WEIMOB INC.

ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT 2025



About The Report

This report is the 8th Environmental, Social and Governance Report 2025 issued by Weimob Inc. (hereinafter referred to as the "ESG Report" or "this report"). It discloses to stakeholders our practices and achievements in environmental, social and governance management throughout our operations.

This report is published in both Chinese and English. In the event of any discrepancy between the two versions, the Chinese version shall prevail.

Scope of Reporting

This report covers Weimob Inc. and its subsidiaries (hereinafter referred to as "Weimob", "Weimob Group" or "we"). The key performance indicators disclosed in this report cover our principal office locations, including Shanghai, Nanjing, Beijing, Guangzhou, Shenzhen, Xi'an, Sichuan and Wuhan.

Reporting Period

This report covers the period from 1 January 2025 to 31 December 2025 (hereinafter referred to as the "reporting period" or "this reporting period"). Any content falling outside this period is indicated where relevant.

Release Schedule

This report was released in April 2026 and is published annually. The first edition was released in 2018.

Contact Information

For any comments or suggestions regarding this report, please contact us through the following channels:

Address: Weimob Headquarters Building, 2800 Yixian Road, Baoshan District, Shanghai, China

Email: IR@weimob.com

Tel: 021-66198866

Website: http://www.weimob.com

Reporting Standards and Frameworks

This report has been prepared in accordance with the Environmental, Social and Governance Reporting Code of The Stock Exchange of Hong Kong Limited (the "Stock Exchange"). It also references the GRI Standards issued by the Global Reporting Initiative (GRI) and the Sustainability Accounting Standards issued by the Sustainability Accounting Standards Board (SASB). In addition, in line with the Guidance on Climate Disclosures issued by the Stock Exchange, this report adopts the framework of the Task Force on Climate-Related Financial Disclosures (TCFD) and actively responds to the United Nations Sustainable Development Goals (UN SDGs).

Report Availability

This report is published in electronic form and is available for viewing and download on the Company's website (www.weimob.com) and the HKEXnews website (www.hkexnews.hk).

Data Accuracy and Reliability

The data and case studies in this report are derived primarily from various statistical reports and relevant documentation. The Board hereby undertakes that all content in this report is true and accurate, contains no false or misleading information, and assumes responsibility for the overall truthfulness and completeness of this report.

This report was prepared in accordance with the principles of "Materiality," "Quantitative," "Consistency," and "Balance."

- **Materiality**

  We conducted a materiality assessment to identify and evaluate ESG topics material to Weimob's business and internal and external stakeholders. The disclosures in this report reflect the information gathered through that assessment.

- **Quantitative**

  This report discloses quantitative performance indicators. Any specific standards, methodologies or assumptions used in relation to such indicators are explained in the relevant sections.

- **Consistency**

  This report maintains consistency in the statistical and disclosure approaches used for the same indicators across reporting periods. Any changes to such approaches are fully explained in the notes to the report.

- **Balance**

  This report reflects objective facts and discloses both positive and negative information relating to Weimob in an impartial manner, presenting a balanced and objective view of our ESG efforts.

Message from the Chairman

In 2025, against the backdrop of rapidly advancing artificial intelligence and the continued deepening of industrial digital transformation, Weimob continued to advance its "ALL in AI" strategy and further embed environmental, social and governance (ESG) principles into its long-term development. We remain firmly committed to our long-standing belief in technology for good. We believe that technological innovation is not only a key driver of corporate growth, but also an important force for industrial upgrading and sustainable social development.

Empowering Industry-wide Digital and Intelligent Transformation through Technological Innovation

2025 marked a pivotal year in which Weimob's AI technologies became more fully integrated into real business scenarios. Building on our existing AI capabilities, we continued to deepen our AI product and technology development, further refining our product portfolio and expanding application scenarios. Following the deployment of Weimob WAI, our first large-model application product, as well as WIME, a multimodal generative AI product for small and micro e-commerce operators, and WAI PRO, an AI customized solution for enterprise clients, we further introduced the one-stop intelligent office platform AI Work365 and actively explored innovative directions such as AI + smart hardware.

We continued to deepen the application of AI capabilities in commercial scenarios. During the reporting period, Weimob WAI progressively reconfigured merchant operating workflows through AI Agent technology, with capabilities now systematically covering creative and content generation, intelligent operations and decision-making, as well as store and transaction management. This further improved merchants' digital and intelligent operating efficiency and advanced intelligent commerce toward greater sophistication and efficiency. Data show that the average number of monthly active merchants using WAI increased by 66.7% year-on-year, usage of core functions rose by 77.8%, and the number of merchants building stores with WAI during the onboarding period increased by 146.6%.

Fostering Responsible Innovation and Building a Sustainable Technology Ecosystem

- **Trusted technology**

While advancing AI at pace, we place strong emphasis on the responsible development and application of AI and continue to strengthen our mechanisms for data security, privacy protection, and content governance. In September 2025, we participated in launching the Artificial Intelligence Security Industry Self-Discipline Initiative to help foster a safe, reliable, and controllable AI industry ecosystem.

- **Green operations**

In 2025, Weimob's new headquarters building in Shanghai officially commenced operations. Built to the standards of an ultra-low-energy smart building, the campus integrates a smart energy management system with energy-efficient design to improve office efficiency while effectively reducing energy consumption and environmental impact. During the reporting period, total greenhouse gas emissions from the headquarters building (Scopes 1, 2 and 3) decreased by approximately 22.81% year-on-year, demonstrating notable carbon reduction results.

