

Stock Code : 1753



# 2024

# ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT

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# About the Report

## PURPOSE OF THE REPORT

Duiba Group Limited (“**Duiba**” or the “**Company**”, together with its subsidiaries, the “**Group**”, “**Duiba Group**”, “**we**” or “**our**”) is pleased to present its sixth Environmental, Social and Governance Report (the “**Report**”), which discloses the sustainability philosophies, strategies and environmental, social and governance (“**ESG**”) performance of the Group for the period from 1 January 2024 to 31 December 2024 (the “**Reporting Period**”).

## REPORTING SCOPE

Unless otherwise stated, the reporting scope covers our core operations located in the People’s Republic of China (the “**PRC**”), namely (i) user management Software-as-a-Service (“**SaaS**”) platform business and (ii) internet advertising business, which is consistent with the scope of our financial report.

## REPORTING STANDARDS

The Report has been prepared in accordance with the latest Environmental, Social and Governance Reporting Guide (the “**ESG Reporting Guide**”) as set out in Appendix C2 to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (“**HKEX**”), and complies with the reporting principles of materiality, quantitative, balance and consistency as set out in the ESG Reporting Guide. The content index of the ESG Reporting Guide is attached to the Report for the convenience of the stakeholders. For the corporate governance of the Group, please see the section headed “Corporate Governance Report” in the annual report of the Company for the year ended 31 December 2024.

## REPORTING PRINCIPLES

The Group has prepared the Report according to the following four reporting principles.

Principle	Description	Response of the Group
Materiality	The report should cover the areas that reflect the significant impact of the organization on the ESG, or substantially affect the assessments and decisions of stakeholders.	Current material ESG issues are identified through communication with stakeholders. Internal and external factors, such as strategies of the Group and the concerns of the stakeholders, will be considered in the process. We will also focus on the material issues in the Report. For details, please refer to the section headed “Stakeholder Engagement” in the Report.
Quantitative	The report should disclose key performance indicators (“ <b>KPIs</b> ”) in quantitative terms and accompanied by narrative, explanations, impacts and comparative data where appropriate. The report should set targets (which may be actual numerical figures or directional, forward-looking statements) to reduce individual impacts.	When feasible, KPIs are disclosed through calculation and data presentation.
Balance	The report should present a balanced and unbiased picture of each of the issues in an objective manner, whether they are positive or negative, so as to ensure a reasonable reflection of the overall performance.	The Report identifies and elaborates both the achievements and the challenges faced by the Group, and discloses quantitative information to allow a comprehensive reflection of the sustainability performance and development of the Group.
Consistency	The report should disclose information on a consistent basis so that stakeholders can analyze and evaluate changes in the performance of the organization over time. Any changes in methods should also be explained in the report.	The Group has compared current and past KPIs and information on different aspects, and adopted a consistent reporting framework and statistical methods, in order to facilitate year-on-year comparisons of the performance by stakeholders. Explanations would also be provided for changes in the reporting scope and reporting methodology.



## About the Report

### ACCESS TO THE REPORT

The Report has been prepared in Chinese and English, and is published on the websites of the HKEX and the Company respectively. In case of any conflict or inconsistency, the Chinese version shall prevail.

### FEEDBACK

The Group values the opinions and feedback of the stakeholders on our sustainable development performance and policies. We encourage and welcome you to share your opinions with us via the following contact methods:

<b>Principal Place of Business in the PRC:</b>	Room 702, Shuyu Building, 98 Wenyi West Road, Xihu District, Hangzhou, Zhejiang Province
<b>Principal Place of Business in Hong Kong:</b>	31/F, Tower Two, Times Square, 1 Matheson Street, Causeway Bay, Hong Kong
<b>Email:</b>	ir@duiba.com.cn



## About the Group

Established in Hangzhou, PRC in 2011, the Group is a leading SaaS provider for online businesses and a leading internet advertising platform operator in the PRC, providing full-cycle operation services in user acquisition, activity retention and monetization for tens of thousands of customers in financial, internet and other industries.

### USER MANAGEMENT SAAS PLATFORM BUSINESS

Our user management SaaS platform is designed to help businesses attract and retain online users in a cost-effective manner, by offering various fun and engaging user management tools (including reward points system operation, membership marketing operation, gamification user operation, e-commerce live streaming for bank credit cards, enterprise marketing tool via WeChat and financial industry live streaming) to boost mobile app user activity and participation on apps. Having initially launched our user management SaaS platform on a free-of-charge model in order to expand our customer base, we began charging for our user management SaaS solutions on a pilot basis in April 2018. We have extended user management SaaS solutions to serve enterprises engaged in offline business and made phased achievements in terms of banking customers. The sales and marketing strategy of our user management SaaS business for offline businesses is to actively explore cooperation opportunities with top brands in several sectors including retailing, catering, banking and new media. Our good reputation among prime customers who cooperated with us provides us experience which can be replicated and facilitate transformation for our customer acquisition.



We will upgrade the core service of user management SaaS business to include three product packages: basic version, premium version and VIP customized version to meet the different needs of different customers; we will also provide enterprises with marketing products and services: continuous innovation and more targeted effective marketing strategies and campaign tools. In the future, we will be continuously committed to identifying the common needs for products to refine incremental common service modules, and improve the service items and package prices of future standard products. We will invest more in research and development to provide businesses with one-stop user management SaaS services to help them manage, activate and acquire users. We cover top brands in offline businesses especially banks and insurance companies which have a large user base and demand for one-stop user management SaaS services, and we believe they present great untapped potential.





### INTERNET ADVERTISING BUSINESS

In 2015, the Group pioneered and launched its internet advertising business, which aggregated the traffic of different app scenarios, systematically managed content of activities, and achieved large-scale monetization through advertisements, thereby achieving a win-win situation for each of the advertisers, media providers and users. Advanced big data analytics and AI technology also provides robust support to the innovation and operations of our internet advertising platform. We generally charge our internet advertising customers based on the performance of advertisements. The internet advertising model of the Group attracts users with rich and interesting high-engagement activities, and provides users with entertainment and leisure. Meanwhile, the advertisements are presented in the form of discounts and benefits on the login pages, which meets and stimulates user demand. The Group has made persistent efforts to upgrade its advertising technology capability and provide online automated and customized services to both content distribution channels and advertisers through our internet advertising platform consisting of the media management platform and the smart advertising system.





# About the Group

## DEVELOPMENT HISTORY

- |             |                                                                                                                                                                                                                                                                                                                                                                                                      |
|-------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>2014</b> | <ul style="list-style-type: none"><li>• The Group established the User Management SaaS Platform.</li></ul>                                                                                                                                                                                                                                                                                           |
| <b>2015</b> | <ul style="list-style-type: none"><li>• The Group took the lead in launching the internet advertising business, which aggregated the traffic of different application scenarios, systematically managed content of activities, and achieved large-scale monetization through advertisements, thereby achieving a win-win situation for each of the advertisers, media providers and users.</li></ul> |
| <b>2016</b> | <ul style="list-style-type: none"><li>• Tuia, an interactive advertising platform, was launched.</li></ul>                                                                                                                                                                                                                                                                                           |
| <b>2017</b> | <ul style="list-style-type: none"><li>• The Group achieved profit for the first time.</li></ul>                                                                                                                                                                                                                                                                                                      |
| <b>2018</b> | <ul style="list-style-type: none"><li>• The Group started to carry out a trial to charge for user management SaaS solutions.</li></ul>                                                                                                                                                                                                                                                               |
| <b>2019</b> | <ul style="list-style-type: none"><li>• The Group was listed on the HKEX with the stock code 1753.</li></ul>                                                                                                                                                                                                                                                                                         |
| <b>2020</b> | <ul style="list-style-type: none"><li>• The Group started to provide the banking and insurance industries with a complete set of plans for the production of professional live streaming content, as well as live streaming support products.</li></ul>                                                                                                                                              |
| <b>2021</b> | <ul style="list-style-type: none"><li>• Continuous breakthroughs were made in increasing the banking customer base.</li></ul>                                                                                                                                                                                                                                                                        |
| <b>2022</b> | <ul style="list-style-type: none"><li>• The Group established the office of the Duiba Jiujiu Family, and pioneered the concept of panoramic pension planning.</li></ul>                                                                                                                                                                                                                              |



## About the Group

### SUSTAINABILITY OVERVIEW

The internet advertising platform has provided traffic monetization services for **1,202** media channels, with the daily advertising page views of over **26** million times

Performance-based advertising placement services were provided to **855** ultimate advertisers, and the number of paying customers who used our charged user management SaaS services was **631**

The number of new contracts signed by the user management SaaS platform reached **375**, with the total value of the newly signed contracts amounting to RMB **129.4** million

The stability of our business system was as high as **99.99%**

The number of employees from our research and development department was **153**, accounted for **31.0%** of the total number of employees of the Group

Research and development investment amounted to RMB **30.9** million

**493** employees, **100%** of the employees were full-time, the number of female employees accounted for **59%** of the total number of employees

Total training hours reached **1,629** hours

As of 31 December 2024, we registered **69** trademarks in Mainland China and Hong Kong, **156** software copyrights, **16** copyrights of works and **10** patents

Average training hours of female employees and male employees were **2.0** hours and **2.6** hours, respectively

Average training hours of senior management, middle management, and general and technical personnel were **1.9** hours, **5.6** hours and **2.0** hours, respectively

Total greenhouse gas emissions (Scope 1 and Scope 2) were **346.75** tCO<sub>2</sub>e

Total energy consumption was **623.41** MWh

Total non-hazardous waste was **54.03** tonnes





# About the Group

## AWARDS AND HONORS

Awards	Awarding Organization
Headquarter Enterprise of Zhejiang Headquarter Enterprise of Hangzhou	Economy and Information Technology Department of Zhejiang Economic Development Work Leadship Team of Hangzhou Headquarter
Technology Innovation Potential Enterprise	Cuiyuan Sub-district



# Approach to Sustainable Development

## SUSTAINABILITY VISION AND STRATEGY

With the mission of becoming a user management partner of enterprises, we are committed to providing enterprises with full-cycle services in user acquisition, retention and monetization. We actively adopt a responsible management model, taking into account the environmental and social benefits while developing its business, so as to further improve the sustainable development of enterprises.

