



# Qiniu Limited

(Incorporated in the British Virgin Islands and re-domiciled and continued in the Cayman Islands with limited liability)

Stock Code: 2567

## 2024 Environmental, Social and Governance (ESG) Report



Shanghai Headquarters' address: Building Q, Shanghai Pudong Software Park, No. 66 Boxia Road, Pudong New Area, Shanghai  
Postal Code: 201203  
Email: [ir@qiniu.com](mailto:ir@qiniu.com)

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# IAbout the Report

The Qiniu Limited 2024 Environmental, Social and Governance (ESG) Report ("the report") is the first ESG report released by Qiniu Limited. It aims to provide stakeholders with a truthful and target overview of the Company's strategies, practices, measures, and achievements in the field of ESG.

## Report Scope

The report covers Qiniu Limited and our subsidiaries, consistent with the scope of the consolidated financial statements in our annual report. The environmental data scope is limited to the company's Shanghai headquarters. Where the specific data scope differs from the report scope, this will be noted in the main text. The reporting period lasts from January 1, 2024, to December 31, 2024. Unless otherwise specified, all monetary units are in Renminbi (RMB).

## Glossary

Term		Definition
" Qiniu Limited", " the Company", and " Company"	Refer to	Qiniu Limited and all its subsidiaries
Qiniu Hong Kong	Refers to	Qiniu (China) Limited
Qiniu Information	Refers to	Shanghai Qiniu Information Technologies Co., Ltd.
Qiniu Shenzhen	Refers to	Qiniu (Shenzhen) Cloud Computing Co., Ltd.
Qiniu Intelligence	Refers to	Shanghai Qiniu Intelligence Information Technology Co., Ltd.
Superstify Technology	Refers to	Superstify Technology PTE. LTD.

## Reporting Guide

The report was prepared in accordance with the relevant requirements of Appendix C2, Environmental, Social and Governance Reporting Code (the "ESG Code") of the Main Board Listing Rules of The Stock Exchange of Hong Kong Ltd. ("SEHK" ).

The preparation of the report adheres to the following reporting principles outlined in the ESG Code:

**Materiality:**Through stakeholder engagement and materiality assessments, we have identified ESG issues that are significant to stakeholders, ranked their importance, and provided targeted disclosures in this ESG report.

**Quantitative:** This report presents key environmental and social performance indicators (KPIs) using quantitative data, along with explanations of their purpose and impact.

**Balance:** We strive to maintain objectivity by presenting both positive and negative information in the report.

**Consistency:** When preparing future ESG reports, we will adopt consistent statistical methods based on actual management practices to ensure comparability of information. In the event of any changes to the methodology, explanatory notes will be provided in the report.

## Confirmation and Approval

The data and cases presented in the report are primarily sourced from the company's statistical reports and other relevant documents. The report has been reviewed and ratified by the management team and subsequently approved by the Board of Directors. The Board of Directors of the company hereby confirms that the report contains no false records, misleading statements, or material omissions, and takes full responsibility for the authenticity, accuracy, and completeness of its content.

## Access to the Report

The electronic version of the report is available on our official website at (<https://www.qiniu.com>) and on the website of The SEHK at ([www.hkexnews.hk](http://www.hkexnews.hk)) . The report is provided in Simplified Chinese, Traditional Chinese and English for readers' reference. In the event of any discrepancies arising from language interpretation, the Simplified Chinese version shall prevail.



# Chairman's Message

Last year marked the 75th anniversary of the founding of the People's Republic of China – a pivotal year for achieving the goals outlined in the 14th Five-Year Plan and a milestone year for Qiniu Limited as we embarked on a transformation. Since its inception, Qiniu Limited has been committed to helping users shorten the distance from ideas to products. After more than a decade of working tirelessly towards this mission, we have grown into a leading enterprise in the field of audiovisual services. In 2024, Qiniu Limited was officially listed on the Main Board of The Stock Exchange of Hong Kong, marking a new chapter in our pursuit of high-quality development.

## In 2024, we actively embraced industrial transformation and drove industry progress

In the face of the digital economy's rapid development, we seized opportunities presented by the new wave of technological and industrial transformation, providing stronger support for high-quality development. In October 2024, we opened our new headquarters in Xiuzhou District, Jiaxing City, a second-tier city in China's southeastern Zhejiang province. Going forward, we will leverage local industrial advantages and policy support to better integrate resources, focusing on the research and application of cutting-edge technologies, such as "AI-driven audio and video" technology. This will enable us to deliver more outstanding solutions in the audio and video domain while leveraging our core technological strengths in the audio and video industry chain to actively promote the growth of upstream and downstream ecosystem enterprises.

## Over the past year, we enhanced corporate governance to solidify our foundation for growth

Qiniu Limited has established a scientific, comprehensive, and efficient corporate governance framework to ensure compliance and steady development. By continuously strengthening risk management and internal control systems, we have maintained orderly and standardized operations. Committed to maintaining the highest standards of business ethics, Qiniu Limited has reinforced its compliance management systems and set up clear reporting and feedback channels to promote healthy corporate development. During the reporting period, we aligned with the relevant requirements of the SEHK, initiated a top-down ESG governance structure, and prepared the company's first ESG report.

## What's more, we remain committed to driving forward the upgrade of the digital economy industry in 2024

Refining its products under the "AI-driven audio and video" strategy. As one of China's earliest providers of audiovisual services, Qiniu Limited has always stayed true to its mission of delivering high-quality products and services that closely align with users' business scenarios. In 2024, we further increased R&D expenses, reaching CNY 157.6 million, a year-on-year growth of 23.1%. We prioritized intellectual property management, resulting in a continuous stream of innovations. By the end of 2024, we had accumulated 35 authorized patents and received over ten prestigious awards, including being named among the "Top 50 Internet Companies in Shanghai by Comprehensive Strength in 2024" and "Outstanding IT Innovation Solutions in Shanghai in 2024," earning widespread recognition from all sectors of society.

## Over the past year, we remained client-value-oriented, continuing to deliver high-quality products and services

At Qiniu Limited, our guiding principle is "putting client interests first and improving product quality". To this end, we obtained ISO 9001, ISO 27001 and ISO 27701 certifications and established a full-fledged quality management system. From design and development to delivery, every step is meticulously controlled to ensure product excellence. Qiniu Limited implements a comprehensive service guarantee system and utilizes multi-channel communication to ensure prompt responses to and resolution of client issues. We value client feedback, continuously optimize service processes, and strive to provide superior and more efficient service experiences.

## In 2024, we remained committed to a people-centric approach and actively fulfilled our social responsibilities

Qiniu Limited continuously improved its recruitment and compensation systems, supported employment of disabled people, and fostered a diverse and inclusive work environment. We organized a variety of cultural activities and health education sessions to promote employees' work-life balance. We provided exclusive benefits for female employees, such as our dedicated maternity rooms and maternity gift packages, to support new mothers' well-being during their transition back into working life. Through our dual-track career development scheme, diverse training programs, and competitive performance-based compensation system, we facilitated employees' professional growth and personal development. Additionally, we engaged in numerous volunteer services and public welfare initiatives, including poverty alleviation, educational support, and assistance for disabled people.

## In addition, we upheld environmental protection and embraced green development principles in 2024

Qiniu Limited not only delivers efficient and reliable digital services to clients but also advocates for sustainable development in our daily operations. We promote green office practices and an eco-friendly culture, encouraging employees to adopt energy-saving and emission-reduction practices in their work and daily lives. When choosing suppliers, we evaluate the energy efficiency of their products and services, ensuring that the data centers we choose comply with national carbon emission standards.

At Qiniu Limited, we are looking forward to a promising future. Qiniu Limited will stay true to its mission, embark on new journeys, strive for innovation, and continue to advance. We are committed to thoroughly implementing the "AI-driven audio and video" strategy, with the view to becoming a high-tech company that drives the development of global intelligent audio and video technology and contributes to a better life in the digital intelligence era!

**Xu Shiwei**  
Chairman and CEO, Qiniu Limited



# About Qiniu Limited

## Introduction

Founded in 2011, Qiniu Limited aims to establish itself as a global leading service provider of all-in-one neutral audio and video cloud platform with AI capabilities. Headquartered in Shanghai, the company operates branch offices in Beijing, Shenzhen, Guangzhou, Chengdu, Hangzhou, Wuhan and other areas. With accumulated financing exceeding RMB 3 billion, the company has attracted investments from top-tier institutions including Matrix Partners China, Qiming Venture Partners, ZJ Hi-Tech, and China Structural Reform Fund.

Qiniu Limited is a premier service provider of all-in-one neutral audio and video cloud platforms with AI capabilities in China. Since our inception, we have been dedicated to the audio/video sector and AI technology, catering to the growing demand for online audio and video solutions in the digital era. Leveraging our robust cloud-edge integration and low-code capabilities, Qiniu Limited has made strides in areas such as video-on-demand, interactive live streaming, real-time audio and video communication, and cloud-based camera services and offered a diverse range of products and solutions tailored to scenarios including video marketing, social entertainment, visual internet of things, and smart new media. Qiniu Limited manages over 1 trillion files on its public cloud platform, operates nearly 3,000 edge nodes globally, and supports more than 230 million minutes of daily live streaming and real-time interactions. To date, our services empower over 1 million enterprise clients and developers worldwide.



Enterprise users and developers



Number of netizens served indirectly

## Corporate Mission

Shorten the distance from idea to product

## Corporate Culture



### Lead with Integrity

Uphold integrity and take social responsibility as a guiding principle to earn public trust. Foster an empowering organization where every member thrives.



### Be Authentic

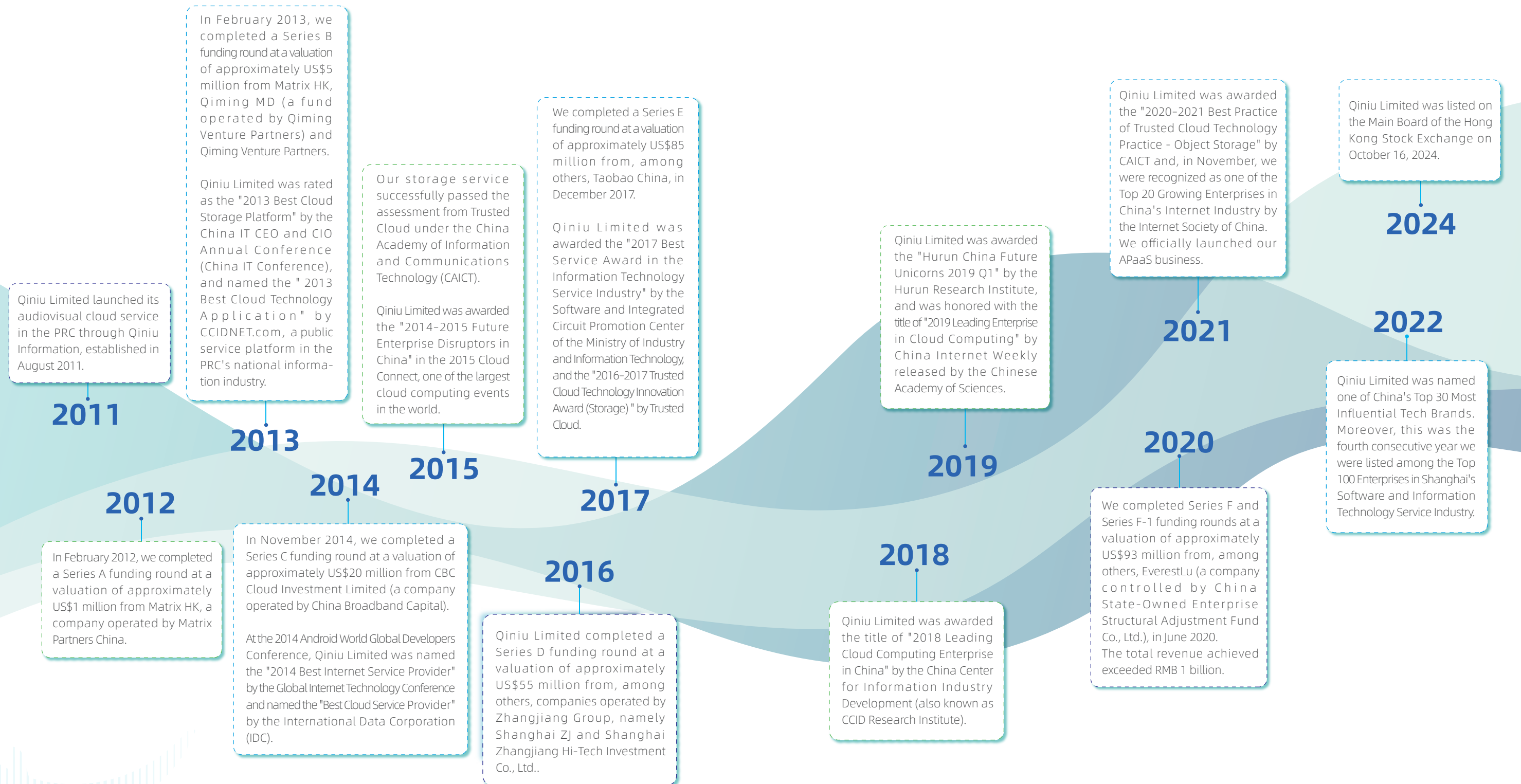
Embrace change, collaborate openly, and pursue mastery with a pure heart. Stay purpose-driven to deliver value through focused execution.



### Build Intuitive Products


Commit to client-value-oriented innovation through rapid iteration. Simplify complexities to deliver premium experiences with operational excellence.

## Our History





## Annual Awards and Honors

 Awarding Institution	Award Title
HarmonyOS	2024 HarmonyOS Ecosystem SDK Galaxy Award
36Kr	WISE 2024 Business Leader - Most Valuable Commercial Enterprise of the Year
CUINIUHUI	2024 Cloud 100 China
Guru Club	Excellence in ESG Innovation & Practice
Xinhua News Agency China Financial Information Center (CFIC) & Digital Economy Strategy Committee of the Chinese Association of Development Strategy Studies (CADSS)	Co-Founding Member of the China IT Innovation Brand High-Quality Development Alliance
Shanghai Communications Administration	Data Security Best Practice Case in Shanghai Telecom & Internet Industry
InfoQ Geek Media	Technology Ecosystem Builder of the Year 2024
The 5th International Science and Technology Innovation Festival (STIF) & 2024 New Quality Productive Forces Pioneers Summit	2024 New Quality Productivity Influential Enterprise 2024 Annual Digital and Intelligent Innovation Achievement Award
Internet Society of Shanghai	2024 Top 50 Shanghai Internet Enterprises in Comprehensive Strength 2024 Top 10 High-Growth Internet Enterprises in Shanghai
Shanghai Municipal Trade Union Council (SMTUC)	A Qiniu Limited employee won the First Prize in the 2024 Shanghai Workers' Vocational Skills Series Competition - Digital Security Skills Contest & the 2nd Pudong New Area Smart Digital Risk Governance Skills Contest
Shanghai Municipal Commission of Economy and Informatization	Selected for the "2024 Shanghai Outstanding Information Technology Innovation Solutions List" - Enterprise-Level Storage Solution
Shanghai Municipal Commission of Economy and Informatization	2024 Top 100 Enterprises in Shanghai Software & IT Services Sector

## 2024 ESG Performance Highlights



# ESG Governance

Board Statement

Stakeholder Identification and Engagemen

Materiality Analysis

Alignment with the United Nations Sustainable

Development Goals (SDGs)

Since its inception, Qiniu Limited has been committed to achieving long-term sustainable growth. To fulfill this vision, we work closely with all stakeholders to ensure our role not only as a premier audiovisual cloud service provider but also as a respected market player in the industry. We actively engage with partners, clients, investors, employees, and society at large to foster a healthy, resilient, and sustainable future.

## Board Statement

The company attaches great importance to ESG issues. The Board of Directors (BoD) bears ultimate responsibility for ESG issues and their integration into the company's development strategy, while overseeing the management and supervision of ESG-related issues.

The Audit Committee of the company conducts at least annual evaluations to:

- identify environmental, social, and governance risks/opportunities; ensure effective ESG risk management and internal control systems;
- review ESG performance against established targets;
- report ESG-related findings and recommendations to the Board; review ESG management policies, strategies, priorities, and targets;
- and examine financial/accounting policies and ESG management policies and practices.