- **Inclusive empowerment**

We continued to make AI technology accessible to a broader business community. We are committed to lowering the barriers to digitalization so that more small and medium-sized enterprises and individual merchants can benefit from the opportunities created by AI. WIME, our lightweight AI store-building product, had accumulated more than 510,000 users, and the number of active users increased by 442.73% compared with 2024.

Exploring Global Expansion and Building a Sustainable Industry Ecosystem

As the global digital economy continues to evolve, international expansion has become an important driver of long-term growth. During the reporting period, Weimob established the Weimob Overseas business unit and made a strategic investment in Genstore.ai, an AI innovation company in North America, to explore the integration of AI technology with cross-border business scenarios.By integrating AI site-building, intelligent customer service, and digital marketing capabilities, we provide overseas-going enterprises with end-to-end solutions covering brand building, traffic acquisition, and operational management. Meanwhile, Haiding Technology has continued to expand into overseas markets, with its business footprint gradually extending across Southeast Asia, North America, and Oceania, and with multiple cooperation cases established in chain retail and commercial digitalization.

In 2025, our MSCI ESG rating was upgraded to A, reflecting the capital market's recognition of our efforts in corporate governance and sustainable development. We also continued to integrate ESG principles into our supply chain and partner management systems, helping to build a more responsible and sustainable business ecosystem.

Looking Ahead: Advancing Intelligent Business and Sustainable Development Together

Looking ahead, Weimob will continue to advance its “ALL in AI” strategy, deepen the application of AI technologies in commercial scenarios, and explore new opportunities in digital and intelligent development together with industry partners. We will continue to strengthen our corporate governance framework, further integrate ESG principles into our operations, and work hand in hand with customers, employees, and partners to drive the continued advancement of intelligent commerce and create long-term value for shareholders and society.

Contents

CONTENTS

About The Report 01

Message from the Chairman 03

About Weimob

About Us 07

2025 Key Initiatives and Achievements 11

ESG Governance 14

Enhancing Corporate Governance 01

Board of Directors 23

Investor Relations Management 25

Risk Identification and Management 26

Compliance Governance 27

Anti-corruption and Business Ethics 29

Building Responsible Products 02

Safeguarding Information and Data Security 35

Research, Development and Innovation 43

Product and Service Quality 46

Driving the Green Transition 03

Addressing Climate Change 53

Green and Low-carbon Operations 59

Digital Intelligence for Low-carbon Development 63

Biodiversity Protection 64

Building a Better Future with Our People 04

Talent Attraction and Retention 67

Talent Development and Cultivation 70

Employee Welfare and Care 74

Diversity, Equity, and Inclusion 78

Advancing Shared Prosperity 05

Promoting Industry Development 83

Advancing Public Welfare 84

Advancing All-round Development through Party Building 85

Appendix 1 Performance Tables 87

Appendix 2 ESG Guideline Index Table 96



About Weimob

About Us

Company Overview

Weimob Inc., founded in 2013 and listed under stock code 2013.HK, is a leading cloud-based commerce and marketing solutions provider in China. We are committed to providing merchants with decentralised SaaS products for digital transformation and end-to-end growth services, helping them achieve sustainable business growth.

Weimob provides a wide range of applications and product services to merchants and delivers digital solutions for industries including e-commerce and retail, supermarkets and fresh food, commercial real estate, and department stores. Drawing on 12 years of commercial practice, we have built the WOS new business operating system, creating a complete decentralized business infrastructure for enterprise digital transformation. Through an integrated multi-end product and service matrix, we help merchants operate more intelligently. We also provide developers with a powerful PaaS platform by opening up our core product and technology capabilities, attracting third-party ecosystem partners and developers to jointly build a cloud-based commerce ecosystem, enable shared value creation in enterprise services, and offer merchants more application choices and better services.

Since 2022, Weimob has strategically expanded into AI and has gradually established four AI development pillars: AI + SaaS, AI + Marketing, To B and To C, building a comprehensive AI Agent product matrix. Weimob WAI now comprises 15 AI Agents covering more than 58 real business application scenarios, helping SaaS merchants operate more intelligently, solve practical business challenges more efficiently, and further reduce costs and improve efficiency.

Mission: Driving business innovation through digital technology and making business smarter.





Founded in
2013

Commercial practice
12 years

AI Agent product matrix
15

Real business application scenarios
58+

Mission, Vision and Values

Mission

Driving business innovation through digital technology and making business smarter

Culture

Simplicity · Freedom · Equality

Vision

Becoming the best partner for enterprise digital transformation

Values

Integrity and accountability, Collaboration and innovation, Customer-centricity, Agility and adaptability

Milestones

2013

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

2014

- Held the first Agency Conference, with over 800 global agency partners
- Completed Series A funding round at a valuation of RMB 300 million

2015

- Launched KeLaiDian and other vertical industry SaaS solutions
- Completed Series B and C funding rounds totaling over RMB 700 million

2016

- Established the Precision Marketing Business Unit; became the first service provider for WeChat advertising; pioneered the "Marketing + Tools" model
- Launched Smart Catering solutions

2017

- Launched the Weimob Cloud open platform
- Became one of the first WeChat Mini Program service providers

2018

- Launched smart retail and smart hotel solutions based on Mini Programs
- Completed Series D funding round totaling over USD 200 million

2019

- Successfully listed on the Main Board of the Hong Kong Stock Exchange (stock code: 2013.HK)
- Established the Short Video Center to strengthen our short-form video capabilities

2020

- Launched the strategy of major customer focus, ecosystem expansion, and internationalization
- Acquired Heading and Yazuo to deepen our Smart Retail and Smart Catering strategies

