iDREAMSKY

iDreamSky Technology Holdings Limited
创梦天地科技控股有限公司

(Incorporated in the Cayman Islands with limited liability)
Stock Code: 1119

2024 ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

CONTENTS

I. ABOUT THE REPORT

Report Introduction

iDreamSky Technology Holdings Limited ("**iDreamSky**", the "**Company**" or "**We**", Stock code: 1119) is pleased to present to the public its 2024 Environmental, Social and Governance Report (the "**ESG Report**"). This is our seventh ESG Report, which focuses on disclosing the key concepts, significant progress and performance results of the Company on environmental, social and governance ("**ESG**") issues.

Report Scope and Boundary

Unless otherwise stated, this report covers iDreamSky and its subsidiaries. The reporting period is from 1 January 2024 to 31 December 2024 (the "**Reporting Period**"). Due to the continuity and comparability of some of the data, some of the content in this report may need to be appropriately extended or retrospected as needed.

Preparation Basis

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

Information Sources

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

Reporting Principles

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

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

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

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

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

Reporting Commitment

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

Report Access and Liaison

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

II. ABOUT US

1. Company Profile

iDreamSky (stock code: 1119) is a technology company with integrated global development and operation capabilities. Founded in 2009, the Company has its headquarters in Shenzhen, Guangdong Province, and was listed on the Main Board of the Hong Kong Stock Exchange in 2018. Upholding the mission of "We bring the fun!", the Company continues to deepen its global presence by focusing on high-quality games, and constructing a product matrix featuring "self-developed games + collaboration with IPs + community operation". We are fully committed to creating products with a large user base, a long life cycle, and high user stickiness, aiming to provide users with a better and more enjoyable gaming experience.

Vision — Become the most innovative technology company

Mission — We bring the fun!

Core Value — Honest, Open, Professional, Enterprising
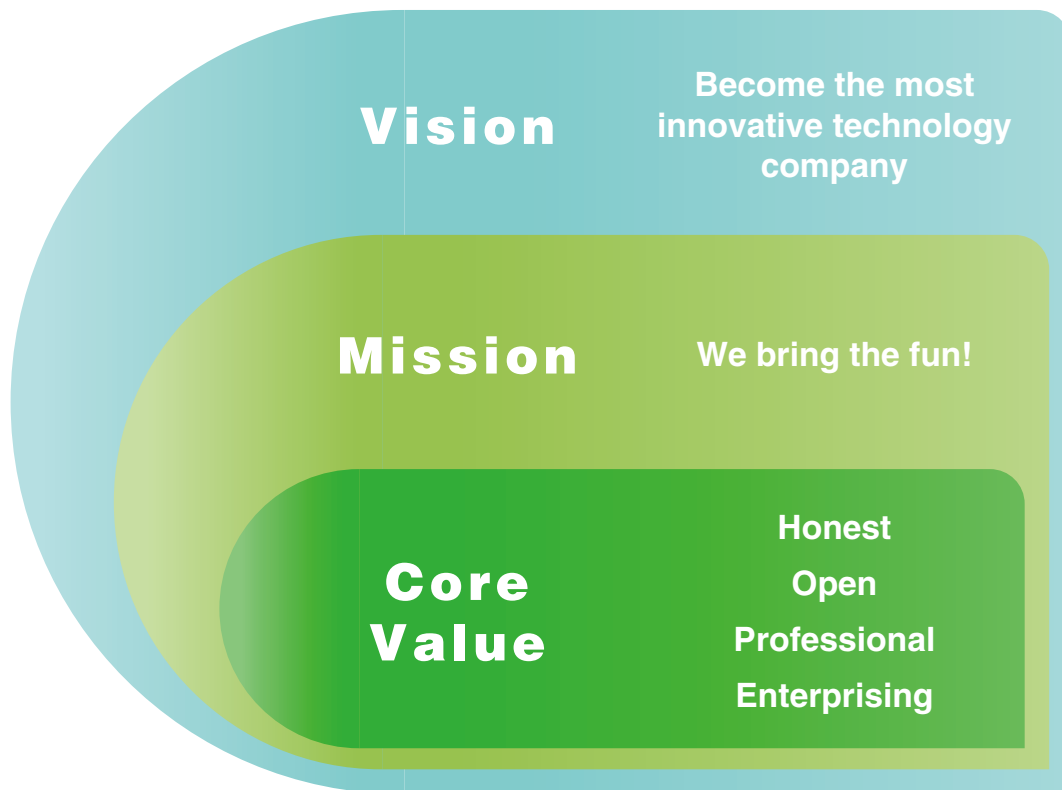
2. Business Overview

Gaming Business: Refined Operation to Create Long-Term Operation Products with High User Stickiness

The Company focuses on the refined operation of self-developed high-quality games, with a major focus on competitive games, casual games and Role-playing Game(s) (RPGs). Through product iteration, collaboration with world-famous intellectual properties (IPs), community operation and other measures, the Company has continuously developed innovative gaming modes, strengthened the close interaction with core users and launched quality content that satisfy their emotional and experience needs. In 2024, we ensured the stable operation of classic games like Subway Surfers (地鐵跑酷) and the Scapes series (夢幻系列). We launched new high-quality games such as War Robots (機甲戰隊), providing players with diverse gameplay experiences and unexpected content. Our dedication to developing high-quality self-developed games bore fruit with the successful global launch of Strinova (卡拉彼丘) on PC. This achievement significantly propelled our expansion into overseas markets, allowing us to share extraordinary gaming experiences with players across the globe.

Fanbook Business: Proactively Embracing AIGC to Propel Product Experience Enhancement

Fanbook, a community management platform independently developed by the Company, was officially launched in July 2021. Our platform is dedicated to cultivating a vibrant and sustainable digital interactive ecosystem. Capable of facilitating the seamless operation for tens of millions of users, Fanbook combines an array of functions, including instant messaging, voice calls, live streaming, AI services, and an integrated online mall. Complemented by management tools such as permission-based grouping and BOTs, Fanbook empowers brands and content creators to optimize community operations, enabling highly targeted user engagement. In 2024, Fanbook actively broadened its partnerships with leading domestic and international large language model developer companies. We rolled out AI-driven upgrades across various user scenarios. In cooperation with the Scapes series (夢幻系列) community, we successfully implemented Humanize (真人化) AI capabilities in group chat and circle functions. By introducing multiple Agents, we enhanced user engagement.

II. ABOUT US

3. Honorary Recognitions

In 2024, the Company, with its outstanding performance in the R&D of high-quality games, innovative influence, and capital market communication, won several industry awards. These awards include "Top 20 Guangdong Game Enterprises (廣東遊戲企業20強)" and "Most Popular Original Online Game (最受歡迎原創網絡遊戲)" from the Guangdong Entertainment & Game Industry Association (廣東省遊戲產業協會), "Top 100 Chinese Internet Enterprises in Comprehensive Strength (中國互聯網綜合實力前百家企業)" from the Internet Society of China, and the "National Cultural Industry Demonstration Base (國家文化產業示範基地)" awarded by the Ministry of Culture and Tourism of the People's Republic of China. In addition, the Company has also received widespread recognition from its peers. It was awarded the "Outstanding Contribution Award for Harmony OS Ecology Games (鴻蒙生態遊戲卓越貢獻獎)" by Huawei, and was named the "2024 Potential Partner (2024年度潛力合作夥伴)" by the OPPO Advertising Alliance (at the OPPO Developers Conference ODC24).

Overview of the Honors of iDreamSky in 2024

Company Honors	Top 20 Guangdong Game Enterprises
	Top 100 Chinese Internet Enterprises in Comprehensive Strength
	Annual Most Innovative Manufacturer of Xiaomi Games
	2024 Best Partner of Honor Game Center
	2024 Potential Partner of OPPO
	2024 Best Partner of Vivo
	Outstanding Contribution Award for Harmony OS Ecology Games by Huawei
	National Cultural Industry Demonstration Base
	2024 Demonstrative Enterprise for "315 Consumer Pass"
Product Honor — Strinova (卡拉彼丘)	Most Popular Original Online Game
	Nomination for the Top 10 Excellent Game Music Designs
	Most Anticipated Game of the Year by youxiputao.com (遊戲葡萄)
	"2024 First Half-Year Top Channel Award"-The Channel Favorite by Hardcore Gamers
	2024 Best Casual Game of Xiaomi Games
Product Honor — Gardenscapes (夢幻花園)	Best Casual Game of the Year of Xiaomi Games
	2024 Classic Game Award of OPPO
	Best Match-three Puzzle Game of the Year of Huawei
Product Honor — Subway Surfers (地鐵跑酷)	2024 Best Casual Game of Honor Game Center
	2024 Content Cooperation Game Award of OPPO
	Harmony OS Qianfan Award of Huawei
	Best Instant Game of Huawei
	Best Surfers Game of the Year of Kuaishou Games
	Best Ecological Internet-connected Game of the Year of Sina Weibo
Product Honor — War Robots (機甲戰隊)	2024 Best New Game of Honor Game Center
	2024 Best Casual Game of Vivo

Guangdong Entertainment & Game Industry Association
Top 20 Guangdong Game Enterprises

Internet Society of China
Top 100 Chinese Internet Enterprises in Comprehensive Strength

Guangdong Entertainment & Game Industry Association
Most Popular Original Online Game

China Audio-video and Digital Publishing Association
Nomination for the Top 10 Excellent Game Music Designs

III. MESSAGE FROM CHAIRMAN

In 2024, the global game industry stepped into a new phase, propelled by both rapid technological revolutions and evolving user demands. As artificial intelligence (AI) presents significant opportunities for industrial restructuring, and as players worldwide increasingly demand more profound and engaging game content, iDreamSky has remained steadfast in its mission to "We bring the fun!". We have expanded our global footprint, continuously bringing in high-quality games, accelerating the development and launch of self-developed games, and integrating AI across the board to enhance the development efficiency. Our approach has not only aimed to provide users with enhanced and more enjoyable gaming experiences but also to undertake social responsibilities, practice the concept of sustainable development, and contribute to the high-quality and sustainable development of the economy and society.

Focused on the high-quality strategy to drive long-term value. Our strategy revolves around the "localization and distribution of global high-quality IPs and the global roll-out of self-developed games". We continue to deeply engage in the development and operation of high-quality games, and innovate our classic games, such as Subway Surfers (地鐵跑酷), Gardenscapes (夢幻花園) and Homescapes (夢幻家園). By introducing novel gameplay mechanics and fresh content, we ensure a constant stream of excitement and challenge. War Robots (機甲戰隊) was released in China, filling the gap in the realistic Mecha-style real-time battle game. in the Chinese market. Meanwhile, we are fully focused on building multi-platform development capabilities and creating IPs. Our self-developed game Strinova (卡拉彼丘), as the world's first anime competitive shooting game, successfully achieved a global PC release within the year and participated in the first Esports World Cup (EWC) in Saudi Arabia, further expanding into markets in Europe, America, Southeast Asia, etc., and receiving widespread acclaim from players.

Deepened community connections and leveraged AI to improve quality and efficiency. Users are the most valuable partners of iDreamSky. We continue to upgrade the functions of the Fanbook community platform to further improve user operation efficiency. In 2024, we focusing on the core goal of "using AI to enhance the quality and efficiency of game development", we actively integrate AI technology into all aspects of development and operation, for the sake of promoting the integrated and high-quality development of game development and operation, and achieving a more efficient and intelligent game production process.

Practiced corporate social responsibility and conveyed positive values. We integrate social responsibilities into the strategic framework of corporate development and strive to build a sustainable development ecosystem. On the product side, we use games as a carrier for cultural dissemination. Through innovation, we achieve a deep integration of traditional culture and digital entertainment, with an aim to convey joy and positive values. This year, we rolled out new iterations of Subway Surfers (地鐵跑酷) themed around Shenzhen, Guilin, etc., continuously lighting up the map of Chinese cities and allowing players to deeply explore the charm of urban culture in the game. Gardenscapes (夢幻花園) incorporated traditional Chinese festivals, cultural relics, and historical stories, conveying positive values to minors in an entertaining and educational way. In our public welfare practices, we actively participated in the "Pomegranate Seed Program (石榴籽計劃)" public welfare initiative. We donated teaching kits of the intangible cultural heritage "Chinese Dragon" to No.1 Middle School in Yuepuhu County, Xinjiang, and launched immersive experience courses. These efforts enable children to interact with and gain a deeper understanding of traditional culture through hands-on practice. Moreover, we pay great attention to the protection of minors. We have upgraded the AI intelligent review system, dynamically optimized the real-name authentication and anti-addiction system, established and improved the parental care platform and the teenager mode on the Fanbook client applicant. By providing parents with functions such as intelligent reminders of minors' game time and control of consumption limits, we strive to build a

green and healthy online environment. In addition, we implement low-carbon office practices, manage and identify high-energy-consuming facilities and equipment, and reduce equipment energy consumption through energy-saving operation modes and regular maintenance, thus practicing the concept of green environmental protection.

Looking forward to the future, games will remain as a powerful connector. Fueled by technological innovation, we are committed to continuously exploring the boundaries of the social value of the game industry, enabling traditional culture to revitalize in the digital age. We will continue to fulfill our corporate responsibilities in green development and convey the power of warmth in public welfare practices. We will further promote the deep integration of digital technology and low-carbon practices and explore a new replicable model of green operation. We look forward to forging stronger partnerships with diverse sectors of society to build an extensive value co-creation network. Collectively, we aim to enhance the social value of the digital cultural industry, taking it to new heights. By taking such measures, we will craft an inspiring new chapter in sustainable development.

Chen Xiangyu
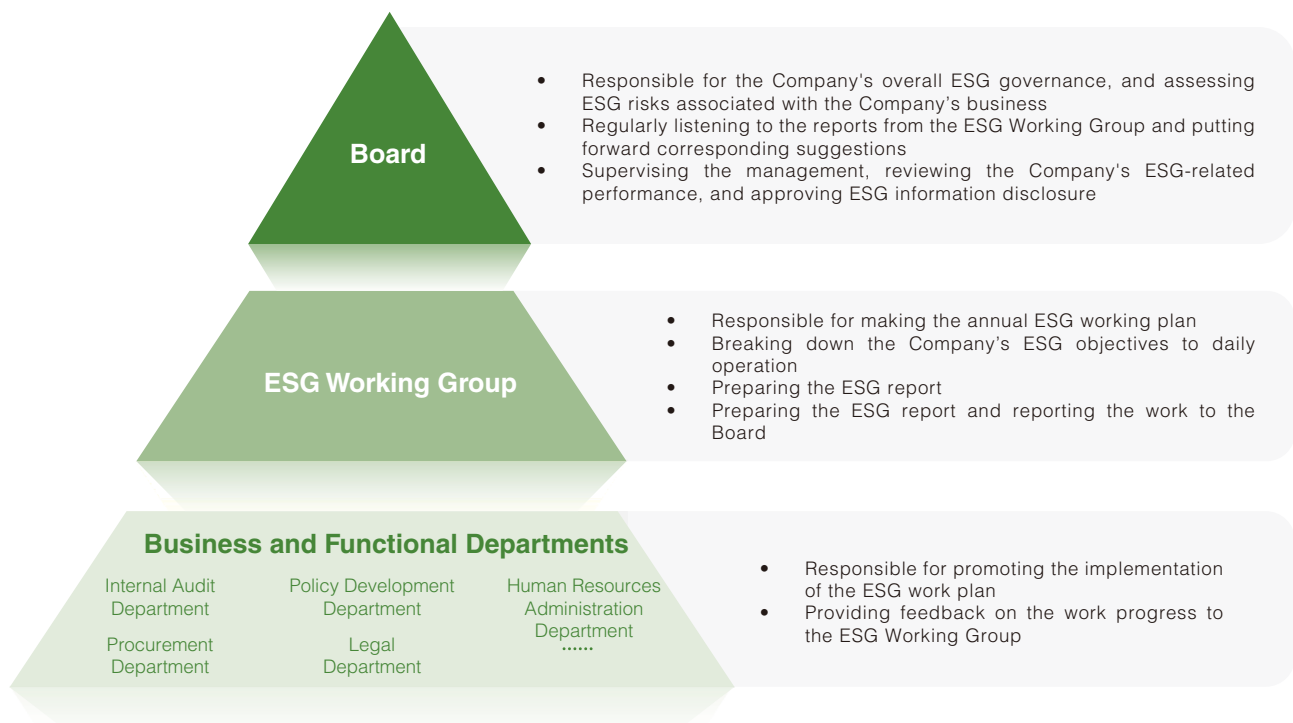24 April 2025

IV. SUSTAINABLE DEVELOPMENT MANAGEMENT

As a technology company with integrated global development and operation capabilities, iDreamSky adheres to the mission of "We bring the fun!" and takes sustainable development as its core corporate strategy. While deeply engaged in high-quality games to strive to bring fun to users, the Company is making every effort to promote the high-quality and sustainable development of the industry, takes the initiative to assume corporate social responsibilities, and helps to achieve the coordinated development of economic, environmental, and social benefits. We join hands with all stakeholders to create a bright future of sustainable development.