During the reporting period, the BoD convened one dedicated meeting to review and approve the ESG work plan. Moving forward, we will continuously enhance our ESG governance framework, strengthen accountability mechanisms and operational execution to drive sustainable development at Qiniu Limited.

## Stakeholder Identification and Engagement

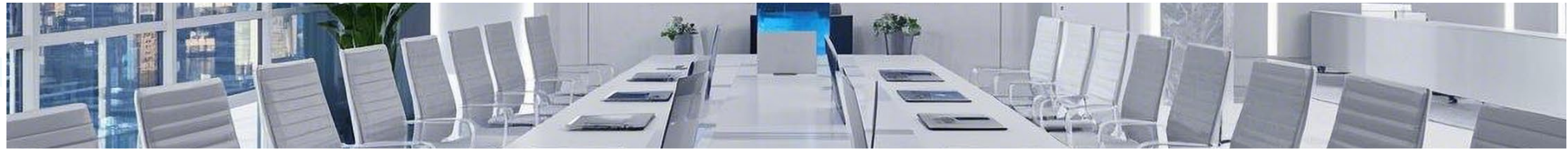
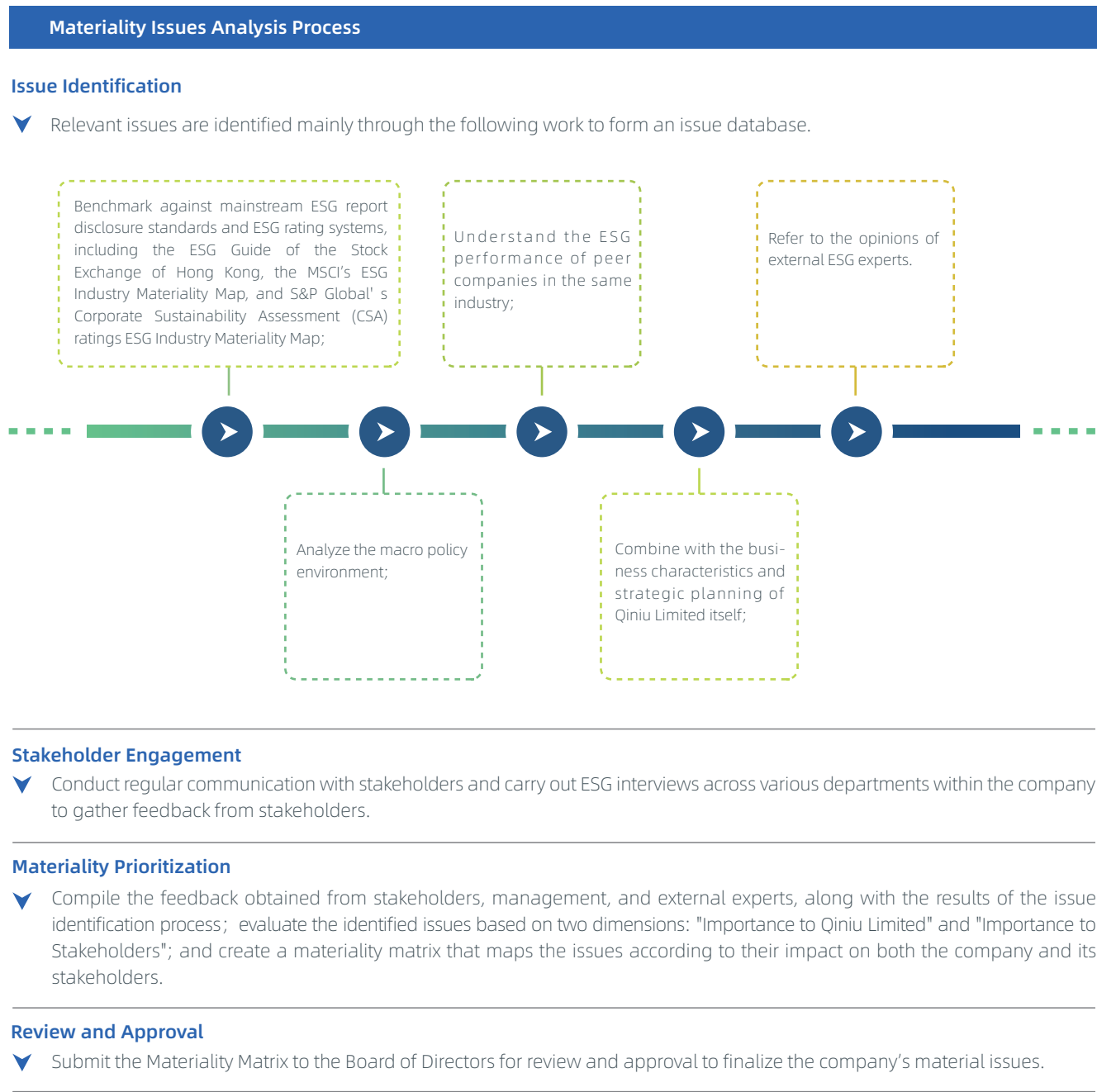
Qiniu Limited maintains proactive engagement with key stakeholders to align ESG priorities with their evolving demands and expectations. Our major stakeholders include: Government & Regulatory Authorities, Shareholders & Investors, Employees, Clients, Partners/Suppliers, Industry Peers & Associations, Media, and Communities.

Stakeholder Group	Expectations & Concerns	Engagement Channels
Government & Regulatory Authorities	Business Ethics Regulatory Compliance Tax Obligations Industry Collaboration & Development Technology Innovation	Compliance Management R&D and Innovation Proactive Tax Payment Participation in Government Activities
Shareholders & Investors	Business Ethics and Integrity Return on Investment (ROI) Regulatory Governance Information Disclosure	Announcements & Circulars Financial Reports General Meeting of Shareholders Roadshows Investor Briefing Sessions
Employees	Employee Rights and Interests Compensation and Benefits Training and Development Occupational Health & Safety (OHS)	Cultural and Sports Activities Regular Meetings and Training Communication and Whistleblowing Channels Employee Care Activities

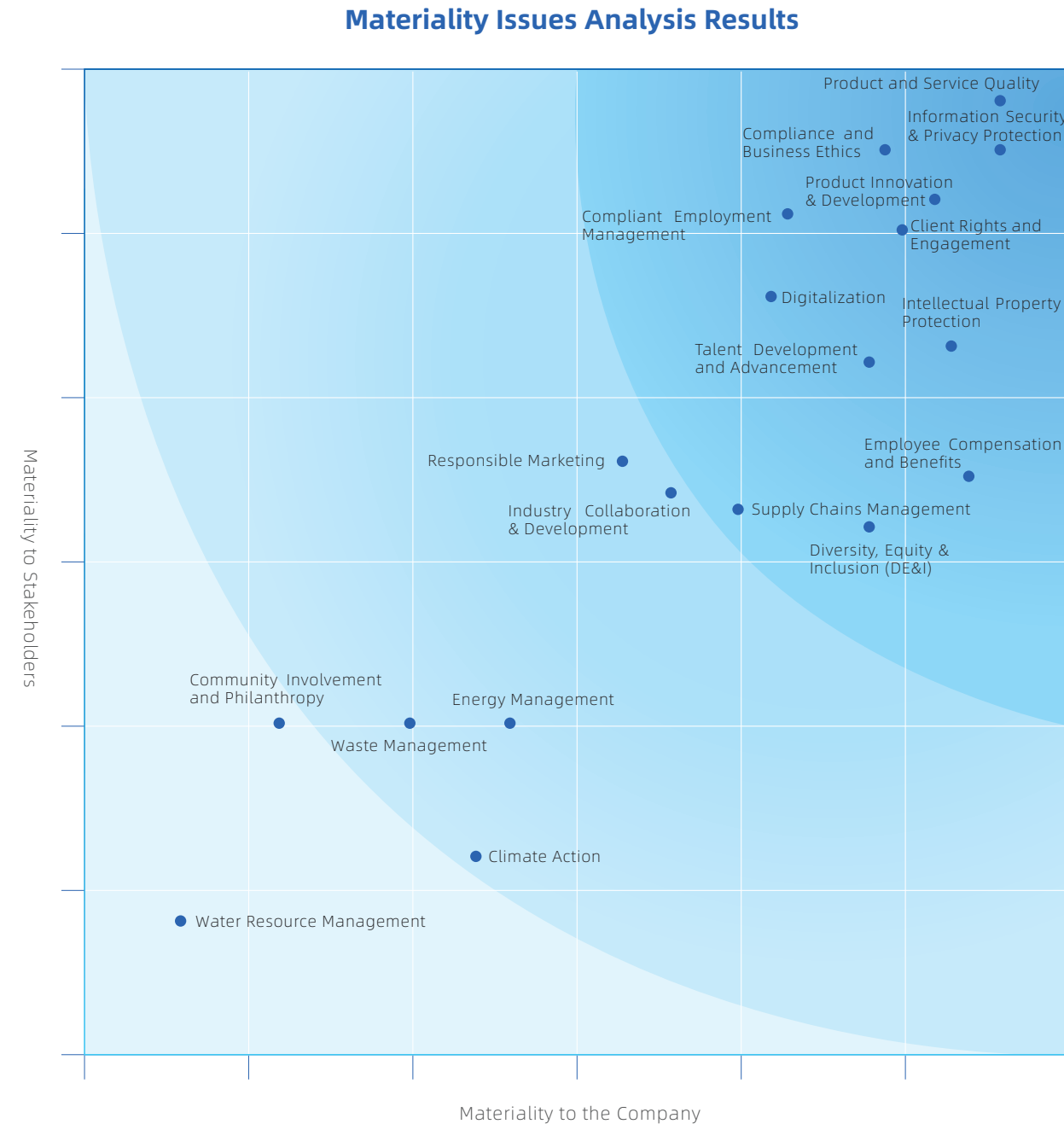


Stakeholder Group	Expectations & Concerns	Engagement Channels
Clients	Product Quality and Safety Product Innovation and R&D Client Rights Assurance Ethical Marketing Practices Client Satisfaction	Service Hotline and Email Daily Communication Client Survey
Partners/Suppliers	Technical Exchange and Communication Industry Collaboration and Development Sustainable Supply Chain Management Ethical Business Conduct	Supplier Qualification Audits Daily Communication Contract Award
Industry Peers & Associations	Product Quality and Safety Industry Collaboration and Development	Participation in the Development of Industry Standards Participation in Industry Exchanges
Media	Product Quality and Safety Brand Marketing	Corporate Official Website WeChat Official Account Daily Interview & Communication
Communities	Community Public Welfare	Public Welfare Activities Volunteer Service

## Materiality Issues Analysis



## Alignment with the United Nations Sustainable Development Goals (SDGs)



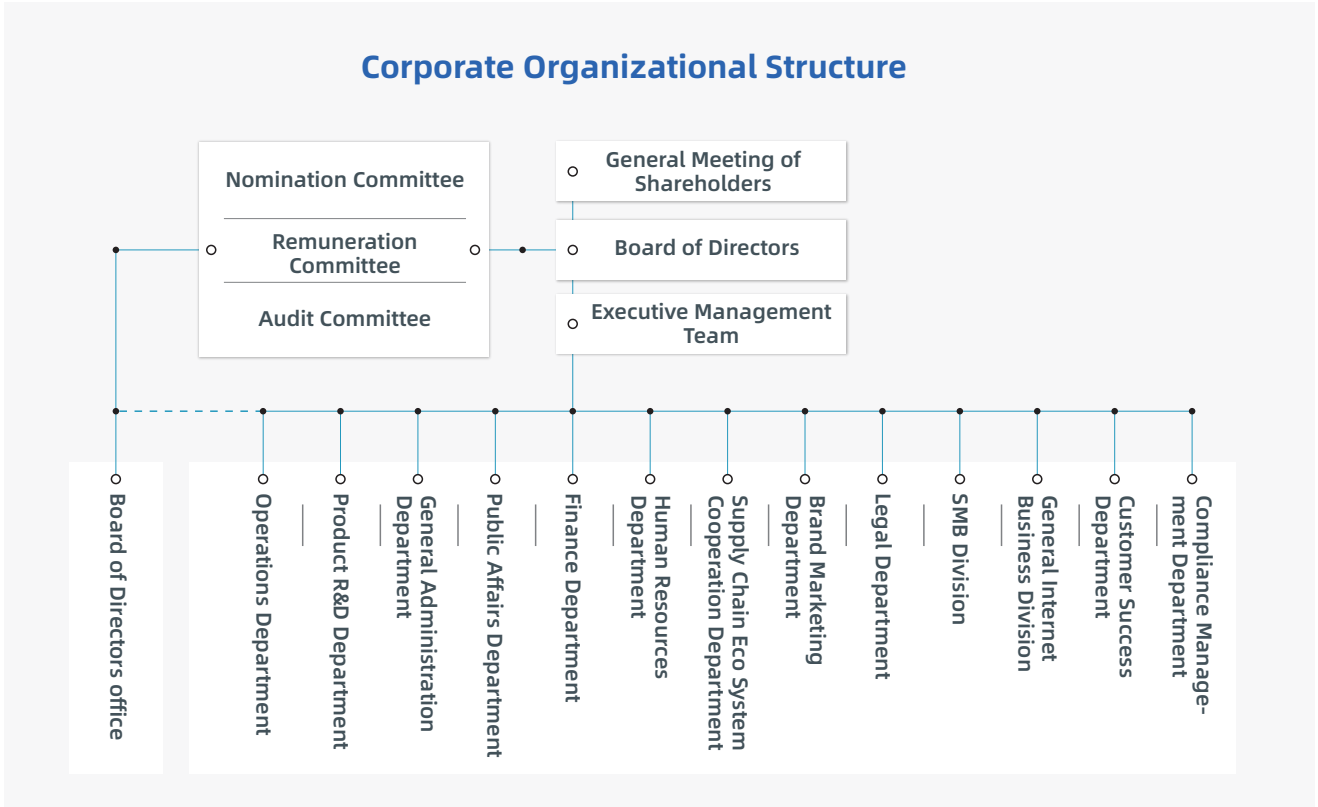
2024 Qiniu Limited ESG Materiality Matrix

Report Section	United Nations Sustainable Development Goals (SDGs)					
Corporate Governance	<div><div>16PEACE, JUSTICE AND STRONG INSTITUTIONS</div><div>17PARTNERSHIPS FOR THE GOALS</div></div>					
Client-First Approach for Forging Excellence	<div><div>12RESPONSIBLE CONSUMPTION AND PRODUCTION</div><div>17PARTNERSHIPS FOR THE GOALS</div></div>					
Innovation-Driven Leadership for Collaboration and Mutual Success	<div><div>9INDUSTRY, INNOVATION AND INFRASTRUCTURE</div><div>12RESPONSIBLE CONSUMPTION AND PRODUCTION</div><div>17PARTNERSHIPS FOR THE GOALS</div></div>					
Low-Carbon Operations for Practicing Green Development	<div><div>6CLEAN WATER AND SANITATION</div><div>7AFFORDABLE AND CLEAN ENERGY</div><div>11SUSTAINABLE CITIES AND COMMUNITIES</div><div>12RESPONSIBLE CONSUMPTION AND PRODUCTION</div><div>13CLIMATE ACTION</div><div>15LIFE ON LAND</div></div>					
Putting Employees at the Center to Empower Talent Development	<div><div>3GOOD HEALTH AND WELL-BEING</div><div>4QUALITY EDUCATION</div><div>5GENDER EQUALITY</div><div>8DECENT WORK AND ECONOMIC GROWTH</div><div>10REDUCED INEQUALITIES</div></div>					
Giving Back to Society to Spread Kindness and Positivity	<div><div>1NO POVERTY</div><div>2ZERO HUNGER</div><div>3GOOD HEALTH AND WELL-BEING</div><div>4QUALITY EDUCATION</div><div>10REDUCED INEQUALITIES</div><div>11SUSTAINABLE CITIES AND COMMUNITIES</div></div>					



## II Governance Structure

Sound corporate governance serves as the cornerstone of a company's sustainable development. Strictly adhering to the Company Law of the People's Republic of China, Hong Kong Stock Exchange Listing Rules, and relevant regulatory requirements, Qiniu Limited maintains a robust governance framework to drive its steady development and enhance governance levels.