2021

- Established the Data Intelligence Fund; expanded into cloud computing, AI, and big data
- Completed USD 600 million financing; developed the next-generation digital commerce platform

2022

- Released Weimob WOS, a decentralized business operating system
- Became one of the first batch of official comprehensive operation service providers for WeChat Video Accounts

2023

- Released Weimob WAI; established our "SaaS + AI" strategy
- Completed organizational restructuring, establishing three subsidiary groups: Enterprise Services, Marketing, and Cross-Border Service
- Completed brand upgrade; released new brand value proposition

2024

- Held the first Weimob Technology Open Day; launched To B AI product WAI PRO and To C AI product WIME
- Launched the SuperApp Solution, marking the start of our digital technology expansion into the Middle East

2025

- Launched the one-stop intelligent office platform AI Work365
- Made a strategic investment in North American AI innovation company Genstore.ai; established the new Weimob Overseas business unit
- Deployed the Weimob GEO solution

2025 Key Initiatives and Achievements

Awards and Honors

Annual ESG Pioneer Award

Gelonghui



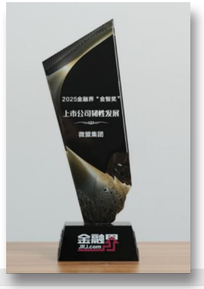
Best ESG Innovation Award

Zhitong Finance



Listed Company Resilience and Development Award

Jrj.com



2025 Listed Company Reputation List

National Business Daily



2025 Innovation Award & 2025 China Enterprise Digital Service Provider Top 10

EO Intelligence



Sustainability-Related Financial Disclosure Pilot Programme — Gold Level

HKQAA



ESG AWARD

2025 Benchmark Case for Sustainable Development Initiatives

HRoot





ESG Highlights

E Environment

- Scope 1 and Scope 2 emissions decreased by **17.84%** compared with 2024;
- Digital intelligence enabled low-carbon transition by building four AI pillars-AI+SaaS, AI+Marketing, To B, and To C-and establishing a comprehensive AI Agent product matrix;
- Following the official commissioning of the Weimob Headquarters Building, the overall carbon emissions of the new headquarters building (Scopes 1, 2 and 3) were approximately **22.81%** lower than those of conventional buildings.

S Social

- Organized **307** training sessions, with a training coverage rate of **93%** and average training hours of **11.9** hours per employee;
- Conducted an employee satisfaction survey covering all employees and collected a total of **2,360** specific suggestions;
- Received the HRise2025 Forward-Looking Employer – ESG Sustainable Development Award.

G Governance

- MSCI ESG rating upgraded to **A**;
- Dedicated investment in risk control increased by **50%** year-on-year compared with 2024, while the number of Level 1 violations decreased by **79%** year-on-year;
- Conducted an anonymous Integrity Feedback and Suggestions Collection survey and received **811** valid responses.

ESG Governance

Board Statement

01 In 2025, Weimob Group continued to deepen its environmental, social and governance (ESG) management system and further refine its ESG development strategy. We have defined our sustainability priorities and management objectives and incorporated them into the Company's overall business strategy and long-term development plans. The Board assumes overall responsibility for ESG strategy formulation and related disclosures, ensuring that ESG principles are integrated into major corporate decisions and day-to-day operations.

02 The Board regularly reviews the ESG strategy and its alignment with the Company's overall development strategy, assesses the potential impact of ESG-related risks and opportunities on the Company's operations, and incorporates matters that may have a material impact into the Company's risk management system, thereby enhancing our ability to address environmental and social challenges.

03 To ensure the effective implementation of the ESG strategy, the Company advances related work through cross-departmental collaboration and coordination by senior management. Each functional department is responsible for the execution of ESG-related work within its own scope and reports progress on a regular basis, while the Board oversees the formulation and implementation of the overall strategy. We also identify and prioritize key sustainability topics based on stakeholder engagement results and the materiality assessment, ensuring the effective implementation of relevant management measures.



ESG Governance Structure

To further integrate ESG management into the Company's operations and support its sustainable and high-quality development, we have established a three-tier governance structure comprising the Board, the Compliance Committee, specialized committees and the ESG Working Group. This structure features clear division of responsibilities and coordinated operation to advance the effective implementation of ESG objectives and related policies.

Our day-to-day ESG management is coordinated by the Compliance Committee under the Board. The Compliance Committee is chaired by the Chairman of the Company, with members of senior management serving as vice chairs. Specific work is carried out through the coordinated operation of the ESG Working Group and the specialized committees.

The Compliance Committee oversees our ESG framework, ensuring alignment with long-term objectives. It holds annual meetings to report progress to the Board and refines ESG governance mechanisms. Additionally, it conducts regular meetings with its specialized committees and the ESG Working Group to guarantee effective implementation.



▲ Weimob ESG Governance Structure

Stakeholder Engagement



Recognizing our stakeholders' critical influence, we maintain proactive, ongoing communication through diverse channels and regular engagement mechanisms. By integrating their feedback into our decision-making, we continuously enhance our operations to drive mutual benefit and sustainable development.