In order to realize the vision, we implement our values and ensure the incorporation of sustainability elements into all processes of operation and business decision-making with four sustainable development pillars, namely “Creating Values for Customers”, “Shaping Dreams for Employees”, “Taking Actions for the Environment” and “Bringing Harmony to the Community”, and by developing corresponding strategies, and goals and targets. For details of the goals and targets set by the Group, please see sections of the Report.



### Creating Values for Customers

**Strategy:** From the perspectives of market and customer value, being pragmatic, honest and open.

**Goal:** Providing customers with the highest quality and reliable services and products to enhance customer experience.



### Shaping Dreams for Employees

**Strategy:** Creation of an incentive and supporting working environment to help employees realizing their dreams.

**Goal:** Establishing a harmonious and vibrant work culture, caring for the well-being of employees, and encouraging employees to develop their talents.



### Taking Actions for the Environment

**Strategy:** Reduction of the environmental impact and promotion of environmental protection in our operation.

**Goal\*:** Efficiently utilizing resources and reducing environmental footprint to actively promote low-carbon lifestyle.

\* For our green targets, please see the section headed “Taking Actions for the Environment” in the Report.



### Bringing Harmony to the Community

**Strategy:** Organization of various community activities to promote social harmony.

**Goal:** Supporting the disadvantaged community and promoting the social development.



# Approach to Sustainable Development

## SUSTAINABILITY GOVERNANCE

The board of directors of the Company (the “**Board**”) has overall responsibility for the Group’s ESG strategy and reporting, and comprehensively oversees the Group’s sustainability strategy, management approach and performance. Chaired by the board secretary, the Sustainability Steering Committee of the Group (the “**Committee**”) comprised of senior management of departments and major business units of the Group and the company secretary of the Company. The Committee is authorized by the Board to supervise the sustainability performance of the Group and ensure the incorporation of sustainability factors into the decision-making process of all business departments. The Committee regularly reports to the Board, evaluates the sustainability strategies and reviews the progress made against ESG-related goals and targets of the Group.

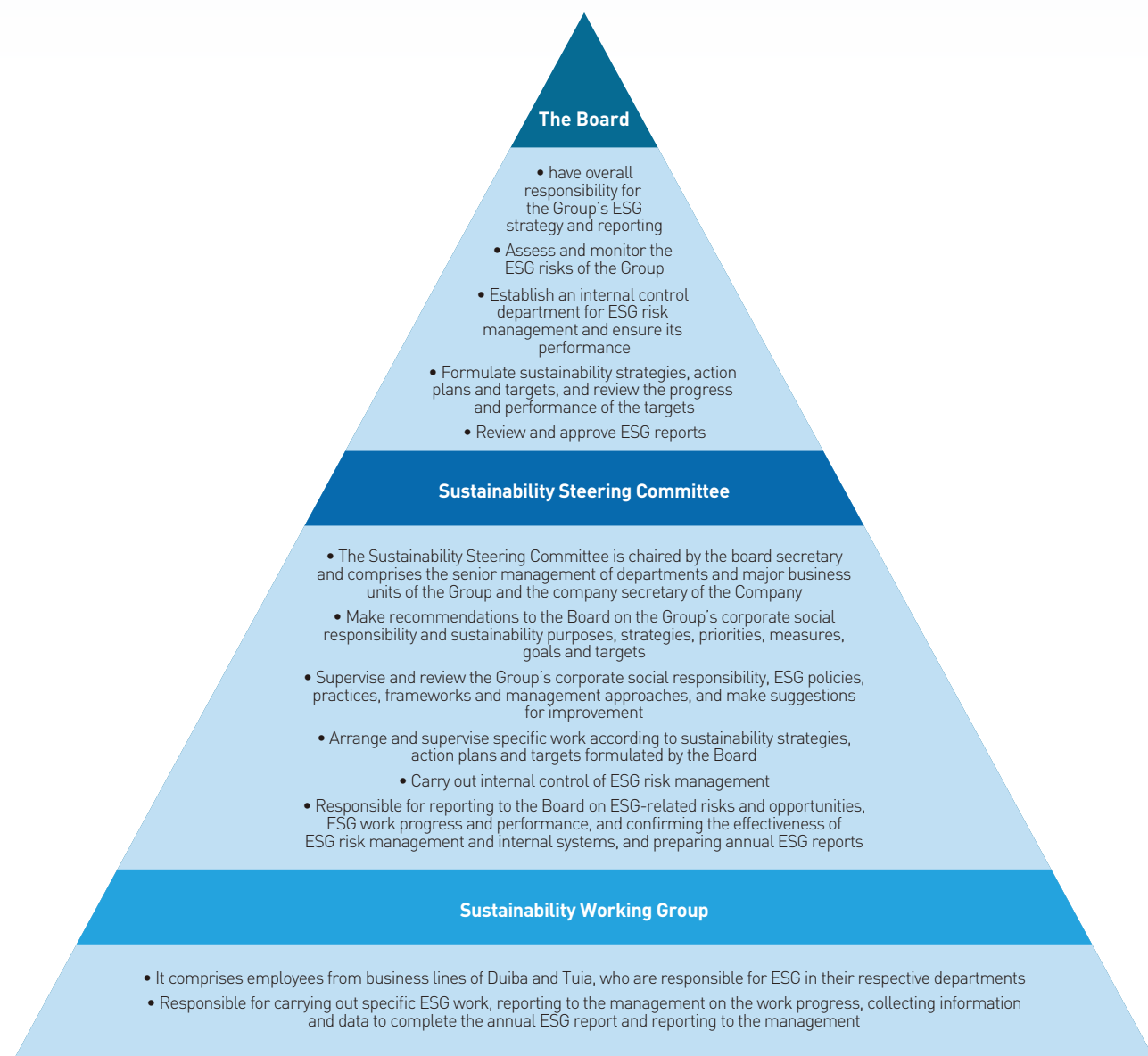
To assist the Board in understanding our ESG risks and work in a timely manner, we have established a Sustainability Working Group (the “**Working Group**”) to carry out specific duties, so as to better incorporate ESG-related factors into the Company’s future plans, and daily production and operation. With the assistance of an independent sustainability consultant, the Group has also conducted ESG-related risk assessment. Based on industry analysis, opinions of stakeholders and the ESG trend, our consultant has identified ESG-related risks that were significant to the Group’s business, including climate risks and ESG-related risks along the supply chain, and prioritized them according to the degree of their likelihood and significance on the Group through assessing various ESG risks. We will develop relevant measures against higher level of ESG risks, regularly review the effectiveness of these measures and report to the Board, and propose improvement plans to the Board when necessary.

The Working Group comprises members from the business lines of Duiba and Tuia (our internet advertising business). The Working Group, representing a knowledge exchange platform, promotes the ESG management and practice of the Group, reports relevant risks to the Group, implements sustainability policies, and prepares relevant materials for ESG disclosure. The Working Group directly reports to the Committee and implements relevant measures of the Group in various business divisions and departments of Duiba.



# Approach to Sustainable Development

## SUSTAINABILITY GOVERNANCE STRUCTURE





# Approach to Sustainable Development

## STAKEHOLDER ENGAGEMENT

The Group believes that the opinions of stakeholders are crucial to the development of its sustainability strategies, and therefore we always keep in close communication with stakeholders to understand their concerns and expectations. In view of this, we have established different communication channels for internal and external stakeholders to provide important opinions, thus laying a solid foundation for improving our sustainable development performance.

Stakeholder Group	Communication Channel	Issues Concerned	Response of the Group
Customers	<ul style="list-style-type: none"> <li>➤ Industry summit</li> <li>➤ Company website</li> <li>➤ Customer interview and working meeting</li> <li>➤ Daily front-line communication</li> <li>➤ Online service platform</li> </ul>	<ul style="list-style-type: none"> <li>➤ Product quality</li> <li>➤ Customer service</li> <li>➤ Information security</li> </ul>	<ul style="list-style-type: none"> <li>➤ Quality control enhancement</li> <li>➤ Improvement in the customer communication mechanism</li> <li>➤ Network security and privilege setting</li> </ul>
Employees	<ul style="list-style-type: none"> <li>➤ Performance assessment</li> <li>➤ Employee mailbox</li> <li>➤ Internal meeting and employee meeting</li> <li>➤ Intelligent office platform</li> <li>➤ Training and workshop</li> <li>➤ Team building and employee activity</li> </ul>	<ul style="list-style-type: none"> <li>➤ Employment rights and interests</li> <li>➤ Remuneration and benefits</li> <li>➤ Training and career development</li> <li>➤ Occupational safety and health</li> <li>➤ Equal opportunities</li> <li>➤ Friendly workplace</li> </ul>	<ul style="list-style-type: none"> <li>➤ Protection of rights and interests of employees by law</li> <li>➤ Building of a talent training channel</li> <li>➤ Enhancement of occupational health and safety management</li> </ul>
Shareholders and Investors	<ul style="list-style-type: none"> <li>➤ Annual and periodic reports</li> <li>➤ General meeting</li> <li>➤ Circular and announcement</li> <li>➤ Website of the Group</li> <li>➤ Meeting with investors</li> </ul>	<ul style="list-style-type: none"> <li>➤ Return on investment</li> <li>➤ Corporate governance</li> <li>➤ Risk control</li> <li>➤ Transparency of information</li> </ul>	<ul style="list-style-type: none"> <li>➤ Profitability increase</li> <li>➤ Improvement in the risk management and internal control system</li> <li>➤ Regular information disclosure</li> </ul>
Government Departments and Regulatory Authorities	<ul style="list-style-type: none"> <li>➤ Work report</li> <li>➤ Application for approval</li> <li>➤ Exchange at meetings</li> <li>➤ Supervision and investigation</li> </ul>	<ul style="list-style-type: none"> <li>➤ Compliant operation</li> <li>➤ Tax payment by law</li> <li>➤ Support for local development</li> </ul>	<ul style="list-style-type: none"> <li>➤ Enhancement of anti-corruption work development</li> </ul>
Business Partners/Suppliers	<ul style="list-style-type: none"> <li>➤ Business meeting</li> <li>➤ Supplier evaluation</li> <li>➤ Site inspection</li> </ul>	<ul style="list-style-type: none"> <li>➤ Credibility</li> <li>➤ Win-win cooperation</li> <li>➤ Fair and equitable purchase</li> </ul>	<ul style="list-style-type: none"> <li>➤ Review, selection and inspection</li> <li>➤ Formulation of the Code of Conduct</li> </ul>
The Community and the Public	<ul style="list-style-type: none"> <li>➤ Public welfare and charity activities</li> <li>➤ Website of the Group</li> <li>➤ Official accounts on social media</li> <li>➤ Campus recruitment</li> </ul>	<ul style="list-style-type: none"> <li>➤ Community engagement</li> <li>➤ Environmental protection</li> <li>➤ Job opportunity</li> </ul>	<ul style="list-style-type: none"> <li>➤ Public benefit projects</li> <li>➤ Comprehensive implementation of green operation</li> <li>➤ Creation of job opportunities</li> </ul>