During the reporting period, the Directors actively participated in meetings of the BoD and its committees, fulfilling their duties. Qiniu Limited convened two BoD meetings and one Audit Committee meeting, with 100% attendance rate from all Directors.

### Board Diversity

Qiniu Limited implements a board diversity policy, which outlines the targets and methods for achieving and maintaining diversity within our board. Qiniu Limited considers multiple factors when selecting board candidates, including but not limited to professional experience, skills, knowledge, gender, age, cultural and educational background, ethnicity, and tenure, in order to achieve a diverse board. Qiniu Limited has also taken and will continue to take measures to promote gender diversity at all levels of the company, including but not limited to the Board of Directors and senior management.

Our board members possess knowledge and skills across a wide range of areas, including management, strategy and business development, research and development, sales and marketing, legal compliance, and corporate finance. Qiniu Limited's Nomination Committee will review and evaluate the composition of the Board of Directors and make recommendations regarding the appointment of directors. The Nomination Committee will also consider the benefits of diversity in various aspects, including but not limited to professional experience, skills, knowledge, educational background, age, gender, culture, ethnicity, and tenure to ensure the board maintains an appropriate range of different talents, skills, and experience.

# Corporate Governance



Governance Structure

Risk Management and Internal Control

Compliance Management

Business Ethics

Party-Building Initiatives

## II Risk Management and Internal Control

To ensure compliance with rules and regulations in our business operations, Qiniu Limited has established a stringent risk management and internal control policy. In accordance with relevant laws, regulations, and regulatory requirements, the company has developed a set of comprehensive risk management measures, which outline the roles and responsibilities of the Board of Directors, the Supervisory Board, the management team, and employees in identifying, assessing, monitoring, and managing risks, including credit and liquidity risks, market risks, operational risks, reputational risks, compliance risks, and information and data security risks. This forms our "three lines of defense" risk management framework. The Board of Directors is responsible for establishing and updating Qiniu Limited's internal control system, while senior management oversees the daily implementation of internal control procedures and measures at each subsidiary and functional department.

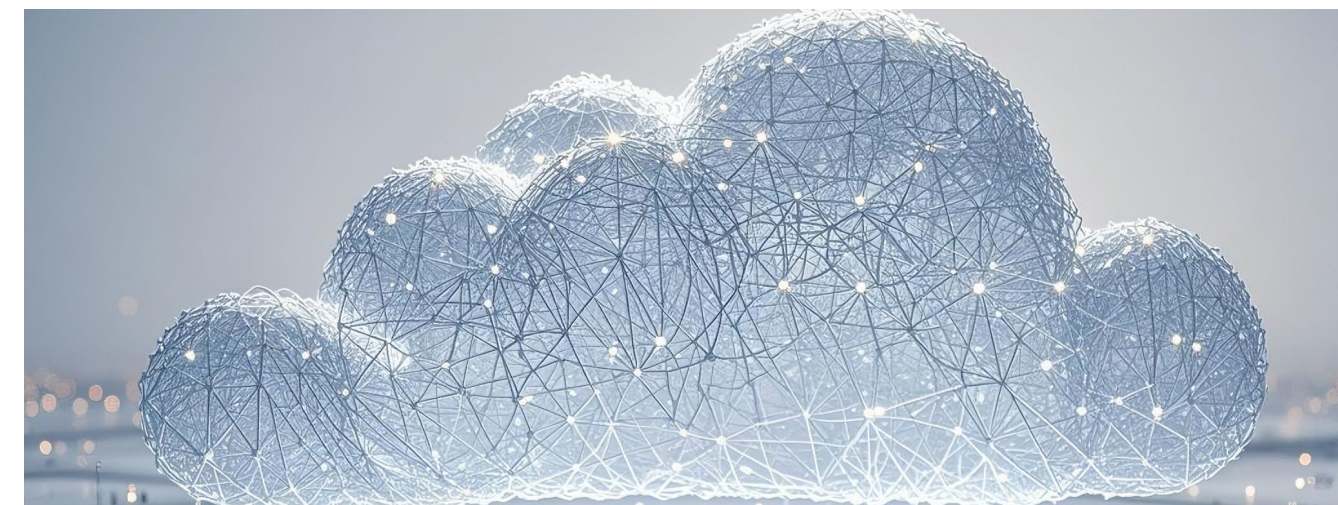
Qiniu Limited has established a Risk Management Task Force consisting of heads of various departments. For example, the Finance Department, Marketing Department, and Audit Department are responsible for managing and addressing liquidity risks, reputational risks, and overall risk management, respectively. The Risk Management Task Force identifies and assesses the risks we face, develops measures to mitigate or resolve identified risks, and reports regularly to the Board of Directors.

Qiniu Limited has implemented the Internal Audit Policy, and the internal control team regularly reviews the status and effectiveness of the company's risk management procedures and policies to ensure that they are effective.

## II Compliance Management

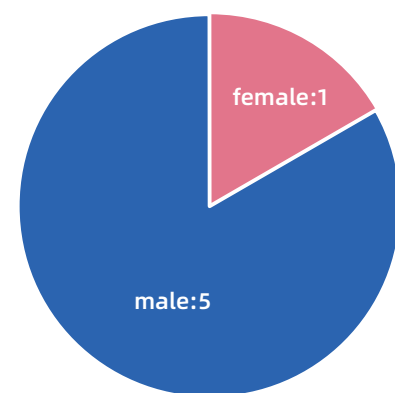
We follow stringent internal procedures to ensure our business operations comply with relevant rules and regulations. The Legal Department performs the essential function of reviewing and updating the contracts we sign with clients. The department examines contract terms and reviews all related documents concerning our business operations, including verifying licenses and permits obtained by counterparties to fulfill their contractual obligations, as well as conducting necessary due diligence before entering into any agreements or business arrangements. We have also established detailed internal procedures to ensure that, before providing our services or distributing content to the public, our internal legal team reviews the services and content, including upgrades to existing services, to ensure regulatory compliance. The internal legal team is responsible for obtaining any necessary government approvals, including preparing all required documents and submitting them to the relevant authorities within the prescribed regulatory timelines.

Qiniu Limited continuously improves its internal policies and updates internal templates for legal documents in response to changes in laws, regulations, and industry standards. We manage compliance across all aspects of our operations and employee activities. We have also established an accountability system for employees who violate laws, regulations, or internal policies. Additionally, we regularly review the implementation of our risk management policies and measures to ensure their effectiveness. Our Employee Handbook, which has been approved by senior management and distributed to all employees, includes internal rules and guidelines on basic work conduct, professional ethics, confidentiality, negligence, and corruption. We regularly train employees in the contents of the handbook.

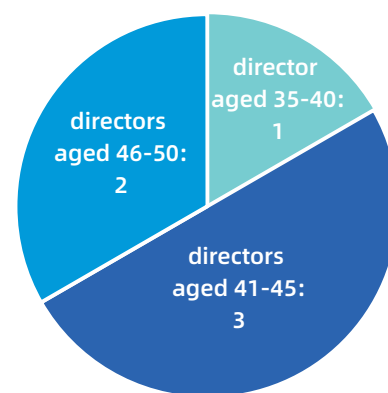


As of the end of the reporting period,  
the composition of the Board of Directors is as follows:

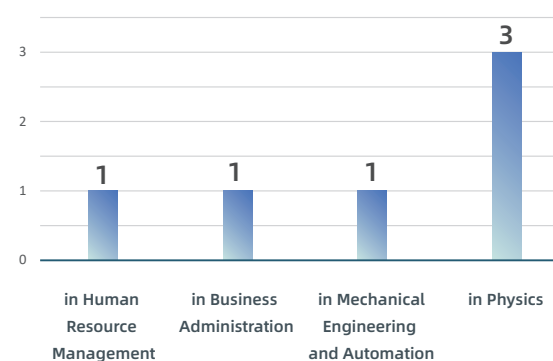
Gender



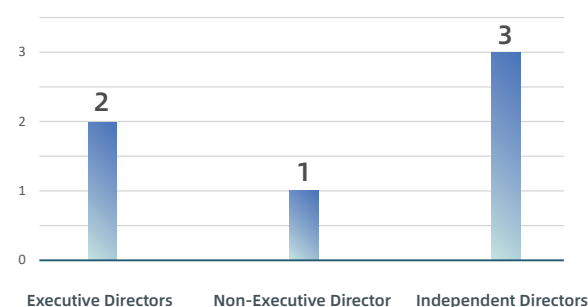
Age Range



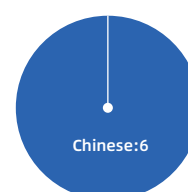
Expertise



Position



Nationality





## Business Ethics

### Anti-Commercial Bribery

Since our establishment, we have upheld the principles of honesty, fairness, and transparency in our business operations, client services, and team management. Qiniu Limited strictly complies with laws and regulations including the Criminal Law of the People's Republic of China and the Anti-Unfair Competition Law of the People's Republic of China and has established a robust anti-corruption and integrity governance framework. This includes institutional documents such as the Anti-Fraud and Anti-Commercial Bribery Management System and the Anti-Money Laundering Manual. Our Employee Handbook clearly defines the code of conduct and standards for employees, strengthening education and training to ensure that every employee understands the importance of self-discipline and integrity, and collectively maintains the company's strong reputation.

Qiniu Limited requires all employees to strictly adhere to our Anti-Fraud and Anti-Bribery Management System, Employee Disciplinary Management Policy, and the relevant provisions in our Employee Handbook regarding anti-fraud and anti-bribery conduct. The Anti-Fraud and Anti-Commercial Bribery Management System outlines the company's ethical business practices, applicable to all employees, including full-time staff, executives, consultants, board members, interns, dispatched workers, outsourced employees, temporary workers, as well as all clients, suppliers, service providers, and contractors engaged in business with the company. When cooperating with partners, both parties are required to sign a business ethics commitment declaration form or integrity pledge. We also plan to provide employees with professional ethics training, including anti-corruption training, to continuously enhance their professional conduct. During the reporting period, no corruption-related lawsuits were filed against the company or its employees, and none have been concluded.



**100% of employees have signed the Qiniu Employee Disciplinary Management Policy**

**100% of suppliers have signed the Business Ethics Commitment Declaration Form or the Integrity Pledge**

### Whistleblowing Management

To enhance the management of business ethics oversight and whistleblowing, Qiniu Limited has developed a set of measures for encouraging reporting of corruption. Our Compliance Department has been designated as the body responsible for handling and investigating whistleblower reports. Additionally, we have set up a whistleblower hotline and inbox accessible to all internal employees via the company website, internal communications, and notices to encourage whistleblowers to report with their names via email, phone, or other means.

To protect the fundamental rights of whistleblowers, we have established a confidentiality system and oppose any form of obstruction, suppression, or retaliation. Personnel handling or involved in whistleblower cases must strictly adhere to confidentiality rules and are prohibited from disclosing any private information related to the whistleblower. Any violation resulting in the disclosure of whistleblower information or violation of applicable laws will lead to legal accountability.

Upon receiving a valid whistleblower report, Qiniu Limited will promptly initiate an investigation into the relevant business activities, provide feedback to the whistleblower, and seek input from the investigated party. After confirming the violation, appropriate action will be taken to address the case.



**Whistleblowing Department: Compliance Department**

**Complaint Hotline: +86 180 4980 0650**

**Email Address: jubao@qiniu.com**

## Party-Building Initiatives

Qiniu Limited's Party-building framework operates under the guiding principle of "mutually reinforcing development and Party-building", continuously exploring innovative approaches in practice.

### Technology-Driven and Smart Party-Building

Leveraging our expertise in cloud storage, big data analytics, and AI, Qiniu Limited has developed an integrated online-offline Party-building model. The online component features a centralized platform for learning, education, meetings, activities, and exchanges, transcending geographical and temporal constraints while diversifying engagement formats. Offline efforts are complemented by dedicated physical spaces equipped with digital displays and Party literature, fostering an immersive learning environment and establishing a distinctive "Smart Party-Building" brand.

### Exploring Building-Based Models and Driving Innovation

Qiniu Limited proactively explores workplace-integrated Party-building initiatives by aligning organizational efforts with its physical office environments. This approach strengthens engagement with neighboring Party organizations and members, expands the scope of Party-building work, and fosters a robust, collaborative ecosystem.

### Professionalized Safeguards and Data Security

The company maintains professional rigor in Party-building operations by implementing specialized standards for physical venues and digital platforms. Moreover, advanced technical measures including data encryption and multi-tiered backups ensure the security of Party-building data, providing a solid foundation for synchronized Party-building and corporate development.

### "Deeply Understand and Comprehend the Spirit of the Plenary Session to Be United for Strong Progress" Themed Party Day Activity



To deeply study and implement the contents of the Third Plenary Session of the 20th CPC Central Committee and to accurately grasp its significance and essence, Qiniu Limited's Party branch held a themed Party Day activity on the afternoon of September 4th titled "Deeply Understand and Comprehend the Spirit of the Plenary Session to Be United for Strong Progress." The event aimed to educate and guide Party members to align their thoughts and actions with the spirit of the Plenary Session, uphold innovation and responsibility, and contribute to the company's high-quality development. During the

study session, Wang Huan, Secretary of Qiniu Limited's Party branch, led participants in studying General Secretary Xi Jinping's speech at the 20th Central Committee's Third Plenary Session and the overall guiding principle of the session. Participants also watched the series program Upholding the Banner of Reform and Opening Up, gaining a multi-dimensional understanding of the Plenary Session's guiding principle.

### "Striving to Follow the Party with a Grateful Heart" Themed Party Day Activity

To further strengthen the leadership of Party building and enhance the cohesion of the company's Party organization, Qiniu Limited's Party branch held a themed Party Day activity on June 6th titled "Striving to Follow the Party with a Grateful Heart." The event was hosted by Wang Huan, Secretary of Qiniu Limited's Party branch, with Chen Guangyao, a Party member from the company's Security Architecture Department, as the main speaker. The activity was conducted in a hybrid format, with both online and offline participation and all Party members in attendance.



# Client-First Approach for Forging Excellence



Crafting High-Quality Products

Superior Service Experiences

Data Security and Privacy Protection

Sustainable Supply Chain

## II Crafting High-Quality Products

Qiniu Limited remains client-value-oriented, delivering products and services that prioritize simplicity of experience and uncompromising quality. We strictly adhere to the Product Quality Law of the People's Republic of China and the Standardization Law of the People's Republic of China, guided by its quality philosophy of "putting client interests first and improving product quality". In alignment with ISO 9001:2015 (Quality management systems — Requirements) and other related laws and regulations, we have established a comprehensive product lifecycle quality management system supported by policy and procedure documents such as the Quality Management Manual, Design and Development Control Procedures, and Nonconforming Output Control Procedures. This framework ensures rigorous oversight at every stage, safeguarding user rights and delivering trusted product experiences.



ISO 9001:2015  
Quality Management System Certification

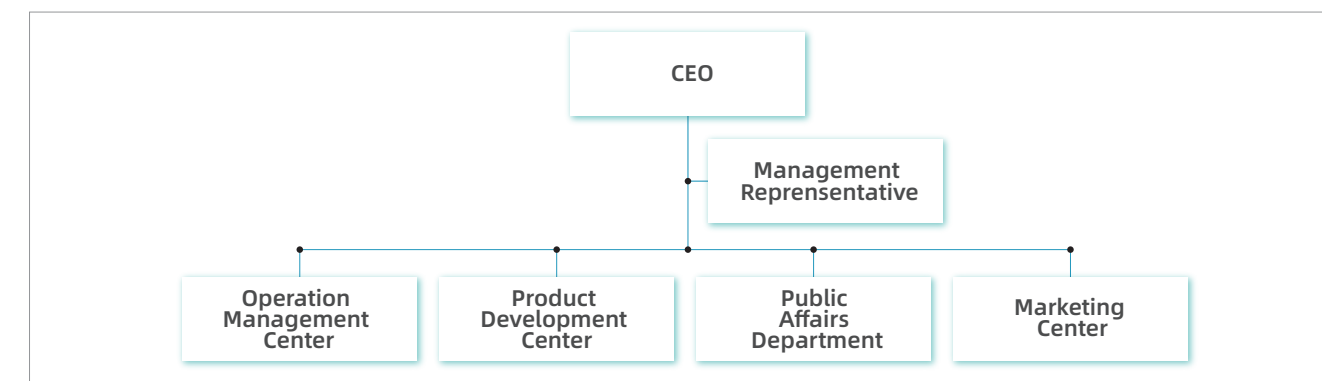


ISO 20000 Information Technology  
Service Management System Certification

The two indicators, KPI B6.1 (percentage of products sold or delivered that need to be recalled for safety and health reasons) and KPI B6.4 (description of the quality inspection process and product recall procedures), are not applicable to the business characteristics of Qiniu Limited and therefore are not disclosed.