Stakeholder	Communication Channels
Company Directors and Senior Management	• Internal communication platforms • Board meetings • Internal meetings • Corporate website and public channels
Employees, Supervisors and Union Representatives	• Internal communication platforms • Employee activities • Employee grievance channels • Internal meetings • Corporate website and public channels
Company Shareholders	• Corporate announcements • Investor meetings • General meetings • Corporate website and public channels
Financial Institutions and Investors	• Corporate announcements • Investor meetings • General meetings • Corporate website and public channels
Partners and Suppliers	• Supplier conference • Supplier evaluation • Project communication meetings • Corporate website and public channels
Customers and Users	• Industry conferences • User satisfaction survey • Customer service • Corporate website and public channels
Media and Industry Associations	• Offline activities • Industry conferences • Corporate website and public channels
Peers and Counterparts	• Industry conferences • Offline activities • Corporate website and public channels
Government and Regulatory Bodies	• Corporate announcements • Offline meetings • Corporate website and public channels
Auditing and Assessment Bodies	• Annual audit • Corporate announcements • Offline meetings • Corporate website and public channels

Material Issues Identification

During the reporting period, we conducted a systematic identification and prioritisation assessment of ESG topics. Through interviews with management and various departments, together with data consolidation and analysis, the Group assessed material topics based on the process of "identification – communication – evaluation". A total of 25 material topics were identified, including 13 high-priority topics, 8 medium-priority topics and 4 general-priority topics.

Step 1

Issue Identification

In identifying the list of material topics, we drew comprehensive reference from mainstream ESG disclosure standards and frameworks, including the HKEX ESG Reporting Code, GRI Standards, TCFD Recommendations, SASB Standards, and the United Nations Sustainable Development Goals (UN SDGs), as well as the priorities of ESG rating agencies and global and industry sustainability trends.

Step 2

Interviews and Surveys

During the reporting period, we conducted management and departmental interviews to deeply understand key ESG concerns and their importance. We also surveyed diverse stakeholders—including shareholders, employees, customers, suppliers, media, and financial institutions—to systematically collect their assessments and feedback on various ESG topics, providing robust data support for our materiality assessment.

Step 3

Topic Prioritization and Materiality Assessment

We ranked all ESG topics across two dimensions: "Importance to Weimob" and "Importance to Stakeholders." Based on these rankings, the Board of Directors, Compliance Committee, specialized committees, and ESG Working Group conducted a tiered review and confirmation of the assessment results, ultimately determining the distribution of ESG topics in the materiality matrix and prioritizing their disclosure in this report.

Based on the stakeholder importance scores and the assessment from executive and departmental interviews on the significance of topics to Weimob, a materiality matrix was developed.



High-Priority Topics

No.	Topic	Dimension
01	Privacy Protection and Data Security	Social
02	Compliance Management	Governance
03	Risk Management	Governance
04	AI Ethics and Content Integrity	Social
05	Product Responsibility	Social
06	R&D and Innovation	Social
07	Employment	Social
08	Development and Training	Social
09	Anti-Bribery and Anti-Corruption	Governance
10	Remuneration and Benefits	Social
11	Intellectual Property Protection	Social
12	Diversity, Equity, and Inclusion	Social
13	Health and Safety	Social

Medium-Priority Topics

No.	Topic	Dimension
14	Sustainable Strategy Management	Governance
15	Supply Chain Management	Social
16	Information Disclosure and Transparency	Governance
17	Industry Advancement	Social
18	Clean Technology Opportunities	Environmental
19	Climate Change Response	Environmental
20	Party Leadership	Social
21	Greenhouse Gas Emissions	Environmental