# Approach to Sustainable Development



## MATERIALITY ASSESSMENT

In order to ensure that the Report can faithfully present the ESG performance of the Group, we engaged an independent sustainability consultant to assist the Group in conducting the stakeholder questionnaire survey in 2021 to collect the scores assigned by the stakeholders as to the materiality of ESG issues to the Group, and prioritized the issues to screen out the material issues that the Group and all stakeholders are commonly concerned about, thus adjusting resources allocation and making the reporting and communication on sustainability issues more targeted. The four steps of materiality analysis are as follows:

<b>Stage 1 Identification of Relevant Issues</b>	<ul style="list-style-type: none"><li>29 ESG-related issues were identified according to the peer analysis, business characteristics, results of communication with the stakeholder and the ESG Reporting Guide.</li></ul>
<b>Stage 2 Collection of Feedback of Stakeholders</b>	<ul style="list-style-type: none"><li>A survey was conducted in the form of online questionnaires for which stakeholders in all aspects were invited to assign scores for the materiality of ESG-related issues.</li></ul>
<b>Stage 3 Identification of Material Issues</b>	<ul style="list-style-type: none"><li>According to the two parameters, namely the stakeholder's score for the materiality of ESG-related issues and the score as to the materiality of the issues to the Group, quantitative analysis and prioritization were conducted.</li><li>Issues were expressed in the form of a materiality matrix, thus determining the most important ESG-related issue at two levels.</li></ul>
<b>Stage 4 Verification</b>	<ul style="list-style-type: none"><li>The list of material ESG-related issues was submitted to the Committee for review, among which 17 material issues were identified as ESG-related issues that need to be prioritized and emphatically reported.</li></ul>

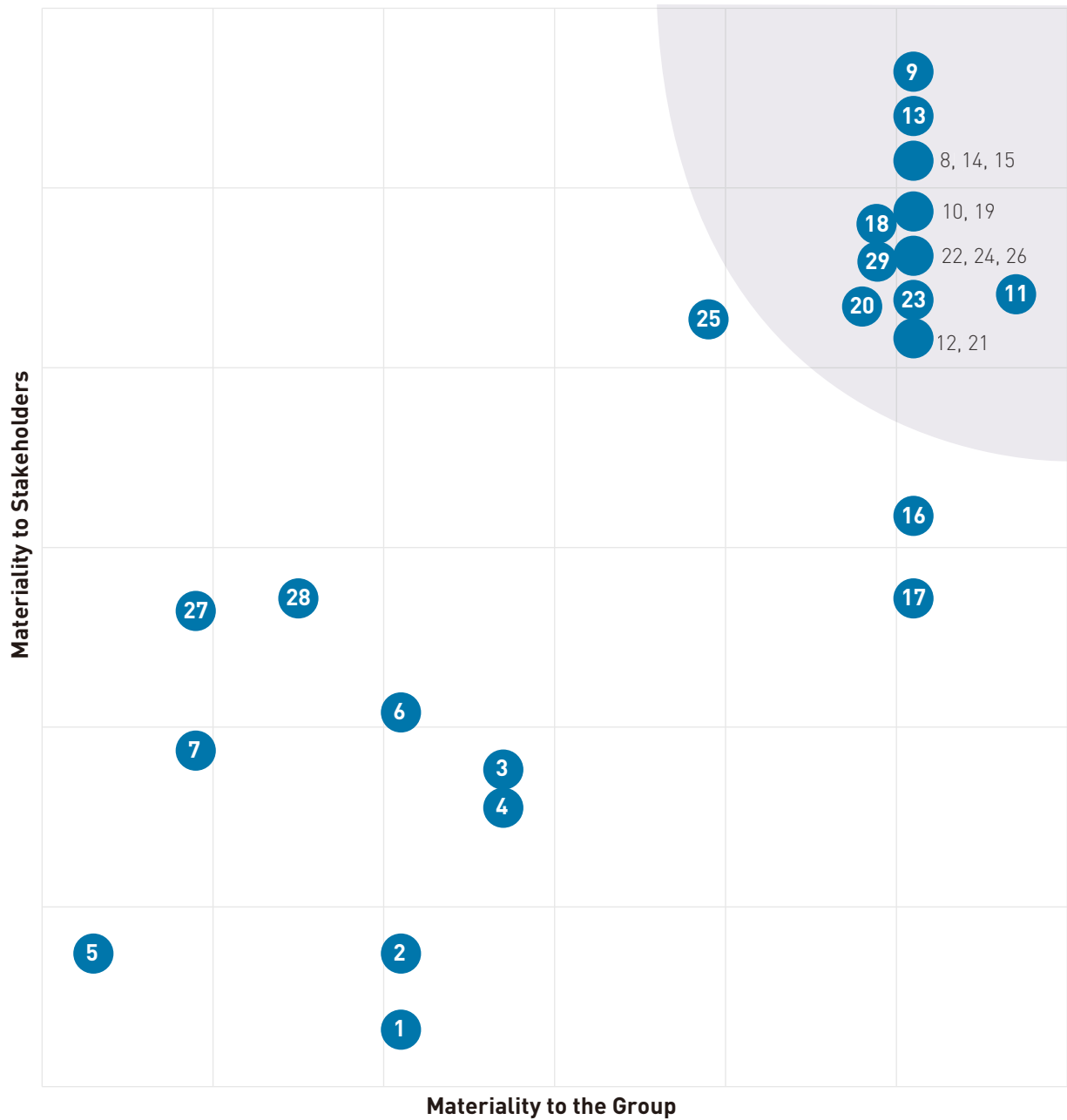




## Approach to Sustainable Development

According to the survey results, we have drawn the materiality matrix to determine the priority order of sustainability issues. The materiality matrix integrates internal and external factors, including the Group's overall strategies, missions, resources and issues of concern to stakeholders.

### Materiality Matrix





## Approach to Sustainable Development

The issues that the Group and its stakeholders are concerned about were set out in the above materiality matrix, in which 17 issues at the top-right of the matrix were identified as material issues in the analysis. In the future, the Group will regularly review its sustainability policies and focus on the material issues identified above. Meanwhile, the Group will make more comprehensive disclosures on the above issues in the Report.

### Material Issues

No.	Issue	Section	Page
8	Recruitment of talents and retention of employees	Shaping Dreams for Employees – Recruitment and Retention of Talents	25
9	Employee benefits	Shaping Dreams for Employees – Recruitment and Retention of Talents	25
10	Equal opportunity, diversity, anti-discrimination	Shaping Dreams for Employees – Protection of Rights and Interests	26
11	Occupational health and safety	Shaping Dreams for Employees – Occupational Health and Safety	29
12	COVID-19	Shaping Dreams for Employees – Occupational Health and Safety	29
13	Employee training and development	Shaping Dreams for Employees – Training and Development	27-28
14	Employment relations and communication with employees	Shaping Dreams for Employees – Employment Compliance/Employment Overview	24
15	Employment compliance	Shaping Dreams for Employees – Employment Compliance/Protection of Rights and Interests	24, 26
18	Technology research and development	Creating Values for Customers – Technology Research and Development	17
19	Product and service quality	Creating Values for Customers – Quality Assurance	18
20	Service stability and accident response	Creating Values for Customers – Information Protection and Service Stability	19-20
21	Compliance of products and services	Creating Values for Customers – Compliance of Products and Services/Advertising	17, 23
22	Customer communication and satisfaction	Creating Values for Customers – Customer Communication and Satisfaction	21
23	Customer service	Creating Values for Customers – Customer Communication and Satisfaction	21
24	Intellectual property management	Creating Values for Customers – Protection of Intellectual Property Rights	21
26	Anti-corruption	Shaping Dreams for Employees – Anti-corruption and Promotion of Honesty	30
29	Data protection and network security	Creating Values for Customers – Information Protection and Service Stability	19-20



# Approach to Sustainable Development

## Other Issues

No.	Issue	Section	Page
1	Greenhouse gas and waste air emissions	Taking Actions for the Environment – Energy Consumption and Greenhouse Gas Emissions	33-34
2	Waste disposal and management	Taking Actions for the Environment – Waste and Water Resource Management	35
3	Electricity and water conservation	Taking Actions for the Environment – Energy Consumption and Greenhouse Gas Emissions/Waste and Water Resource Management	33-35
4	Sustainable utilization of other resources	Taking Actions for the Environment	31-35
5	Risks from climate change	Taking Actions for the Environment – Climate Change	32
6	Green procurement	Creating Values for Customers – Supply Chain Management	22-23
7	Environmental protection promotion	Taking Actions for the Environment	31-35
16	Sustainability and social responsibility of suppliers	Creating Values for Customers – Supply Chain Management	22-23
17	Supplier evaluation	Creating Values for Customers – Supply Chain Management	22-23
25	Marketing and advertising	Creating Values for Customers – Advertising	23
27	Charity donation	Bringing Harmony to the Community	36
28	Participation in public welfare activities	Bringing Harmony to the Community	36



## Creating Values for Customers

The Group believes that our products and services can effectively help enterprises improve their economic benefits and become leaders in the industry in the era of industrial Internet.