### Quality Management Structure

We have established a quality management structure led by the CEO in collaboration with departments such as the Operations Management Center and Product R&D Center. Each department performs its mandate and works together to ensure comprehensive and efficient product quality management, providing solid organizational support for product excellence. Department managers carry out their quality control duties according to our specially designed workflow and all employees fulfill their quality control responsibilities in accordance with their job roles.





## Product Quality Targets

Qiniu Limited has established overall quality targets for the company and broken them down into specific targets for each department. Department heads are responsible for communicating these targets to all levels, including management, execution, verification, and operations, and ensuring that every employee clearly understands their responsibilities and quality standards.



### Quality Control

Key Components of Quality Control	Primary Control Measures
Product and Service Design and Development	Based on comprehensive considerations of product design and development, product quality control, service requirements, and other aspects, we set up our Design and Development Control Procedure to ensure the smooth provision of subsequent products and services.
Product Procurement	Our Supplier Evaluation and Procurement Control Procedure was developed to aid product procurement, and ensure timely and cost-effective fulfillment of quality requirements.
Production and Service Delivery	Through coding and maintenance services, identification and traceability management is implemented to prevent mix-ups and guarantee quality. During delivery of products and services, the company adopts necessary protective measures. We operate a client service hotline to address client requests and feedback after product or service delivery.
Product and Service Release	Products and services shall not be released to clients without prior approval. Product and service release documents are recorded to standardize the release process.
Nonconforming Outputs Control	We developed a Nonconforming Outputs Control Procedure to stipulate specific actions based on the nature of nonconforming outputs and their potential impact on products or services. This procedure also applies to nonconforming services identified after product delivery, during service provision, or post-service completion. This enables us to promptly detect product quality issues and implement swift response measures.
Continual Improvement	We conducted regular internal audits and management reviews as part of our Continuous Improvement Control Procedure. The audit results were utilized in management reviews to evaluate system performance, identify improvement opportunities, and implement corrective actions.
Preventive and Corrective Actions	We formulated a Corrective and Preventive Actions Control Procedure to identify critical information, analyze potential issues, and implement preventive measures. Corrective actions were implemented for nonconforming situations to prevent recurrence. In-depth root cause analysis was conducted for nonconforming products and services identified during reviews, measures were formulated and implemented to prevent recurrence, and risks and opportunities were updated in the quality planning phase based on effectiveness evaluations.

## Content Management

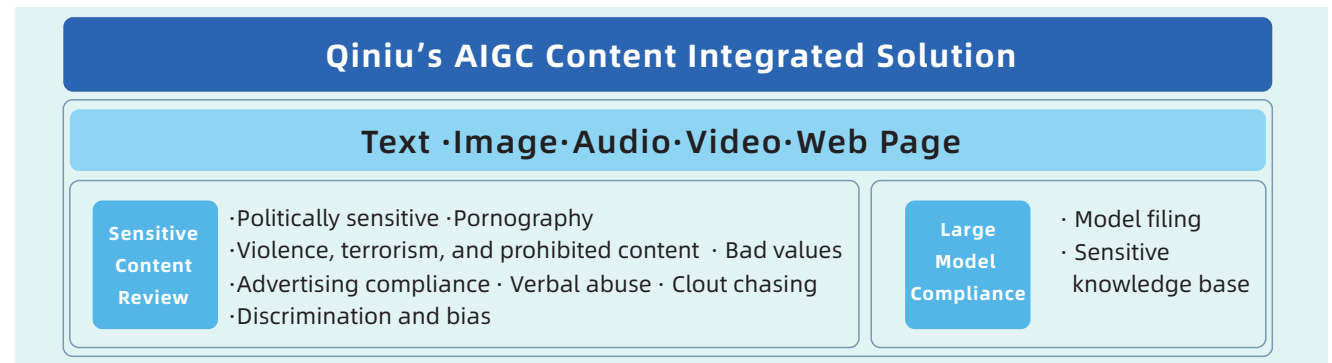
Qiniu Limited places high importance on the review of client-published content and is committed to creating a safe and compliant platform environment. We have developed a proprietary intelligent content review system that employs machine learning technologies to determine within seconds whether client-published content (including text, images, and videos) has violated or may potentially violate regulations. Through real-time interception and management of non-compliant content, the system effectively safeguards the healthy operation of the platform. We have established an operational risk management team responsible for comprehensive content review on our platform. Additionally, we have implemented a client feedback mechanism to allow end-users to report any non-compliant content through multiple channels. In accordance with relevant laws and regulations, the team will remove such content and impose appropriate penalties on involved users to maintain platform integrity and protect users' rights.

### Dora, Qiniu Limited's Intelligent Content Moderation Platform

Qiniu Limited's intelligent content moderation platform Dora has garnered significant attention. It utilizes technologies such as deep learning, NLP (Natural Language Processing), optical character recognition (OCR), facial recognition, semantic recognition, and speech recognition to train identification models. To date, it has established over 100 detection models for rule-violating scenarios, a database of more than 2,000 sensitive individuals, and developed a comprehensive segmented labeling system and operational strategy system. This enables comprehensive, efficient, and accurate content filtering services, assisting internet platforms in achieving more refined content ecosystem operation and governance.

### Qiniu Limited's AIGC Content Integrated Solution

The Interim Measures for the Administration of Generative Artificial Intelligence Services mandates that the massive data generated by AIGC must be subject to regulatory review. In alignment with the industry-specific characteristics of AIGC, Qiniu Limited has developed a comprehensive AIGC Content Security Integrated Solution. This solution facilitates refined governance of content ecosystems for internet platforms through multimodal content auditing that encompasses textual, auditory, and visual dimensions.



## II Superior Service Experiences

At Qiniu Limited, we adhere to a client-oriented approach, striving to deliver products and services with the simplest experience and highest quality. We strictly comply with laws and regulations including the Law of the People's Republic of China on the Protection of Consumers' Rights and Interests and have established a Client Service Management System to standardize service mechanisms and workflows while continuously improving quality assurance.

To properly safeguard clients' rights, Qiniu Limited has established a Client Success Department responsible for post-sales consultation, technical support, complaint resolution, and addressing client feedback. We offer diversified communication channels, including a client service portal and a technical support work order platform on our official website. Clients can also contact us via the Qiniu Limited WeChat Mini Program, our 24/7 Hotline Service, QQ groups, and enterprise communication groups, ensuring prompt responses to client needs.



**The 400 Hotline provides 24/7 support, guaranteeing responses within 15 minutes during workdays and 20 minutes on weekends.**

### Service Quality Assurance

#### Work Order Review Mechanism

Every day, we comprehensively verify the previous day's work orders. Key focus areas include identifying inappropriate employee responses and ambiguous descriptions of client requirements. Any substandard replies are promptly corrected to ensure compliance with service standards.

#### Two-Tier Support System

Frontline agents with rich professional and practical experience handle our initial client inquiries. Complex or specialized cases are escalated to second-line technical specialists possessing deeper technical proficiency. This two-tier system focuses on root-cause analysis and advanced troubleshooting. The tiered structure enhances client satisfaction through expertise-driven solutions.

#### Service Quality Inspection Mechanism

Qiniu Limited has established a stringent service quality inspection mechanism to ensure a high standard of service delivery. We conduct monthly sampling audits covering 30-day service experience evaluations for 10 clients. These assessments focus on core operational metrics including response timeliness, service attitude and communication effectiveness, issue resolution closure rate, and professional competency and process compliance.

### Client Satisfaction

Qiniu Limited has a comprehensive service rating system to stay informed of client satisfaction and ensure continuous optimization of service quality. After a client service work order is resolved, clients can directly provide feedback via a work order evaluation. They are prompted to rate the service based on product satisfaction, work order response speed, service attitude, and other aspects. We conduct weekly reviews of historical work order evaluations, performing detailed analysis and optimization for work orders with moderate or poor ratings. Additionally, our sales team periodically visits clients in person or communicates via phone to gather feedback on their service experience.

### Client Complaint Handling

At Qiniu Limited, we place great emphasis on client feedback and we have established a comprehensive complaint handling mechanism to assist clients in resolving issues more effectively. Clients can submit complaints through channels such as the 24/7 client service hotline. Upon receiving complaints, client service personnel will promptly initiate the complaint handling process in accordance with our mechanisms and standards. In 2024, we handled a total of 42,219 client service work orders, including 653 complaints, with a response rate of 100% and a resolution rate of 100%.



With a response rate of

**100%**

And a resolution rate of

**100%**

### Service Capacity Building

We believe empowering the client service team is crucial to enhancing service quality and corporate competitiveness. Through continuous training and empowerment, we are committed to building a highly qualified and professional service team, delivering exceptional service experiences to clients and driving mutual growth of both the enterprise and its employees.

#### Pre-employment Training

The company provides systematic and comprehensive product training and standard service training for newly hired client service personnel to help them quickly integrate into the client service team and master the skills required for their positions. After training, new employees must complete assigned training tasks as required. Upon completion, their tasks are reviewed by a designated supervisor.

#### Routine Training

We periodically organize new product sharing sessions to ensure client service personnel stay updated on product features and to promote internal experience exchange within the team.



In 2024, a total of

**20**

client service training sessions were conducted.

# Data Security and Privacy Protection

Data security and privacy protection is a cornerstone of our business. Qiniu Limited strictly complies with data security and privacy-related laws and regulations, including the Data Security Law of the People's Republic of China, the Personal Information Protection Law of the People's Republic of China, and the Cybersecurity Review Measures. We have established comprehensive data management policies such as the Data Security Management Policies, Management Policy for Cross-Border Data Transfer Security, Data Security Emergency Response Plan, and Management Policy for Data Security Classification and Grading to ensure security, integrity, and availability of data. During the reporting period, the company did not face any penalties or claims due to violations of applicable data security or cybersecurity laws.



ISO 27001 Information Security Management System Certification



ISO 27701 Privacy Information Management System Certification



Data Security Management Capability (DSMC) Certification



Data Management Capability Maturity Assessment Model (DCMM) Certification



Qiniu Limited was selected as a "Data Security Best Practice Example in Shanghai Telecom & Internet Industry"



Qiniu Limited was awarded First Prize in the "2024 Shanghai Workers' Vocational Skills Series Competition - Digital Security Skills Contest"

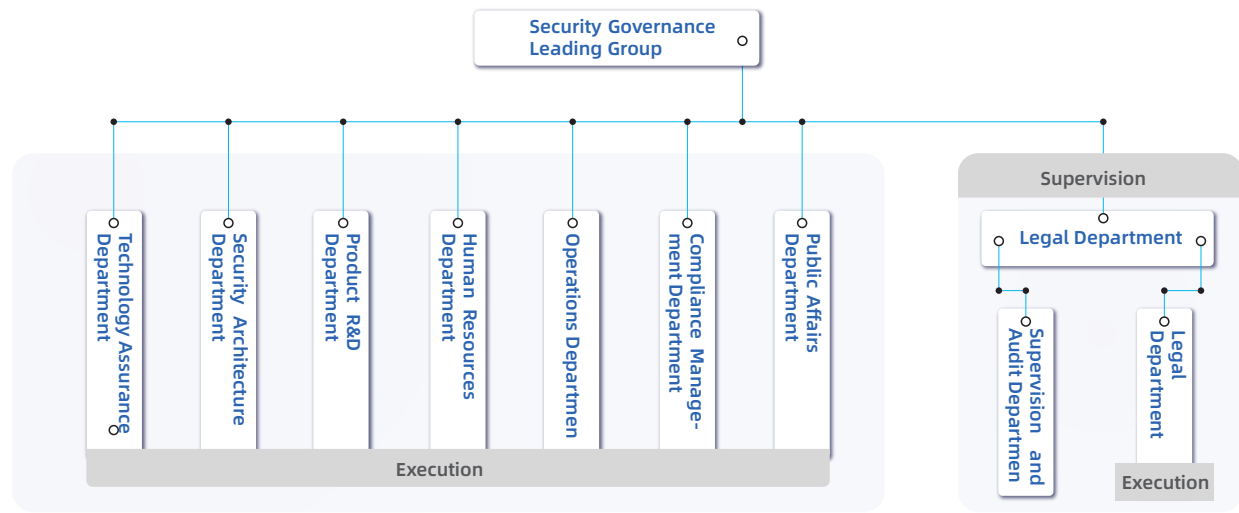


We passed the Ministry of Public Security's Cybersecurity Classified Protection Level 3 (CNSP-3) and the Ministry of Industry and Information Technology's Telecommunications Cybersecurity Protection Level 3.

Our storage service has received the "Trusted Cloud" certification from the China Academy of Information and Communications Technology (CAICT) since 2015.

## Data Security Governance Framework

Qiniu Limited has established a Security Governance Leading Group to serve as the authoritative body responsible for data security and personal privacy protection. The group is led by core management members such as the CEO and CDO, centered on Data Security and other business departments, with participation from our Legal, Public Affairs, Operations, and Product departments. This structure ensures sufficient technical resources for compliance with data security and privacy protection requirements. Each department has a security governance liaison to coordinate cybersecurity and data security management. Additionally, the Supervision and Audit Department oversees the implementation of security policies. The leading group operates a top-down, cross-departmental coordination mechanism, integrating security management across all processes. To advance and improve governance, the group holds biannual strategy conferences to refine security governance strategies, strategy implementation, and approval workflows. During the reporting period, two conferences were convened. The first focused on cybersecurity risk assessment, guiding risk mitigation strategies and clarifying departmental responsibilities and timelines. The second addressed the work of data security risk assessment, outlining response strategies and task allocations.



## Data Security Risk Management

To ensure healthy and sustainable business growth, we are committed to establishing and maintaining robust systems for information security management and operational risk management. Qiniu Limited has a comprehensive system to ensure data security and privacy.

We put in place the Data Asset Safeguard System to define data ownership, responsibilities, and access rights, and to standardize standards and processes for data collection, storage, transmission, and processing. We have also developed implementation requirements for data security measures, including identity verification, access control, encryption, and backup, to prevent unauthorized access, data leaks, or damage.

Establishing a data classification and grading management system: We set up our Data Classification and Tiered Management System, which categorizes data by sensitivity and importance, defines corresponding security management requirements, grades, protection measures, and access rights for each grade to ensure proper data protection and use.

We have established management requirements throughout the entire data lifecycle, with data governance oversight responsibility assigned to standardize data management. An enterprise security protection plan has been devised and implemented to prevent, detect, and respond to security incidents and attacks, including security strategies, processes and technical measures across cybersecurity, system security, application security, and employee behavior, safeguarding the company's data and information assets.

Regular Risk Assessments: Qiniu Limited conducts periodic data security and personal privacy risk assessments. Relevant personnel have been trained to analyze key risk factors and their components based on our findings, enabling thorough categorization of risks. High and medium risks are prioritized for mitigation, while low risks are closely monitored. This ensures timely and effective responses to identified risks, with actionable mitigation plans developed and implemented.

Backup and Emergency Management: We have implemented data backup/recovery mechanisms and disaster recovery plans under the Backup and Recovery Management Policies to enhance system resilience, reliability, and stability. Structurally sensitive data is stored locally with encryption.

Qiniu Limited regularly holds data governance meetings to identify gaps in policy implementation and refine existing systems. This process enables continuous improvement of policies and governance frameworks, and ensures timely updates to management protocols.

Qiniu Limited has implemented a feedback mechanism for control measures and publicly discloses it on our official website to ensure transparent reporting of related issues.