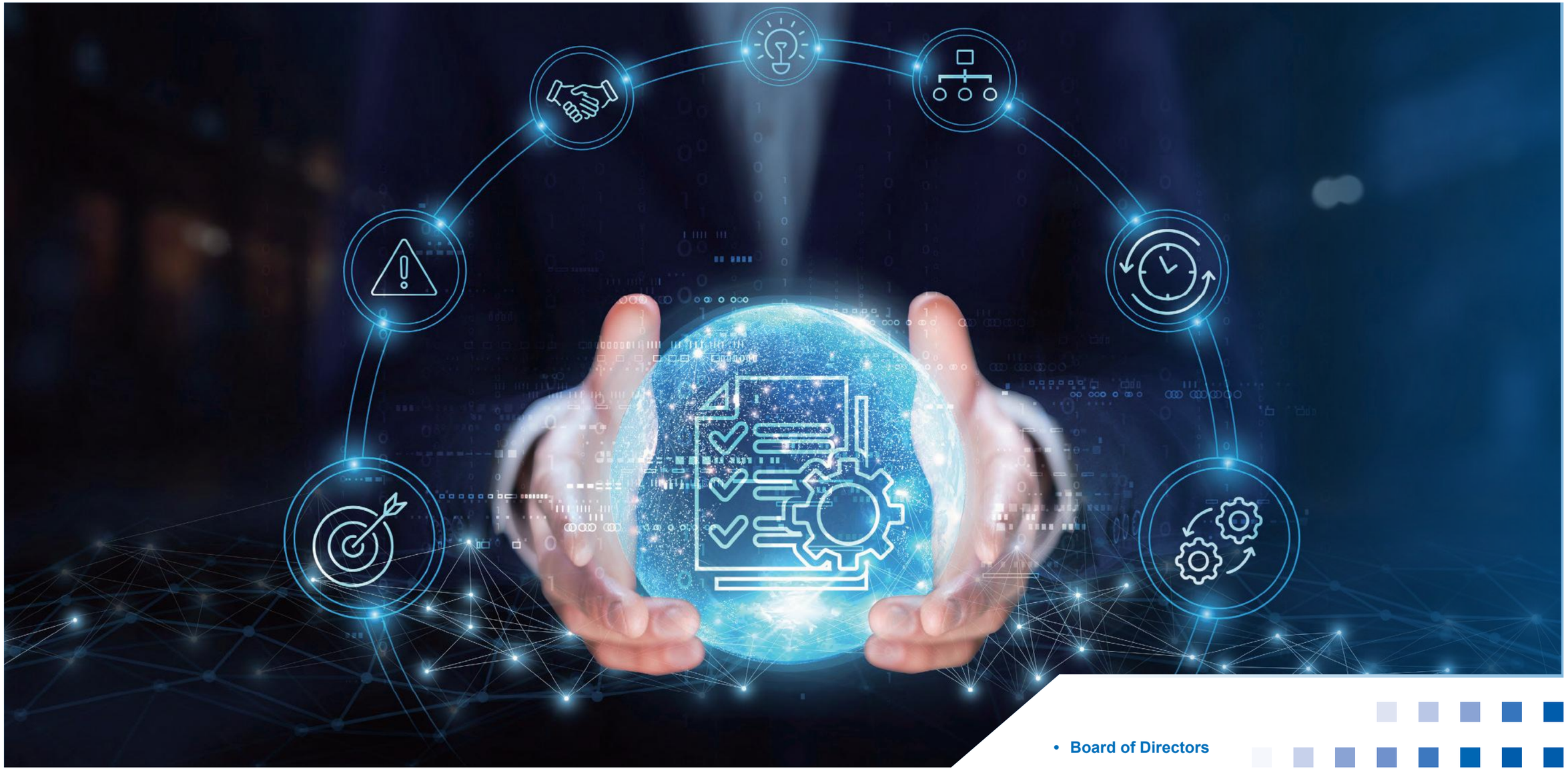
General-Priority Topics

No.	Topic	Dimension
22	Energy Management	Environmental
23	Community Contribution	Social
24	Waste Management	Environmental
25	Resource Use	Environmental

SDG Alignment

Sustainable Development Goals

Chapter	Material Topics		Weimob's Commitments	SDG Goals
Enhancing Corporate Governance	• Information Disclosure and Transparency • Compliance Management • Risk Management	• Anti-Bribery and Anti-Corruption • Party Leadership • Sustainable Strategy Management	• We operate with integrity in compliance with applicable laws and regulations, safeguard the interests of stakeholders and related parties, and reinforce our anti-corruption practices	16 PEACE,JUSTICE AND STRONGINSTTUTIONS
Driving the Green Transition	• Climate Change Response • Clean Technology Opportunities • Energy Management	• Resource Use • Waste Management • Greenhouse Gas Emissions	• Seize clean technology opportunities to enhance efficiency and reduce consumption • Reduce carbon emissions • Reduce energy consumption and greenhouse gas emissions	12 RESPONSIBLE CONSUMPTION AND PRODUCTION 13 CLIMAE ACTION 11 SUSTAINABLE CITES AND COMMUNITES
Building a Better Future with Our People	• Diversity, Equity, and Inclusion • Health and Safety • Employment	• Remuneration and Benefits • Development and Training	• Provide employees with a diverse, equitable, and inclusive work environment • Empower employees' career development • Enhance employee wellbeing	5 GENDER EQUALTY 8 DECENT WORK AND ECONOMIC GROWTH
Building Responsible Products	• Privacy Protection and Data Security • R&D and Innovation • AI Ethics and Content Integrity	• Product Responsibility • Supply Chain Management • Intellectual Property Protection	• Support customers' digital transformation • Protect customers' privacy and information security • Improve product quality and services • Contribute to industry development	9 INDUSIRY, INNOVATION AND INFRASTRUCTURE 12 RESPONSIBLE CONSUMPTION AND PRODUCTION
Advancing Shared Prosperity	• Industry Advancement • Community Contribution	• Party Leadership	• Maintain investment in public welfare initiatives • Help underprivileged community groups improve their quality of life • Empower the building of a harmonious society	1 NO POVERTY 10 REDUCED INEQUALITIES



01 Enhancing Corporate Governance

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

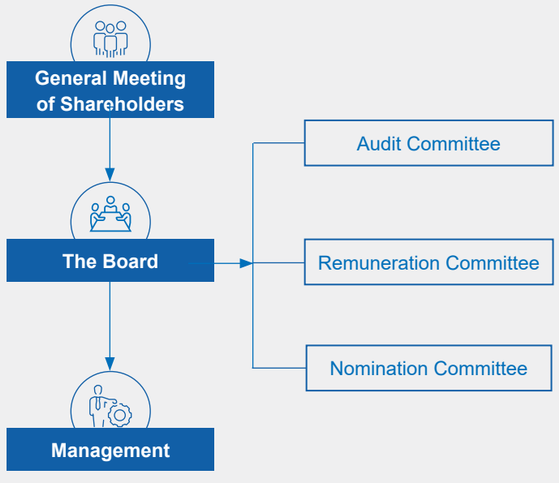


Board of Directors

Governance Structure

We strictly comply with the Corporate Governance Code set out in Appendix C1 to the Listing Rules of The Stock Exchange of Hong Kong Limited, together with all applicable regulatory requirements. Under the Articles of Association, we have established a governance structure centred on the General Meeting, the Board, and management, with clear responsibilities, defined authority, and effective checks and balances to support sound decisions, efficient execution, effective oversight, and the protection of shareholder and stakeholder interests.

The Board has three committees: the Audit Committee, the Remuneration Committee, and the Nomination Committee. As the Company's highest decision-making body, the Board oversees strategy, operations, approvals, and supervision. Each committee has clear terms of reference covering duties, decision-making procedures, and meeting rules to support sustainable, high-quality development.