1. Board of Directors' Statement

The Board of the Company attaches great importance to sustainable development management. Strictly following the requirements of the Environmental, Social and Governance Reporting Code of the Hong Kong Stock Exchange, the Company continuously improves the responsibilities and authorities of each level in the ESG governance structure, and further strengthens the supervision and participation of the Board in the Company's environmental, social and governance affairs. The Board is fully responsible for establishing and reviewing the Company's vision, strategy, management policies and objectives related to sustainable development, assessing the Company's ESG risks, reviewing important ESG-related issues, and continuously promoting the Company's long-term sound development.

2. ESG Governance Structure

The Company has established an ESG governance structure in line with its operation and development strategy, which clarifies the responsibilities and authorities of each level in ESG governance. The Board of the Company, as the highest decision-making body, leads the ESG Working Group composed of executives of key departments, and each business and functional department is responsible for implementing specific ESG work plans. The Company's ESG governance structure and responsibilities are specified as follows:

Board
- Responsible for the Company's overall ESG governance, and assessing ESG risks associated with the Company's business
- Regularly listening to the reports from the ESG Working Group and putting forward corresponding suggestions
- Supervising the management, reviewing the Company's ESG-related performance, and approving ESG information disclosure

ESG Working Group
- Responsible for making the annual ESG working plan
- Breaking down the Company's ESG objectives to daily operation
- Preparing the ESG report
- Preparing the ESG report and reporting the work to the Board

Business and Functional Departments

Internal Audit Department   Policy Development Department   Human Resources Administration Department ......

Procurement Department   Legal Department

- Responsible for promoting the implementation of the ESG work plan
- Providing feedback on the work progress to the ESG Working Group

iDreamSky ESG Governance Structure

The ESG Working Group follows the strategy set by the Board and formulates practical annual goals. By making full use of the Company's OKR (Objectives and Key Results) management system, the ESG Working Group annual breaks down goals into quarterly and monthly work plans to ensure that ESG factors are fully considered in the Company's strategic planning and operations. It regularly follows up on the achievement of ESG goals and the effectiveness of risk management, and promotes the participation of departments in ESG-related work, including materiality assessment, data collection, and report preparation.

In addition, the ESG Working Group holds discussions on ESG work every week and regularly reports to the Board on the ESG-related risks and opportunities faced by the Company during its development. Under the guidance of the Board, corresponding strategies and actions are taken. The Company has established a series of systems and norms for the daily management of ESG work, which effectively guide the Company to integrate ESG into business operations, management, and decision-making. By doing so, the Company earnestly fulfills its environmental, social, and governance responsibilities.

3. Stakeholder Communication and Materiality Assessment

1) Stakeholder Engagement

We attentively listen to the suggestions of stakeholders regarding the Company's sustainable development, and establish diversified and normalized communication mechanisms to promptly understand their expectations and suggestions for the Company's ESG performance. On this basis, we continuously improve our ESG strategies and plans. The Company's communication channels include but are not limited to regular meetings, satisfaction surveys, WeChat official accounts, and official websites. We have sorted out and responded to the expectations and requirements of stakeholders as follows:

Stakeholders	Expectations and Demands	Our Response
Users/Customers	Product quality Information security Service quality Protection of rights and interests	User/customer service hotline User/customer satisfaction survey Compliance marketing Game innovation Network security permission setting
Shareholders and Investors	Business performance Investment return Risk control Corporate transparency Strategic planning	Hold general meetings Daily information disclosure Improve profitability Optimize internal control and risk management
Governments and Regulators	Pay taxes in accordance with the law Comply with the law Respond to the national call	Operate in compliance with the law Pay taxes on time Actively implement relevant policies Proactively assume social responsibilities

IV. SUSTAINABLE DEVELOPMENT MANAGEMENT

Stakeholders	Expectations and Demands	Our Response
Employees	Compensation and benefits Career development platform Healthy and safe working environment	Perfect the career promotion mechanism Competitive salary and welfare guarantee Good working environment Training and development
Suppliers and Business Partners	Good faith cooperation Business ethics and reputation Product and service quality	Build a sustainable supply chain Fulfill contracts on time Carry out project cooperation
Society and the Public	Support social welfares Protect the natural environment	Participate in charity Share development achievements

In December 2024, the Company held an annual meeting for core investors, inviting important shareholders and key institutional investors to participate. Executives such as Chen Xiangyu, the founder and CEO of the Company, and Lei Junwen, the CFO, attended the meeting. They discussed and shared the market performance and future plans of Strinova (卡拉彼丘) after its launch on overseas PC, enabling investors to clearly understand the strategies at each stage and enhancing their confidence in the Company's future development.

2) ESG Issue Materiality Assessment

In 2024, in order to clarify the key points of the Company's ESG management, the Company conducted a comprehensive assessment of materiality issues. Through means such as interviews with internal functional departments related to ESG work and benchmarking against peers, and in combination with the actual operation situation, we identified and ranked the material issues that have a substantial impact on the Company. These efforts aimed to strengthen the effective management of ESG risks and explore potential opportunities. Steps for ESG issue materiality assessment are as follows:

Step 1: ESG Issue Identification

- Based on the Company's existing business, and by comprehensively considering the requirements of the ESG Report and the key points of ESG management in the industry, we updated the list of ESG materiality issues for the year 2024.

Step 2: Stakeholder Research

- We invited internal and external stakeholders for in-depth interviews and rate the materiality of the selected issues and collected their opinions and expectations on the Company in terms of ESG management. Based on the interview and rating results, we determined the materiality ranking of ESG issues and draw an materiality matrix.

Step 3: Board Review

- The stakeholder research and materiality ranking results would be submitted to the Board for review, in order to confirm the identified issues that have an impact on the Company's business and stakeholders.

Step 4: Disclosure and Response

- The Company, based on the opinions of stakeholders and the analysis results of materiality issues, disclosed in this report the issues that are of key concern to stakeholders.

IV. SUSTAINABLE DEVELOPMENT MANAGEMENT

ESG Issue Materiality Matrix

Comparatively Material

▲ Intellectual property protection
▲ User relationship management
▲ Information & data security
▲ Good working environment
▲ Cultural communication
▲ User satisfaction

Extremely Material

▲ Product R&D and innovation
▲ User privacy protection
▲ Product experience and service
▲ Compliant operation
▲ Protection of minors
▲ Talent attraction and retention

▲ Public welfare nourishment
▲ Supplier management
▲ Green office
▲ Response to climate change

▲ Employee training and development
▲ Business ethics and anti-corruption
▲ Employee care

Generally Material

Comparatively Material

Materiality to stakeholders

Materiality to our business

▲ Social issues
▲ Environmental issues
▲ Governance issues

ESG Issue Materiality Matrix

ESG Materiality Issue List:

Social issues		Governance issues
1. Product R&D and innovation	11. Employee training and development	6. Compliant operation
2. Product experience and service	12. Employee care	13. Business ethics and anti-corruption
3. Protection of minors	14. Good working environment	**Environmental issues**
4. User privacy protection	15. Supplier management	
5. Talent attraction and retention	17. Cultural communication	16. Response to climate change
7. Information & data security	18. Public welfare nourishment	19. Green office
8. User satisfaction		
9. Intellectual property protection		
10. User relationship management		

V. STEADILY NAVIGATING FORWARD AND UPHOLDING COMPLIANCE IN OPERATIONS

iDreamSky regards compliant operation as a crucial cornerstone for the Company's development. To this end, we continuously improve our compliance management system to enhance the level of our operation and management. The Company adheres to business ethics, regularly promotes integrity culture education, and creates a clean and upright internal environment. We attach great importance to the compliance of publicity and promotion to ensure that the communication content is true and accurate. Meanwhile, we strive to establish long-term and stable cooperative relationships with suppliers, for the sake of jointly building a transparent and fair business ecosystem to safeguard the long-term and stable operation of the Company.

1. Compliant Operation

The Company remains committed to the compliant operation principle of "taking laws as the foundation and self-discipline as the orientation" by integrating the sense of self-discipline and responsibility throughout corporate governance and business practices. By implementing measures such as improving the compliance management system and strengthening compliance training and education, we are making great efforts to continuously enhance the effectiveness of compliant operation.

1) Compliant Management

The Company's compliance work is carried out through the collaborative efforts of the Internal Audit Department, the Policy Development Department, the Legal Department, the Technical Support Center, and other departments. This team holds regular compliance meetings every week to track compliance governance and regulatory dynamics. A compliance measure progress report is established to regularly follow up on the progress of compliance matters, forming a normalized compliance risk control mechanism. In 2024, the Company further clarified the responsibilities and authorities of the team leader, for improving the professionalism and effectiveness of compliance management.

In terms of internal monitoring, the Internal Audit Department, as an important line of defense for the Company's risk management, supervises the compliance of business processes and departments. It conducts internal audits of core business areas and projects to promote risk management. In 2024, the Company carried out a special audit of key businesses, which identified the main issues in management and operation, and promoted the optimization and upgrading of the Company's internal management system, thus providing a solid guarantee for the high-quality development of the business.

In terms of management systems, we have embedded compliance checkpoints into the product development and launch process to standardize the operation of the game business. We have revised the Game Publishing and Operation Procedures (《遊戲發行運營流程》), especially adding a financial credit evaluation checkpoint to strengthen financial compliance control. We continuously strengthen cash flow management. During the year, the Measures for the Management of Other Accounts Receivable (《其他應收賬款管理辦法》) was formulated to optimize the approval process and risk management measures for other accounts receivable, reducing the risk of bad debts and enhancing financial stability.

In terms of product compliance, to effectively implement the game expansion overseas strategy, the compliance collaborative team conducts compliance research on the laws, regulations, and publishing requirements of key target markets, covering key areas such as user privacy protection, minor protection, data compliance, and overseas payment methods. It identifies overseas compliance risk points and implements compliance measures to ensure the stable operation of overseas businesses. Before the publishing of games both at home and abroad, we actively carry out compliance assessment by screening key compliance matters, and completing the necessary development and deployment before the game testing and launch. In 2024, Strinova (卡拉彼丘) completed the age rating process in more than 90 countries and regions, and encapsulated the real-name authentication interface for the overseas version in South Korea, so as to meet the compliance requirements of the publishing regions.

2)   Compliance Training

The Company continuously promotes the construction of an internal compliance culture. In virtue of a systematic and regular training mechanism, we comprehensively enhance employees' awareness of compliance and their professional capabilities. In 2024, the Company carried out two compliance training sessions for employees. The training content covered aspects such as the compliance of game publishing overseas and the security of product content, strengthening employees' concept of compliance.

iDreamSky Tech Talk Compliance Training for Game Publishing Overseas   【Case】

In August 2024, the Company organized a compliance training session for game publishing overseas, focusing on key issues such as data compliance and the protection of minors involved in the process of games going global. It provided an in-depth analysis of the regulatory requirements and trends in different regions. Benefiting from this training, the relevant employees fully grasped the key compliance points of overseas publishing, further strengthening their awareness of compliant operation in global business.

Scene of compliance training

2. Anti-corruption

The Company strictly complies with laws and regulations in the jurisdictions where our business operations are located, such as *the Criminal Law of the People's Republic of China, the Anti-Unfair Competition Law of the People's Republic of China, the Anti-Money Laundering Law of the People's Republic of China,* and *the Company Law of the People's Republic of China*. The Company has formulated and implemented a business ethics management system with the iDreamSky's Sunrise Code of Ethics (《陽光道德準則》) and the Game Business Operation Quality Management Measures (《遊戲業務運營質量管理辦法》) as its core to standardize the business ethics behavior of all employees. We adopt a zero-tolerance attitude towards illegal acts such as commercial bribery, malpractice for personal gain, fraud, money laundering, and unfair competition. In 2024, there was no major corruption, fraud or other bribery-related lawsuits against the Company or its employees.

Act of accepting bribes	**Falsification**	**Breach of confidence**
Accepting bribes, loans, kickbacks, etc. from (potential) suppliers/partners	False partnership/project information; falsifying work report/bids; falsifying attendance records; false leave/invoice/reimbursement	Leakage of the Company's trade secrets or internal sensitive information causes adverse consequences and effects inside and outside the Company
Unfair competition	**Conflict of interest**	**Abusement**
Engaging in commercial activities that compete with the Company, including but not limited to self-employment or participating in the business that competes with the Company during the period of employment	Using the Company's business or transactions to directly or indirectly realize personal gain for itself, family members, friends or other stakeholders	Using the position or Company resources to seek personal benefits or for non-work purposes, resulting in losses for the Company

iDreamSky's Sunrise Code of Ethics

1) Reporting Mechanism

The Company continuously improves the anti-corruption reporting mechanism. We publicize multiple reporting channels such as the reporting hotline and reporting email address on the Company's official website and internal announcements, encouraging employees, suppliers, and partners to actively report illegal and unethical acts such as corruption and fraud, and accepting supervision from both inside and outside the Company. The Company strictly controls all aspects of reporting receipt, registration, storage, acceptance, and investigation. All reports are handled by the Internal Audit Department, and strict confidentiality measures are taken to effectively protect the rights and interests and information of whistleblowers. The Company has established a whistleblower protection mechanism and a reward mechanism. Any form of retaliation against whistleblowers is strictly prohibited. Once discovered, it will be seriously dealt with in accordance with laws and regulations. In serious cases, it will be transferred to the judicial authorities.

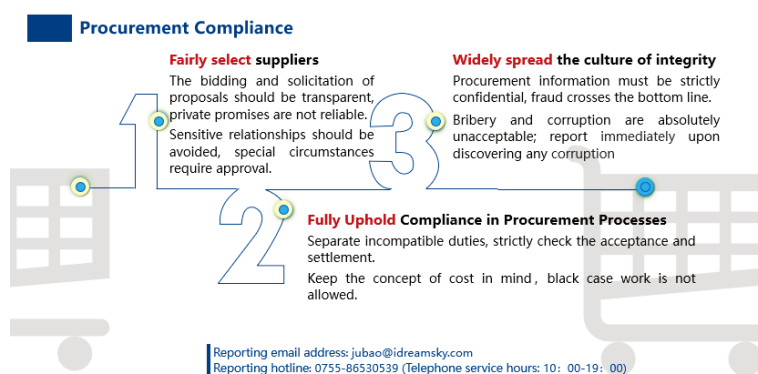| **Reporting email address**	**Reporting hotline**
jubao@idreamsky.com	(86) 0755-86530539

2) Incorruptible Procurement

The Company is committed to integrating business ethics standards into all external business collaborations, aiming to uphold a cooperative environment that is open, honest, fair, and just. We require suppliers to simultaneously sign the Statement of iDreamSky on Anti-Bribery Behavior (《創夢天地關於反商業賄賂行為的聲明》) and a confidentiality agreement when entering into contracts. In cases where suppliers are found to have engaged in fraudulent practices after due investigation, we will immediately terminate the cooperation and place them on the supplier blacklist. Additionally, we reserve the right to pursue legal action as appropriate.

To ensure the fairness and compliance of procurement activities, all procurement staff within the Company are required to sign the Professional Conduct Commitment (《職業操守承諾書》). By signing this commitment, they pledge to adhere to principles of integrity, honesty, objectivity, and fairness. They are also committed to proactively avoiding conflicts of interest with suppliers and strictly keeping business secrets. In 2024, the Company revised the Guidelines for Procurement Business Management (《採購業務管理規範指引》), optimizing the procurement process and enhancing its transparency.

> The signing rate of the Statement of iDreamSky on Anti-Bribery Behavior, confidentiality agreements, and the Professional Conduct Commitment reached **100%**.

Integrity training

The Company consistently promotes integrity culture education among the Board, management, and all employees to foster a work environment characterized by self-discipline and integrity. In 2024, we analyzed frequent corruption cases in the game industry to compile a set of negative examples, which were shared with all employees for learning. Through these cautionary tales, we aimed to enhance the risk-prevention awareness of all employees. Additionally, we designed desktop screensavers with key compliance information for the Procurement Department, integrating integrity education into daily work scenarios. We also incorporated important anti-corruption content, such as the iDreamSky's Sunrise Code of Ethics (《陽光道德準則》), into the onboarding training for new employees. This ensures that all employees understand and implement the requirements of integrity and compliance, thereby cultivating a corporate culture of transparency and integrity.

Procurement Compliance

Fairly select suppliers
The bidding and solicitation of proposals should be transparent, private promises are not reliable. Sensitive relationships should be avoided, special circumstances require approval.

Widely spread the culture of integrity
Procurement information must be strictly confidential, fraud crosses the bottom line.
Bribery and corruption are absolutely unacceptable; report immediately upon discovering any corruption

Fully Uphold Compliance in Procurement Processes
Separate incompatible duties, strictly check the acceptance and settlement.
Keep the concept of cost in mind, black case work is not allowed.