<b>Strategy:</b>	From the perspectives of market and customer value, being pragmatic, honest and open.
<b>Goal:</b>	Providing customers with the highest quality and reliable services and products to enhance customer experience.

## COMPLIANCE OF PRODUCTS AND SERVICES

We treat compliance of products and services as the core of our business at the Group. We comply with laws and regulations applicable to our business, including the “Internet Security Law of the People’s Republic of China” (《中華人民共和國網絡安全法》), the “Advertising Law of the People’s Republic of China” (《中華人民共和國廣告法》), the “Anti-Unfair Competition Law of the People’s Republic of China” (《中華人民共和國反不當競爭法》), the “Measures for the Administration of Internet Information Services” (《互聯網信息服務管理辦法》), and the “Measures for the Administration of Internet Advertising” (《互聯網廣告管理辦法》). We have appointed the legal department of the Group and engaged external consultants to regularly monitor the latest applicable laws and regulations, and provide training for employees of various departments and enhance internal system construction. During the Reporting Period, we were not aware of any material breaches in relation to health and safety, advertising and privacy matters and remedies for the products and services offered.

## TECHNOLOGY RESEARCH AND DEVELOPMENT

As at 31 December 2024, our research and development department employed a total of 153 employees, accounting for 31.0% of the total employees of the Group. In addition, our research and development expenses amounted to RMB30.9 million in 2024. Our research and development team continuously improves and optimizes our algorithm technology related to online advertising.

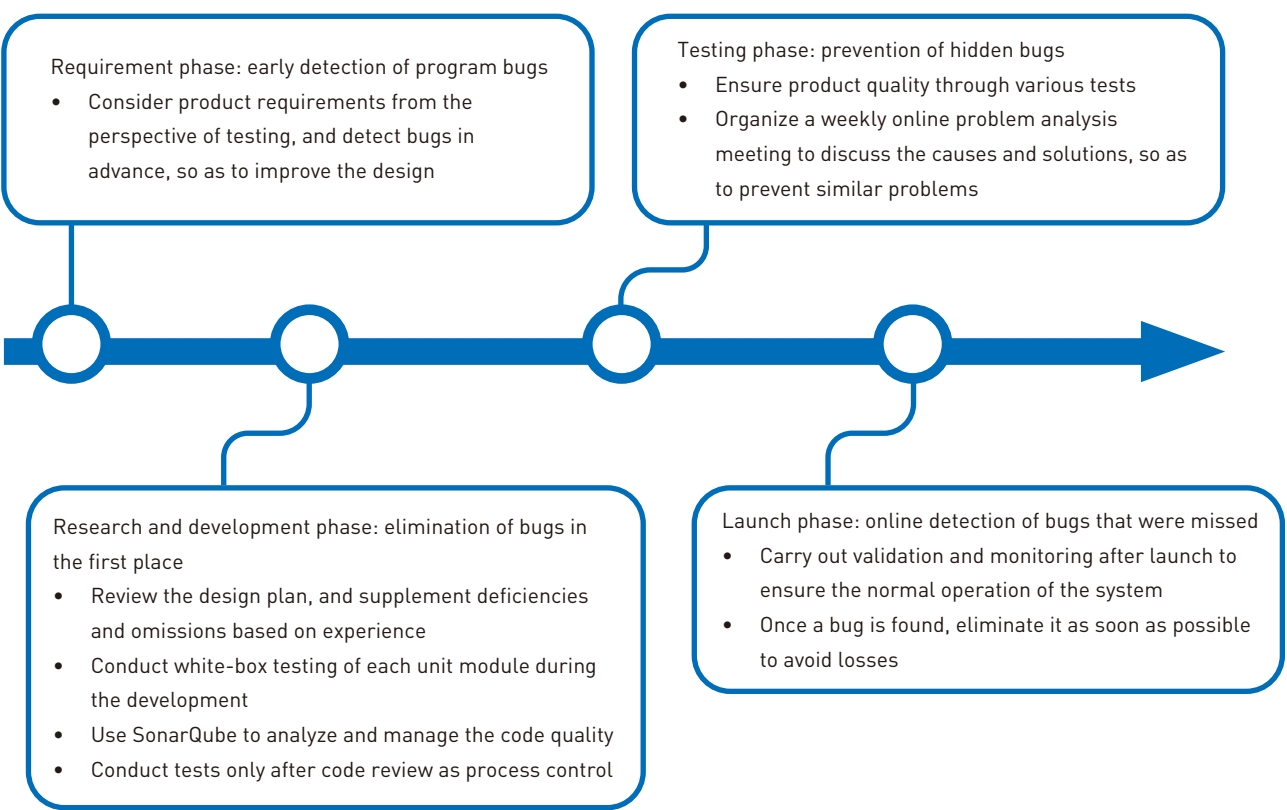
In addition, as of 31 December 2024, we registered 251 intellectual property rights, including 69 trademarks in Mainland China and Hong Kong, 156 software copyrights, 16 copyrights of works and 10 patents.



# Creating Values for Customers

## QUALITY ASSURANCE

The Group strives to provide customers with superior customer experience and quality products and services, so as to establish a long-term and stable relationship with valued customers. In order to improve products and services, we continuously carry out optimization in the following stages, including demand analysis, research and development, launch, etc., so as to exceed customers' expectations.



# Creating Values for Customers



## INFORMATION PROTECTION AND SERVICE STABILITY

Based on the nature of our business, the Group attaches great importance to the stability of network and system and information security to ensure the quality of internet services.

We comply with the “Provisions on Protecting the Personal Information of Telecommunications and Internet Users” (《電信和互聯網用戶個人信息保護規定》) and other laws and regulations applicable to our business, and specify the purpose of the Group’s access to customer information and relevant preventive and protective measures in the Privacy Policy and Legal Notice. Furthermore, as the sensitive personal data of end users are mainly kept by commercial customers or media, the relevant personal data has been filtered or hidden when users are connected to our service platform, thus greatly reducing the risk of leakage of user privacy.

Common system and data security risk incidents include external man-made attacks, natural disasters (such as fire and flood), instantaneous server load over the peak load, misoperation of internal personnel and malicious damage. In view of the above accidents, we have taken the following preventive measures to reduce the possibility of accidents and the losses caused by the accidents:

<b>Regular Drill</b>	<p>With regard to external attacks or other risks, Duiba will conduct drills on a monthly basis. For example, with regard to common network attacks, we will organize the most technically capable engineers or external technology companies to simulate hacker attacks in the testing environment, so as to identify program bugs of the system, then optimize and repair the system, and give incentives to employees who do not produce program bugs. Moreover, the cloud server used by us also helps us prevent most distributed denial-of-service (DDos) attacks.</p> <p>With regard to emergencies, we also regularly conduct failure drills, in scenarios such as recovery from power outage and recovery of deleted data. We have formed a set of standard procedures and response norms for the above drills, and will improve the norms for addressing the risks after each drill, so as to raise its risk-resistance capacity. In terms of technical capacity, if the production database is deleted, we can recover the database within 30 minutes.</p>
<b>Standardized Operation</b>	<p>A standardized operation process is especially important for large and medium-sized companies with a certain amount of data. Duiba has formulated detailed operation processes for operation and maintenance, and totally separated the production environment, the office network and the testing environment, and developed the safety awareness of its operation and maintenance personnel and prohibited all non-process-based operations. Any change of production environment is subject to a specific approval process, and can be carried out by technicians who obtain authorization.</p>
<b>Early Warning, Monitoring and Recording</b>	<p>Duiba has established a standardized early warning, monitoring and recording mechanism. The access of any person to the production network will be recorded in detail, including access time, operation behavior and operation time. Once there are non-compliant operations, the system will give an early warning, enabling the technical team to make a rapid response within a very short time.</p>
<b>Authorization</b>	<p>We believe that the operation privilege of any employee should not be beyond the extent required for the work of the employee. If any operation in the production environment exceeds the general privilege of employees, they shall initiate a request, list the required operations in detail, and submit the list to the relevant responsible person for approval. The responsible person will approve and confirm whether the orders are reasonable, and submit them to a special implementer for operation after approval.</p>