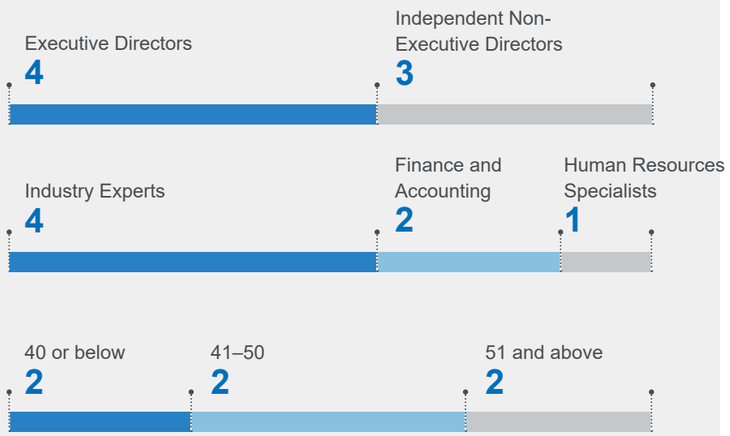


▲ Weimob Governance Structure

Board Diversity

The Board is chaired by founder Mr. Sun Taoyong. Its members bring expertise in industry, finance and accounting, and human resources, together with extensive management experience and a strong understanding of Weimob and industry trends. The Board as a whole has the capability and independent judgment needed to perform its duties, support value creation, and respond to stakeholder expectations.

We value the governance benefits of board diversity. Under the Board Nomination Policy, director nominations consider not only candidates' skills, knowledge, experience, and compliance requirements, but also the Board's structure, size, and diversity balance to ensure a complementary and effective composition.



2025

As at the end of the reporting period

The Board comprised seven members
7

Including three Executive Directors
3

Independent Non-executive Directors
4

Composition of Committee Members

Committee	Chairperson	Independent Directors	Expertise	
			Industry Experts	Finance & Accounting Experts
Audit Committee	Tang Wei	Independent Non-Executive Director	100%	1	2
Remuneration Committee	Li Xufu	Independent Non-Executive Director	66.67%	2	1
Nomination Committee	Sun Taoyong	Executive Director	75%	2	2

Board Performance of Duties

During the reporting period, directors actively attended Board and committee meetings, fulfilled their duties, and supported the Company's steady development and stronger governance.

2025

Board meetings	Audit Committee meetings	Remuneration Committee meetings	Nomination Committee meetings	Overall Attendance of attendance of Board members
6	2	2	2	100%

Investor Relations Management

1 Protecting Investor Rights

We believe transparent communication helps protect investors' rights and enhance the Company's profile. We have established information disclosure policies to ensure that public information is compliant, accurate, and timely.

2 Information Disclosure and Effective Communication

We regularly disclose financial reports, material announcements, and business updates so that investors can understand our performance and development direction. We also stay in active contact through investor relations events, conference calls, and email, and respond promptly to market concerns. Through ongoing disclosure and communication, we strengthen trust with existing and prospective investors, protect their lawful rights and interests, enhance our capital market reputation, and support long-term value growth.

As at the end of the reporting period

we held General Meeting of Shareholders	Issued 43 disclosure documents
1	43



Risk Identification and Management

We believe timely and effective risk management is vital to long-term development. To identify and address risks promptly and strengthen resilience amid internal and external changes, we continue to improve our risk management and internal control systems and maintain a mechanism with clear responsibilities and accountability.

The Board bears ultimate responsibility for the effectiveness of the Group's risk management and internal control systems and has delegated ongoing oversight to the Audit Committee. The Audit Committee regularly reviews these systems across key financial, operational, and compliance areas, examines internal and external audit reports, communicates with management and senior executives, and makes recommendations to the Board to further strengthen risk management.

Management is responsible for designing, implementing, and maintaining the risk management and internal control systems. Major operating units and departments manage day-to-day risks by identifying key risks affecting performance, assessing likelihood and impact, and formulating control measures and contingency plans. Management monitors implementation and reports regularly to the Audit Committee.

Board of Directors
Responsible for the risk management and internal control systems

Reporting and recommendations ↓ ↑ Delegated oversight

Audit Committee
Oversees the risk management and internal control systems and reviews their effectiveness annually