Reporting email address: jubao@idreamsky.com
Reporting hotline: 0755-86530539 (Telephone service hours: 10：00-19：00)

Procurement compliance desktop screensaver

3. Responsible Marketing and Promotion

The Company has always adhered to a compliant and responsible approach in advertising placement and marketing promotion. We strictly abide by relevant laws and regulations, including *the Advertising Law of the People's Republic of China, Measures for the Administration of Internet Advertising*, and *the Law of the People's Republic of China on Protection of Consumer Rights and Interests*, with the goal of building a brand image that is standardized, transparent, and responsible. In 2024, the Company revised several internal regulations, such as the Procedures and Guidelines for iDreamSky's News Interviews and Reports (《創夢天地新聞採訪報道流程與須知》), the Work Plan for Reviewing and Optimizing the Company's VI (《公司VI複盤與優化工作規劃》), the Management Regulations for the Company's External Statements (《公司對外發言管理規範》), and the Regulations on the Use of News and Communication Images (《新聞傳播圖片使用規範》). These revisions aimed to improve the management standards and processes for product promotion and external publicity, further enhancing the compliance management of advertising and promotion.

The Company attaches great importance to the review and standardization of advertising content. We firmly resist any illegal content that endangers national security, incites terrorism, discrimination, obscenity, violence, or is detrimental to the well-being of children and the physical and mental safety and health of the public. We also avoid false and exaggerated advertising. All advertising materials used in promotion must undergo strict review and evaluation before production and release to ensure that they convey accurate, healthy, and valuable information to users in compliance with legal requirements.

4. Supply Chain Responsibility

The Company adheres to the cooperation concept of "win-win cooperation and shared responsibility" and follows the principles of openness, transparency, integrity, and efficiency in continuously optimizing the full-life-cycle management of suppliers. The Company strictly complies with relevant laws and regulations, such as the Tendering and Bidding Law of the People's Republic of China, and has formulated and implemented regulations such as the Measures for the Management of Supplier Access (《供應商准入管理辦法》), and the Procurement Department Management Manual (《採購部管理手冊》. These efforts have established a comprehensive management system covering supplier access, evaluation, assessment, and the entire procurement process, clearly defining the rights and responsibilities at each stage and improving management efficiency.

Supplier access	Suppliers are categorized according to different business scenarios, including performance advertising, marketing, art outsourcing, operations, software, and administrative services. The general requirements for supplier access are defined based on the business characteristics of different departments.
Agreement constraints	The Company clarifies the business ethics obligations and responsibilities in transactions by signing cooperation agreements, the Statement of iDreamSky on Anti-Bribery Behavior (《創夢天地關於反商業賄賂行為的聲明》), and confidentiality agreements with suppliers.

Fulfillment evaluation	The Company has established different acceptance criteria for suppliers of various categories. During the project delivery process, the requesting department conducts phased reviews and evaluates the delivery quality, promptly provides feedback, and encourages suppliers to make improvements.
Performance appraisal	The Procurement Department regularly conducts performance appraisals based on the procurement frequency and scale of each category. Suppliers that fail to meet service requirements, have sub-standard quality, or respond slowly during the cooperation may be considered for removal.

Simultaneously, the Company is gradually integrating sustainable development requirements, such as environmental responsibility, social responsibility, and occupational safety and health, into the supplier evaluation system, aiming to work together with the supply chain to promote sustainable development.

As of 31 December 2024, the Company had a total of 281 suppliers and subcontractors, distributed as follows:

Regional distribution	Mainland China						Overseas, Hong Kong, Macao and Taiwan region
	South China	Central China	North China	East China	Southwest China	Northeast China	
Number of suppliers	117	20	42	61	22	3	16

Distribution of suppliers by region

VI. PURSUING INNOVATION TO CREATE A JOYFUL USER EXPERIENCE

iDreamSky adheres to the value proposition of "centering on users and creating high-quality entertainment content and experiences." We continuously enhance game development and innovation, strengthen game quality management, and bring high-quality products and experiences to users. We actively listen to the voices of users, and attach great importance to the protection of minors, information security, and user privacy. In our unwavering commitment to actively fostering a secure and wholesome game environment, we also strive to promote exchanges and cooperation with industry partners, drive the high-quality development of the industry with a sense of responsibility, and jointly create a sustainable digital entertainment ecosystem.

1. Game Development and Innovation

The Company closely focuses on the strategy of "Localized distribution of overseas high-quality IPs and global publishing of self-developed games". By leveraging product iterations grounded in source code, driving the development of self-developed games, and efficiently operating the Fanbook community, we are committed to propelling the sustained and steady growth of our business. We are proactive in delving into technological innovation and seeking empowerment, having successfully established a comprehensive and robust management system that is both enduring and mature. This system encompasses game design, content creation, operation and promotion, and the compliant operation of player services. In the process of game development, creation, and operation, the Company steadfastly upholds the philosophy of regarding games as carriers of cultural communication, and deeply integrates traditional culture with game products through innovation, conveying positive values to users.

1) Localization of Overseas Games

The Company owns classic games with a large user base and long life cycles, such as Subway Surfers (地鐵跑酷), Gardenscapes (夢幻花園) and Homescapes (夢幻家園). We adhere to the strategy of "continuous content updates, IP collaborations, and community operations" and strive to transform popular games into evergreen ones.

Subway Surfers (地鐵跑酷) (Action Adventure Game)

Subway Surfers (地鐵跑酷) is a 3D running game launched by the Company in 2013. Players take on the role of a graffiti artist, evading the subway inspector and his dog while avoiding numerous obstacles on the way. Players need to jump upwards and to the sides to avoid obstacles and collect "coins".

In 2024, Subway Surfers (地鐵跑酷) collaborated with classic IPs such as GG Bond (豬豬俠) and Nailoong (奶龍), bringing fresh and interesting gaming experiences to players. By integrating with urban culture and elements of China-Chic, versions themed Guilin, Shenzhen, etc. were successively launched, continuously lighting up the map of Chinese cities and allowing players to deeply explore the charm of Chinese urban culture in the game. Moreover, the aesthetics of China-Chic were cleverly integrated into the character design, making the game characters vivid carriers for conveying the charm of Chinese culture.

"GG Bond (豬豬俠) IP Collaboration" Version

"Nailoong (奶龍) IP Collaboration" Version

"Shenzhen City" Version

"Guilin City" Version

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

The Scapes series (夢幻系列), consisting of Gardenscapes (夢幻花園) and Homescapes (夢幻家園), is a line of casual puzzle games developed by the Company. With the core gameplay mechanic of "match-three + construction", these games have remained highly popular among players since their launch seven years ago. At present, the cumulative number of registered users in China has surpassed 200 million.

In 2024, the Gardenscapes (夢幻花園) had rolled out 10 new versions. Among them, the self-developed versions such as the "New Year of the year of the Loong (龍年新春)", "crossover with Dunhuang (敦煌聯動)", and "Jiangnan Canal Town (江南水鄉)" ingeniously incorporated traditional Chinese festivals, cultural relics, historical stories, etc. into the adventure gameplay. While bringing more surprises to users, they introduced a novel way to convey the charm of traditional Chinese culture.

"New Year of the year of the Loong
(龍年新春)" Version

"Dunhuang Flying Apsaras
(敦煌飛天)" Version

"Jiangnan Intangible Cultural Heritage
(非遺江南)" Version

"Season of Pavilions and Cranes
(林亭相鶴季)" Version

War Robots (機甲戰隊) (Shooting and Battle Game)

The War Robots (機甲戰隊), launched in China in January 2024, is a classic 6V6 multiplayer online shooting and battle game that iDreamSky represents for publishing. It fills the gap in the realistic mech real-time combat game in the Chinese market.

Taking advantage of the deep customization cooperation based on the source code, War Robots (機甲戰隊) has successfully launched 14 new versions, adding approximately 100 new content units, including robots, pilots, and weapons, etc., enriching the players' battle experience. In 2024, the game engaged in joint interactive campaigns featuring the characters "MacArthur (麥克阿瑟)" and "Liu Peiqie (劉培茄)" portrayed by online influencers. This initiative triggered a mecha-battle frenzy across social media platforms.

War Robots (機甲戰隊) Collaboration with MacArthur (麥克阿瑟) and CSGO Liu Peiqie (劉培茄)

2) **Self-developed Games for Global Operation**

The Company remains steadfastly focused on the development of self-developed games. We unceasingly enhance our development and innovation capabilities to diversify and enrich the product portfolio, and are wholeheartedly committed to crafting high-quality games that wield global influence.

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

Strinova (卡拉彼丘) is the first anime style third-person competitive shooting game independently developed by iDreamSky, with an original light science fiction worldview based on the theme of "Anti-War". With the 5V5 competitive gameplay as its core, this game allows for arbitrary switching between 3D and 2D. Relying on the "String (弦化)" gameplay and the anime-style theme, it creates a unique battle experience. Since its debut on the PC platform in China, it has consistently offered high-quality content by means of the "season + competitive events" operation approach. As of Season S9, it has successfully launched 21 characters, 21 maps, and 9 modes, continuously enhancing the players' gaming experience.
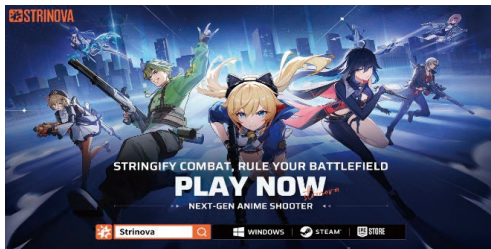
In 2024, the PC version of Strinova (卡拉彼丘) was successfully released globally, covering regions such as North America, Japan, South Korea, Europe, Southeast Asia, and South America. The Company is steadily promoting its multi-platform layout worldwide and plans to launch the mobile and console versions in 2025.

The promotional poster for the seventh season "Crimson Awakening (緋息醒世)" of Strinova (卡拉彼丘)

During the global publishing process, Strinova (卡拉彼丘) actively promotes localized operation in overseas regions and has now launched multiple language versions, including English, Japanese, Korean, etc., to meet the diverse needs of global players. In 2024, a new desert scene map of Krosmit (科斯迷特) was added to strengthen the emotional resonance with regional players. It also collaborated with the well-known IP POP TEAM EPIC to launch the "Big Head Gameplay" and joint skins, enriching the gaming fun with innovative gameplay. Meanwhile, we consciously shoulder the responsibility of spreading traditional Chinese culture. Intangible cultural heritage elements such as the Chinese zodiac, Tang Dynasty costumes, and Dunhuang murals are cleverly implanted in the game. Through the themed event of the "Mu Spring Festival", we showcase Spring Festival customs such as hanging lanterns and setting off fireworks to global users, allowing players to appreciate the unique charm of traditional Chinese culture in the game and helping it go global.

The English version of Strinova (卡拉彼丘)

The desert scene map

Collaboration with the IP POP TEAM EPIC

Elements of Dunhuang Flying Apsaras (敦煌飛天)

In 2024, Strinova (卡拉彼丘) successively held several brand tournaments, such as the campus competitions and the Starlight Cup (星輝杯), to convey the spirit of competition to the young user group. With its unique creativity and product strength, it successfully joined the first Esports World Cup (EWC) in Saudi Arabia, further enhancing the global popularity of the product.
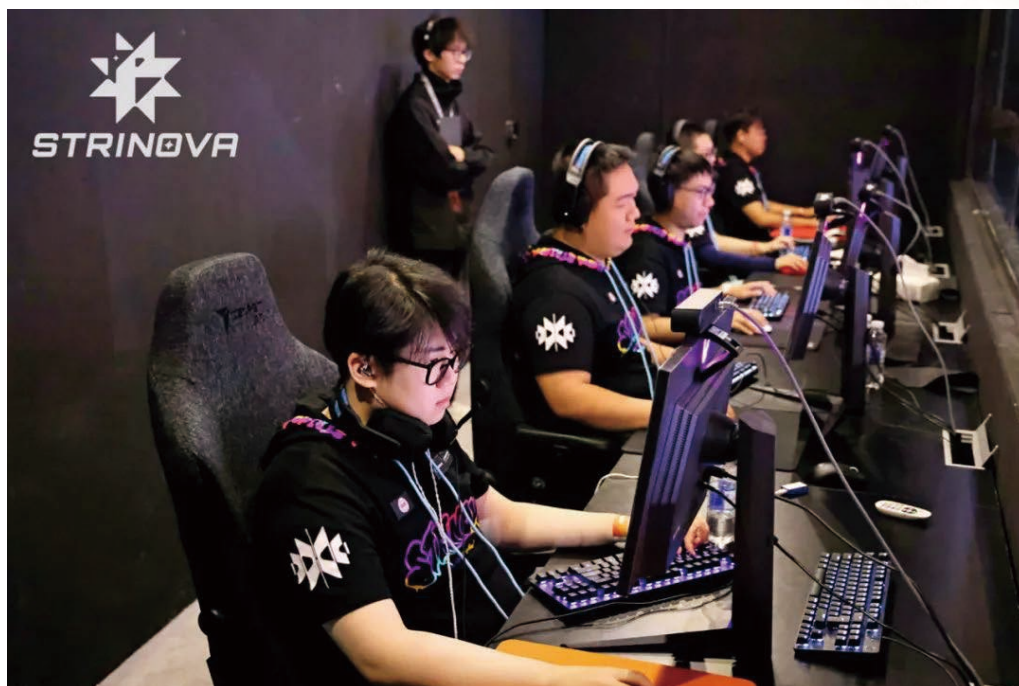
The final scene of the Esports World Cup in Riyadh

Other High-quality Games (partial presentation)

Glory All Stars (榮耀全明星)

A self-developed horizontal action fighting RPG mobile game

Legendary Merge Island (傳説中的合合島)

A self-developed casual Merge game in traditional Chinese style

Ni No Kuni: Cross Worlds (二之國：交錯世界)

A self-developed large-scale multiplayer online otherworldly fantasy adventure RPG mobile game which is adapted from the Ghibli IP

Shop Titans(傳奇商店)

A role-playing strategy game simulating shop operation

Temple Run 2 (神廟逃亡2)

A 3D modeled realistic-style running casual mobile game

Monument Valley (紀念碑穀)

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

3) Fanbook

As the main front for deeply connecting with and serving users, Fanbook provides players with a channel to directly give feedback to developers. The product R&D team can optimize game design based on the suggestions and needs of community users, achieving co-development and co-creation with players, and providing solid support for the improvement of game product quality and the operation of long life cycles. In 2024, Fanbook further expanded its functions by adding a micro website and a mall module, providing more monetization opportunities for creators and promoting the prosperity of the digital content ecosystem.
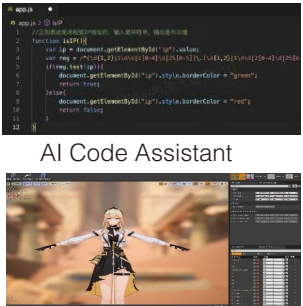
In 2024, Fanbook had:

Over 2,300 game creators

Over 100,000 user communities

4) Empowerment by AI

The Company firmly believes that the continuous progress of AI technology will bring profound changes to the industry. It actively integrates AI technology into all aspects of development and operation, for the sake of promoting the integrated and high-quality development of game development and operation, and thus achieving a more efficient and intelligent game production process.

 Strinova (卡拉彼丘) AI	**Enhancing the Gaming Experience** An AI assistance system is established in the game to provide guidance for players, enhance the interactivity of characters, and offer a more challenging and attractive gaming experience.
 AI Code Assistant Design-related AI AI Translation Platform	**Improving R&D Efficiency** • Utilize the AI code assistant to optimize the code writing process and improve development efficiency; • Apply design-related AI tools such as automatic skinning, and quickly generate effects through intelligent algorithms to reduce the demand for human resources; • Conduct conversational translation or batch translation through large language models to improve the translation efficiency of the game's multilingual versions. Currently, translations in multiple languages such as English, Japanese, and Korean have been applied to scenarios such as game announcements and plot dialogues.
 Active Community	**Facilitating Community Operation** Fanbook, in collaboration with the Scapes series (夢幻系列) community, implements "Humanize (真人化)" AI features within group chat and circle functions. By introducing multiple Agents, it effectively improves the interaction quality and user stickiness.

2. Game Quality Management

The Company continuously standardizes game publishing, operation, and self-developed business. We strictly abide by relevant domestic and foreign laws, regulations, and regulations in the places of operation, such as *the Telecommunication Regulation of the People's Republic of China*, the *Administrative Measures for Internet Information Services*, and *the Provisions on the Administration of Online Publishing Services.* Simultaneously, the Company is dedicated to establishing and perfecting internal management systems. In 2024, the Company revised the Version Research and Development Cycle Management System (《版本研發週期管理制度》) and the Game Publishing and Operation Procedures (《遊戲發行運營流程》), further improved the monitoring of the implementation of key development nodes, optimized the process specifications for the full life cycle management of game development and operation, and effectively enhanced the quality of game development and operation.

| Self-developed | Product selection/ approval | → | Product development/ testing | → | Product launch operation | → | Product withdrawal from the market |
| Agency | Product layout/ contract signing | | | | | | |

Stage Diagram of iDreamSky's Game Publishing and Operation Process

In terms of product quality management, the Company continuously implements the game review mechanism and the game quality estimation system standards. It estimates the game quality by combining quality factors such as the product's sensory performance, interactive experience, gameplay content, and external factors such as the market environment and the performance of competing products, aiming to providing support for development and operation decisions, and enhancing the strength of development and operation. Standardized technical documents are established at all stages of game products, and the requirements and specifications of planning, review, production, acceptance, and other links are clarified to implement quality control over the entire development process.