## User Privacy Protection

Qiniu Limited has established policies such as the Privacy Policy and Personal Information Security Management System to safeguard user privacy. Users must agree to the terms of the Privacy Policy before registering an account. Qiniu Limited processes personal data only to the extent necessary for identity verification, product or service delivery, security communications, and payment processing. No personal data is shared, disclosed, or transferred to third parties without explicit user consent. In certain business processes, Qiniu Limited may procure or utilize third-party products or services, such as those from suppliers, service providers, or third-party software development kits (SDKs). Prior to sharing personal data required for such services, Qiniu Limited explicitly obtains user consent and authorization.

To prevent unauthorized access or illegitimate use, Qiniu Limited restricts data access to designated employees at specific levels, granted only on a need-to-know basis. All access is logged and audited. In routine operations, Qiniu Limited does not access or use sensitive personal data. When such access is necessary, prior authorization is required, and all interactions with sensitive data are monitored and recorded in real time.

## Data Security Culture Building

We are dedicated to integrating data security awareness into every employee's daily work, fostering a proactive mindset towards data security and privacy protection and cultivating a comprehensive and standardized data security culture.

We regularly conduct internal training on data security and privacy laws, regulations, and internal policies. Every year, we organize phishing attack drills simulating real-world cyber attacks and provide security awareness training to employees who fall for these attacks. Our training, which combines theoretical explanations, case analyses, and practical demonstrations, covers common cyber attack methods like phishing emails and malware intrusions. We also use real-life cases of severe cybersecurity incidents and data breaches to help employees recognize the gravity of security risks. After the training, employees take online exams via Qiniu Limited University to identify knowledge gaps and reinforce their security awareness.



Conducted two security risk assessments	2024	Conducted two internal and external security training sessions
Participated in Shanghai's telecom and internet sector cyber attack defense drill	Participated in Shanghai's "Pujiang Escort" Data Security Initiative for the Telecom and Internet Industry	Conducted one internal phishing email drill

### 2024 SDK Security Training

In 2024, Qiniu Limited conducted training on SDK compliance and security. The training focused on various security risks that SDKs may face during development, integration, and usage, providing detailed explanations on the causes and preventive measures for common issues such as data leaks, malicious code injection, and permission misuse. The training combined theoretical instruction with real-world case studies, analyzing past SDK security incidents to help participants understand the severe consequences of vulnerabilities. An interactive session was also included to encourage questions and insights, fostering knowledge absorption and exchange. Following the training, Qiniu Limited released the SDK Security Management Policy, outlining the SDK release process and compliance requirements, equipping employees with the necessary awareness and tools to strengthen SDK security and compliance.

### Participation in Shanghai's 2024 "Pujiang Escort" Data Security Initiative for the Telecom and Internet Industry

In 2024, we participated in the "Pujiang Escort" data security campaign for the telecom and internet industry organized by the Shanghai Communications Administration. We strictly adhered to the initiative's requirements and thoroughly studied and implemented China's Data Security Law and related regulations. Key actions included deepening the industry's Chief Data Officer (CDO) system by appointing a CDO to oversee compliance, rigorously identifying and cataloging critical data with timely updates, and enhancing risk assessment protocols through self-evaluations and prompt corrective actions. We also elevated our data protection capabilities by implementing tiered safeguards and full lifecycle security management with continuous risk monitoring. These efforts underscore Qiniu Limited's commitment to fulfilling our data security obligations and contributing to Shanghai's industry-wide data protection goals.

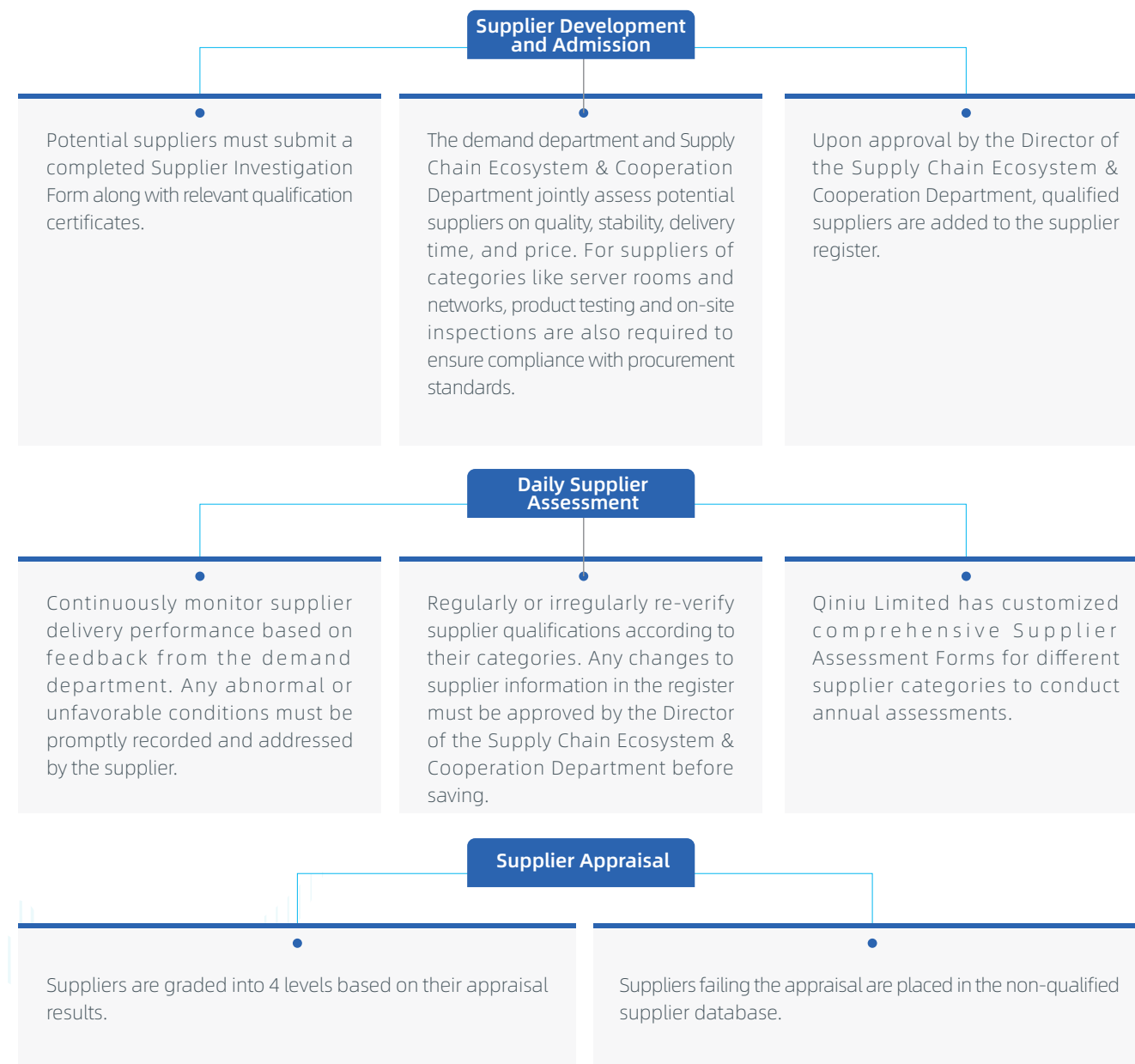


## Sustainable Supply Chain

Suppliers are vital partners in the company's growth, primarily comprising cloud technology providers offering network and broadband services, IDC services, server and storage solutions, as well as daily service vendors.

Qiniu Limited strictly adheres to The Bidding Law of the People's Republic of China, Anti-Unfair Competition Law of the People's Republic of China and other related laws and regulations, and has established robust supplier management systems such as the Procurement Regulations, Indirect Procurement Regulations, and Supplier Development and Appraisal System. These frameworks create a comprehensive mechanism covering supplier development, assessment, appraisal, and phasing-out.

### Software and Hardware Supplier Management Mechanism



2024

643

Chinese Mainland Suppliers

20

Hong Kong, Macao and Taiwan Region Suppliers

56

Overseas Suppliers

### Sustainable Supply Chain

To enhance operational stability, we partner with a diverse range of suppliers, enabling agile procurement decisions and avoiding over-reliance on any single vendor for critical resources. Our extensive supplier network spans China and overseas, covering network and bandwidth services, server and storage solutions, and IDC services. For instance, our IDC suppliers are distributed across over 20 cities in China, ensuring service continuity even during regional server outages.

To uphold social ethics, industry conduct, and market transaction norms, and to prevent illegal or disciplinary violations during cooperation, all suppliers are required to adhere to business ethics and sign a Business Ethics Commitment Declaration Form.

We assess the energy-saving performance of products and services during procurement. Our chosen data centers meet national carbon-emission standards. When selecting data centers, we partner with low-energy-consuming, high-quality service providers, especially those with high Power Usage Effectiveness values.

During the reporting period, we achieved a 100% signing rate for the Business Ethics Commitment Declaration Form or Integrity Pledge with all suppliers.

100%  
signing rate





# Innovation-Driven Leadership for Collaboration and Mutual Success



Driving Development Through Innovation  
Protection of Intellectual Property Rights  
Jointly Promoting Industry-Wide Progress

## II Driving Development Through Innovation

### R&D Philosophy and Strategy

Qiniu Limited remains committed to a customer-centric R&D philosophy, striving to deliver exceptional solutions through efficient and targeted development processes. Our goal is to advance industrial digitalization and intelligent transformation. We follow an "Audio-Video + AI" strategy that is firmly rooted in technological innovation, which propels us to continuously innovate in areas such as data storage, video-on-demand, interactive live streaming, real-time audio and video, cloud-based intelligent cameras, video analysis and understanding, and AI-generated content. By offering business-oriented solutions, we cater to business needs and empower industries in their digital transformations.

Currently, our products and services are widely applied across sectors including the internet, broadcasting and new media, automotive, finance, life sciences, and smart manufacturing. Moving forward, Qiniu Limited will further enhance its R&D capabilities, advance the infrastructure and innovation of "Audio-Video + AI", and focus on key areas within "Video + AI". In doing so, we aim to solidify our APaaS business applications and deliver more scenario-based product solutions.



R&D expenses

**157.6million**



up year on year

**23.1%**

### R&D Management Structure

#### Independent R&D

The company has established a Product R&D Department. With the "One Product" philosophy, the department focuses on continuously iterating and innovating mobile platform as a service (MPaaS) and application platform as a service (APaaS) infrastructure and product solutions such as multimedia data storage, interactive live streaming and video distribution, AI comprehension, and content generation. Its goal is to provide customers with high-quality, highly available, and cost-effective cloud services.



#### External Collaboration

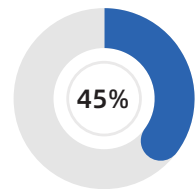
We maintain strong partnerships with video and AI-related laboratories and research teams at leading universities in China such as Tsinghua University, Peking University, and Shanghai Jiao Tong University. Through various industry-academia-research collaborations and competitions, we actively attract talent to accelerate the transformation of scientific and technological innovations into industrial applications.



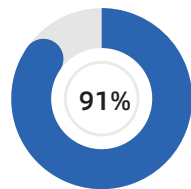


## R&D Talent Development

Qiniu Limited is committed to attracting top talent by maintaining a highly skilled and professional R&D team. As of the end of the reporting period, the company had a team of 147 dedicated R&D professionals, accounting for approximately 45% of the total workforce. Over 91% of the R&D team members hold a bachelor's degree or higher.



R&D personnel as a proportion of total employees



R&D team with bachelor's degree or above

## R&D Management

To ensure the smooth execution of R&D activities and enhance R&D process standardization and efficiency, we have established and implemented the R&D Management Guidelines. These guidelines serve as a key reference for R&D project execution and process control, defining the entire workflow—from project initiation, design review, and planning to encoding, integration testing, product release, and maintenance. This ensures transparency and control in the R&D process. By enforcing strict process management, workflow control, and service monitoring, we have improved product quality and delivery efficiency while driving steady progress in technological innovation.

Qiniu Limited has also introduced a cross-team collaboration mechanism within the R&D department to enhance efficiency. By integrating R&D personnel from different product teams, we foster project cooperation and joint development. In addition, through a cross-product and cross-team architecture design review mechanism, we leverage past R&D efforts to accelerate project completion, optimize resource utilization, and improve overall R&D efficiency.

## Fostering an Innovative Environment

Qiniu Limited actively encourages R&D innovation and has established a rewards management system for employee inventions and creations. This system grants incentives to inventors, designers, and authors of service-related patents, aiming to promote innovation through effective patent management while fostering awareness and proactive protection of intellectual property rights in their work.

We cultivate an open and inclusive culture that embraces diverse thinking. By encouraging team members to share their ideas, we inspire creativity, optimize products and solutions, and provide the momentum for continuous innovation.

## Innovation Achievements

Building a more mature and stable live streaming cloud system: Leveraging our integrated cloud-edge network architecture and an intelligent scheduling system, Qiniu Limited has achieved ultra-high elasticity in cloud resources to meet the demand for large-scale interactive live streaming services with ultra-high concurrency, low latency, and exceptional stability.

### Products

Implementing large models and launching generative AI inference and intelligent digital human products: Qiniu Limited is actively advancing the application of large model technology, introducing intelligent digital human products with diverse functions. By integrating core technologies such as speech recognition, image processing, and natural language understanding, these products enable digital content generation, real-time "face-to-face" interaction with users, and intelligent agent services.

## Certifications

- Recognized as a National High-Tech Enterprise
- Certified for multiple domestic software and hardware compatibility: Achieved compatibility certifications for hardware platforms including Kunpeng, Loongson, Phytium, and Hygon chips, as well as operating systems such as UOS and Kylin. In 2024, the company also obtained compatibility certification for the openEuler OS.
- Passed the Annual Trusted Cloud Certification Audit by the China Academy of Information and Communications Technology (CAICT) under the Ministry of Industry and Information Technology (MIIT)



## Honors and Awards in 2024



- Ranked among the Top 50 Internet Companies in Shanghai for overall competitiveness
- Recognized as one of Shanghai's Top 10 Growth Internet Companies
- Qiniu Limited's "Enterprise-Grade Storage Solution" was selected as one of Shanghai's Outstanding Information Innovation Solutions for 2024
- Awarded the "2024 HarmonyOS Ecosystem SDK Galaxy Award"
- Listed among the Top 100 Software and IT Service Companies in Shanghai
- Included in the 2024 Cloud 100 China ranking
- Recognized as a 2024 High-Impact Enterprise in New Quality Productivity
- Granted the 2024 Digital Intelligence Innovation Achievement Award

## Protection of Intellectual Property Rights

Intellectual property rights are key to the company's competitiveness. Qiniu Limited strictly complies with intellectual property rights protection laws and regulations, including the Patent Law of the People's Republic of China, Copyright Law of the People's Republic of China, Trademark Law of the People's Republic of China, and Anti-Unfair Competition Law of the People's Republic of China. We have established policies such as the Intellectual Property Management System and Guidelines on Risk Compliance of Materials for External Communications to strengthen intellectual property management continuously.

Qiniu Limited actively promotes innovation, optimizing a comprehensive intellectual property management system centered on patents, copyrights, trademarks, and trade secrets to ensure that innovations receive legal protection in a timely and effective manner. The company has obtained certification for its intellectual property management system (GB/T 29490-2013).

**In 2020, Qiniu Limited was recognized as a Patent Work Pilot Organization by the Shanghai Intellectual Property Administration and successfully passed the final evaluation in 2023 with an "Excellent" rating.**



Intellectual Property Management  
System Certification (GB/T  
29490-2013)

Qiniu Limited's Legal Department is responsible for intellectual property management following the principles of centralized management, division of responsibilities, standardized and orderly development. To effectively manage intellectual property risks and ensure the full protection of our innovations, we have implemented a series of key measures apart from trademark and patent registration to establish a comprehensive intellectual property management system.