## Creating Values for Customers

<b>Separation of Duties</b>	<p>We have three different departments, namely the business operation and maintenance department, the network operation and maintenance department and the database management department, without overlapping responsibilities. Meanwhile, we designate different employees to manage daily system security, network security and code security, thus ensuring the separation of duties.</p> <p>In actual production, we set different login accounts for different employees, and designate different employees responsible for the operation in different processes. For example, business operation and maintenance personnel can only modify relevant processes and services of businesses; operation and maintenance personnel can only adjust operation privileges, but cannot operate the database; the database administrator can only operate the database, but cannot modify the configuration files of other services; the database administrator responsible for the generation of the database should not be the same person as the database administrator responsible for saving and backing up the database; the core data are encrypted by the research and development team, and cannot be decrypted by the database administrators at will.</p>
<b>Server Capacity Reserve</b>	<p>Server capacity reserve enables the system to withstand high traffic and high concurrency within a short time while maintaining stability. Server capacity reserve will be adjusted according to time periods, such as “Double 11 Shopping Festival”, an online shopping promotion event in the PRC on November 11 or anniversary celebration of certain merchants, so as to ensure that the server utilization rate is maintained below 50% during peak period, with double redundancy.</p> <p>In the past, Duiba was not subject to serious downtime events, and our server availability rate was maintained at 99.99% (i.e. the downtime in a year only being about one hour).</p>
<b>Data Backup</b>	<p>Data backup is the last and most important process to cope with risks. We perform a master-slave backup and real-time synchronization of core data; carry out remote backup measure, which enables the use of the backup database in other regions, even if there is a disaster in Hangzhou; cross-account backup, which enables the access to backup data from accounts of other employees, even if an employee deletes the data kept by him. In addition, the cloud service provider mainly used by us at the present is Alibaba Cloud, which allows a 7-day retention for real-time data backup.</p>
<b>Corporate Culture and Humanistic Care</b>	<p>Duiba attaches great importance to the development of its employees, and provides various training for its employees, including job skill, legal regulations training and others, so as to improve their skills and work competence, thus minimizing the risk of human error. Meanwhile, we specify confidentiality clauses in the Employee Handbook and require employees holding important or special positions to sign confidentiality agreements, specifying that they shall not disclose customer information and secrets of the Company.</p>

During the Reporting Period, the stability of our business system reached 99.99%, with the downtime of less than 5 minutes throughout the year, and we were not aware of any major cases of data leakage.

# Creating Values for Customers



## CUSTOMER COMMUNICATION AND SATISFACTION

In order to ensure our service quality, the Group attaches great importance to the quality of customer service and satisfaction. By actively listening to customers' opinions, our business team can effectively understand their needs and opinions. When customers have any questions and difficulties in using our platform products, the dedicated customer service team will immediately solve the problems for the end users through online telephone consultation service. In order to optimize our service quality, we welcome customers to communicate with us through customer service channels. Meanwhile, we will also appoint our operation and sales teams to regularly visit customers and actively communicate with them. After collecting their opinions, we developed the following three principles to deal with customer complaints:

Pay Attention to the Voices of Users	Think about the Voices of Users	Solve the Problems of Users
Establish complaint channels to sincerely accept the feedback of users.	Establish a clear handling mechanism and designate a responsible person for different types of complaints, so as to ensure that users obtain the best solutions.	Solve the difficulties of users in a timely manner, with the goal of responding to users within 24 hours.

We received no complaints in 2024\*, reflecting our excellent product quality and customer service level.

\* The number of complaints is the number of customer complaints internally caused by the Group, excluding customer complaints arising out of goods, express delivery and return and replacement of goods from the resources of partners.

## PROTECTION OF INTELLECTUAL PROPERTY RIGHTS

As protecting intellectual property rights is an important part of the development of innovative science and technology, we attach great importance to protecting our intellectual property rights and have a zero-tolerance attitude towards infringement of intellectual property rights of third parties. The Group complies with relevant laws and regulations including but not limited to the "Trademark Law of the People's Republic of China" (《中華人民共和國商標法》), the "Patent Law of the People's Republic of China" (《中華人民共和國專利法》), the "Copyright Law of the People's Republic of China" (《中華人民共和國著作權法》) and the "Anti-Unfair Competition Law of the People's Republic of China" (《中華人民共和國反不正當競爭法》). In order to strengthen the management of intellectual property rights, we have developed the Trademark Usage Management System, which facilitates content monitoring and screening. We believe this will help us effectively prevent others from using our platform and protect the reputation and interests of the Group. In addition, in order to prevent the materials from being misused or misappropriated, we have developed an internal access management and audit system for materials provided by commercial customers, including trademarks, which specifies that any use is subject to the authorization of partners.

We have installed on our office computers legitimate software that is required for our business, and have expressly specified in the Employee Handbook that employees are prohibited from using pirated software. If necessary, employees may apply to the department head for the purchase of legitimate software.

For other measures to protect the intellectual property rights of the Group, please refer to the section headed "Information Protection and Service Stability" in the Report.



# Creating Values for Customers

## SUPPLY CHAIN MANAGEMENT

The Group is committed to establishing win-win cooperative relationships with suppliers, and hopes that suppliers can work with us to uphold our moral values and professional ethics. We are an internet advertising provider, with main suppliers being media. As of 31 December 2024, we cooperated with 1,202 media and all of them were located in the PRC, with the daily advertising page views exceeding 26 million. In order to meet our requirements of strict examination, selection and monitoring of cooperative media and traffic, we have established rigorous mechanisms and processes, and relevant processes are briefly described below. During the Reporting Period, all suppliers of the Group have passed the said mechanisms and processes:



The Code of Conduct for Business Cooperation of the Group specifies anti-corruption, anti-bribery, anti-discrimination, anti-child labour and environmental protection standards and measures, so as to encourage suppliers to perform their social responsibilities and jointly promote and implement sustainable development. In order to ensure that suppliers effectively implement our code of conduct, we will regularly communicate with suppliers and conduct on-the-spot inspections to understand the latest situation of suppliers, so that merchants do not violate regulations or our code of conduct. In addition, we will require our suppliers to sign the letter of commitment on honest cooperation, invite our suppliers to participate in the integrity indicator survey, and collect their opinions on the Group's anti-commercial bribery management, so as to work together to create a more honest, healthier, fair and impartial business environment.

## Creating Values for Customers



In addition, we have conducted ESG-related risk assessment of the Group's supply chain, including identifying potential ESG risks in the Group's supply chain, reporting related risks to the Board, regularly reviewing the effectiveness of control measures and exploring room for improvement, and further optimizing our supplier management measures.

When selecting suppliers, we will give priority to suppliers who use environmentally-friendly products and services, so as to promote the use of environmentally preferable products and services. The Group has also added green procurement guidelines to our Procurement Management System, requiring employees to choose environmentally-friendly products in the procurement process and minimize the negative impact on the environment, including replacing disposable items with reusable or recyclable items, minimizing or avoiding the use of packaging materials, and selecting highly recyclable materials, and other requirements in relation to environmental protection.

### ADVERTISING

With regard to the internet advertising business of the Group, we comply with the "Advertising Law of the People's Republic of China" (《中華人民共和國廣告法》), the "Regulations on Control of Advertisement" (《廣告管理條例》) and other laws and regulations applicable to our business. We appoint our internal employees to carefully review the advertising content to ensure that it is consistent with the facts and avoid exaggeration and inaccuracy. In addition, after the launch of advertisements, we also review the advertisement content manually and by artificial intelligence on a sampling basis.

As the Group does not produce physical products, product labeling is not applicable to the Group's business.



## Shaping Dreams for Employees

<b>Strategy:</b>	Creation of an incentive and supporting working environment to help employees realizing their dreams.
<b>Goal:</b>	Establishing a harmonious and vibrant work culture, caring for the well-being of employees, and encouraging employees to develop their talents.

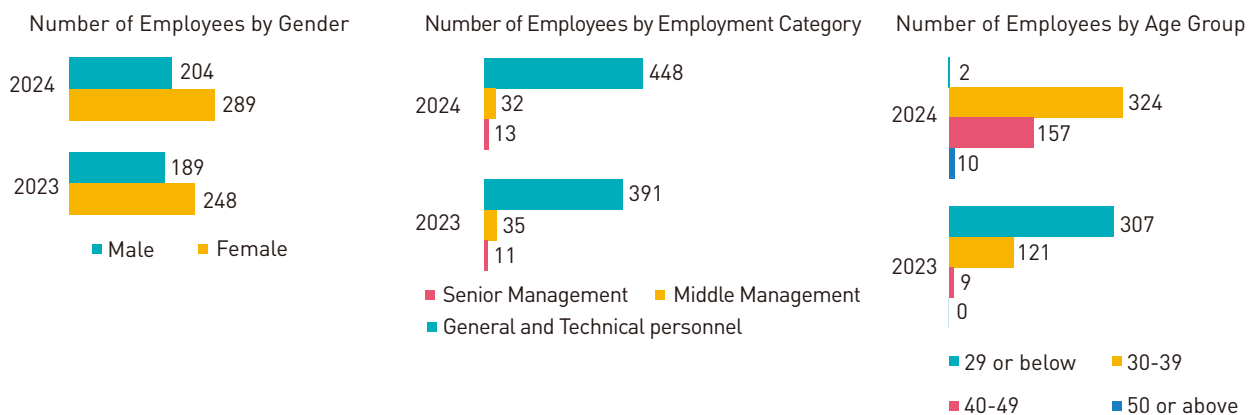
The professional team of the Group is the key to the success of our business. We are committed to advocating the corporate culture of “result-oriented, pro-actively cooperative, innovative, simple, sincere and courageous”, and constantly improve the construction of human resources, with the hope of enabling employees to grow and develop their potential in a challenging working environment. Meanwhile, we appreciate and respect multiculturalism, uphold the philosophy of equal employment and create a friendly and inclusive working environment.

### EMPLOYMENT COMPLIANCE

To ensure business compliance, we strictly comply with relevant laws and regulations, including the “Labour Law of the People’s Republic of China” (《中華人民共和國勞動法》) and the “Labour Contract Law of the People’s Republic of China” (《中華人民共和國勞動合同法》), and have formulated and implemented internal employment rules and policies including the Employee Handbook of Duiba Group. We enter into labour contracts with employees in accordance with the law. During the Reporting Period, we were not aware of any material violation of laws and regulations in relation to compensation and dismissal, recruitment and promotion, working hours, rest periods, equal opportunity, diversity, anti-discrimination, and other benefits and welfare.