At the same time, the Company adheres to the bottom line of operation quality in its daily work, formulates and implements operation specifications and guidance documents for quality management and safe operation, such as the Game Business Operation Quality Management Measures (《遊戲業務運營質量管理辦法》), and sets "red lines" for quality management and safe operation. All these efforts aim to provide users with a stable gaming environment. For operation accidents that may occur during the game operation process and affect the user experience, such as system errors, unexpected service interruptions, and service downtime delays, the Company formulates the Operation Accident Classification Dimensions and Classification Rules (《運營事故分級維度及分級規則》). By doing so, the Company conducts hierarchical management according to the degree of impact, and establishes an accident handling process to ensure timely response and effective handling. The relevant teams conduct a review and summary after the accident handling is completed, analyze the root causes, and formulate optimization measures to avoid the recurrence of similar accidents and ensure the game quality level.

In addition, the Company has established a reward and punishment system for quality management and safe operation, which incorporates "red line" behaviors into the evaluation system for the selection, assessment, bonuses, and rank adjustment of management cadres. In this way, the Company aims to strengthen the sense of responsibility within the team and is committed to providing users with high-quality and trustworthy game products.

3. Creating a Green and Healthy Network Environment

The Company takes great care to safeguard the healthy growth of minors. Through measures such as optimizing the anti-addiction mechanism, implementing payment monitoring and restrictions, building a parental guardianship project, carrying out education and guidance, and implementing content review, the Company continuously strengthens the construction of the minor protection system and creates a green, healthy, clear, and civilized network environment for minors.

1) Prevention of Minors' Addiction to Games

The Company strictly abides by laws and regulations such as *the Law of the People's Republic of China on Protection of Minors, the Provisions on the Cyber Protection of Children's Personal Information, the Notice of Further Imposing Strict Administrative Measures to Prevent Minors from Becoming Addicted to Online Games,* and *the Regulation on the Protection of Minors in Cyberspace.* We formulate and implement internal management requirements such as the Administrative System for the Protection of Minors (《未成年人保護法管理制度》), the Children User Agreement (《兒童用戶協議》) and the Minor Player Protection System (《未成年人玩家保護制度》). We establish and improve a minor protection system covering measures such as real-name authentication, age-appropriate prompts, anti-addiction systems, care and protection for children, and time limits, and plan to gradually access the face recognition function to better escort the healthy growth of minors.

Real-name Authentication

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

Age-appropriate Tips

Online game login interface, official website and pipeline download interface display the age-appropriate tips icon and age-appropriate tips introduction, assisting minor users to choose games.

Anti-addiction

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

Care and Protection for Children

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

Children's Privacy Policy

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

Children's User Agreement

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

Time Limits

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

Limits Consumption

Aged under 8   Spending is not allowed

Aged 8 to 16   Up to RMB50 per time
                Up to RMB200 per month

Aged 16 to 18   Up to RMB100 per time
                Up to RMB400 per month

Controls over Content

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

Protective Measures for Minors by iDreamSky

Examples of Some Minor Protection Interfaces in Subway Surfers (地鐵跑酷**)**

To guide minors to play games healthily and consume rationally, the Company strictly implements the Payment Limit and Frequency Limit Program (《付費限高限頻方案》) during the game operation. Taking Subway Surfers (地鐵跑酷) as an example, the Company implements a hierarchical top-up restriction strategy for suspected minor players based on the differences in top-up frequency and amount. When a user's top-up behavior triggers the corresponding restriction conditions, two measures, namely "Top-up after Answering Questions" and "Top-up Cooling-off Period", will be taken to prevent minors from making irrational consumption or top-up without the consent of their guardians, and to reduce the risk of impulsive consumption. In the operation of the Fanbook community, the Company strictly implements the real-name authentication for online live streaming, strictly prohibits minors from applying for live streaming permissions, and continuously improves the reward mechanism to prevent minors from being addicted to live streaming and giving excessive rewards, thus creating a safe and orderly live streaming environment.

2) Parental Guardianship Project

The Company has always attached great importance to the protection of minors, closely followed the dynamics of relevant national policies, and steadily promoted the construction of the parental guardianship system. In order to thoroughly implement the requirements of *the Regulation on the Protection of Minors in Cyberspace* and the "Parental Guardianship Project for Minors in Online Games", in 2024, the Company actively carried out an assessment of the construction of parental guardianship capabilities for minors. By benchmarking against the practices of outstanding peers, the Company continuously improved the game guardianship mechanism. During the year, the Company successfully launched the Parental Care Platform, which provides parents with functions such as the management of minors' game time, consumption restrictions, and account management. It also established a parental guardianship guidance and help center to assist parents in effectively supervising and guiding minors to participate in online games in a healthy and green manner. Currently, this platform has been integrated into several games, including Gardenscapes (夢幻花園), Homescapes (夢幻家園), War Robots (機甲戰隊), Temple Run (神廟逃亡), Glory All Stars (榮耀全明星), etc., and will continue to expand its scope of application to escort minors' green Internet access.

Main Function Interfaces of iDreamSky's Parental Care Platform

Meanwhile, in 2024, the teenager mode was successfully launched on the Fanbook client application. This mode is equipped with a switch and a password setting function. Through the pop-up window upon the first visit and the permanent setting entry, guardians can actively enable the teenager mode to have a better grasp and guidance of minors' Internet usage behaviors.

Sending Private Messages to Non-friends is Prohibited in the Teenager Mode of the Fanbook client application

【Case】

In December 2024, the Fanbook client application's teenager mode added a new function of "prohibiting the sending of private messages to non-friends". That is, after this mode is enabled, if a user tries to send a private message to a non-friend user, the message will not be successfully sent. At the same time, it reminds that in the teenager mode, private messages to non-friends are disabled. This reduces the risk of socializing with strangers and further enhances the level of network security protection for minors.

Interface of the Fanbook Client Application in Teenager Mode

3) Conveying Positive Values

The Company actively plays the educational and guiding role of games. By combining the characteristics of games with social hot topics, elements such as traditional culture and scientific knowledge are integrated into the interactive experiences with players both inside and outside the games. In the form of teaching through entertainment, it expands minors' cognition, improves their comprehensive qualities, and conveys positive values to minors.

The "Nine Sons of the Dragon (龍生九子)" New Year-themed Skin Showcases the Charm of Mythological Legends 【Case】

During the Spring Festival in 2024, Gardenscapes (夢幻花園) launched the "Nine Sons of the Dragon (龍生九子)" New Year-themed skin with the theme of "The Dragon Sons Gathering Treasures, and the Pi Xiu Guarding the House (龍子聚寶，貔貅鎮宅)". Traditional patterns and meanings were integrated into the game scenes, bringing traditional mythological legends back to life. Players can understand the images and characteristics of the nine sons, such as Qiuniu (囚牛), Yazi (睚眥), and Chaofeng (嘲風), through an interactive experience while exchanging for the skin by clearing levels. They can naturally learn mythological stories in the game and feel the charm of excellent traditional Chinese culture.

Illustrated Book of the Nine Sons of the Dragon (龍生九子) Skin in Gardenscapes (夢幻花園)

The "Subway Mini-Class (地鐵小課堂)" Series of Videos Conveys the Fun of Scientific Exploration　　【Case】

In 2024, Subway Surfers (地鐵跑酷) launched the "Subway Mini-Class (地鐵小課堂)" series of popular science videos on social media platforms. Combining the characteristics of the game IP with social hot topics, it successively released seven episodes of content, including The Origin of Football (《足球的起源》), Where Does Nezha Come From (《哪吒源自哪裡》), The Transformation between Dragons and Snakes (《龍蛇之變》), and Rising Up Upon Hearing the Rooster Crow (《聞雞起舞》), etc. In a vivid and interesting form, it explains scientific, cultural, and historical knowledge, helping minors increase their knowledge and stimulate their interest in exploration in a relaxed viewing experience.

Interface of the "Subway Mini-Class (地鐵小課堂)" Series of Videos

4) Information Content Review and Monitoring

The Company strictly implements a content review mechanism, aiming to create a healthy and high-quality platform environment to ensure that young users are exposed to beneficial and positive content in games and communities. The Company strictly abides by laws and regulations such as *the Cybersecurity Law of the People's Republic of China* and *the Provisions on the Ecological Governance of Network Information Content*, and formulates and implements internal systems such as the Content Audit Program (《內容審核方案》). By taking multiple measures such as sensitive word filtering, third-party review, manual review, and daily inspection and investigation, it eliminates harmful information such as violence, pornography, gambling, drug-related content, and discrimination. This ensures the security of platform content, purifies the network cultural ecology, and enables the Company to earnestly fulfill its corporate social responsibilities.

Sensitive Word Filtering	• Use an intelligent filtering system to filter the content published by users against the sensitive word library, in order to intercept severely sensitive information. • Regularly maintain and update the sensitive word library to improve the efficiency of automated review and ensure content compliance.
Third-party Review	• Adopt third-party content review services from companies like Shumei (數美) and Tencent Cloud. Relying on their security technologies and AI intelligent systems, conduct machine intelligent reviews of the information published by users to expand the review coverage and accuracy and ensure content security.
Manual Review	• Based on the third-party review services, conduct manual review of complex or hidden inappropriate content. If any violations are found, manual operators will promptly take measures such as muting and freezing accounts to ensure content security. • In 2024, the Company iteratively upgraded the content management platform, optimized the appeal and submission for review logic of asynchronous content such as Fanbook announcements, circles, and Q&A, improved the efficiency and quality of problem handling, and achieved closed-loop management of content review.
Daily Inspections	• Establish a daily inspection and investigation mechanism for games, open up channels for users to provide feedback and suggestions, promptly detect and handle harmful information that endangers the physical and mental health of minors, and continuously improve the effectiveness of content governance.

Special Training on Fanbook Content Review 【Case】

In March 2024, the Company invited a team of senior third-party experts to conduct special training on content review for the Fanbook operation team. The training focused on key topics such as the principles of sensitive word filtering, the standards for picture content review, and the optimization of the content review process. Through case analysis and practical demonstrations, it helped the team deeply understand the requirements of content security management, enhance their abilities in text and picture review, and provide strong support for building a safe and healthy content ecosystem.

The Site of Fanbook Content Review Training

5) Combating Plug-ins

The Company strives to create a fair and healthy network environment for users, and continuously increases the monitoring and crackdown on violations and cheating behaviors such as the use of third-party software, account boosting services, and abnormal battles. In 2024, the Company actively integrated the functions of overseas Xunfeng (迅風) and the user operation platform to provide technical support such as account banning and anti-plug-ins measures for the overseas operation of Strinova (卡拉彼丘). At the same time, the Company regularly updates the rules for combating plug-ins and imposing penalties, monitors and severely punishes violations such as plug-ins. The Strinova (卡拉彼丘) team regularly publishes the Security Governance Announcement (《安全治理公告》) on the official website and WeChat official account every two weeks, publicizing the recent handling of players' complaints and feedback and the security measures taken. In 2024, Strinova (卡拉彼丘) banned a total of 1,957 cheating accounts, countered 455 plug-ins, and punished 9,245 players with negative gaming behaviors.

4. Listening to the Voices of Users

The Company attaches great importance to the feedback on user experience and service quality, actively optimizes services and continuously upgrades products, effectively safeguards user rights and interests, and makes every effort to create a better and more enjoyable entertainment experience.

1) Evaluation and User Research

The Company standardizes the user research process through the iDreamSky Market and User Research White Paper(《創夢市場與用戶研究白皮書》) to ensure that product optimization closely meets user needs. The Company uses methods such as questionnaires, one-on-one interviews, focus group discussions, and telephone surveys to conduct in-depth research and evaluation of domestic and foreign games at key nodes such as pre-research, version updates, and season activities. It systematically collects user suggestions and pain points, providing a strong basis for optimization. At the same time, the Company actively plans online and offline player exchange meetings to listen to the voices of users and promote the optimization of game content. In 2024, by leveraging the multilingual function of Tencent Questionnaire, the Company established a channel for overseas market research of Strinova (卡拉彼丘) to understand the needs of overseas players and provide user research information for the product going global.

The Site of the Offline Exchange Meeting of Strinova in Los Angeles

2) **Customer Service and Management**

The Company strictly abides by laws and regulations such as *the Law of the People's Republic of China on Protection of Consumer Rights and Interests*. During the year, it revised the Customer Service Center Manual (《客服中心手冊》) to refine the work processes and management requirements of the customer service team, improved the customer service and communication mechanism, and enhanced service efficiency. In 2024, the Company optimized the organizational structure of the customer service team, added an overseas customer service team for Strinova (卡拉彼丘)，and merged product specialists into the basic customer service group to achieve 7*24-hour customer service response and improve the efficiency of problem handling.

Meanwhile, the Company uses channels such as the Zhichi (智齒) online customer service system, voice system, AIHelp Support, and work order system to receive and respond to the inquiries and complaints of domestic and foreign customers from multiple aspects, ensuring that user needs are responded to and resolved in a timely manner.

The Company attaches importance to the improvement of the comprehensive quality of the customer service team. In 2024, it organized two business exams in total, assessing game knowledge, professional skills, and service awareness, etc. The exam results were linked to the monthly performance. Irregular customer service training, publicity, and communication meetings were carried out. Moreover, professional quality inspection and audit personnel were assigned. Every week, they randomly selected the online chats, telephone recordings, user feedback responses, and emails of customer service representatives to conduct quality inspections on aspects such as the quality of responses, the efficiency of work order follow-up, and service awareness, generate quality inspection reports, review the inspections every month, discuss the room for improvement and solutions, and continuously improve the level of customer service.

Conducting Customer Service Team Training to Improve Professional Service Capabilities

【Case】

In April 2024, the Company organized a customer service team training meeting, covering relevant personnel from the online customer service group, voice customer service group, and Fanbook group, etc. The training focused on the current products of the Company. Combining with actual cases, it deeply analyzed online communication skills, professional language expressions，and the key points of voice quality inspection, and discussed the core problems faced by the current customer service team to jointly explore optimization solutions, so as to improve the team's professional skills and service quality.
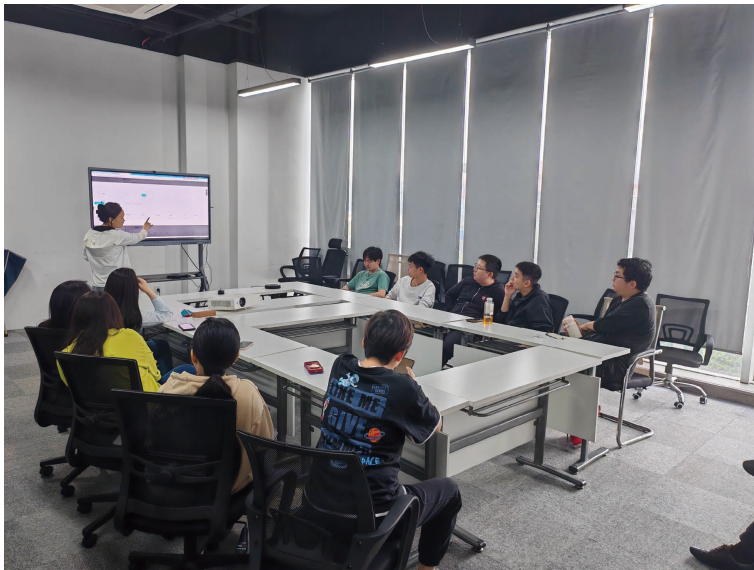
The Site of the Customer Service Team Training Meeting

3) Handling of User Complaints

The Company pays high attention to the management of user complaints by formulating and implementing internal management systems such as the Complaint Handling Process (《投訴處理流程》) to standardize the complaint acceptance and handling processes. This ensures that user demands are efficiently responded to and properly resolved. Users can provide feedback and submit complaints through channels such as the hotline, online customer service, email, and offline visits. In 2024, the Company received 1,324 complaints through 315 Consumer Pass. The handling rate of complaint work orders reached 100%, and the complaint resolution rate was 85.41%. The Company was also awarded the title of 2024 "Demonstrative Enterprise for 315 Consumer Pass". In addition, to improve the efficiency of handling customer complaints regarding underage top-up and refunds, the Company established a special customer complaint team for minors, strictly implemented the refund process and review standards for minors, and achieved efficient closed-loop handling of refunds through online help guidance entrances and work order circulation, etc.

Furthermore, the Company continuously strengthens public opinion monitoring. Relying on public opinion insight systems such as Baifendian (百分點) and Meltwater and self-developed AI public opinion tools, the Company tracks the hot topics that domestic and foreign users are concerned about in real time, promptly identifies potential problems that affect the user experience, and takes the initiative to optimize products to create a good reputation for the game.