01

Filing intellectual property registrations before initiating relevant business activities;

02

Promptly registering, filing, and applying for ownership of Qiniu Limited's intellectual property rights;

03

Actively monitoring and responding to any potential conflicts related to Qiniu Limited's intellectual property rights, ensuring timely action on registration and authorization status;

04

Separating areas for technology development and trade secret protection, with strict access controls to safeguard confidential information;

05

Explicitly defining intellectual property ownership, rights, and obligations in all employment and business contracts of Qiniu Limited;

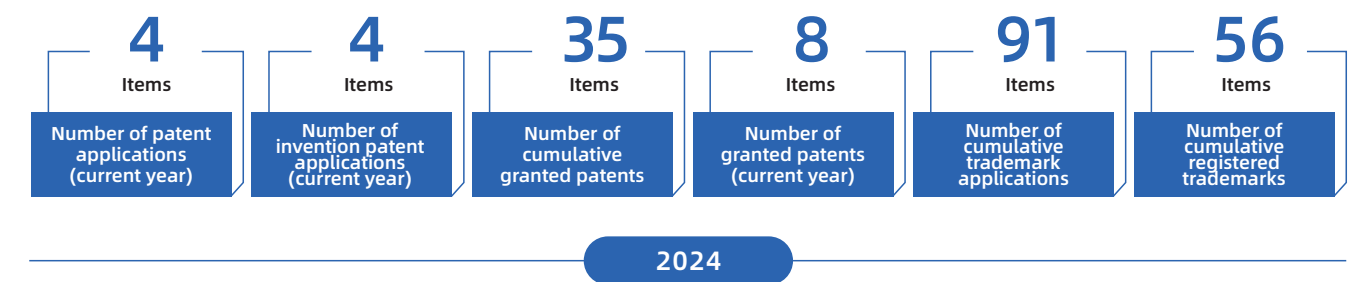
06

Establishing a comprehensive risk management system with systematic risk identification mechanisms to assess potential risks in business operations within the company, analyze their impacts and tolerance of the company, and take appropriate control measures to mitigate or avoid risks.

## Training on Intellectual Property Rights

Qiniu Limited is committed to fostering a company-wide culture of intellectual property rights compliance and awareness. We conduct regular training and awareness campaigns to enhance employees' understanding of intellectual property rights protection and ensure that compliance principles are deeply ingrained in daily operations.

To cultivate a strong intellectual property compliance culture, we organize occasional training sessions, awareness programs, and work reminders.



Note: The trademark data includes the trademark counts of Qiniu Information, Shanghai Kongshan, Qiniu Hong Kong, and Superstify Technology.

## Jointly Promoting Industry-Wide Progress

Qiniu Limited remains committed to an innovation-driven development strategy, leveraging its core technological advantages in the audio-video industry to integrate resources and foster collaboration across the cloud computing, audio-video, and AI ecosystems. By strengthening partnerships across the industry value chain, we seek to build a mutually beneficial ecosystem that enhances value for our partners and accelerates the growth of the entire intelligent audio-video industry. Together with industry stakeholders, we are embarking on a new journey to a more sustainable future.

### Qiniu Limited Joins Zhangjiang Sci-Tech Innovation Ecosystem Summit to Discuss "Intelligent plus"

On December 17, 2024, the 2024 Zhangjiang Summit on Sci-Tech Innovation Incubation Ecosystem was held in Zhangjiang, Shanghai with the theme "Growing Together in the Past". The event brought together Zhangjiang Group, Zhangjiang Sci-Tech Investment, leading sci-tech enterprises, young scientists, venture capital representatives, and industry partners to exchange insights on cutting-edge innovations and discuss future industrial development.

During the Entrepreneurial Roundtable π Session, Su Du, Vice President of Product at Qiniu Limited, shared his insights on "Intelligent plus Industrial Value Transformation." As a leader in the "Intelligent plus Audio-Video" sector, Qiniu Limited offers comprehensive intelligent video technology solutions to meet the diverse needs of various industries. With the continuous evolution of "Intelligent Plus", the company remains committed to working with industry partners to shape the future of intelligent industries.





## Qiniu Limited and its Partners Co-Found China Alliance of Information Technology Application Innovation Brands' High-Quality Development



On May 12, 2024, the Forum on the Development of China's Information Technology Application Innovation Brands was held during the 2024 World Brand Moganshan Conference under the theme "Building the Foundation of Information Technology Application Innovation Industry and Empowering Digital Intelligence." At the forum, the China Alliance of Information Technology Application Innovation Brands' High-Quality Development was officially launched. The alliance was jointly established by Xinhua News Agency's China Financial Information Center, the Digital Economy Strategy Committee of Chinese Association of Development Strategy Studies, as well as leading domestic companies in information technology application innovation sector, with Qiniu Limited as a co-founding member.

Qiniu Limited has actively advanced its MPaaS + APaaS dual-drive strategy and continuously developed core audio-video products and technologies to meet business needs. In alignment with the evolving domestic information technology application innovation market, Qiniu Limited expects to contribute to China's digital transformation under the alliance's leadership.

## Large Models Are Redefining Software: Qiniu Limited Debuts at QCon Global Software Development Conference

On April 11, 2024, the QCon Global Software Development Conference opened in Beijing under the theme "Large Models Are Redefining Software." The event provided a platform for developers to share practical insights and in-depth experiences.

With the rapid advancements in multimodal large model technology, Qiniu Limited is fully committed to building and expanding its AI capabilities. Leveraging its strengths and working with top-tier partners, the company offers end-to-end AI and video intelligence services, empowering clients to embrace the era of AI-driven software innovation.



## Affiliation of Associations

Association/Society	Position	Participating Entity
■ Shanghai Zhangjiang Science City Chamber of Commerce	Vice President	Qiniu Information
■ Shanghai Information Network Security Administration Association	Director Entity	Qiniu Information
■ Shanghai Artificial Intelligence Industry Association	Institutional Member	Qiniu Information
■ Shanghai High-Tech Enterprises Association	Institutional Member	Qiniu Information
■ Shanghai Development Research Center of Economy and Informatization	Director Entity	Qiniu Information
■ Shanghai Software Industry Association	Institutional Member	Qiniu Information
■ Shanghai Internet Industry Association	Institutional Member	Qiniu Information
■ Shanghai Internet Industry Federation	Institutional Member	Qiniu Information
■ Shanghai Industrial Technology Innovation Promotion Association	Institutional Member	Qiniu Information

## Industry Standards

Qiniu Information has actively contributed as a drafting entity to key industry standards, including: Cybersecurity Technology - Guidelines for Cybersecurity Operations and Maintenance led by the National Cybersecurity Standardization Technical Committee; Technical Requirements for Cloud-Native Edge Computing Platforms in Industrial Applications (T/SHIOTA 006-2024) led by the Shanghai Industrial Internet Association.

## Jointly Building a Cybersecurity Ecosystem

Qiniu Limited actively works with various stakeholders to enhance cybersecurity governance, striving to create a clean, secure, and healthy network environment for all users.

## Visiting Qiniu Limited to Address Cybersecurity Governance

On September 13, 2024, the Cybersecurity Division of the Pudong Branch of the Shanghai Municipal Public Security Bureau, along with the Shanghai Information Network Security Administration Association (SINSAA) and some director entities and institutional members, visited Qiniu for a special event on combatting misinformation.

As an early member of the Misinformation Combat Alliance (MCA), Qiniu Limited has made significant investments in cybersecurity content management and technology. During the event, the Pudong Cybersecurity Division and the SINSAA awarded Qiniu the honorary plaque of "Misinformation Combat Alliance's Institutional Member" and the honorary title of "Misinformation Combat Ambassador".





# Low-Carbon Operations for Practicing Green Development



**Commitment to Green Operations  
Addressing Climate Change**

## II Commitment to Green Operations

Qiniu Limited strictly adheres to environmental protection-related laws and regulations, including Environmental Protection Law of the People's Republic of China, Environmental Impact Assessment Law of the People's Republic of China, and Energy Conservation Law of the People's Republic of China. We are dedicated to reducing carbon emissions and resource consumption, promoting green and sustainable development, and minimizing our environmental impact to contribute to the building of a beautiful China.

### Energy Conservation

- Turn off all unused electronic devices and lights;
- Install energy-saving lights in office buildings;
- Turn off all air conditioning after normal working hours and on non-working days. Encourage employees to close doors and windows when using air conditioning and ensure the air conditioning temperature does not go below 26°C in summer;
- When selecting data center suppliers, prioritize those with lower energy consumption under equivalent conditions;
- Use LED energy-saving lights for exhibitions and minimize the use of adhesives.

### Waste Management

- Office and household waste is uniformly collected and recycled by the property management of the business park;
- Encourage recycling by providing recycling bins in easily accessible locations;

### Paper Saving

- Use electronic channels for internal communication to minimize paper waste;
- Encourage double-sided printing and the reuse of scrap paper.

### Water Saving

- Post water-saving slogans to raise awareness.

The company's main water consumption comes from office and daily use, with water supplied by the municipal water system, which can meet the demands of daily operation. Waste mainly comes from office and municipal waste generated at the workplace and does not involve the discharge of hazardous waste. Our business operations do not have a significant impact on the natural environment or resources. The printer's waste toner cartridges and ink cartridges are specially collected by the printer supplier, while light tubes and other general office and municipal waste are uniformly recycled by the property management of the business park where the company is located.



## II Addressing Climate Change

Indicator	Unit	Year of 2024
Indirect energy consumption	kWh	466,562
Energy consumption density	kWh/Person	1,976.96
Total water consumption	Ton	1,415
Water consumption density	Ton/Person	6
Paper consumption	1,000 sheets	15,485
Scope 2: Indirect greenhouse gas emissions	Kg	250,357.17
Greenhouse gas emissions density	Kg/person	1,060.84
Discarded light tubes	Pieces	139
Discarded toner cartridges	Pieces	5
Discarded ink cartridges	Pieces	18
General office and household waste	Ton	0.6875

### Notes

- 1.These statistics are based on Qiniu Limited's Shanghai headquarters and the number of employees was calculated according to the monthly average headcount at the headquarters in 2024.
- 2.Qiniu Limited's operations do not involve a production and manufacturing process and there are no staff canteens, dormitories, or company vehicles. Energy consumption is primarily for the daily operations and maintenance of the office space, with all energy sourced from purchased electricity. Therefore, Scope 1 emissions are not involved.
- 3.Carbon emissions from electric power consumption are calculated according to the Announcement on the 2022 Electricity CO<sub>2</sub> Emission Factors issued by the Ministry of Ecology and Environment of the People's Republic of China.
- 4.As Qiniu Limited's business does not involve finished product packaging, KPI A2.5 (Total Finished Product Packaging Weight) is not applicable.
- 5.As Qiniu Limited's operations do not involve hazardous waste emissions, KPI A1.3 (Total Hazardous Waste Emissions) is not applicable.

Risks	Transition Risk	Potential Risk	Response Measures
 Policies and Laws	The implementation of regulatory policies related to employment, health and safety, as well as carbon emissions and electric power restrictions, may increase Qiniu's operational and compliance costs.	Electric power restrictions may negatively impact the operations of Qiniu Limited's suppliers' internet data centers and cloud storage facilities, which could, in turn, significantly affect the company's business operations and financial condition.	Our risk management team closely monitors changes in policies and regulations to ensure our business operations comply with relevant regulatory requirements. To mitigate the impact of electric power restrictions, we implement strict supply chain controls and prioritize energy-efficient and environment-friendly data centers. Specifically, when selecting suppliers, we evaluate data center providers based on national industry standards and regulations, such as Power Usage Effectiveness (PUE) ratings.
 Reputation and Market	The increasing focus of the Chinese government and global investors on ESG issues, particularly environmental concerns.	Inaction or a passive reaction to policy changes or market sentiment may negatively impact Qiniu Limited's reputation and market position or result in lost financing opportunities.	To actively address such risks, our Risk Control Department incorporates climate-related risks into its risk assessment model, evaluates potential reputational impacts, and implements necessary measures. Additionally, we have established a transparent information disclosure mechanism to effectively communicate our ESG efforts and goals to stakeholders.
 Technologies	Issues related to low-carbon technologies and emerging technologies.	As low-carbon technologies and other emerging technologies are evolving fast, any failure to identify and adopt these innovations in a timely manner may expose Qiniu Limited to greater climate-related risks.	We plan to stay abreast of the latest technological advancements, particularly in low-carbon and other ESG-related technologies, and consider integrating them into our operations.

Risks	Physical Risk	Potential Impact	Response Measures
<div>  <div>Short-term</div> </div>	Global climate change has led to extreme weather events such as floods, typhoons, and heatwaves.	These events could severely impact the stability and sustainability of the electric power supply, potentially causing electricity shortages and disruptions to Qiniu Limited's business operations. Such natural disasters could also significantly affect the security, stability, and business continuity of Qiniu Limited's suppliers' data centers. Service interruptions or significant equipment damage could negatively impact the sustainability of Qiniu's services.	We have established a global content delivery network (CDN) utilizing a hybrid CDN approach. Our data centers are distributed across various regions, reducing the risk of service disruptions due to extreme weather. Additionally, we only select data center providers that strictly adhere to emergency operation procedures for extreme weather conditions.
	Climate change may lead to more frequent weather-related disasters such as floods, storms, sandstorms, and prolonged droughts.	If such disasters occur in the surrounding areas of Qiniu Limited, they may negatively impact the company's business operations and business partners. In the long run, this could lead to operational instability and higher costs.	When selecting data center service providers and other business partners, we place great emphasis on sustainability standards. We actively explore and prioritize collaboration with data center providers that utilize clean and renewable energy sources such as wind, hydro, and solar power, as well as data center providers that implement natural resource utilization and waste heat recovery for server cooling.

Opportunities	Opportunity	Potential Impact	Response Measures
<div>  <div>Products and Services</div> </div>	As global attention on climate change increases and the transition to a low-carbon economy progresses, there is a growing market demand for low-carbon and environment-friendly products and services.	This provides an opportunity to enhance the company's reputation, increase demand for our products and services, and boost revenue.	We will focus on developing green and low-carbon products and services, while strengthening their environmental sustainability.
<div>  <div>Markets</div> </div>	In the context of increasing consumer and investor attention to corporate environmental responsibility, companies that actively address climate change can establish a strong reputation and brand image, thereby enhancing consumer loyalty and investor confidence.	This will help enhance corporate image, strengthen brand premium capability, and attract ESG-oriented investments.	We will regularly publish ESG reports; actively participate in environmental public welfare initiatives; strengthen market research to understand the needs of clients from various industries for cloud computing, big data, and other technologies in addressing climate change.
<div>  <div>Resilience</div> </div>	Climate change may lead to more extreme weather events, threatening the stability of suppliers' data centers. However, it also presents an opportunity for the company to develop disaster recovery and emergency response services.	This will help expand new market opportunities in disaster recovery and other sectors, increase the proportion of infrastructure service revenue, and drive overall revenue growth.	Qiniu Limited can develop more advanced disaster recovery solutions to attract customers with high data security requirements. It will also establish long-term business continuity plans, strengthen the disaster resilience requirements for supplier data centers, and increase investment in research and development of disaster recovery and emergency response technologies to enhance its service capabilities in this area.



# Putting Employees at the Center to Empower Talent Development



Employment Compliance  
Talent Development  
Compensation and Benefits  
Employee Care  
Occupational Health

At Qiniu Limited, we know our employees are our most valuable asset. We not only offer competitive compensation and benefits packages for employees, but also emphasize employees' career development. Through comprehensive training programs, we help employees enhance their skills and broaden their career horizons. We foster a harmonious work environment to encourage teamwork and innovation. We also prioritize the physical and mental well-being of all employees by providing a wide range of activities and care measures. We are committed to enabling every employee to flourish and grow together with the company.

## II Employment Compliance

Qiniu Limited strictly adheres to relevant labor laws and regulations, including the Labor Law of the People's Republic of China and the Labor Contract Law of the People's Republic of China. We have developed a series of employee management systems, including our Recruitment Process and System and Compensation Management Measures, to actively safeguard employees' legitimate rights and ensure that they can reach their full potential in a fair and just working environment, thus laying a solid foundation for the company's long-term development.

We have developed and implemented the Recruitment Process and System to standardize our recruitment procedures, mainly through recruitment agencies, campus recruitment events, internal referral programs, and online channels (including our website and social media channels). The Human Resources Department verifies and registers the identity information of all new employees to prevent child labor. The company signs written labor contracts with employees on the basis of equality, voluntariness, and mutual agreement in accordance with the law. Forced labor is prohibited, and no individual shall be compelled to work through violence, threats, or illegal restrictions on personal safety. During the reporting period, Qiniu Limited did not engage in any incidents of employing child labor or forced labor.