Regular reporting ↓ ↑ Oversight and guidance

Management
Designs, implements, and maintains the risk management system

Day-to-day risk identification and reporting ↓ ↑ Organized implementation

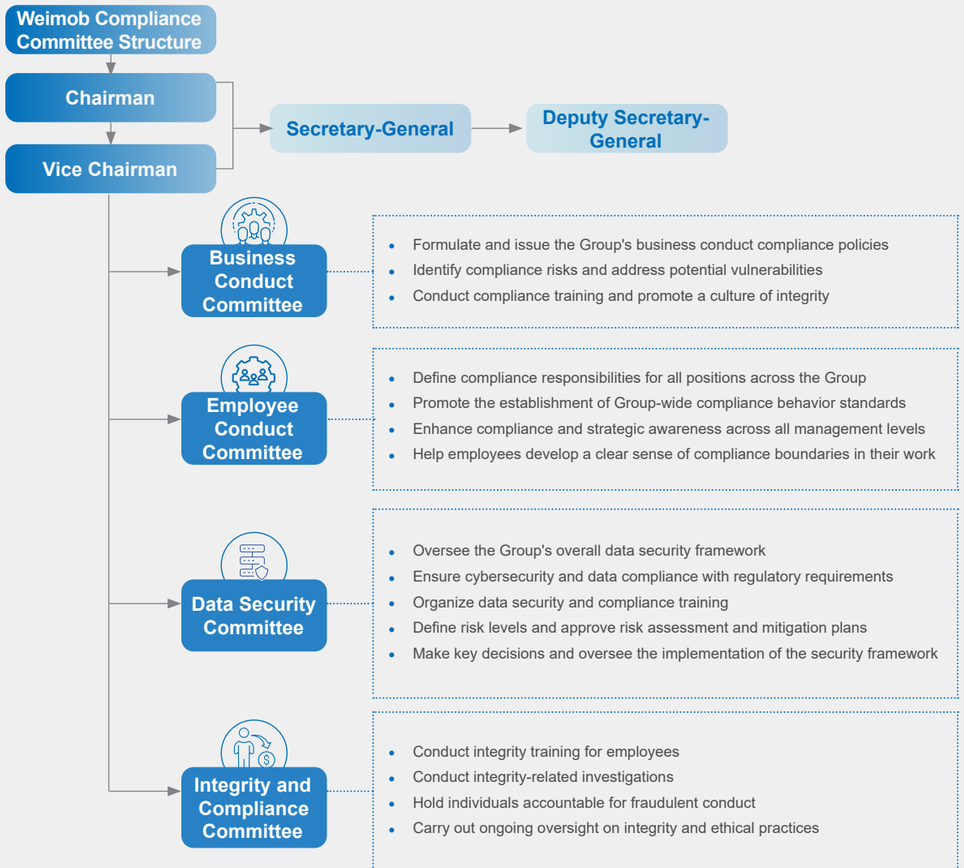
Operating units / Departments
Identify, assess, and manage day-to-day risks

Compliance Governance

Governance Structure

We treat compliance management as a core operating pillar. Led by the Compliance Committee, we continue to strengthen policies and systems, identify compliance risks, and carry out reviews, accountability, and assessments under established workflows. We also embed risk response into daily operations and enhance awareness and capabilities through systematic compliance training.

Our compliance governance framework consists of the Compliance Committee and four specialist committees: the Business Conduct Committee, the Employee Conduct Committee, the Data Security Committee, and the Integrity and Compliance Committee. Together, they form Weimob's compliance governance system.



▲ Weimob Compliance Committee Structure

Governance Principles

In accordance with GB/T 35770/ISO 37301:2021 Compliance management systems – Requirements with guidance for use, Weimob follows four core principles: comprehensive coverage, reinforced accountability, coordinated collaboration, and independence and objectivity. On this basis, we continue to strengthen our compliance governance framework across the Group and its subsidiaries, wholly owned entities, controlled companies, and investee companies.

Comprehensive Coverage

Compliance requirements are embedded across all business functions, subsidiaries, and affiliates, involving every employee and spanning the full decision-making, execution, and oversight process;

Refinforced Accountability

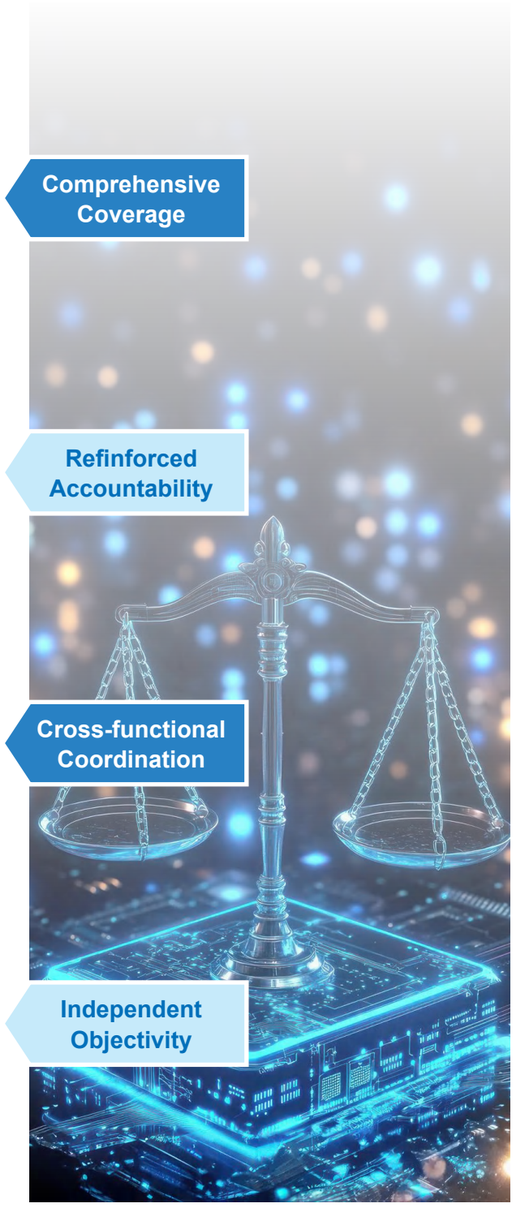
Compliance responsibilities are assigned to business leaders as a core component of their duties. We have established a company-wide accountability system that clearly defines responsibilities for managers and employees at all levels, with mechanisms in place to ensure proper implementation;

Cross-functional Coordination

Compliance is closely integrated with business operations, legal risk control, employee management, internal audit, internal control, enterprise risk management, and information security, forming a coordinated governance ecosystem that ensures effective compliance system operation;

Independent Objectivity

All assessments and decisions related to compliance are made strictly in accordance with laws, regulations, and internal governance rules. The Compliance Committee and its subcommittees operate independently and perform their duties free from undue influence or interference from any departments or individuals.



