
Customer Privacy		
418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	Excellence in Customer Service

Sustainable Accounting Standards Board (SASB) Content Index of the Sustainability Accounting Standards for Software and IT Services

Code	Indicator Description		Chapter
TC-SI-130a.1	Environmental Footprint of Hardware Infrastructure	(1) Total energy consumed, (2) percentage grid electricity and (3) percentage renewable	Addressing Climate Change
TC-SI-130a.2		(1) Total water withdrawn, (2) total water consumed; percentage of each in regions with High or Extremely High Baseline Water Stress	Water Resources Management
TC-SI-130a.3		Discussion of the integration of environmental considerations into strategic planning for data centre needs	Addressing Climate Change
TC-SI-220a.1	Data Privacy & Freedom of Expression	Description of policies and practices relating to targeted advertising and user privacy	Information security and Data Security
TC-SI-220a.2		Number of users whose information is used for secondary purposes	Information security and Data Security
TC-SI-220a.3		Total amount of monetary losses as a result of legal proceedings associated with user privacy	Information security and Data Security
TC-SI-220a.4		(1) Number of law enforcement requests for user information, (2) number of users whose information was requested, (3) percentage resulting in disclosure	Information security and Data Security
TC-SI-220a.5		List of countries where core products or services are subject to government-required monitoring, blocking, content filtering, or censoring	Not applicable
TC-SI-230a.1	Data Security	(1) Number of data breaches, (2) percentage that are personal data breaches, (3) number of users affected	Information security and Data Security
TC-SI-230a.2		Description of approach to identifying and Response data security risks, including use of third-party cybersecurity standards	Information security and Data Security
TC-SI-330a.1	Recruiting & Managing a Global, Diverse & Skilled Workforce	Percentage of employees that require a work visa	Talent Strategy
TC-SI-330a.2		Employee engagement as a percentage	Talent Strategy
TC-SI-330a.3		Percentage of (1) gender and (2) diversity group representation for (a) executive management, (b) non-executive management, (c) technical employees, and (d) all other employees	Talent Strategy
TC-SI-550a.2	Managing Systemic Risks from Technology Disruptions	Description of business continuity risks related to disruptions of operations	Information security and Data Security
TC-SI-000.A	Activity Metric	(1) Number of licences or subscriptions, (2) percentage cloud-based	Information security and Data Security

Dmall Inc.

Email: investors@dmall.com

Address: Floor 13, Block B, Haidian Culture and Art Building No. 28, Zhongguancun Street, Haidian District, Beijing, China