### Diversity, Equity, and Inclusion

Qiniu Limited adheres to the principles of fairness, transparency, and merit-based selection. Our Employee Handbook explicitly opposes discrimination and prohibits any discriminatory behavior based on gender, sexual orientation, age, race, color, nationality, disability, or religious beliefs. We select employees based on both personal attributes and capability according to our recruitment plan. We are committed to providing a fair and equitable work environment and development opportunities for employees from diverse nationalities, races, genders, religions, and cultural backgrounds, creating a diverse talent pool. We also value diversity and inclusivity, ensuring that all employees have equal opportunities in every aspect, including recruitment, training, benefits, and professional and personal development during their time at the company.

Indicator		Unit	Year of 2024
Total number of employees		Person	325
Number of employees by employment type	Contract-based employees	Person	325
Number of employees by gender	Male employees	Person	223
	Female employees	Person	102
Number of employees by age group	Aged 50-59	Person	3
	Aged 40-49	Person	40
	Aged 30-39	Person	212
	Aged 20-29	Person	70

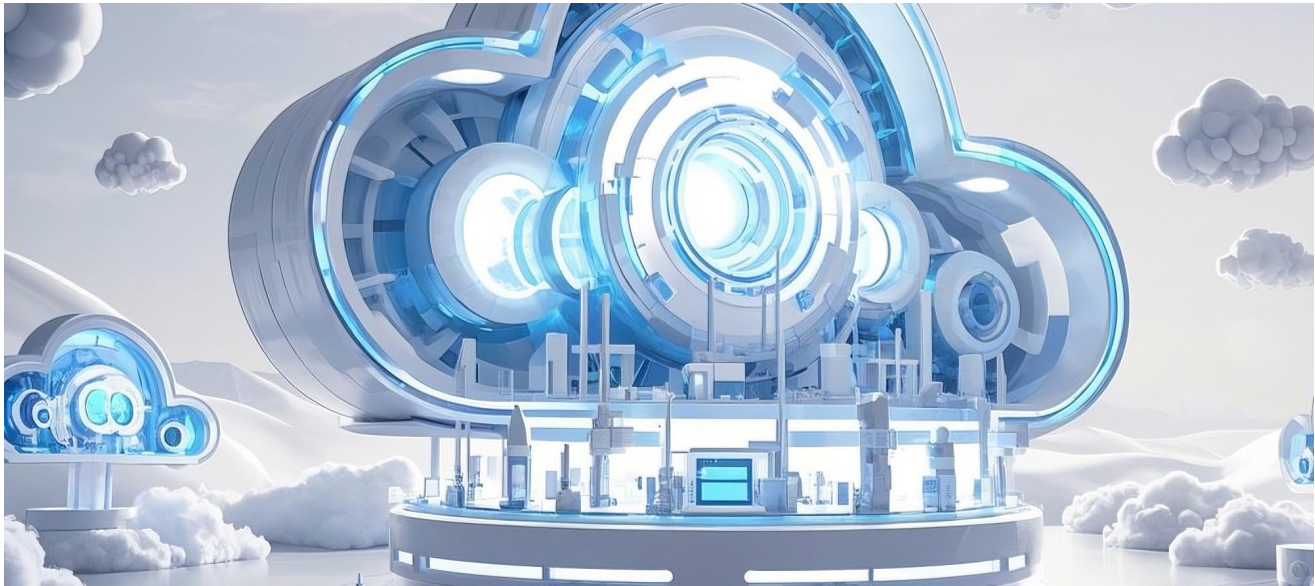
Indicator		Unit	Year of 2024
Number of employees by job level	Core management personnel	Person	3
	Middle management personnel	Person	17
	Junior management personnel	Person	68
Number of employees by region	Employees in the Chinese mainland	Person	319
	Employees in Hong Kong, Macau, and Taiwan	Person	4
	Employees in other overseas regions	Person	2
Number of employees by education level	High school and below	Person	1
	Associate degree	Person	42
	Bachelor's degree	Person	225
	Master's degree	Person	54
	Doctorate degree	Person	3
Total turnover rate		%	41%
Employee turnover rate by gender	Male employees	%	43%
	Female employees	%	36%
Employee turnover rate by age group	Aged 50-59	%	0%
	Aged 40-49	%	61%
	Aged 30-39	%	37%
	Aged 20-29	%	44%
Employee turnover rate by region	Employees in the Chinese mainland	%	42%
	Employees in Hong Kong, Macau, and Taiwan	%	0%
	Employees in other overseas regions	%	0%

Indicator	Unit	Data
Number of work-related fatalities in 2022	Person	0
Work-related fatality rate in 2022	%	0
Number of work-related fatalities in 2023	Person	0
Work-related fatality rate in 2023	%	0
Number of work-related fatalities in 2024	Person	0
Work-related fatality rate in 2024	%	0
Workdays lost due to work-related injuries	Day	0



female employees accounted for **31.38%**

As of the end of the reporting period, female employees accounted for 31.38% of Qiniu Limited's workforce. Qiniu Limited offers various exclusive benefits for female employees, such as dedicated maternity rooms in the office to provide greater convenience for pregnant and nursing employees, as well as maternity gift packages. In addition, we provide reasonable employment opportunities for individuals with disabilities who meet the job requirements and ensure they receive appropriate compensation and benefits.





## Talent Development

### Career Development

Talent is the core driver of corporate success. Qiniu Limited is committed to continuous business expansion and the achievement of strategic goals to generate greater business value, thereby providing strong resource support and reinvestment for talent development. We believe strongly in aligning employees' personal capabilities with their career aspirations, offering broad development opportunities as well as fair promotion and internal transfer options. To support this, we have established a comprehensive review system and promotion pathways, allowing employees to advance both vertically and horizontally while planning their future careers with clarity.

**Vertical development:** Career progression through promotion, with two distinct paths—Professional Track and Management Track.

**Horizontal development:** Internal job transfers to help employees find roles better suited to their skills and aspirations. Employees meeting the relevant transfer conditions may be reassigned to positions where they can maximize their potential.

### Talent Development

Qiniu Limited has always regarded employee education and training as a cornerstone of sustainable corporate development and we have dedicated ourselves to creating an excellent environment for long-term talent growth. We have developed a comprehensive and systematic training program, covering a wide range of topics such as corporate culture, employee rights and responsibilities, team building, professional conduct, compliance, and job performance. Training formats include new employee orientation, on-the-job training, professional development seminars, and accredited educational courses, catering to employees' learning needs at various stages.

Qiniu Limited provides employees with targeted technical training on a regular basis to help them become familiar with new features of our products and solutions. Additionally, we actively invite management to participate in training courses, encouraging them to leverage their extensive experience and professional insights to support and advise on business development strategy. Through ongoing training and empowerment, Qiniu Limited is committed to ensuring that employees' skill sets remain up to date, enabling them to keenly identify client needs and efficiently provide solutions, thus creating greater value for clients.

Indicator		Unit	Year of 2024
Total number of trainees for the year		Person/times	2,215
Total training hours for the year		Hour	2,444
Average training hours for the year		Hour	4.6
Average training hours of employees by gender	Male employees	Hour	4.6
	Female employees	Hour	4.6
Average training hours by employee category	Full-time employees	Hour	4.6
	Temporary workers/labor dispatch/interns	Hour	32
	Core management personnel	Hour	4.6
	Middle management personnel and key technical personnel	Hour	4.6
	Junior management personnel and technicians	Hour	4.6

### Xu Shiwei Craftsman Innovation Studio

Established in 2019, Xu Shiwei Craftsman Innovation Studio currently has 18 core members, focusing on innovations in object storage technology, intelligent video cloud technology, and related fields. Since its inception, the studio has built a strong technical team to ensure smooth project execution and high-level technological advancements. Leveraging its talent advantages, Qiniu conducted multiple training sessions in 2024, covering topics such as architecture, GO + programming, data security, and product operations. These sessions attracted over 300 participants. The studio actively encourages employees to share their experiences and knowledge, and organizes regular internal technical exchanges and training sessions to enhance technical expertise and overall team competency.



Number of participants  
**300+**

### Qiniu Limited Training Center

The Qiniu Limited Training Center serves as the Company's dedicated training base, which is aimed at talent development and corporate empowerment. With the principle of "Recognizing and Developing People," the center operates under the Human Resources Department, focusing on strengthening internal faculty, constantly improving premium training programs, and fostering a learning-driven organizational culture. Adhering to an open approach, the center also brings in top-tier external instructors and courses. Since its establishment, the training center has leveraged Qiniu Limited's talent advantages to deliver high-quality training programs. Covering areas such as architecture design, GO + programming, data security, and product operations, the center has hosted multiple training sessions with over 1,000 attendees. In corporate compliance management, we provide comprehensive internal compliance training led by our compliance officers, while external lawyers in law firms are invited to conduct specialized sessions, achieving significant results.

Aside from internal training, Qiniu Limited has extended its efforts to the broader community. Since 2022, we have organized two editions of the 1024 Creation Festival, benefiting 1,579 undergraduate students. The training camp is personally overseen by Qiniu Limited's CEO Xu Shiwei, featuring mentorship from senior technical experts and Go + language contributors. Through this training camp, students not only improve their technical skills but also gain insight into diverse career development opportunities. Additionally, the training camp includes live streamed public classes, making valuable learning resources accessible to a wider student audience.

Committed to continuous innovation and altruism, Qiniu Limited remains dedicated to exploring new training models and content, laying a solid foundation for the technical growth and career development of the next generation of technology professionals.



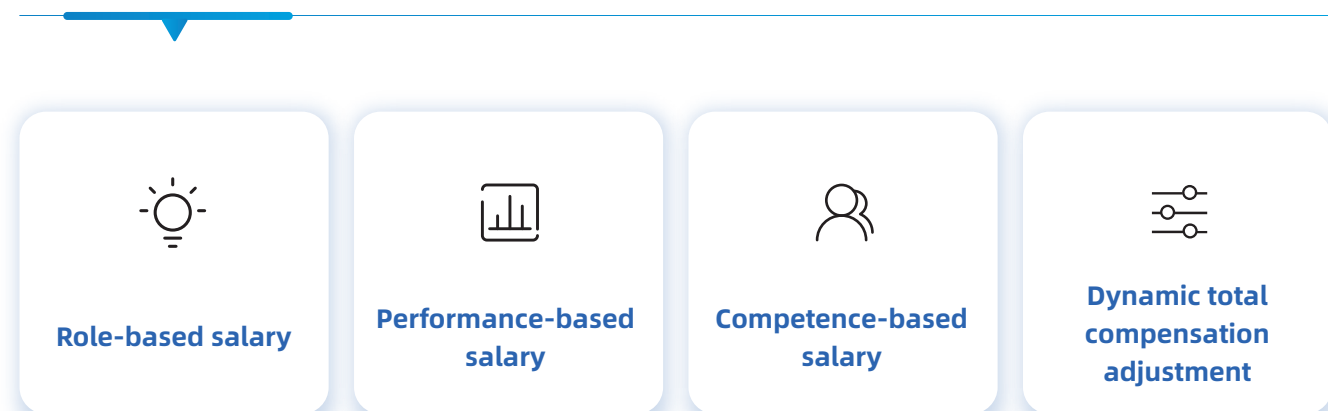
**Qiniu Limited Training Center  
- 1024 Training Camp**



## II Compensation and Benefits

Qiniu Limited is committed to establishing an outstanding and diverse performance-based compensation system guided by the principles of efficiency and fairness to fully unlock talent potential and drive the company's sustainable development. We have developed a Compensation Management Policy, which implements comprehensive compensation management comprising base salary, role-specific bonus plans, long-term cash incentives, stock options, benefits, work environment, and career development opportunities. This aims to provide employees with multi-dimensional and tiered incentives and support.

### Compensation Management Principles



### Performance Management

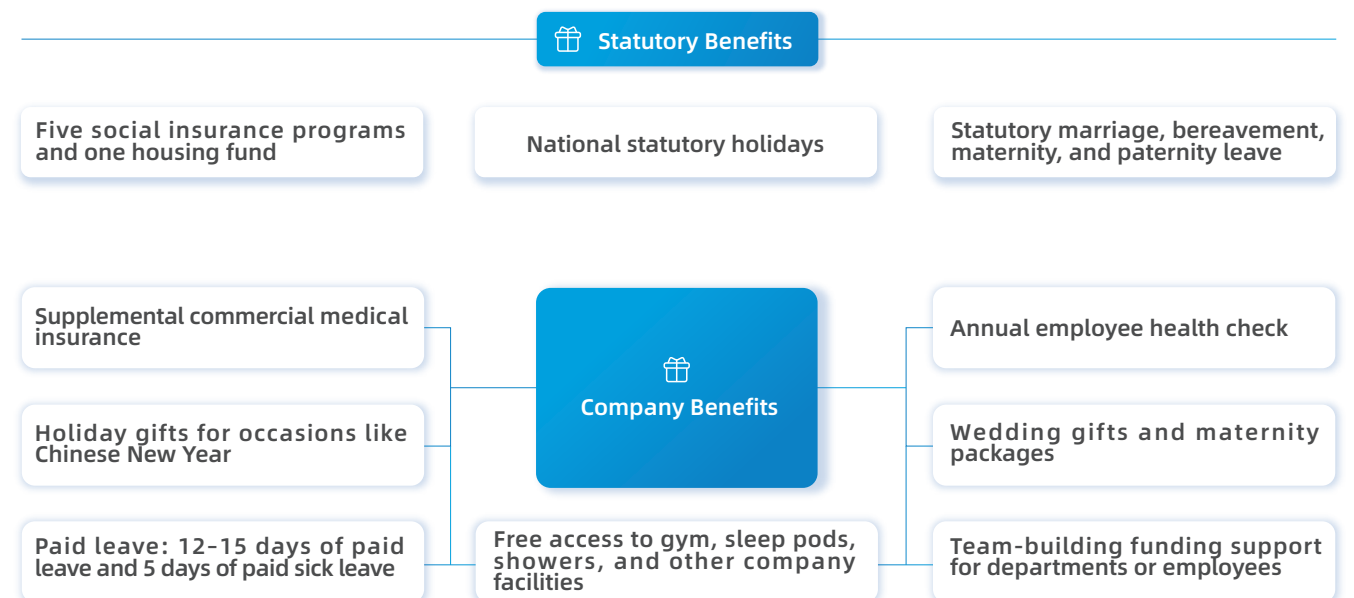
To objectively evaluate each employee's contributions and efforts within the team, and to provide a basis for promotion, compensation incentives, job adjustments, and development, Qiniu Limited has established the Performance Appraisal Management Policy, linking employees' salary increases to their job performance and helping outstanding employees receive recognition.

To ensure that performance assessments reflect work outcomes in a timely manner and provide immediate and valuable incentives for team contributions, Qiniu Limited's performance evaluations are typically conducted once or twice each year. Qiniu Limited also reserves the right to conduct temporary performance evaluations when necessary. After each performance evaluation, one-on-one feedback and career planning discussions are held to help employees understand their work evaluations, address any issues, and take corrective actions to continuously enhance their skills.

In addition, Qiniu Limited has developed an Employee Performance Improvement Plan to provide targeted support for colleagues whose performance is temporarily lagging. This plan helps employees identify gaps and areas for improvement, setting specific performance enhancement goals within a set period. Through more detailed goal setting and process management, we continuously monitor progress and strive to fulfill performance commitments, ultimately helping employees achieve their personal growth and improvement.

### Employee Benefits

Qiniu Limited strictly complies with national regulations by contributing to social insurance and housing provident funds for employees. In addition, the company offers competitive salaries, generous bonuses, comprehensive maternity leave policies, and various other allowances. Through a comprehensive and competitive compensation and benefits system, Qiniu Limited is committed to creating a stable, fair, and motivating work environment that supports each employee in realizing their personal value and career growth, while laying a solid foundation for the company's long-term development.



## II Employee Care

Qiniu Limited advocates for work-life balance and is committed to creating a positive and comfortable working environment for employees. We recognize that employees are our most valuable asset. Therefore, in addition to providing material benefits, we also place great emphasis on addressing employees' emotional needs and mental health. We encourage employees to raise work-related issues and suggestions, and the management actively listens and takes action to improve, ensuring that every employee can find a sense of accomplishment and belonging at work.