### EMPLOYMENT OVERVIEW

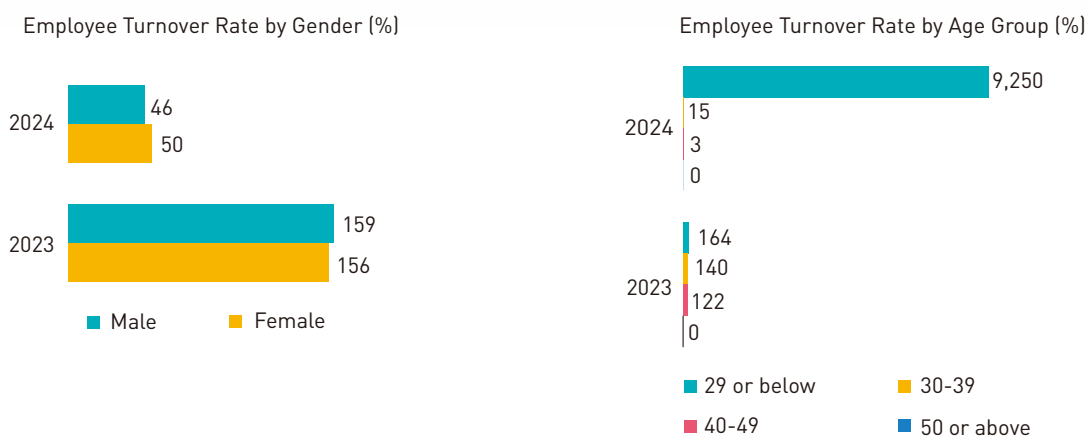
As of the 31 December 2024, we employed a total of 493 employees (2023: 437 employees), all of whom worked full-time in Mainland China.



# Shaping Dreams for Employees



The overall employee turnover rate is 48.0% (2023: 157.0%), all of whom were full-time employees who worked in Mainland China.



Note: The high turnover rate of employees among those aged 29 or below is mainly due to business adjustments.

## RECRUITMENT AND RETENTION OF TALENTS

Employees are the most valuable property of the Group, and their contributions are essential to the success of our business. The Group pays attention to its talent pool and sustainability of corporate culture. Our project management team comprises senior members with extensive and in-depth experience in technology, product, operation, design and commercial sales. The Group attracts talents from all walks of life through various channels, including but not limited to local recruitment, campus recruitment and self-cultivation, to continuously strengthen the construction of our talent team. The employment of employees is conditional on the actual needs of the Group and based on the applicant's ability, experience, professional knowledge and personality, so as to seek and select employees with the best quality. For the promotion of employees, we give priority to our employees, and the working ability and performance of the employees are taken as the measurement criteria.

We provide employees with a variety of benefits, including holiday benefits, lunch and dinner benefits, etc. In offices of the Group's headquarters in Hangzhou, there are recreational areas and reading rooms for employees to relax after busy work.





# Shaping Dreams for Employees

## PROTECTION OF RIGHTS AND INTERESTS

The Group continues to provide employees with a fair and open working environment. Our Employee Handbook covers issues in relation to remuneration and dismissal, recruitment and promotion, working hours, holidays, equal opportunities, diversity, prevention of child and forced labour, and other benefits and welfare, to ensure that employees will not subject to any form of discrimination based on sex, age, race, nationality, marital status and other factors. We will provide competitive remuneration and benefits based on the qualification, experience, job nature, performance of employees and market conditions, so as to attract high-quality talents. If employees are found to violate rules, we will ensure that adequate investigation has been conducted before giving an exhortation or a warning, or even suspending them from their duties or terminating labour contracts with them, depending on the impact of the violation and the degree of losses arising out of the violation. The Group operates on a 5-day workweek. If overtime work is required for business needs, employees are required to obtain approval. Employees are entitled to statutory holidays in accordance with the “Regulation on Public Holidays for National Annual Festivals and Memorial Days” (《全國年節及紀念日放假辦法》). Employees may apply for sick leave, marriage leave, funeral leave, maternity leave, paternity leave, antenatal care leave and annual leave as required.

## CHILD AND FORCED LABOUR

The Group strictly prohibits any use of child and forced labour. It resolutely does not allow the use of child or forced labour as prohibited by international standards and relevant domestic laws and regulations.

Our human resources department will carry out regular training in the prevention of child and forced labour. In the recruitment process, the human resources department will take effective measures to verify the age of the candidate, such as checking the certificate of identification of the candidate, so as to avoid the employment of child labour. If a child labour under the minimum legal age of employment is found to work for the Group, we will immediately terminate the employment relationship with the child labour in strict accordance with the “Regulations on Special Protection of Minors” (《未成年人特殊保護規定》), take the child labour out of the workplace and notify the local welfare agencies, and take relevant remedial measures to protect his/her rights and interests. Meanwhile, we will investigate the defects in the recruitment process and carry out correction within ninety working days.

If a forced labour is found, the Group will arrange for a checkup for employee involved to confirm his/her physical and mental health conditions and fully understand his/her situation. In addition, we will immediately investigate the staffing problems and take corrective measures within ninety working days. During the Reporting Period, we were not aware of any violation by the Group of laws and regulations on child and forced labour.

# Shaping Dreams for Employees



## TRAINING AND DEVELOPMENT

The Group is committed to actively providing training and development opportunities for employees, so that employees can give full play to their strengths in their work, and that the Group can develop and share its results with its employees. In order to continuously enhance the skills and knowledge of employees, we provide sufficient resources and diversified training opportunities, so as to impart industry and professional knowledge to employees and improve their working skills. During the Reporting Period, our total training hours reached 1,629 hours (2023: 1,549 hours), and the percentage of employees trained was 60.0% (2023: 94.0%).



Business Training



## Shaping Dreams for Employees

Percentage of Employees ▶

Trained by Gender  
Female (%)

**55.9%**

(2023: 47.3%)

Average Training Hours ▶

Completed per Employee  
by Gender  
Female

**2.0hours**

(2023: 1.0 hour)



◀ Percentage of Employees

Trained by Gender  
Male (%)

**44.1%**

(2023: 52.7%)

◀ Average Training Hours

Completed per Employee  
by Gender  
Male

**2.6hours**

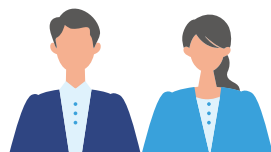
(2023: 1.9 hours)



Percentage of Employees  
Trained by Employee Category  
Senior Management (%)

**2.7%**

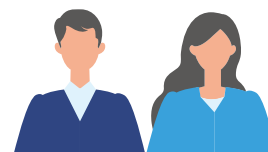
(2023: 1.3%)



Percentage of Employees  
Trained by Employee Category  
Middle Management (%)

**5.0%**

(2023: 15.0%)



Percentage of Employees  
Trained by Employee Category  
General and Technical Personnel (%)

**92.3%**

(2023: 83.7%)



Average Training Hours  
Completed per Employee by  
Employee Category  
Senior Management

**1.9hours**

(2023: 0.9 hour)



Average Training Hours  
Completed per Employee by  
Employee Category  
Middle Management

**5.6hours**

(2023: 2.5 hours)



Average Training Hours  
Completed per Employee by  
Employee Category  
General and Technical Personnel

**2.0hours**

(2023: 1.3 hours)

### Notes:

- (1) Training data included relevant training data of employees who left during the Reporting Period, so as to reflect the size of resources invested by the Group in training and the degree of utilization of resources.
- (2) Percentage of employees trained = (the number of employees trained by relevant categories/the total number of employees trained) \*100%
- (3) Average training hours completed per employee = total training hours of employees in that category/(the total number of employees in that category as at the end of the Reporting Period + the total number of employees in that category who left during the Reporting Period)

# Shaping Dreams for Employees



## OCCUPATIONAL HEALTH AND SAFETY

The Group always regards the safety and well-being of its employees as its primary consideration. We strictly comply with relevant laws and regulations applicable to our business, including the “Labour Law of the People’s Republic of China” (《中華人民共和國勞動法》), the “Labour Contract Law of the People’s Republic of China” (《中華人民共和國勞動合同法》) and the “Prevention and Control of Occupational Diseases Law of the People’s Republic of China” (《中華人民共和國職業病防治法》). Every year, we specially make check-up programs for our employees, and improve our emergency plans in accordance with the “Prevention and Control of Occupational Diseases Law of the People’s Republic of China” (《中華人民共和國職業病防治法》) to ensure the safety of properties and employees of the Group. We have also developed the Emergency Plan for Accidents and Disasters, and conduct emergency rescue training for emergency rescue personnel every year. We also carry out drills for major dangerous cases every year, and evaluate the drill results to develop improvement measures. We will regularly check the availability of fire emergency facilities to ensure that the emergency equipment is fully sufficient and complete. During the Reporting Period, our working days lost due to work-related injuries were 0 (2023:0). In the past three years (including the Reporting Period), there were also no work-related fatalities (2023: Nil), and we were not aware of any material violation of any laws and regulations related to health and safety during the Reporting Period.



# Shaping Dreams for Employees

## ANTI-CORRUPTION AND PROMOTION OF HONESTY

We attach great importance to the development of an integrity culture and strictly comply with the “Criminal Law of the People’s Republic of China” (《中華人民共和國刑法》) and the “Anti-Money Laundering Law of the People’s Republic of China” (《中華人民共和國反洗錢法》) and other laws and regulations applicable to our business. We have developed appropriate internal and risk control policies and systems, and resolutely cracked down on any form of corruption, and actively created a cultural atmosphere of integrity.

The Group’s internal systems, including the Employee Handbook, the Anti-Bribery and Anti-Corruption Code of Conduct of Employee, and the Gift Management Policy, specify our requirements for employees’ professional integrity. In addition, we also reduce the risk of corruption and other violations through measures such as continuous publicity and education and entering into agreements. Employees are welcome to report any suspected illegal activities to the Group by e-mail. They may also report anonymously by telephone or letter. The Group protects its employees with regard to reporting any violations of laws, disciplines or regulations, strictly specifies the right of access to the reporting information and files, and requires those who have access to the reported information to sign confidentiality agreements. We will subsequently carry out in-depth investigations into the reported incidents and take timely follow-up actions to maintain a good corporate governance environment.