5. Information Security and Privacy Protection

The Company regards information as the core foundation for protecting the continuity of business systems and the privacy of user information. We continuously improve our network and information security protection system, strengthen the building of basic data security capabilities to create a safe and trustworthy digital environment.

1) Information Security Protection

The Company continues to solidify its information security protection foundation by improving information security governance, strengthening information security management practices, conducting information security audits and certifications, and organizing information security training, among measures, thereby comprehensively enhancing its risk prevention capabilities and security management level.

Information security governance

The Company strictly adheres to *the Data Security Law of the People's Republic of China, and the Cybersecurity Law of the People's Republic of China*, among other relevant laws and regulations, fully implements the Regulations on Cybersecurity and Data Security Management (《網絡安全和數據安全管理規定》), and the Operational Procedures and Guidelines (《運營規範指引》), among other internal systems, and follows the principles of "legal compliance, full coverage, effective implementation, coordination, and classification", to strengthen the governance of network and data security. The Company has set the Chief Data Officer for network security and data security, who is responsible for coordinating various departments of the Company to ensure the effective implementation of network and data security goals, and promoting the standardized operation of the security management system.

The Company continued to improve the construction of information security systems. In 2024, it reviewed the construction of related systems, and taking into account risk assessment, efficiency optimization, and external regulatory requirements, planned for the priority of matters in the development of information security system, and gradually advanced the perfection and optimization of the information security system.

Network security protection

In the network construction and operation, the Company adhered to the overall protection strategy by "zone, grade and domain", and implemented the hierarchical protection system for network security in accordance with *the Basic Requirements for Classified Network Security Protection, Technical Requirements for Security Design of Classified Protection of Network Security*, and other national standards. We synchronously planned, built and deployed corresponding network security protection measures based on network environments of different security grades, used multilevel anti-virus software and ordered the technical support center to detect to ensure network security is controllable.

As to operation and maintenance, the Company carried out internal policies and regulations, including the Operation and Maintenance Workbook (《運維工作手冊》), the Safe Operation Procedures for Operation and Maintenance Personnel (《運維人員安全操作管理規範》), and the Emergency Incident Response System (《應急故障響應制度》), which standardize the operation and maintenance security at every state of game developing and publishing. The Company strictly implemented access restrictions to the management platform for network access control (Feilian) based on different roles of employees, visitors and partners; it continuously played the role of the bastion host as an operation and maintenance management platform, ensuring all business is uniformly accessed, achieving centralized management, real-time monitoring, and responsibility tracing for users, assets, applications, and permissions. In 2024, the Company further strengthened network security and protection in the following aspects:

Implemented network access control
Strictly limited domestic and foreign permissions for data access of the operation management platform (Rainbow System), only allowing employees to access through the Company's internal network. Specific members need to be audited and included in the whitelist before they can use Feilian to access, in order to reduce external security risks.

Strengthened the physical security of the server rooms
Access control was implemented in the local server rooms, only authorized IT operation and maintenance personnel can enter the server rooms through facial recognition or identity authentication, ensuring the safety of hosts and other data equipment.

Conducted equipment safety inspection
The Technical Platform Department conducts comprehensive inspections of the servers during key holidays such as summer vacation and Spring Festival, checking the hardware status, software configuration, and security protection for timely elimination of potential faults.

Established overseas operation and maintenance base
The Quality Management Center connected the server-side private network of various cloud service providers to enable overseas operation and maintenance teams to directly access and manage game data, enhancing data security; on the principle of data localization, deployed independent overseas servers for overseas encrypted data storage and Rainbow platform monitoring.
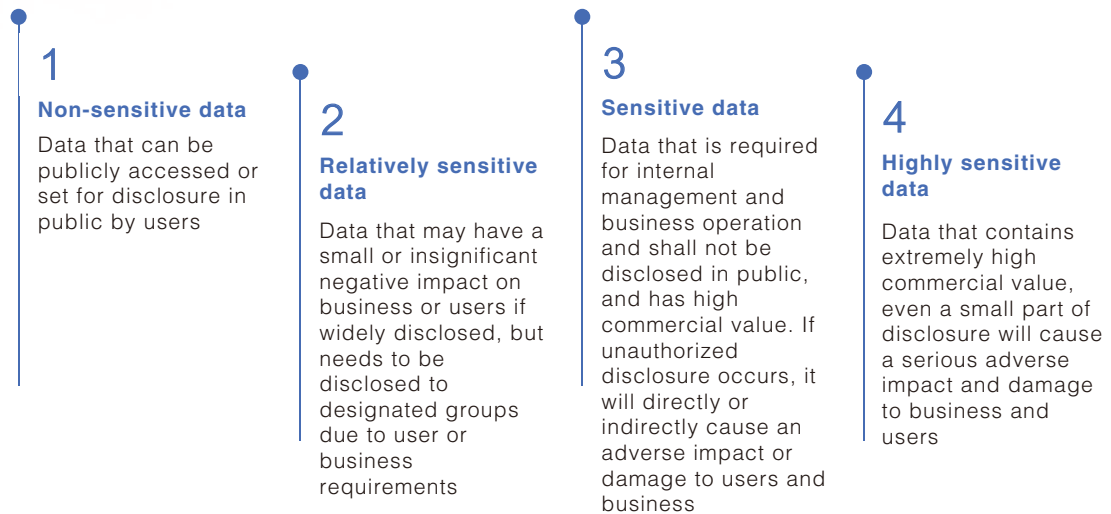
Optimized server expansion
The server autoscaling plan for the game Strinova (卡拉彼丘) was launched, reducing the scaling time for 10 battle servers from 2 hours to 30 minutes, and improving resource allocation efficiency during peak periods to ensue stable business operations.

Data security protection

To promote the safe and efficient use of data, the Company actively carries out data classification by considering factors such as policies and regulations, business value, and security risks, classifying data sensitivity levels, and clarifying data classification standards, to enable classified management and protection of data, and to strengthen the management over the entire data lifecycle.

1

Non-sensitive data

Data that can be publicly accessed or set for disclosure in public by users

2

Relatively sensitive data

Data that may have a small or insignificant negative impact on business or users if widely disclosed, but needs to be disclosed to designated groups due to user or business requirements

3

Sensitive data

Data that is required for internal management and business operation and shall not be disclosed in public, and has high commercial value. If unauthorized disclosure occurs, it will directly or indirectly cause an adverse impact or damage to users and business

4

Highly sensitive data

Data that contains extremely high commercial value, even a small part of disclosure will cause a serious adverse impact and damage to business and users

iDreamSky's Data Classification Principles

In daily work, the Company continuously implements the classified management regulations for Feishu documents, which are divided into three levels corresponding to the confidentiality levels: public, internal, and confidential. This is set in advance according to the openness, reading permissions, and copying and downloading permissions of these documents. Access permissions for each level of documents will be strictly controlled according to business needs to ensure data security.

In terms of operations, the Company follows the principle of "job relevance and minimal permission" in allocating employees' Rainbow Data System account permissions with the methods of "one person, one account" and "decentralization, itemization, and grading". The Company regularly reviews and updates the rules for permission allocation, promptly corrects improper permission configurations, and ensures reasonable and efficient allocation of permissions. In 2024, the Company upgraded the visibility of the Rainbow System's permission application process, enhanced the visibility of permissions for business-related organizations, and blocked irrelevant organizations. These efforts effectively limit the spread of sensitive information, and reduce the risk of data breach.
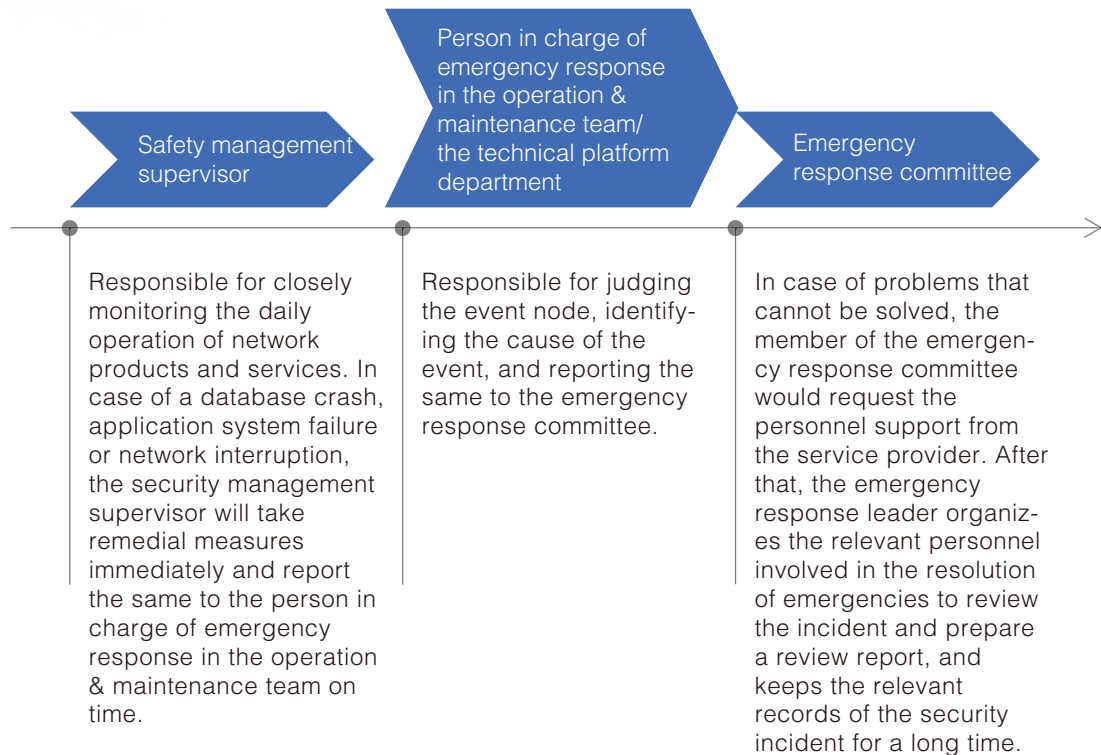
Emergency response management

The Company emphasizes the prevention and response to cybersecurity incidents and threats such as hacker attacks, intrusions, and destruction. We have formulated and followed internal policies such as the Data Security Emergency Plan (《數據安全應急預案》) and the Emergency Failure Response Policy (《應急故障響應制度》). Based on factors such as the type, nature, and impact range of emergencies, we establish a scientific graded response mechanism, clarify the detection, reporting, and emergency handling processes for security incidents at all levels, and assign responsibilities to each department. We promise to maintain a 24/7 rapid response and efficient disposal.

Security emergency plan on database security	Security emergency plan on application software system
Emergency plan for processing critical Information	Security emergency plan on illegal opinions on Internet
Security emergency plan on information system virus	Security emergency plan on Internet line interruption of website
Security emergency plan on website hacker attack	Security emergency plan on disruption or significant performance deterioration of specialized network for business

Eight Types of Data Security Emergency Plans of iDreamSky

The Company has established a multi-level emergency management team, including safety management supervisors, person in charge of emergency response in the operation & maintenance team/the technical platform department, and emergency response committees, to strengthen synergy and coordination and ensure the handling of emergencies in record time. The specific functions are as follows:

Safety management supervisor	Person in charge of emergency response in the operation & maintenance team/ the technical platform department	Emergency response committee
Responsible for closely monitoring the daily operation of network products and services. In case of a database crash, application system failure or network interruption, the security management supervisor will take remedial measures immediately and report the same to the person in charge of emergency response in the operation & maintenance team on time.	Responsible for judging the event node, identifying the cause of the event, and reporting the same to the emergency response committee.	In case of problems that cannot be solved, the member of the emergency response committee would request the personnel support from the service provider. After that, the emergency response leader organizes the relevant personnel involved in the resolution of emergencies to review the incident and prepare a review report, and keeps the relevant records of the security incident for a long time.

Meanwhile, to ensure the business continuity, the Company has adopted the "two-cloud" disruption recovery structure, namely Tencent Cloud and Alibaba Cloud services to avoid the risk of data interruption caused by the downtime of a single cloud server vendor. Additionally, the Company regularly conduct vulnerability scanning and remote disaster recovery drills every year, and so as to ensure the business can be quickly restored to normal in the event of an emergency. In 2024, the Company did not experience any risk incidents related to the disclosure of user personal information or threats to the Company's data security.

Information security audit and certification

In terms of information security audit, the Company regularly conducts internal or external audits related to information security, covering key areas such as data security and personal information protection. Additionally, the Company actively carries out network and information security certification and assessment, strictly adheres to the relevant provisions of *the Administrative Measures for the Graded Protection of Information Security*, and carries out classified network security protection assessment and certification. In 2024, four systems of the Company, including the Fanbook system and the casual game system, passed the national level three classified protection assessment, and the portal website system passed the national level two classified protection assessment, continuously improving the network and information security protection capabilities.

iDreamSky Network Security Rating Assessment Protection Certificate in 2024

Information Security Training

The Company regularly organizes various training and publicity activities related to information security to enhance employees' knowledge reserves and skills, and ingrain the awareness of information security and privacy protection. In 2024, the Company's information security training and publicity was disseminated to all employees.

Knowledge Training through Creative Comics for A Strong Information Security Defense Line

【Case】

In 2024, the Company produced a three-phase information security training material called "Storyteller Sunny Brother" in the form of creative comics to vividly popularize information security knowledge. It covers topics such as disclosing trade secrets and internal sensitive information of the Company, intellectual property rights of official works, internal rules and regulations. Tests were conducted to verify the training outcomes.

Storyteller Sunny Brother

2)   **User Privacy Protection**

Considering the protection of user privacy a paramount responsibility, the Company strictly complies with *the Personal Information Protection Law of the People's Republic of China, the Data Security Law of the People's Republic of China, the Law of the People's Republic of China on Protection of Consumer Rights and Interests, the Provisions on the Cyber Protection of Children's Personal Information, the Civil Code of the People's Republic of China* and other relevant laws and regulations, and has formulated and implemented internal management policies such as the Measures for the Management of Personal Information Protection (《個人信息保護管理辦法》), the Guidelines for Operation of Personal Information Protection Impact Assessment (《個人信息保護影響評估操作指引》), the Guidelines for Compliance Audit of Personal Information Protection (《個人信息保護合規審計指引》) and the Personal Information Protection Policy (《個人信息保護政策》), to clearly define the principles, organizational responsibilities and operational procedures for personal information handling. All these efforts ensure integration of user privacy protection requirements into the Company's daily operations to effectively safeguard user personal information rights and interests.

The Company's collaborative compliance team maintains an efficient collaboration mechanism, responsible for continuously improving the user privacy protection system, supervising its implementation, and regularly reporting on the effectiveness to the Executive Management Team of the Company. Additionally, the Company has appointed a personal information protection officer, who is responsible for supervising the implementation of the personal information protection management system, assessing the impact of personal information protection, giving suggestions on the improvement in controlling and supervising the completion of rectification closed loop, and continuously optimizing the work of user privacy management.

The Company takes the following measures to strengthen user privacy protection:

Upholding the principles of privacy protection: In the collection, storage, use, processing, transmission, provision and deletion of users' personal information, all persons involved shall comply with the principles of clear purpose, minimum sufficiency, ensuring safety, obtaining consent, openness and transparency, and subject participation.

Standardizing data collection process: We always adopt the minimization principle when collecting the user information; proactively disclose our personal information protection policy to users; explain the purpose, manner and scope of information collection and use, and seek authorization from users; fully respect the users' right to make their own choices; notify users and seek their consent again prior to use if personal information is beyond the scope or purpose for which it was claimed at the time of collection.

Strengthening data encryption protection: When storing and transmitting data, we adopt the encrypted method to sensitive data with the combination of asymmetric encryption and symmetric encryption, to prevent third parties from stealing the plaintext data.

Implementing data sanitization: When using data, we de-identify users' sensitive information in our operation management system and display such information in a non-plaintext manner, and data extraction is subject to a strict internal approval process and limited scope of extraction.

Ensuring signing of confidentiality agreement: We require all relevant personnel who may have access to user information to fulfill their confidentiality obligations, and arrange for the data team and personnel with database permissions to sign confidentiality agreement. In 2024, the confidentiality agreement was changed from an online document format to a picture display to prevent agreement tampering and improve visibility to users.

The Company embeds APP privacy and security compliance testing into the product development and launch process, which specifically include:

➢ Pre-launch compliance assessment: Complete the compliance assessment before the launch of the games "Legend Store" and "Bounce Myth Group", screen for key compliance issues such as privacy policy, user agreement, game rating, etc., and provide targeted suggestions.

➢ Third-party compliance risk testing: The Company strictly implements internal policies such as the SDK (Software Development Kit) Component Admission Process Management Guide (《SDK 組件准入流程管理指導》), and carries out daily testing and access assessment of third-party software development packages SDK.