### Maternity Rooms



Our maternity room is a dedicated space for pregnant and breastfeeding female employees. This cozy and comfortable room is equipped with a sofa, refrigerator, sterilizer, milk storage bags, and maternity-related books. Access to this room is exclusively granted to expectant mothers, ensuring privacy and convenience. It serves as a place for mothers to breastfeed and rest, while acting as a symbol of our commitment to employee welfare. Our maternity rooms help female employees balance work and parenting responsibilities, fostering an overall more cohesive and inclusive work environment.

## Cultural and Sports Activities

### Caring for Employees "Fun Sports Day"

On October 9, 2024, to diversify employees' extracurricular activities, Qiniu Limited organized the "Caring for Employees" Fun Sports Day under the leadership of the Labor Union at the higher level.



### Participation in the Zhangjiang Park Badminton Competition



To implement the national fitness plan, strengthen communication and collaboration between labor unions of the company, diversify the cultural and sports activities of employees in the park, and further inspire the spirit of unity, perseverance, and hard work among corporate employees, the second Badminton League of Zhangjiang Park, titled "Playing Badminton Together and Enjoying Life," was successfully held on June 29, 2024 at the Huati Sports Zhangjiang Sports Center.

## Employee Communication

Qiniu Limited considers communication and feedback from employees as a key driving force for the company's development, and is committed to continuously improving its communication and feedback mechanisms. We place great importance on employees' opinions and suggestions regarding the work environment, jobs, and compensation, actively listening to their voices and providing timely feedback. In daily operations, employees can raise issues or suggestions at any time through Human Resources Business Partners (HRBP). Additionally, the company implements a transparent contact directory policy, breaking down hierarchical barriers and allowing employees to directly contact colleagues or leaders at any level. This ensures smooth communication and fosters an open, inclusive corporate culture.

### Dual-Channel Feedback Collection

#### Employee-Initiated Feedback

Employees can communicate face-to-face, via WeChat, or through any other form to contact HRBP to provide feedback or make suggestions.

#### Company-Initiated Invitations

Based on actual needs, the company invites suitable members to provide opportunities and platforms to share their suggestions that they might not have had the chance to express otherwise.

### The Communication Mechanism of "Holistic Advising Warrior"

To encourage employees to identify and address issues, foster the exchange of ideas, jointly refine "products," and promote an open, inclusive mindset for dialogue, collaboration, and problem-solving, Qiniu has established the "Holistic Advising Warrior" scheme for all employees.

The term "Advising" encourages employees to provide practical suggestions on critical issues; "Holistic" motivates employees to adopt big-picture thinking to identify and solve systemic problems; and "Warrior" calls for employees to take ownership and work together as mutual beneficiaries to resolve issues.

This scheme is based on the fundamental principles of eliminating opposition, being value-oriented, putting oneself in somebody's shoes, and offering suggestions. It consists of seven steps: direct communication, issue escalation, feedback collection, summary reporting, coordination and evaluation, follow-up, and providing feedback. The mechanism also includes corresponding bonus incentives for different roles—suggestion providers, implementers, and key contributors—based on the adopted, implemented, and impactful suggestions.

## Occupational Health

Qiniu Limited strictly complies with relevant occupational health and safety laws and regulations, including the Labor Law of the People's Republic of China, the Work Safety Law of the People's Republic of China, the Occupational Disease Prevention and Control Law of the People's Republic of China, and the Fire Prevention Law of the People's Republic of China. The company also adheres to and implements its internal policies, such as our Emergency Response Plan and Employee Work Injury Handling Process, to create a safe and comfortable working environment and ensure the occupational health and safety of its employees. During the reporting period, the company did not encounter any incidents of non-compliance with occupational health and safety laws and regulations.

Qiniu Limited is committed to establishing a quick and effective emergency response mechanism to enhance self-rescue capabilities and prevent injuries and property damage. The company has established an emergency response team led by the CEO with subgroups including the Decision-Making Group, Internal Liaison Group, External Liaison Group, Procurement Group, Public Relations Group, and First Aid Group. These groups cover safety first aid, fire safety, natural disasters, health and epidemic prevention, and other emergency incidents.



### Skills Training on Disease Prevention



To enhance employees' awareness of health protection, improve their ability to handle emergencies, and reinforce their role as the primary guardians of their own health, Qiniu Limited held a seminar themed "Cherish Your Life, Care for Health" on October 29, 2024. The event provided hands-on training on emergency first aid measures, along with case studies and preventive strategies for various diseases.

### Tai Chi Wellness Seminar



On December 25, 2024, the Tai Chi Wellness Seminar was successfully held at Qiniu Limited. A renowned Tai Chi master was invited to share insights into Tai Chi as a traditional wellness practice and guide employees through Tai Chi exercises. The event aimed to help employees alleviate work-related stress and improve their overall physical well-being.



## Giving Back to Society to Spread Kindness and Positivity



As one of China's leading cloud service providers, Qiniu Limited has continuously pushed forward technological innovation in the field while actively fulfilling our social responsibilities through charitable initiatives. Through concrete actions, we aim to contribute positively to society and strengthen society's sustainable development.

Indicator		Unit	Year of 2024
Number of Public Welfare Activities		Case	6
Volunteer Service Participants		Person/times	6
Volunteer Service Hours		Hour	3
Total Donation Amount		RMB	43,503
Donation Breakdown	Education	RMB	43,503

### Agricultural Assistance Procurement

Qiniu Limited actively supports Shanpin Commune by purchasing agricultural assistance cards with a total order amount of RMB 30,000. To further support the agricultural economy, the company procured 1,350 packs of assistance black tea from Fugong County, Nujiang, Yunnan Province, for RMB 32,400. These funds help local farmers increase their incomes, improve living conditions, and promote sustainable agricultural development.

1,350 pack

Procurement of Black Tea from Fugong County, Nujiang Lisu Autonomous Prefecture, southwest China's Yunnan Province to support local farmers

32,400 RMB

Procurement amount

### Supporting the "Que Yi Qiang Qiang" Public Welfare Art Initiative

"Que Yi Qiang Qiang" (Literally meaning "though small individually, sparrows can sing like a phoenix if they sing together") is a charitable project initiated by the Jing'an Unilove Public Welfare Development Service Center in Shanghai. It aims to support young artists aged 14-28 with disabilities by helping them develop and sell derivative products from their artwork, enabling them to achieve sustainable income. In 2024, Qiniu Limited worked with Unilove Public Welfare to customize cultural and creative products. For each purchase, Qiniu Limited donated 10% of the order amount to support the young artists' creative endeavors. The final purchase amount reached RMB 135,030, which directly contributed to the artists' education and creative activities, providing them with better development opportunities and creative environment.



Que Yi Qiang Qiang

Donation by Qiniu Limited per purchase

10%

2024  
The final purchase amount reached

135,030 RMB



## Appendix

### ESG Reporting Index

Level	Description	Chapter Name
A1 Emissions		
General Disclosure	Information about air emissions, greenhouse gas emissions, discharges to water and land, and the generation of hazardous and non-hazardous waste, including: (a) policies; and (b) information on compliance with laws and regulations that have a significant impact on the issuer.	Commitment to Green Operations
A1.1	Types of emissions and related emission data.	Commitment to Green Operations
A1.2	Direct (Scope 1) and energy indirect (Scope 2) greenhouse gas emissions (in tons) and, where applicable, intensity (e.g., per unit of production, per facility).	Commitment to Green Operations
A1.3	Total amount of hazardous waste generated (in tons) and, where applicable, intensity (e.g., per unit of production, per facility).	N/A
A1.4	Total amount of non-hazardous waste generated (in tons) and, where applicable, intensity (e.g., per unit of production, per facility).	Commitment to Green Operations
A1.5	Description of emission targets set and the steps taken to achieve these targets.	Commitment to Green Operations
A1.6	Description of methods for handling hazardous and non-hazardous waste, and the waste reduction targets set, along with steps taken to achieve these targets.	Commitment to Green Operations
A2 Resource Use		
General Disclosure	Policies for the efficient use of resources (including energy, water, and other raw materials).	
A2.1	Total energy consumption by type (e.g., electricity, gas, oil) and intensity (e.g., per unit of production, per facility).	Commitment to Green Operations
A2.2	Total water consumption and intensity (e.g., per unit of production, per facility).	Commitment to Green Operations
A2.3	Description of energy efficiency targets set and the steps taken to achieve these targets.	Commitment to Green Operations
A2.4	Description of any issues related to water sources and the water efficiency targets set and steps taken to achieve these targets.	Commitment to Green Operations
A2.5	Total amount of packaging materials used for finished products (in tons) and, where applicable, intensity (e.g., per unit of production).	N/A

#### Donating Charitable Goods to Support Philanthropic Stores

Shanghai Jushan Charity Supermarket (ShanTao Bury42) is China's first chain of charity shops, operating on a sustainable model that transforms idle social resources into active public welfare funds. These funds support various initiatives, including employment assistance for people with disabilities, environmental sustainability, community development, public welfare education, and rural revitalization.

To promote the sustainable development of charity shops and the broader dissemination of philanthropic values, Qiniu Limited donated 581 items to ShanTao Charity Store with an estimated value of RMB 17,000. This initiative not only helps raise additional funds for charitable causes but also extends Qiniu Limited's warmth and care to those in need.



#### Supporting People with Disabilities in Jinyang Community



On the afternoon of June 13, 2024, in collaboration with Pudong Software Park Co., Ltd. and Jinyang Xincun Subdistrict Sunshine Home, Qiniu Limited organized a public welfare service event for people with disabilities. The event featured a variety of activities, including a special project experience session by Jinyang Disabled Persons' Federation and a charity sale. The charity market was bustling with people, offering services such as consultations on disability assistance policies and intangible cultural heritage exhibitions, which were all aimed at helping people with disabilities experience a better life.

#### Donation of RMB 30,000 to Support Education in Remote Poverty-Stricken Areas of Qinghai Province

To support education in remote disadvantaged areas in Qinghai province, the Shanghai Network Security Management Association initiated three public welfare projects aimed at improving the local education system through various forms of assistance.

Qiniu Limited actively participated in this initiative and made a donation of RMB 30,000 to support education in these areas. This funding will directly improve the educational environment by enhancing teaching facilities in local schools, thereby enhancing the quality of education and providing a better learning environment for students.

Through such public welfare initiatives, we believe that the educational conditions in these remote regions will see significant improvement, giving the children a brighter future full of hope.



Level	Description	Chapter Name
A3 Environmental and Natural Resources		
General Disclosure	Policies to reduce significant impacts on the environment and natural resources.	Commitment to Green Operations
A3.1	Description of the significant environmental and natural resource impacts of business activities and the actions taken to manage those impacts.	Commitment to Green Operations
A4 Climate Change		
General Disclosure	Policies for identifying and addressing significant climate-related issues that may affect the issuer.	Commitment to Green Operations
A4.1	Description of significant climate-related issues that have affected or may affect the issuer and actions taken to address them.	Commitment to Green Operations
B1 Employment		
General Disclosure	Policies on remuneration and dismissal, recruitment and promotion, working hours, holidays, equal opportunities, diversity, anti-discrimination, and other benefits and welfare, including: (a) policies; and (b) information on compliance with laws and regulations that have a significant impact on the issuer.	Employment Compliance
B1.1	Total number of employees by gender, employment type (e.g., full-time, part-time), age group, and region.	Employment Compliance
B1.2	Employee turnover rate by gender, age group, and region.	Employment Compliance
B2 Health and Safety		
General Disclosure	Policies for providing a safe working environment and protecting employees from occupational hazards, including: (a) policies; and (b) information on compliance with laws and regulations that have a significant impact on the issuer.	Employment Compliance Employee Care Occupational Health
B2.1	Number and rate of work-related fatalities in the past three years (including the reporting year).	Employment Compliance
B2.2	Number of workdays lost due to work-related injuries.	Employment Compliance
B2.3	Description of occupational health and safety measures adopted, and related implementation and monitoring methods.	Occupational Health
B3 Development and Training		
General Disclosure	Policies on enhancing employees' knowledge and skills to perform their duties, and description of training activities.	Talent Development
B3.1	Percentage of employees trained by gender and employee category (e.g., senior management, middle management).	Talent Development
B3.2	Average hours of training per employee by gender and employee category.	Talent Development


Level	Description	Chapter Name
B4 Labor Standards		
General Disclosure	Policies for preventing child labor or forced labor, including: (a) policies; and (b) information on compliance with laws and regulations that have a significant impact on the issuer.	Employment Compliance
B4.1	Description of measures taken to review recruitment practices to avoid child labor and forced labor.	Employment Compliance
B4.2	Description of steps taken to eliminate issues when violations are found.	Employment Compliance
B5 Supply Chain Management		
General Disclosure	Policies for managing environmental and social risks in the supply chain.	Sustainable Supply Chain
B5.1	Number of suppliers by region.	Sustainable Supply Chain
B5.2	Description of practices for hiring suppliers, the number of suppliers to whom such practices are applied, and the related implementation and monitoring methods.	Sustainable Supply Chain
B5.3	Description of practices for identifying environmental and social risks at each stage of the supply chain, and related implementation and monitoring methods.	Sustainable Supply Chain
B5.4	Description of practices to encourage the use of environmentally friendly products and services when selecting suppliers, and related implementation and monitoring methods.	Sustainable Supply Chain
B6 Product Responsibility		
General Disclosure	Policies on health and safety of the products and services provided, advertising, labeling, privacy matters, and remedy measures, including: (a) policies; and (b) information on compliance with laws and regulations that have a significant impact on the issuer.	Business Ethics; Crafting High-quality Products; Quality Service Experience; Data Security and Privacy Protection; Protection of Intellectual Property Rights
B6.1	Percentage of products sold or shipped that had to be recalled for health and safety reasons.	N/A
B6.2	Number of complaints received regarding products and services, and responses to those complaints.	Crafting High-quality Products; Quality Service Experience
B6.3	Description of practices related to maintaining and protecting intellectual property.	Business Ethics; Protection of Intellectual Property Rights
B6.4	Description of quality control processes and product recall procedures.	N/A
B6.5	Description of consumer data protection and privacy policies, and related implementation and monitoring methods.	Data Security and Privacy Protection


Level	Description	Chapter Name
B7 Anti-corruption		
General Disclosure	Policies for preventing bribery, extortion, fraud, and money laundering, including: (a) policies; and (b) information on compliance with laws and regulations that have a significant impact on the issuer.	Business Ethics
B7.1	Number of corruption-related lawsuits filed against the issuer or its employees during the reporting period, and the outcome of those lawsuits.	Business Ethics
B7.2	Description of preventive measures and reporting procedures, and related implementation and monitoring methods.	Business Ethics
B7.3	Description of anti-corruption training provided to directors and employees.	Business Ethics
B8 Community Investment		
General Disclosure	Policies for engaging with the community to understand the needs of the community where the business operates and ensure that business activities consider community interests.	Giving Back to Society, Spreading Love and Positivity
B8.1	Focus areas of contributions (e.g., education, environmental issues, labor needs, health, culture, sports).	
B8.2	Resources (e.g., money or time) allocated to the focus areas.	



## II Reader Feedback Form

Thank you for reading the Qiniu Limited 2024 Environmental, Social, and Governance (ESG) Report. To enhance and improve the company's environmental, social, and governance efforts, we invite you to share your comments and suggestions.

 Phone: +86 21-20703999

 Email: [ir@qiniu.com](mailto:ir@qiniu.com)

**What is your relationship to the company?**  
☐ Consumer ☐ Employee ☐ Partner ☐ Government ☐ Media ☐ Other (  please specify )

**Overall, are you satisfied with the Company?**  
☐ Yes ☐ No ☐ Neutral

**How do you rate the structure and presentation of the report?**  
☐ Reasonable ☐ Fairly Reasonable ☐ Neutral ☐ Poor

**4. How do you evaluate the quality of the information disclosed in the report?**  
☐ Excellent ☐ Good ☐ Neutral ☐ Poor

**5. Is the content arrangement and layout of the report easy to read?**  
☐ Yes ☐ Neutral ☐ No

**Do you have any additional comments or suggestions regarding the company's ESG efforts or this report?**  
(Please provide your feedback below.)