We regularly monitor our advertising business to prevent advertising agents from providing improper advantages. If large advertisers change their advertising agents, we will first check whether there are abnormal circumstances. We have also included anti-commercial bribery clauses in the agreements with our business partners, expecting that they will establish an honest business relationship together with the Group.

In order to strengthen the anti-corruption practice and the vigilance of employees and directors on conflicts of interest and integrity issues, we also provide a compliance and safety learning platform, through which directors and employees can learn about laws and regulations related to business operations anytime and anywhere. The knowledge base of the learning platform also includes our gift management system, so as to strengthen the supervision and management of integrity work. In addition, we will require our suppliers to sign our letter of commitment on honest cooperation, invite our suppliers to participate in the integrity indicator survey, and collect their opinions on the Group’s anti-commercial bribery management, so as to work together to create a more honest, healthier, fair and impartial business environment.

During the Reporting Period, we were not aware that the Group was involved in any material non-compliance of corruption, extortion, bribery, fraud or money laundering, etc., as well as any corruption lawsuits against us or our employees filed or concluded.



## Taking Actions for the Environment

<b>Strategy:</b>	Reduction of the environmental impact and promotion of environmental protection in our operation.
<b>Goal:</b>	Efficiently utilizing resources and reducing environmental footprint to actively promote low-carbon lifestyle.

The Group actively manages the environmental footprint of its business, and is committed to taking a number of mitigation and improvement measures in energy conservation, waste management, resource utilization, and green information and communication technology solutions to help cope with the threat of climate change and achieve a low-carbon economy.

In order to continuously improve our performance in environmental protection, our Environmental Protection Policy of Duiba Group specifies a series of environmentally-friendly measures to reduce environmental pollution in operation. As an internet service company, the Group mainly uses information technology to operate online platforms in its offices. Due to the nature of our business, we have no significant impact on the environment. Nevertheless, during the Reporting Period, the Group has set the following green targets, with the hope of further promoting environmental protection.

Green Targets		Method
Emissions 	Reducing air pollutant emissions and greenhouse gas emissions	Controlling air pollutant emissions and sources of greenhouse gas emissions <i>For more details, please see the section headed "Energy Consumption and Greenhouse Gas Emissions" in the Report.</i>
Waste 	Promoting responsible waste management and reducing waste generation	Promoting recycling <i>For more details, please see the section headed "Waste and Water Resource Management" in the Report.</i>
Use of Energy 	Improving energy efficiency and reducing energy consumption	Implementing energy-saving measures <i>For more details, please see the section headed "Energy Consumption and Greenhouse Gas Emissions" in the Report.</i>
Water Consumption 	Reducing the waste of drinking water and enhancing water use efficiency	Advocating the recycling of water resources and improving water use efficiency <i>For more details, please see the section headed "Waste and Water Resource Management" in the Report.</i>
Participation of Employees 	Assisting employees in developing a more environmentally-friendly lifestyle	Implementing green office





# Taking Actions for the Environment

## ENVIRONMENTAL COMPLIANCE

The Group strictly complies with the laws and regulations on environmental protection, including the “Environmental Protection Law of the People’s Republic of China” [《中華人民共和國環境保護法》], the “Atmospheric Pollution Prevention and Control Law of the People’s Republic of China” [《中華人民共和國大氣污染防治法》], the “Water Pollution Prevention and Control Law of the People’s Republic of China” [《中華人民共和國水污染防治法》], and the “Solid Waste Pollution Prevention and Control Law of the People’s Republic of China” [《中華人民共和國固體廢物污染環境防治法》]. During the Reporting Period, we were not aware of any violation by the Group of the laws and regulations on environmental protection.

## CLIMATE CHANGE

As climate change has intensified the risk and frequency of extreme weather events in recent years, the Group is well aware of the importance of coping with climate change. We conducted ESG-related risk assessment, including identifying potential climate-related risks of the Group, and regularly evaluating the effectiveness of existing solutions to further enhance our ability to resist climate risks. We are also committed to managing the sources of greenhouse gas emissions, and arrange for special personnel to implement the measurement, calculation and analysis of greenhouse gas emissions. Our administrative department will also regularly assess and review the amount and type of main fuels used by enterprises and develop optimization plans, thus contributing to the mitigation of climate change. We strictly comply with the laws and regulations in relation to climate change, including the “Circular Economy Promotion Law of the People’s Republic of China” [《中華人民共和國循環經濟促進法》] and the “Atmospheric Pollution Prevention and Control Law of the People’s Republic of China” [《中華人民共和國大氣污染防治法》]. We will continue to review the latest development of laws, regulations and regulatory requirements in relation to climate change, so as to make proper preparations in dealing with climate change.

The Group has also developed the following measures against the following climate-related risks:

Climate-related Risks	Measures
Physical risks caused by climate change, such as extreme weather events	In order to ensure the safety of employees in severe weather, we will regularly pay attention to the weather conditions, and give a gentle notice to all employees on the night before severe weather, reminding them to make relevant preparations and protective measures, including paying attention to their safety on the way to and from work, turning off all power supplies and closing doors and windows in time before getting off work.
Changes in climate-related government policies and regulatory requirements	The Group will cooperate with the property management company at its office address in meeting the requirements of prevention and control under the new climate policy of the local region, and will arrange for dedicated personnel of the administrative department to take charge of and supervise related work.



# Taking Actions for the Environment

## ENERGY CONSUMPTION AND GREENHOUSE GAS EMISSIONS

As a responsible corporate citizen, we make efforts to reduce energy consumption and greenhouse gas emissions in the operations by actively improving energy efficiency and controlling and optimizing the source of greenhouse gas emissions. Since the Group did not engage in factory production, there were no significant discharges of pollutants by the Group. Electricity consumption, by lighting, air conditioning and office equipment in common areas and offices, is the main energy consumption as well as the source of greenhouse gas emissions of the Group. We make efforts to reduce greenhouse gas emissions in our operations by implementing a number of energy-saving and emission-reduction measures in our offices, including the use of smart devices and the monitoring of fuel consumption.

In order to effectively monitor greenhouse gas emissions, we will designate professional organizations to measure, calculate and analyze greenhouse gas emissions regularly. The administrative department of the Group will also regularly evaluate and review the quantity and types of main energy used by the Company, formulate optimization plans to improve the efficiency and results of use, regularly report to the Working Group, and report to the Board after summarization. In addition, we have also adopted a series of energy-saving and emission-reduction measures to promote a low-carbon economy, and such measures include the following:

- In the purchase of devices for offices, priority is given to electrical equipment and other electrical equipment with higher energy efficiency;
- Smart applications are used to remind employees to switch off their computers during non-working hours;
- Employees are encouraged and designated to walk around the office every night and ensure that equipment including printers and air conditioners, not in use, are turned off;
- Gasoline-electric hybrid cars are used to help improve roadside air quality; and
- More stringent approval procedures for the use of vehicles of the Company are made to reduce the frequency of the use of vehicles of the Company.



# Taking Actions for the Environment

Environmental KPIs	2024	2023	Unit
<b>Greenhouse Gas</b>			
Total Emissions (Scope 1 and Scope 2)	<b>346.75</b>	265.58	tCO <sub>2</sub> e
Direct Emissions (Scope 1)	<b>30.85</b>	27.40	tCO <sub>2</sub> e
Energy Indirect Emissions (Scope 2)	<b>315.90</b>	238.18	tCO <sub>2</sub> e
Total Emissions Intensity (Scope 1 and Scope 2)	<b>91.59</b>	71.37	kg CO <sub>2</sub> e/m <sup>2</sup>
<b>Air Emissions</b>			
Nitrogen Oxides (NO <sub>x</sub> )	<b>8.67</b>	7.69	Kg
Sulfur Oxides (SO <sub>x</sub> )	<b>0.17</b>	0.15	Kg
Particulate Matter (PM)	<b>0.64</b>	0.57	Kg
<b>Energy</b>			
Total Consumption	<b>623.41</b>	484.19	MWh
Electricity	<b>517.78</b>	390.39	MWh
Gasoline	<b>105.63</b>	93.79	MWh
Total Energy Consumption Intensity	<b>164.66</b>	130.12	KWh/m <sup>2</sup>

Note 1: The data covered the Group's principal places of business in China.

Note 2: Totals may not be the exact sum of numbers shown here due to rounding.

Note 3: The emission factor used in greenhouse gas calculation has been referenced to the relevant figures in the latest "How to Prepare an Environmental, Social and Governance Report" published by the HKEX.

Note 4: According to the GHG Protocol Corporate Accounting and Reporting Standard (revised edition) issued by World Business Council for Sustainable Development and World Resources Institute, scope 1 direct emissions cover GHG emissions directly produced by businesses owned or controlled by the Group, while scope 2 energy indirect emissions cover GHG emissions of "energy indirect" resulted from electricity (purchased or acquired), thermal energy, refrigeration and steam internally consumed by the Group.



# Taking Actions for the Environment

## WASTE AND WATER RESOURCE MANAGEMENT

The Group is committed to promoting responsible waste management by implementing office waste reduction measures, and saving water consumption by improving water efficiency and recycling water. Our use and disposal of resources are mainly the use of water in the office and office waste. As our business does not involve factory production, we will not use a large amount of natural resources, generate hazardous wastes or involve product packaging in our operation. During the Reporting Period, no significant hazardous waste is generated in the operations of the Group. The water used by the Group comes from the municipal water supply system. During the Reporting Period, we did not encounter any issue in sourcing water that is fit for purpose. In addition, we advocate classification and recycling in the office. The waste sorting bins meet Hangzhou waste sorting standards, and waste sorting and recycling facilities are provided in the office area, so that employees can sort waste. In the Employee Handbook and the orientation training of employees, we require that waste should be sorted before disposal, so as to cause employees to contribute to the environmental protection work of the Group.