6. Industrial Exchange and Cooperation

The Company relies on provincial and municipal engineering technology centers and innovative platforms such as maker service technology platforms, fully leverages its own technical advantages and practical experience to promote the healthy development of the game industry. At the same time, it actively participates in the formulation of industry standards and exchange and cooperation, and promotes the construction of an open, harmonious, and sustainable industry ecosystem to inject innovative power for the development of the industry.

1) Industry Standard Preparation

The Company has participated in the preparation of 8 national technical and cultural standards, and undertaken over 20 governmental science and technology R&D projects at the national, provincial and municipal levels. In 2024, in collaboration with nine industry organizations, including the Guangdong Entertainment & Game Industry Association and Shenzhen Tencent Computer Systems Company Limited, the Company jointly compiled the first domestic gaming security group standard, Mobile Game Service Security Implementation Requirements. This standard defines security implementation requirements for all aspects of game security, providing scientific and standardized security management guidance for gaming companies to improve security governance and promote high-quality development of the industry.

2)   Exchange and Cooperation

The Company continues to strengthen communication and exchange with industry partners, academic institutions, and regulatory bodies to promote collaborative innovation within the industry. In 2024, the Company actively participated in major domestic and international industry events, including the China Game Industry Annual Conference, the 20th China (Shenzhen) International Cultural Industries Fair, and the Tokyo Game Show, to share cutting-edge technologies and management experience, and voice its commitment to fostering creativity and innovation. The Company also actively engages in industry collaborations, working with peers to drive technological advancements.

In January, the Company and Huawei reached the ecological cooperation on Harmony OS, announcing that the Company will conduct the native application development dedicated to Harmony for famous games like Gardenscapes (夢幻花園) based on Harmony OS NEXT through deep collaboration on technological innovation and game experience enhancement, to bring players richer gameplay and more innovative game interaction experiences.

In August, the Company signed a formal strategic memorandum of understanding (MOU) with the Saudi Esports Federation ("**SEF**") in Riyadh, Saudi Arabia, which outlines (the comprehensive and in-depth collaboration on professional Esports leagues, education and training, and the development of gaming communities.

In September, the Company participated in the Nanshan District High-Quality Games Industry Development Symposium, exchanging and discussing the development status, trends, and facing problems and challenges of the games industry, working hand-in-hand with the government and industry peers to promote the high-quality development of the games industry in Nanshan.

In November, a strategic cooperation agreement was signed with Tencent Cloud to establish a joint innovation laboratory, focusing on using AI to empower game development for improved quality and efficiency. Building upon the existing cooperative foundation in areas such as AI code assistants and AI R&D efficiency tools, the cooperation will be further deepened to achieve innovative upgrades in game development process.

7. Intellectual Property Management

The Company consistently fights against intellectual property infringement, severely cracks down on actions such as game cracking, private server cheats, reselling of game items, trademark infringement, software copyright infringement, and unfair competition. It strictly abides by *the Patent Law of the People's Republic of China, the Trademark Law of the People's Republic of China, the Copyright Law of the People's Republic of China* and other relevant laws and regulations, and has formulated the Policy on the Management of Intellectual Property Rights of iDreamSky (《創夢天地知識產權管理制度》), the iDreamSky Contract Management Policy (《創夢天地合同管理制度》) and other internal management policies. The Company has set up an intellectual property management organization to standardize intellectual property management work.

In terms of intellectual property protection awareness among employees, the Company conducts online and offline training, and shares the latest regulatory requirements simultaneously; We advocate employees to proactively protect their fruits in daily work, and manages the permissions of source codes of self-developed and licensed games through the SVN permission management platform. Also, the Company ensures the legal and compliant use of third-party intellectual property, so as to avoid infringing on other people's intellectual property in the course of product R&D, operation, promotion, etc. We take the initiative to purchase licensed IPs, develops detailed intellectual property items during the localization of overseas games, and clarifies the trademark ownership of the Chinese names of the games, so as to ensure the legal operation of overseas intellectual properties in China. In 2024, the Company did not have any incidents related to serious infringement of intellectual property of any third party.

As of the end of 2024, the Company had filed 105 patent applications and was granted 62 patents; We had filed 1,307 trademark applications and was granted 902 trademarks; and 459 computer copyright works.

VII. UNITING EFFORTS, MOTIVATING EMPLOYEES FOR HEALTHY DEVELOPMENT

People are the core driving force behind a company's development. iDreamSky always adheres to the "People-oriented" philosophy. While actively recruiting outstanding talent, we continuously optimize our talent development and promotion mechanisms, attentively listen to the needs of our employees, and strive to create a fair, inclusive, harmonious, friendly, and healthy and safe work environment.

1. Talent Pool Development

iDreamSky upholds lawful and compliant employment practices and actively cultivates a diverse talent pool. We have established a scientific and reasonable performance evaluation system and a competitive compensation system to effectively motivate employees to continuously strive for progress and drive the growth of both the Company and its employees.

1) Recruitment Management

The Company strictly abides by relevant laws and regulations such as *the Labor Law of the People's Republic of China, the Labor Contract Law of the People's Republic of China*, the Social Insurance Law of the People's Republic of China, formulates and implements the iDreamSky Talent Recommendation Management Measures (《創夢天地人才管理推薦辦法》), the Attendance Management Policy, and other internal polices to standardizes the employee recruitment management.

The Company actively attracts talents through various channels such as campus recruitment and social recruitment, and develops the Standardized Operation Manual (《標準化操作手冊》), which covers recruitment process and requirements from posting job information and resume screening to interview arrangements and offer letter issuance, to enhance the professionalism and transparency of the recruitment process. This ensures fair participation for candidates and helps the Company precisely select suitable talent. Furthermore, the Company actively expanded campus recruitment channels by collaborating with six universities, including Shenzhen University, Guangzhou Academy of Fine Arts, and South China Normal University, to offer diverse internship opportunities for university students. These internships cover key areas such as game development, art design, and operations and marketing, helping students gain valuable industry experience. In 2024, the Company hired 216 full-time employees and 294 interns. We also successfully recruited 34 graduates from the class of 2025, securing a group of promising future stars for the Company.

Thanks to our outstanding performance in talent development and fostering an innovative environment, the Company received the prestigious "Top 20 Most Innovative Youth-Friendly Employers of 2024" award, demonstrating our leading position in attracting and nurturing young talent within the industry.

Photo for the "Top 20 Most Innovative Youth-Friendly Employers of 2024" Award

As of 31 December 2024, the Company had a total of 852 full-time employees. Details are as follows:

Human Resources Overview

Total number of full-time employees	852
Employee turnover rate by gender	
Male	532
Female	320
Number of employees by age	
Aged under 30	442
Aged 31 to 50	410
Aged over 50	0
Number of employees by rank	
Management employee	100
Regular employee	752
Number of employees by region	
Mainland China	840
Hong Kong, Macau, Taiwan and overseas countries or regions	12
Employee turnover rate	
Employee turnover rate by gender	
Male	34.02%
Female	41.57%
Number of employees by age	
Aged under 30	44.61%
Aged 31 to 50	23.43%
Aged over 50	0.00%
Number of employees by region	
Mainland China	37.07%
Hong Kong, Macau, Taiwan and overseas countries or regions	33.33%

Notes:

(1)   The disclosure of social KPIs is the period from 1 January 2024 to 31 December 2024.

(2)   The formula for calculating the employee turnover rate is as follows: Employee turnover rate by relevant category = Number of departures belonging to that category/(Number of employees belonging to that category at the beginning of the year + Number of new employees belonging to that category in the year) * 100%.

2) Compensation and benefits and performance

The Company continuously maintains a competitive salary and welfare system and sets the salary level reasonably with reference to the market standard, and taking into account the rank, professional skills and performance of employees. Our salary structure includes base salary and various performance-related subsidies and incentives, stock awards and other incentives, so as to comprehensively stimulate the enthusiasm of employees. The Company's employee benefits consist of statutory welfare and supplementary benefits. In terms of statutory benefits, the Company pays five social insurances and one housing provident fund in full and on time for its employees, and implements vacation arrangements such as statutory annual leave and parental leave. In terms of supplementary benefits, the Company purchases commercial insurance for all employees, and provides holiday benefits, annual health check-ups, and public rental housing to reduce the burden on employees and enhance their sense of belonging. The Company keeps a close eye on the dynamic changes in market salaries and constantly optimizes compensation and benefit system to ensure a competitive compensation for our employees in the industry and recognize their dedication and contribution.

Statutory benefits	• Five social insurances and one housing provident fund, annual leave, statutory holiday, parental leave, maternity leave, paternity leave, marriage leave, funeral leave, etc.
Statutory benefits	• Commercial insurance, annual health check-ups, birthday activity, holiday activities, culture and sports association, transfer of household affiliation, wedding red envelope, childbirth sympathy, funeral pension, public rental housing, transportation allowance, etc.

Employee Welfare Policy

The Company conducts annual performance appraisal for regular employees who have worked for three months or more. The appraisal adopts a comprehensive approach of self-evaluation, 360-degree evaluation and direct supervisor evaluation to consider the employee's value contribution, commitment and value outlooks in all aspects to evaluate employee performance in a fair and objective manner. Employees will earn ratings ranging from 5 stars to 1 star, which is closed linked with annual evaluation of awards and merits, rank promotion, salary adjustment and bonus allocation. This policy aims to foster a fair, transparent, and motivating work environment that fully unleashes employee potential, promote the seamless integration of individual skill development with organizational objectives, driving mutually beneficial growth and maximizing employee engagement for the shared success of both our employees and the Company.

2. Promotion and Training

The Company considers talent development a core strategy, provides employees with diverse career paths and establishes a comprehensive training system to continuously empower employee growth and achieve shared progress between individual value and corporate development.

1) Employee Development

The Company has established a dual-channel system for "professional" and "managerial" development, meticulously crafting 21 professional development paths, each of which is subdivided into different positions according to business processes and functional needs, providing employees with ample opportunities for career advancement. To ensure fairness and rationality in talent selection and promotion, the Company has formulated clear, quantifiable competency assessment standards for each track and level. We have also established dedicated committees, including a Professional Committee and a Channel Committee, responsible for conducting job level evaluations. When appointing management officers, we strictly follow the five principles of organizational development, i.e. flattening, hierarchical promotion, capacity matching, and being able to move up or down, to ensure that every management officer is competent for their role.

Furthermore, the Company implements a mechanism of linking performance appraisals to time to promotion, i.e. the better the performance of an employee in the performance evaluations, the shorter the time threshold required for his/her promotion. Exceptional talent may be eligible for accelerated promotion through a "green channel" or special application process. This aims to provide a faster and more flexible promotion channel, enhance the motivational aspect of the promotion system, and empower employees to reach their full potential.

2) Training System

The Company attaches great importance to talent cultivation and employee development. It has formulated and strictly implemented the Training Management System, and continuously optimized the employee training system, covering new employee onboarding training, training for college recruits, professional skills training, and management cadre training. This ensures that every employee can receive training courses that match their level and responsibilities, promoting the all-around improvement of employees' professional skills and comprehensive qualities. In addition, the Company values employees' professional growth and breakthroughs. It actively encourages them to improve their education or professional skills through self-learning, helps employees steadily advance in terms of knowledge reserves and professional skills, and promotes employee self-improvement, to achieve synergy and coordinated development between employees and the Company.

New Employee Onboarding Training 【Case】

In 2024, the Company organized onboarding training for new employees every two months. Trainings cover corporate culture, rules and regulations, ethics and compliance guidelines, business layout and user orientation, etc., and further advocate for the awareness of Sunrise Code of Ethics, business layout and user orientation, to help new employees quickly familiarize themselves with their positions and integrate into the Company's corporate culture.

Management Cadre Training: CUBE Out of the Box-Cross-Departmental Communication and Collaboration　　　　　　　　　　　　　　　【Case】

In December 2024, the Company launched the first phase of "Management Cadre Training: CUBE Out of the Box-Cross-Departmental Communication and Collaboration", with a total of 43 management cadres participating. This training focused on key areas such as cross-departmental communication challenges and collaboration process optimization, aiming to help management cadres master practical management and collaboration skills, broaden their thinking, and lay a solid foundation for promoting efficient internal collaboration and improving overall operational efficiency within the Company.

Group photo for the first phrase of Management cadre training:
CUBE Out of the Box-Cross-Departmental Communication and Collaboration

3. Occupational Health and Care

The Company always prioritizes employee health and safety, regularly organizing fire drills and first aid training to comprehensively improve employees' emergency response capabilities. Additionally, diversified team activities enhance team cohesion and collaboration, create a safe and warm work environment, and help employees work with peace of mind and live comfortably.

1) Employee Health and Safety

The Company strictly adheres to safety-related laws and regulations such as *the Law of the People's Republic of China on the Prevention and Control of Occupational Diseases*, *the Work Safety Law of the People's Republic of China*, and *the Fire Protection Law of the People's Republic of China*. It has formulated clear health and safety-related emergency plans and management mechanisms to ensure rapid response and proper handling of potential safety incidents in the workplace. The Company is equipped with automated external defibrillators (AEDs), medical emergency kits, and common first-aid medications. Regular training on first-aid skills and occupational disease prevention is conducted to continuously improve employees' safety awareness and emergency response capabilities, creating a safe and healthy work environment.

Safety management measures

- Conduct workplace safety inspections daily and every two hours to check the status of electricity usage, water usage, entrances and exits in each area. Rectify any problems immediately;
- Arrange day and night shifts for security personnel, being on duty 24 hours a day;
- Monthly fire safety inspections to ensure fire safety;
- Monthly inspection for fire extinguishers, with inspection results recorded;
- Irregularly disseminate safety-related reminders on internal communication channels

CPR First Aid Training 【Case】

In May 2024, the Company conducted CPR and first aid training to improve employees' emergency rescue capabilities. Professional instructors meticulously taught the students the correct methods of using AED devices and key first-aid skills through theoretical explanations and practical demonstrations. This training effectively enhanced the staff's emergency response capabilities, laying a solid foundation for creating a safe and harmonious work environment.

Photo for CPR and First-aid Training

Lecture on the Prevention and Treatment of Cervical Spondylosis 【Case 】

In November 2024, the Company held a special lecture on the prevention and treatment of cervical spondylosis where invited professional lecturers explained in detail the causes, prevention methods, and daily health care skills of cervical spondylosis. 50 employees enthusiastically participated. The atmosphere at the training was lively and interactive. This lecture effectively enhanced employees' health management awareness and provided a strong guarantee for efficient work.

Scene of the Lecture on the Prevention and Treatment of Cervical Spondylosis

2) Employee Activities and Care

The Company deeply understands the close relationship between employees' physical and mental well-being and their creativity, and actively plans and carries out a variety of rich and colorful employee care activities. By organizing events such as Programmer's Day, anniversary celebrations, and neck massages, the Company strengthens employees' cohesion, sense of belonging, and happiness.

Programmers' Day

The Company's 15th Anniversary Celebration

Cervical Massage

In addition, the Company integrates care for female employees into operational details. For example, it has created warm and comfortable lactation rooms within the office area and equipping them with complete facilities. From comfortable rest chairs, convenient nursing facilities to private space arrangements, the Company provides convenience for female employees during special periods, supporting them in balancing life and career with practical actions.

iDreamSky lactation room

4. Labor Rights

The Company upholds the values of equality, openness, and inclusiveness, strictly adheres to international labor standards, actively builds diverse communication channels, listens carefully to the voices of employees, protects the legitimate rights and interests of employees, enhances team cohesion and sense of belonging, laying a solid foundation for the sustainable development of the Company.
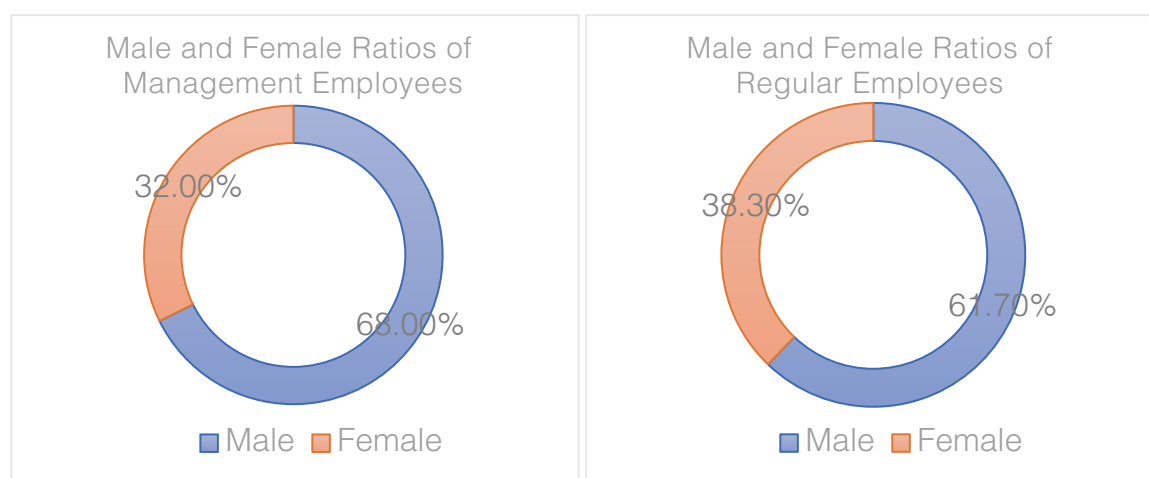
1) Prohibition of Child Labor and Forced Labor

The Company upholds the baseline of legal employment, prohibits the hiring of workers under the legal working age and boycotts forced labor, harassment and abuse and other misconduct. In the Employee Handbook, the Company clearly specifies the legal age range for applicants, and identity information is strictly verified throughout the recruitment process to ensure that no child labor is employed. Labor contracts are signed with all employees in accordance with the law, clearly defining key information such as employee working hours, workplace, remuneration, and overtime regulations, thereby eliminating forced labor from the source. In 2024, the Company had no child labor or forced labor risks, and no incidents of child labor or forced labor occurred.

2) Diversity and Equality

The Company upholds the principles of fairness and justice, striving to create a diverse and equal work environment. We firmly uphold equality and diversity in the workplace environment and never tolerate any discrimination, exclusion or special treatment due to ethnicity, race, nationality, religion, physical condition, pregnancy, sexual orientation, political appearance, age or other non-work factors, to effectively guarantee the implementation of principles of equal opportunity, diversity, and non-discrimination. Also, the Company attaches great importance to the rights and development of female employees, fully implements the policy of gender equality and equal pay for equal work, and comprehensively reflects our respect and care for female employees in various aspects such as recruitment, promotion, vacation and benefits.

In 2024, the proportion of female employees in the Company's management reached 32.00%, effectively reflecting the positive progress the Company has made in terms of gender equality. The Company will continue to provide more development opportunities and support for female employees, helping them realize their value in the workplace.

Male and Female Ratios of Management Employees
32.00%
68.00%
■ Male ■ Female

Male and Female Ratios of Regular Employees
38.30%
61.70%
■ Male ■ Female

Proportion of Management and Regular Employees by Gender

3) Employee Communication

The Company upholds the concept of democratic management and actively fosters a corporate culture of "open communication and positive feedback". It has established diversified communication channels and continuously improved communication methods with employees. Through regularly holding large-scale internal communication activities such as the annual employee representative assembly, and utilizing tools such as Fanbook, "Experience Server," and Feishu's "Honest Feedback" robot, the Company encourages employees to express their opinions and suggestions at any time. It promptly and accurately understands employee needs and thoughts, provides necessary support and feedback to employees, striving to improve employee satisfaction.

Employees can speak freely through the internal community platform

- Employees can provide feedback and communicate opinions within the iDreamSky community either by speaking directly or using an anonymous robot. The anonymous speech mechanism provides employees with a more free and safe space for expression, encouraging them to speak freely, share real thoughts and suggestions.

VIII. HARMONIOUS COEXISTENCE, PROTECTING THE GREEN ECOLOGICAL ENVIRONMENT

iDreamSky adheres to the office concept of "green, clean, and low carbon", responds to the national "Carbon Peaking and Carbon Neutrality Goals" strategy, integrates the green development concept deeply into all aspects of corporate operations, continuously practices measures for energy saving, consumption reduction and environmental protection, and actively identifies climate risks and opportunities to tackle climate change, assist in the realization of carbon neutrality goals with practical actions, and contributes to the construction of a harmonious coexistence of man and nature in the future.

1. Green Operation

The Company continuously improves the environmental management system in strict compliance with relevant laws and regulations such as *the Environmental Protection Law of the People's Republic of China, the Water Pollution Prevention and Control Law of the People's Republic of China, the Air Pollution Prevention Law of the People's Republic of China*, and *the Law of the People's Republic of China on the Prevention and Control of Environmental Pollution by Solid Wastes*. It persistently optimizes management measures in energy use, water resource management, and waste recycling, and actively carries out green advocacy to jointly create a green and environmentally friendly office environment. In 2024, the Company was not subject to any penalties for violating environmental laws and regulations, nor did we receive any complaints related to environmental pollution.

1) Energy Management

As the Company has over 900 computers for its game development business and relies heavily on equipment such as servers, computers and air-conditioners in daily operation, the main source of energy consumed by the Company is electrical energy. Since 2021, the Company has set clear goals to reduce electricity consumption over the next 5 years.

In order to achieve our electricity management goals as soon as possible, further reduce equipment energy consumption, improve energy utilization efficiency, and reduce negative impacts on the environment, we have implemented a number of specific energy-saving measures in daily operations for reducing unnecessary energy use:

◆ Establish a full-time daily inspection mechanism for indoor property security to check the air-conditioning temperature settings and proactively adjust or turn off the air-conditioning in unoccupied areas;

◆ LED lighting is consistently used in the office to save on lighting energy;

◆ The office temperature is set at a constant 25 degrees Celsius in the summer and ventilated in the winter for scientific use of electricity;

◆ Actively procuring energy-efficient certified equipment and continuously optimizing the efficiency of its use;

◆ Encourage employees to set their computers to "sleep mode if idle for more than 30 minutes" to reduce power consumption;

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

Additionally, the Company actively adopts cloud service providers such as Alibaba Cloud and Tencent Cloud for data storage architecture, relies on centralized energy management models to optimize resource allocation, and establishes intelligent monitoring mechanisms to monitor the utilization rate of servers, machine rooms, and communication resources in real time, and dynamically allocate idle resources for optimal energy consumption. In addition, the Company vigorously promotes the video conferencing system as an important means of communication to effectively reduce the need for air travel, reduce carbon emissions from the source, and promote the green transformation process of the enterprise while improving operational efficiency.

2)   Water Resources Management

The Company attaches great importance to water resource management in daily operations. The Company's water usage is mainly concentrated in office scenarios, and does not involve large-scale water demand or industrial wastewater discharge. The business activities do not pose a potential significant pollution risk to water resources. All domestic sewage is professionally treated through a standardized pipe network system in strict accordance with municipal standards. The Company continuously optimizes its water management mechanism, constantly improves the efficiency of water resource utilization, contributing to the construction of a water-saving society. Since 2021, the Company has set clear goals to reduce water consumption over the next 5 years.

◆   Installation of dual-flush water-saving toilets to reduce water consumption;

◆   Signs on water conservation are posted in each restroom to remind employees to turn off the faucet after use and to raise their awareness of water conservation;

◆   Regularly inspect water pipes and notify the property management company in real time to arrange for maintenance and checks if any leakage is found in the water supply facilities so as to avoid wastage of water resources.

3) Waste Management

The Company adheres to the principles of waste reduction and harmless treatment, pays attention to waste management generated in the production process and daily operations. We implement corresponding management and disposal standards according to the characteristics of different types of waste, properly handle waste with a goal of reducing waste emissions year by year, striving to reduce the negative impact on the environment. In daily operations, we adopt the following recycling measures for different wastes:

Domestic waste	Strictly implement the rules of designated disposal and scheduled transportation of kitchen waste, and have the administrative department carry out daily inspections to ensure accurate classification.
Recyclable waste	There is a paper recycling area for collecting single-sided printed paper, which is bound and reused by the administrative team to minimize paper; Recyclable wastes such as cardboard boxes and paper bags should be placed in designated recycling locations, or handed over to administrative departments for centralized processing, to improve resource utilization efficiency.
Hazardous waste	Establish a specialized disposal process: Adopt a centralized collection and regular return mechanism for leased equipment ink cartridges, achieving resource recycling.
Scrap electronic equipment	Strictly implement data erasure and hard drive disassembly and other security procedures to ensure both information security and resource recovery standards are met.

Reminder at the print area to advocate for double-sided printing

4) Green Advocacy

The office encourages employees to practice environmentally friendly and low-carbon behaviors, by carrying out energy-saving publicity event, posting signs, and other methods. It advocates the concept of green and environmental protection to employees, continuously improving the level of green office operations. The Company's administrative department regularly issues online energy-saving reminders, and sets up energy-saving operation guides and environmental protection signs in the office area, creating a green office atmosphere. Also, through innovative forms such as restroom micro-bulletin, the concept of energy saving and emission reduction is deeply rooted in people's hearts.

Energy-saving measures and publicity slogans

2. Climate Change Response

Climate change concerns the well-being and future of all mankind, and addressing climate change has become a global key issue. The Company deeply recognizes the urgency and importance of taking climate action. We systematically collect and analyze the carbon emissions data related to operations, and based on the framework of the Task Force on Climate-related Financial Disclosures (TCFD), we throughly integrate climate change issues into the Company's governance system. Taking into account policy, industry, market, and technological development trends, we actively carry out the identification and analysis of climate change risks and opportunities, continuously strengthen climate risk management, and accelerate green transformation to help achieve sustainable development goals.

1) Governance

The Company profoundly recognizes the importance of addressing climate change and is actively building a systematic climate governance framework. The Company's board of directors, as the highest decision-making body for ESG-related work, is fully responsible for the overall planning of climate response work, identifying and assessing the risks and opportunities brought about by climate change, and formulating targeted climate strategies. Based on this, the ESG working group, in accordance with the strategic deployment of the board of directors, supervises and guides the specific implementation of climate risk management work to ensure the effective implementation of all climate response measures, and regularly reports to the board of directors on ESG (including climate change) related performance results, including the execution and progress of climate-related strategies. Each business and functional department of the Company undertakes the specific implementation, review, evaluation, and optimization of climate response measures, and fully promotes energy-saving and emission reduction work throughout the entire chain, to ensure the smooth achievement of established climate goals.

2) Strategy

The Company comprehensively identifies and assesses short-term (1~2 years), medium-term (3~5 years), and long-term (5~10 years) climate risks and opportunities, and closely links risk management with its strategic objectives and action plans. We systematically evaluate the impact and changing trends of risks and opportunities under different climate scenarios within different time periods.

Specifically, the short-term assessment focuses on current and imminent climate challenges and opportunities, to ensure that the Company can respond quickly in the short term; the medium-term assessment focuses on policy, market, and technological changes in the next few years, providing a basis for the Company's strategic adjustments; the long-term assessment aims to predict and prepare for significant climate impacts within the next decade, to enable formulation of more forward-looking and resilient risk management strategies.

Climate risks:

Type		Climate-related risks	Time dimension	Potential impact	Response measures
Physical risks	Acute	High temperatures, typhoons, floods and other extreme weather events are frequent	Short-term	• Storms, floods and other severe weather events caused by climate change could destroy our production facilities, cause power outages, shutdowns and threaten the safety and sustainability of the Company's business	• Closely monitor forecasts of extreme weather events provided by the climate authorities, issue relevant reminders and prepare emergency plans. Implement home office arrangements when necessary to ensure safe responses to extreme weather • Develop emergency response plans for sudden extreme weather emergencies, establish a fast and effective rescue mechanism, and ensure that emergency supplies, such as flashlights, raincoats, umbrellas, electric fans, heatstroke prevention medicines, wind-cold or wind-heat, in order to strive to ensure the safety of personnel and internet infrastructure
	Chronic	Exacerbated by changes in climate patterns such as sea level rise	Long-term	• Aging of data facility equipment exacerbated by rising temperatures • Increased energy consumption for heat dissipation and cooling in data centers, increasing carbon emissions	• Purchase external cloud storage services such as "Tencent Cloud" and "Alibaba Cloud" to monitor the efficiency of storage capacity utilization in real time, so as to release excess capacity in a timely manner • Consider the impact of regional climate in the layout of operations

Type		Climate-related risks	Time dimension	Potential impact	Response measures
Transition risks	Policy and law	Increased pricing of greenhouse gas emissions	Medium-term	• Increased compliance costs	• Pay attention to the changes of laws, regulations and policies related to the Company's business in real time, and formulate countermeasures and educate employees in a timely manner
		Enhanced emission disclosure obligations (as in Scope 3)			
	Technology	Due to the characteristics of the industry, there is a high demand for data storage and server traffic load, and we may face an increase in energy consumption in the future	Medium-term	• Increased operating costs	• Identify energy-consuming facilities and compile comprehensive statistics on the Company's carbon emissions, and reduce equipment energy consumption through energy-saving operation modes and regular maintenance • Seize opportunities for the use of new energy sources and increase the share of renewable energy sources • Procurement of cloud servers for gaming operations to reduce the impact of energy consumption generated by local servers
	Market	Rising environmental standards and concerns on climate change in the marketplace	Long-term	• Increased game product design and development costs	• Integrate climate change management capabilities into the supplier access process and encourage suppliers to use cleaner energy sources • Encourage employees and users to reduce carbon emissions
	Reputation	Increase in stakeholder concerns or negative feedback	Long-term	• Rising investor expectations for the use of green, low-carbon, and renewable energy technologies	• Disclose efforts made and results achieved, and present future paths and plans to stakeholders

Climate opportunities:

Type	Climate-related opportunities	Time dimension	Response measures
Transition opportunities	• New market opportunities will arise as a result of continued stakeholder interest in climate change, sustainability policies, and the promotion of green products	Long-term	• In the course of daily operations, priority is given to energy-saving storage and low-energy-consumption equipment procurement, and the secondary use of electronic elements is enhanced to further reduce carbon emissions • We reduce the carbon emissions of our gaming business through technological innovation and digital development, establish energy-saving and consumption-reducing operation and maintenance measures, minimize waste emissions within the company to the greatest extent, improve the efficiency of energy and resource use, and ensure the resilience of business development on the basis of efficient operations, thereby achieving cost reduction and efficiency improvement
	• Increase the promotion of environmental protection and climate change issues in game products to popularize the awareness of environmental responsibility and enhance the brand image	Medium-term	• Incorporate environmentally friendly elements into game products to disseminate knowledge related to climate change, or add thematic activities related to environmental protection and climate change to game promotions, so as to raise society's attention to climate issues and awareness of climate risk management

Coping with extreme weather:

The Company has established a comprehensive emergency management mechanism for extreme weather events, formulated and implemented internal systems such as the Extreme Weather (《極端天氣應急預案》), Adverse Weather SOP (《惡劣天氣SOP》), and Safety Guidelines of iDreamSky (《創夢天地安全須知》), and have conducted relevant training for all employees by the Administration Center to ensure that all employees are familiar with the relevant procedures. The Company monitors official climate disaster warnings in real-time, promptly communicates warning levels to all staff, and issues safety tips to guide employees to adjust their travel arrangements and equipment based on weather changes to ensure personal safety. In response to severe weather disasters, the Company will activate its emergency response mechanism, assess the necessity of work stoppage for risk avoidance, and strictly implement the emergency plan according to the warning level to effectively ensure the safety of employees and the stability of its operations.

3) Risk Management

The Company continuously improves the risk management framework and the process of risk identification, assessment, and management. We pay attention to the impact of emerging risks on the Company's business, formulate targeted response measures, and ensure that we can respond to potential challenges in a timely and effective manner. The specific process is as follows:

Risk identification
- Sort out and analyze risks by benchmarking against the TCFD framework for climate risks and opportunities and considering the Company's operational conditions and business characteristics;
- Screen risk points based on macroeconomic policies, industry policies, regulatory requirements, domestic and international industry development trends, and technological changes.

Risk assessment
- Establish a climate change risk list and identify transition and physical risks affecting various business segments of the company by investigating climate change trends, domestic and international industry developments, technological changes, etc., benchmarking with peers, collecting opinions from stakeholders, and considering the Company's operational situation and business characteristics.

Risk ranking
- Prioritize identified risks, determine key areas of focus and prioritized control to provide reference information for the development and adjustment of corporate development strategies by using a combination of qualitative and quantitative methods, based on risk assessment results and stakeholder expectations regarding climate change.

Risk response
- Formulate plans and measures to strengthen the response according to the results of risk analysis by considering the causes and tolerance of risks, weighing factors such as risk and return, brand reputation, and social responsibility.

4) Indicators and Targets

The Company has formulated targets related to energy, water resources, and waste management, identified specific implementation measures, and fully considered the correlation between these targets and addressing climate change risks. Also, the Company has set clear goals to reduce greenhouse gas emissions over the next 5 years from 2021. In 2024, the Company comprehensively accounted for greenhouse gas emissions in its operations within Scope 1 (direct emissions) and Scope 2 (indirect emissions). Details are as follows:

Greenhouse gas emission	Unit	Emission/Usage
Scope 1: Direct greenhouse gas emissions	Tonnes CO_2e	19.35
Scope 2: Indirect greenhouse gas emissions	Tonnes CO_2e	401.56
Total greenhouse gas emissions	Tonnes CO_2e	420.91
Greenhouse gas emission intensity	Tonnes CO_2e/person	0.52

IX. BUILDING DREAMS AND PROMOTING GOODNESS, GIVING BACK TO SOCIETY WITH BOUNDLESS LOVE

While deeply cultivating its business development, iDreamSky always practices corporate social responsibility, actively explores diversified public welfare models, and contributes to the sustainable development of society and builds a better society through practical actions such as village revitalization, educational assistance, and tree planting.