Meanwhile, we have implemented the following measures to improve the environment:

- Leaking pipelines or fittings, faucets, and other sanitary facilities are repaired and replaced in a timely manner to reduce waste of freshwater;
- Plants are planted in offices for greening the offices;
- The drinking water left over by the guest is used for watering plants, thus reducing the unnecessary waste of water; and
- Paper has been replaced by electronic channels and paperless office philosophy is advocated.

Environmental KPIs	2024	2023	Unit
<b>Non-Hazardous Waste</b>			
Total Non-hazardous Waste Produced	54.03	23.82	Tonnes
Total Non-hazardous Waste Disposed	34.21	14.11	Tonnes
Total Non-hazardous Waste Recycled	19.82	9.71	Tonnes
Total Non-hazardous Waste Produced Intensity	14.27	6.40	Kg/m <sup>2</sup>
<b>Water Consumption</b>			
Total Water Consumption	3,560.00	3,866.00	m <sup>3</sup>
Total Water Consumption Intensity	0.94	1.04	m <sup>3</sup> /m <sup>2</sup>

Note 5: The data covered the Group's principal places of business in China.



## Bringing Harmony to the Community

<b>Strategy:</b>	Organization of various community activities to promote social harmony.
<b>Goal:</b>	Supporting the disadvantaged communities and promoting the social development.

The Group actively performs its corporate social responsibility. It is committed to adhering to the philosophy of “serving the people and giving back to society” and making efforts to create a better living environment with the society. During the Reporting Period, the Group donated teaching supplies to Hangzhou Normal University.



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Subject Areas, Aspects, General Disclosures and KPIs		Section/Statement	Page
<b>A. Environmental</b>			
<b>Aspect A1: Emissions</b>			
General Disclosure Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to air and greenhouse gas emissions, discharges into water and land, and generation of hazardous and non-hazardous waste.		Taking Actions for the Environment	31-35
KPI A1.1	The types of emissions and respective emissions data.	Taking Actions for the Environment – Energy Consumption and Greenhouse Gas Emissions	34
KPI A1.2	Direct (Scope 1) and energy indirect (Scope 2) greenhouse gas emissions (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	Taking Actions for the Environment – Energy Consumption and Greenhouse Gas Emissions	34
KPI A1.3	Total hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	No significant hazardous waste is generated in the operations of the Group.	N/A
KPI A1.4	Total non-hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	Taking Actions for the Environment – Waste and Water Resource Management	35
KPI A1.5	Description of emissions target(s) set and steps taken to achieve them.	Taking Actions for the Environment	31-35
KPI A1.6	Description of how hazardous and non-hazardous wastes are handled, and a description of reduction target(s) set and steps taken to achieve them.	Taking Actions for the Environment	31-35



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<b>Aspect A2: Use of Resources</b>			
General Disclosure Policies on the efficient use of resources, including energy, water and other raw materials.		Taking Actions for the Environment	31-35
KPI A2.1	Direct and/or indirect energy consumption by type (e.g. electricity, gas or oil) in total (KWh in '000s) and intensity (e.g. per unit of production volume, per facility).	Taking Actions for the Environment – Energy Consumption and Greenhouse Gas Emissions	34
KPI A2.2	Water consumption in total and intensity (e.g. per unit of production volume, per facility).	Taking Actions for the Environment – Waste and Water Resource Management	35
KPI A2.3	Description of energy use efficiency target(s) set and steps taken to achieve them.	Taking Actions for the Environment	31-35
KPI A2.4	Description of whether there is any issue in sourcing water that is fit for purpose, water efficiency target(s) set and steps taken to achieve them.	Taking Actions for the Environment	31-35
KPI A2.5	Total packaging material used for finished products (in tonnes) and, if applicable, with reference to per unit produced.	No significant packaging materials are used in the operations of the Group.	N/A
<b>Aspect A3: The Environment and Natural Resources</b>			
General Disclosure Policies on minimising the issuer's significant impacts on the environment and natural resources.		Taking Actions for the Environment	31-35
KPI A3.1	Description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them.	The operations of the Group have no significant impact on the environment and natural resources.	N/A
<b>Aspect A4: Climate Change</b>			
General Disclosure Policies on identification and mitigation of significant climate-related issues which have impacted, and those which may impact, the issuer.		Taking Actions for the Environment – Climate Change	32
KPI A4.1	Description of the significant climate-related issues which have impacted, and those which may impact, the issuer, and the actions taken to manage them.	Taking Actions for the Environment – Climate Change	32

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<b>B. Social</b>			
<b>Employment and Labour Practices</b>			
<b>Aspect B1: Employment</b>			
General Disclosure Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to compensation and dismissal, recruitment and promotion, working hours, rest periods, equal opportunity, diversity, anti-discrimination, and other benefits and welfare.		Shaping Dreams for Employees	24-30
KPI B1.1	Total workforce by gender, employment type (for example, full- or part-time), age group and geographical region.	Shaping Dreams for Employees – Employment Overview	24
KPI B1.2	Employee turnover rate by gender, age group and geographical region.	Shaping Dreams for Employees – Employment Overview	25
<b>Aspect B2: Health and Safety</b>			
General Disclosure Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to providing a safe working environment and protecting employees from occupational hazards.		Shaping Dreams for Employees – Occupational Health and Safety	29
KPI B2.1	Number and rate of work-related fatalities occurred in each of the past three years including the reporting year.	Shaping Dreams for Employees – Occupational Health and Safety	29
KPI B2.2	Lost days due to work injury.	Shaping Dreams for Employees – Occupational Health and Safety	29
KPI B2.3	Description of occupational health and safety measures adopted, how they are implemented and monitored.	Shaping Dreams for Employees – Occupational Health and Safety	29





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<b>Aspect B3: Development and Training</b>			
General Disclosure Policies on improving employees' knowledge and skills for discharging duties at work. Description of training activities.		Shaping Dreams for Employees – Training and Development	27-28
KPI B3.1	The percentage of employees trained by gender and employee category (e.g. senior management, middle management).	Shaping Dreams for Employees – Training and Development	28
KPI B3.2	The average training hours completed per employee by gender and employee category.	Shaping Dreams for Employees – Training and Development	28
<b>Aspect B4: Labour Standards</b>			
General Disclosure Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to preventing child and forced labour.		Shaping Dreams for Employees – Child and Forced Labour	26
KPI B4.1	Description of measures to review employment practices to avoid child and forced labour.	Shaping Dreams for Employees – Child and Forced Labour	26
KPI B4.2	Description of steps taken to eliminate such practices when discovered.	Shaping Dreams for Employees – Child and Forced Labour	26
<b>Operating Practices</b>			
<b>Aspect B5: Supply Chain Management</b>			
General Disclosure Policies on managing environmental and social risks of the supply chain.		Creating Values for Customers – Supply Chain Management	22-23
KPI B5.1	Number of suppliers by geographical region.	Creating Values for Customers – Supply Chain Management	22
KPI B5.2	Description of practices relating to engaging suppliers, number of suppliers where the practices are being implemented, and how they are implemented and monitored.	Creating Values for Customers – Supply Chain Management	22-23
KPI B5.3	Description of practices used to identify environmental and social risks along the supply chain, and how they are implemented and monitored.	Creating Values for Customers – Supply Chain Management	23
KPI B5.4	Description of practices used to promote environmentally preferable products and services when selecting suppliers, and how they are implemented and monitored.	Creating Values for Customers – Supply Chain Management	23



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<b>Aspect B6: Product Responsibility</b>			
General Disclosure Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to health and safety, advertising, labelling and privacy matters relating to products and services provided and methods of redress.		Creating Values for Customers	17-23
KPI B6.1	Percentage of total products sold or shipped subject to recalls for safety and health reasons.	The Group is not engaged in product production.	N/A
KPI B6.2	Number of products and service related complaints received and how they are dealt with.	Creating Values for Customers – Customer Communication and Satisfaction	21
KPI B6.3	Description of practices relating to observing and protecting intellectual property rights.	Creating Values for Customers – Protection of Intellectual Property Rights	21
KPI B6.4	Description of quality assurance process and recall procedures.	Creating Values for Customers – Quality Assurance The Group's business does not involve product recalls.	18
KPI B6.5	Description of consumer data protection and privacy policies, how they are implemented and monitored.	Creating Values for Customers – Information Protection and Service Stability	19-20



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<b>Aspect B7: Anti-corruption</b>			
General Disclosure Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to bribery, extortion, fraud and money laundering.		Shaping Dreams for Employees – Anti-corruption and Promotion of Honesty	30
KPI B7.1	Number of concluded legal cases regarding corrupt practices brought against the issuer or its employees during the reporting period and the outcomes of the cases.	Shaping Dreams for Employees – Anti-corruption and Promotion of Honesty	30
KPI B7.2	Description of preventive measures and whistle-blowing procedures, and how they are implemented and monitored.	Shaping Dreams for Employees – Anti-corruption and Promotion of Honesty	30
KPI B7.3	Description of anti-corruption training provided to directors and staff.	Shaping Dreams for Employees – Anti-corruption and Promotion of Honesty	30
<b>Community</b>			
<b>Aspect B8: Community Investment</b>			
General Disclosure Policies on community engagement to understand the needs of the communities where the issuer operates and to ensure its activities take into consideration the communities' interests.		Bringing Harmony to the Community	36
KPI B8.1	Focus areas of contribution (e.g. education, environmental concerns, labour needs, health, culture, sport).	Bringing Harmony to the Community	36
KPI B8.2	Resources contributed (e.g. money or time) to the focus area.	Bringing Harmony to the Community	36