1. Assisting in Village Revitalization

The Company actively responds to the national village revitalization strategy by providing multi-dimensional support for the comprehensive development of rural areas. In terms of ecological construction, we participate in afforestation activities to effectively improve the rural ecological environment and promote green and sustainable development. In terms of educational support, we donate materials to support students in learning and inheriting intangible cultural heritage, contributing to rural cultural revitalization and historical inheritance. We contribute our corporate strength to building beautiful, prosperous, and civilized villages, demonstrating our commitment to the times.

Party Day Activity with Theme of "Definitely Enriches Afforest and Beauty of Guangdong"【Case】

In May 2024, the Guangdong Provincial Party Committee Cyberspace Administration and the Provincial Internet Industry Party Committee held a themed Party Day activity in Meizhou titled "Definitely Enriches Afforest and Beauty of Guangdong", aiming to promote green development. iDreamSky and its Gardenscapes (夢幻花園) project team actively collaborated with various parties to plant 1,100 saplings worth nearly RMB400,000. This practical action contributes to the ecological construction of a beautiful and green Guangdong and the "Hundred, Thousand and Ten-Thousand Project" initiative, demonstrating the internet industry's strength. This not only highlights the Company's active response to the national call and fulfillment of its corporate social responsibility but also reflects our firm support support for green ecological construction.

Group photo for the "Definitely Enriches Afforest and Beauty of Guangdong" activity

**Donating to Xinjiang Kashgar Prefecture, Supporting
the "Pomegranate Seed Plan" public welfare campaign**   【Case】

In June 2024, 49 digital publishing companies including iDreamSky participated in the "Pomegranate Seed Plan" public welfare donation event, guided by the China Audio-Video and Digital Publishing Association and supported by the Publicity Department of the Xinjiang Uyghur Autonomous Region Party Committee. The campaign selected three schools in Yuepuhu County, Kashgar Prefecture, and donated books, art supplies, musical equipment, and other materials with a total value of over RMB1.1 million. As a representative, the Company donated an intangible cultural heritage "Chinese Dragon" to the No. 1 Middle School in Yuepuhu County, providing children the opportunity to experience and understand traditional culture through practice, and further allowing them to become "witnesses" and even "participants" in cultural inheritance.

Donation Certificate

2. Supporting Education and Teaching

The Company integrates public welfare philosophy into everyday life scenarios, and leverages the platform effect of the internet to continuously expand the boundaries of public welfare. Through micro-projects like "Donate Steps to Aid Education", it enables users and employees to participate in charitable activities with low barriers to entry, helping to improve students' living conditions and spread social love.

Donate Steps to Aid Education, Illuminate the Growth Path of Students from Disadvantaged Families　　　　　　　　　　　　　　　　　　**【Case】**

In September 2024, the Company partnered with 99 Giving Day and the Changsha Mango Public Welfare Service Center to launch the "Walk Together" program of donating steps to aid education, where caring people were invited from all walks of life to record their steps through WeChat Sports and exchange them for corresponding public welfare funds, which will be donated to the program to illuminate the growth path of students in need. This event welcomed the enthusiastic participation of 1,870 caring individuals. Our employees also actively participated. The Company donated RMB 99,000 to public welfare funds, helping students improve their living conditions and inspiring public enthusiasm for philanthropy, making it easier for more people to engage in charitable activities.

Poster for "Donate Steps to Aid Education" event

Appendix 1: Tables of ESG Key Performance Indicators for 2024

1. Table of Key Environmental Indicators

KPIs		Unit	Emission/Usage
Emission	Sulphur oxide emissions	kg	0.11
	Nitrogen oxide emissions	kg	1.80
	Particulate matter emissions	kg	0.13
Greenhouse gas emission	Greenhouse gas emissions (Scope 1)	Tonnes CO_2e	19.35
	Greenhouse gas emissions (Scope 2)	Tonnes CO_2e	401.56
	Total greenhouse gas emissions	Tonnes CO_2e	420.91
	Greenhouse gas emission intensity	Tonnes CO_2e/person	0.52
Hazardous waste	Total hazardous waste	kg	13.51
	Hazardous waste intensity	kg/person	0.02
Non-hazardous waste	Total non-hazardous waste	kg	1,898.00
	Non-hazardous waste intensity	kg/person	2.33
Energy consumption	Total electricity consumption	kWh	748,347.80
	Total energy consumption	Thousands of kWh	815.40
	Energy consumption Intensity	Thousands of kWh/ person	1.00
Water consumption	Water consumption	Tonnes	5,335.00
	Water consumption intensity	Tonnes/person	6.56

Environmental data and coefficient explanation

1. The data collection scope covers the administrative office area of the Company, with a time span from 1 January 2024 to 31 December 2024.

2. Greenhouse gas emissions (Scope 1) mainly come from the fuel consumption of official vehicles, while greenhouse gas emissions (Scope 2) are generated from the consumption of purchased electricity. The data source is the payment receipts of related expenses and administrative accounts. The greenhouse gas emission coefficients of electricity refer to the latest national power grid average emission factor published by the Ministry of Ecology and Environment of the People's Republic of China.

3. The types of energy consumed by the Company include fuel for official vehicles and purchased electricity. The data statistics are based on the payment receipts of related costs and administrative ledgers. The conversion factors for each energy unit refer to the Calculation Method and Reporting Guide for Greenhouse Gas Emissions of Other Industrial Enterprises published by the National Development and Reform Commission.

4. The Company's water supply comes from the municipal water supply network, so there is no problem in seeking a suitable water source. The data comes from water bill payment receipts, finance, and administrative ledgers.

5. Hazardous waste mainly consists of batteries used in the office; non-hazardous waste consists of paper used daily in the office area. The data source is from purchase records, property sanitation records, etc.

2. Table of Key Social Indicators

KPIs		Key Performance Data	
Total number of employees by gender, type of employment, age group and region			
		Number of employees (persons)	**Percentage**
By gender	Male	532	62.44%
	Female	320	37.56%
By age group	Aged under 30	442	51.88%
	Aged 31 to 50	410	48.12%
	Aged over 50	0	0.00%
By region	Mainland China	840	98.59%
	Overseas, Hong Kong, Macao and Taiwan	12	1.41%
Total number of employees		852	
Employee turnover rate by gender, age group and region			
			Turnover rate
By gender	Male		34.02%
	Female		41.57%
By age group	Aged under 30		44.61%
	Aged 31 to 50		23.43%
	Aged over 50		0.00%
By region	Mainland China		37.07%
	Overseas, Hong Kong, Macao and Taiwan		33.33%
Percentage of employees trained and average hours of training by gender and type of employment			
		Percentage of employees trained	**Hours of training per capita (hours/person)**
By gender	Male	63.10%	3.52
	Female	36.90%	3.43
By rank	Management	13.38%	14.21
	Regular employee	86.62%	2.06

KPIs		Key Performance Data
Supplier management		
Number of suppliers (number)	South China	117
	Central China	20
	North China	42
	East China	61
	Southwest China	22
	Northeast China	3
	Overseas, Hong Kong, Macao and Taiwan region	16
Total number of suppliers (number)		281
Health and safety		
Number of deaths at work in the last three years (persons)		0
Number of work-related injuries (persons)		0
Number of lost working days due to work-related injuries (days)		0
Customer service data		
Customer complaint resolution rate (%)		100.00
Community Investment		
Investment amount (RMB)		133,000

Appendix 2: Index of The Environmental, Social and Governance Reporting Code of the Stock Exchange

Issue	Disclosure Items	Corresponding Chapters
A. Environmental		
Aspect A1 General Disclosure	Emission Information on (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to air and greenhouse gas emissions, discharges into water and land, and generation of hazardous and non-hazardous waste	VIII. HARMONIOUS COEXISTENCE, PROTECTING THE GREEN ECOLOGICAL ENVIRONMENT
A1.1	The type of emissions and respective emissions data	Appendix 1: Tables of ESG Key Performance Indicators for 2024
A1.2	Direct (Scope 1) and energy indirect (Scope 2) greenhouse gas emissions (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility)	Appendix 1: Tables of ESG Key Performance Indicators for 2024
A1.3	Total hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility)	Appendix 1: Tables of ESG Key Performance Indicators for 2024
A1.4	Total non-hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility)	Appendix 1: Tables of ESG Key Performance Indicators for 2024
A1.5	Description of emission target(s) set and steps taken to achieve them	VIII. HARMONIOUS COEXISTENCE, PROTECTING THE GREEN ECOLOGICAL ENVIRONMENT
A1.6	Description of how hazardous and nonhazardous wastes are handled, and a description of reduction target(s) set and steps taken to achieve them	VIII. HARMONIOUS COEXISTENCE, PROTECTING THE GREEN ECOLOGICAL ENVIRONMENT

Issue	Disclosure Items	Corresponding Chapters
Aspect A2 General Disclosure	Use of Resources Policies on the efficient use of resources, including energy, water and other raw materials	VIII. HARMONIOUS COEXISTENCE, PROTECTING THE GREEN ECOLOGICAL ENVIRONMENT
A2.1	Direct and/or indirect energy consumption by type (e.g. electricity, gas or oil) in total (kWh in ' 000s) and intensity (e.g. per unit of production volume, per facility)	Appendix 1: Tables of ESG Key Performance Indicators for 2024
A2.2	Water consumption in total and intensity (e.g. per unit of production volume, per facility)	Appendix 1: Tables of ESG Key Performance Indicators for 2024
A2.3	Description of energy use efficiency target(s) set and steps taken to achieve them	VIII. HARMONIOUS COEXISTENCE, PROTECTING THE GREEN ECOLOGICAL ENVIRONMENT
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	VIII. HARMONIOUS COEXISTENCE, PROTECTING THE GREEN ECOLOGICAL ENVIRONMENT
A2.5	Total packaging material used for finished products (in tonnes) and, if applicable, with reference to per unit produced	Not applicable
Aspect A3 General Disclosure	The Environment and Natural Resources Policies on minimizing the issuer's significant impact on the environment and natural resources	VIII. HARMONIOUS COEXISTENCE, PROTECTING THE GREEN ECOLOGICAL ENVIRONMENT
A3.1	Description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them	VIII. HARMONIOUS COEXISTENCE, PROTECTING THE GREEN ECOLOGICAL ENVIRONMENT
Aspect A4 General Disclosure	Climate Change Policies on identification and mitigation of significant climate-related issues which have impacted, and those which may impact, the issuer	VIII. HARMONIOUS COEXISTENCE, PROTECTING THE GREEN ECOLOGICAL ENVIRONMENT
A4.1	Description of the significant climate-related issues which have impacted, and those which may impact, the issuer and the actions taken to manage them	VIII. HARMONIOUS COEXISTENCE, PROTECTING THE GREEN ECOLOGICAL ENVIRONMENT

Issue	Disclosure Items	Corresponding Chapters
B Social		
Aspect B1 General Disclosure	Employment Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to compensation and dismissal, recruitment and promotion, working hours, rest periods, equal opportunity, diversity, anti-discrimination, and other benefits and welfare	VII. UNITING EFFORTS, MOTIVATING EMPLOYEES FOR HEALTHY DEVELOPMENT
B1.1	Total workforce by gender, employment type (for example, full-time or part-time), age group and geographical region	VII. UNITING EFFORTS, MOTIVATING EMPLOYEES FOR HEALTHY DEVELOPMENT
B1.2	Employee turnover rate by gender, age group and geographical region	VII. UNITING EFFORTS, MOTIVATING EMPLOYEES FOR HEALTHY DEVELOPMENT
Aspect B2 General Disclosure	Health and safety Information on (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to providing a safe working environment and protecting employees from occupational hazards	VII. UNITING EFFORTS, MOTIVATING EMPLOYEES FOR HEALTHY DEVELOPMENT
B2.1	Number and rate of work-related fatalities occurred in each of the past three years including the reporting year	Appendix 1: Tables of ESG Key Performance Indicators for 2024
B2.2	Lost days due to work injury	Appendix 1: Tables of ESG Key Performance Indicators for 2024
B2.3	Description of occupational health and safety measures adopted, and how they are implemented and monitored	VII. UNITING EFFORTS, MOTIVATING EMPLOYEES FOR HEALTHY DEVELOPMENT
Aspect B3 General Disclosure	Development and Training Policies on improving employees' knowledge and skills for discharging duties at work. Description of training activities	VII. UNITING EFFORTS, MOTIVATING EMPLOYEES FOR HEALTHY DEVELOPMENT
B3.1	The percentage of employees trained by gender and employee category (e.g. senior management, middle management)	Appendix 1: Tables of ESG Key Performance Indicators for 2024
B3.2	The average training hours completed per employee by gender and employee category	Appendix 1: Tables of ESG Key Performance Indicators for 2024

Issue	Disclosure Items	Corresponding Chapters
Aspect B4 General Disclosure	Labour Standards Information on (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to preventing child or forced labour	VII. UNITING EFFORTS, MOTIVATING EMPLOYEES FOR HEALTHY DEVELOPMENT
B4.1	Description of measures to review employment practices to avoid child and forced labour	VII. UNITING EFFORTS, MOTIVATING EMPLOYEES FOR HEALTHY DEVELOPMENT
B4.2	Description of steps taken to eliminate such practices when discovered	VII. UNITING EFFORTS, MOTIVATING EMPLOYEES FOR HEALTHY DEVELOPMENT
Aspect B5 General Disclosure	Supply Chain Management Policies on managing environmental and social risks of the supply chain	V. STEADILY NAVIGATING FORWARD AND UPHOLDING COMPLIANCE IN OPERATIONS
B5.1	Number of suppliers by geographical region	V. STEADILY NAVIGATING FORWARD AND UPHOLDING COMPLIANCE IN OPERATIONS
B5.2	Description of practices relating to engaging suppliers, number of suppliers where the practices are being implemented, and how they are implemented and monitored	V. STEADILY NAVIGATING FORWARD AND UPHOLDING COMPLIANCE IN OPERATIONS
B5.3	Description of practices used to identify environmental and social risks along the supply chain and actions taken to implement and monitor them	V. STEADILY NAVIGATING FORWARD AND UPHOLDING COMPLIANCE IN OPERATIONS
B5.4	Description of practices used to promote environmentally preferable products and services when selecting suppliers and actions taken to implement and monitor them	V. STEADILY NAVIGATING FORWARD AND UPHOLDING COMPLIANCE IN OPERATIONS

Issue	Disclosure Items	Corresponding Chapters
Aspect B6 General Disclosure	Product Responsibility Information on (a) the policies, and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to health and safety, advertising, labeling and privacy matters relating to products and services provided and methods of redress	VI. PURSUING INNOVATION TO CREATE A JOYFUL USER EXPERIENCE
B6.1	Percentage of total products sold or shipped subject to recalls for safety and health reasons	Not applicable
B6.2	Number of products and service related to complaints received and how they are dealt with	VI. PURSUING INNOVATION TO CREATE A JOYFUL USER EXPERIENCE
B6.3	Description of practices relating to observing and protecting intellectual property rights	VI. PURSUING INNOVATION TO CREATE A JOYFUL USER EXPERIENCE
B6.4	Description of quality assurance process and recall procedures	VI. PURSUING INNOVATION TO CREATE A JOYFUL USER EXPERIENCE
B6.5	Description of consumer data protection and privacy policies, and actions taken to implement and monitor them	VI. PURSUING INNOVATION TO CREATE A JOYFUL USER EXPERIENCE
Aspect B7 General Disclosure	Anti-Corruption Information on: (a) the policies, and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to bribery, extortion, fraud and money laundering	V. STEADILY NAVIGATING FORWARD AND UPHOLDING COMPLIANCE IN OPERATIONS
B7.1	Number of concluded legal cases regarding corrupt practices brought against the issuer or its employees during the reporting period and the outcomes of the cases	V. STEADILY NAVIGATING FORWARD AND UPHOLDING COMPLIANCE IN OPERATIONS
B7.2	Description of preventive measures and whistleblowing procedures, and how they are implemented and monitored	V. STEADILY NAVIGATING FORWARD AND UPHOLDING COMPLIANCE IN OPERATIONS
B7.3	Description of anti-corruption training provided to directors and staff	V. STEADILY NAVIGATING FORWARD AND UPHOLDING COMPLIANCE IN OPERATIONS

Issue	Disclosure Items	Corresponding Chapters
Aspect B8 General Disclosure	Community Investment Policies on community engagement to understand the needs of the communities where the issuer operates and to ensure its activities take into consideration the communities' interests	IX. BUILDING DREAMS AND PROMOTING GOODNESS, GIVING BACK TO SOCIETY WITH BOUNDLESS LOVE
B8.1	Focus areas of contribution (e.g. education, environmental concerns, labour needs, health, culture, sport)	IX. BUILDING DREAMS AND PROMOTING GOODNESS, GIVING BACK TO SOCIETY WITH BOUNDLESS LOVE
B8.2	Resources contributed (e.g. money or time) to the focus area	IX. BUILDING DREAMS AND PROMOTING GOODNESS, GIVING BACK TO SOCIETY WITH BOUNDLESS LOVE