Anti-corruption and Business Ethics

Our Philosophy

Weimob upholds integrity in business operations and considers anti-corruption, anti-bribery, and anti-fraud fundamental to corporate governance. We continue to strengthen our integrity management system to ensure transparent and compliant operations. Since joining the Enterprise Anti-Fraud Alliance and the Sunshine Integrity Alliance in 2022, we have further reinforced our commitment to ethical operations and integrity compliance.

Company Values

Integrity and accountability, Collaboration and innovation, Customer-centricity, Agility and adaptability

Integrity Culture Principle

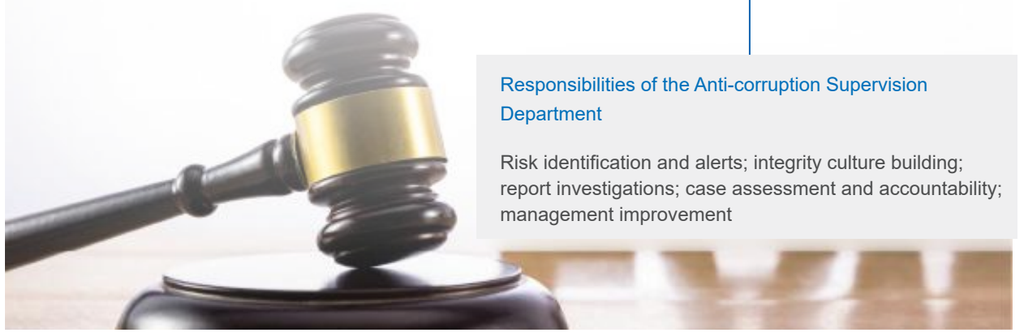
Prevention-oriented, combining deterrence with prevention

Our business ethics practices cover all personnel, including Board members, full-time employees, and other staff. We have established policies including the Integrity Management System, the Whistleblower Management System, the Conflict of Interest Management System, and the Measures for the Administration of Gifts and Hospitality. These policies prohibit employees from accepting commercial bribes, seeking improper personal gain, misappropriating company assets, or otherwise harming the Company's interests.

Governance Structure

We have established the Integrity and Compliance Committee as the governing body for integrity management, with the Anti-corruption Supervision Department responsible for implementation. The Committee is headed by the Company's finance executive, who regularly reports on integrity management at senior management meetings to ensure effective policy implementation. Through management discussion and oversight, we continue to strengthen a culture of integrity and compliance and encourage leaders to set the tone from the top.

Compliance Committee → Integrity and Compliance Committee → Anti-corruption Supervision Department



Responsibilities of the Anti-corruption Supervision Department

Risk identification and alerts; integrity culture building; report investigations; case assessment and accountability; management improvement

Our Initiatives

Integrity Agreements Cover All Employees and Suppliers

Under the Employee Handbook and the Integrity Management System, we require all employees to sign the Employee Integrity Management Agreement. We also extend integrity requirements to the supply chain. During supplier onboarding, business ethics, environmental responsibility, and social responsibility performance are included in registration and assessment criteria, and suppliers that pass onboarding review must sign the Weimob Group Integrity Management Agreement.

2025

During the reporting period

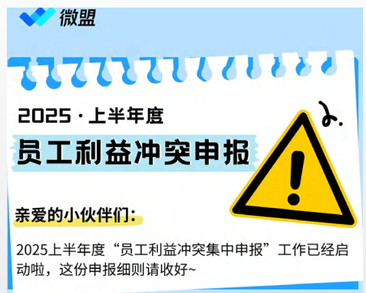
Integrity Agreements signed by Employees
100%

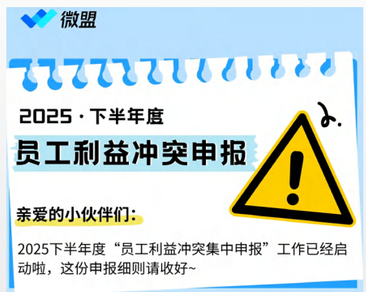
Integrity Agreements signed by Suppliers
100%

Strengthening Integrity Risk Prevention and Control

We have established and continue to improve an employee conflict-of-interest declaration mechanism. We regularly organize declarations and self-checks, clearly defining disclosure scope for related-party relationships, external investments, and business dealings, and requiring employees to report relevant information truthfully and completely. This helps identify and manage potential conflicts at source, promote ethical conduct, and prevent improper benefit transfer and related-party transaction risks.

2025 Employee Conflict-of-interest Declarations





We collected **221** employee-initiated conflict-of-interest declarations, identified **1** unreported conflict-of-interest case, and achieved a **100%** handling rate.

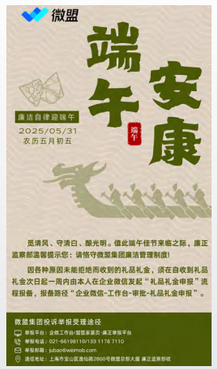
Continuing to Strengthen Internal Integrity Education

Case: Integrity During the Holidays Reminder

We recognize the critical role of integrity culture in promoting transparent business operations. Through awareness building, online and offline activities, and employee engagement, we continue to promote integrity culture. Before major holidays, we issue integrity reminders through WeCom so that integrity values are reflected in employees' daily work and conduct.







Case: Weimob Integrity Day Activity

During the reporting period, we held the Third Weimob Integrity Day under the theme "Upholding Integrity and Moving Forward with Purpose" to deepen employees' awareness of integrity. The event featured three modules: an anonymous integrity survey, interactive integrity challenges, and warning education visits, attracting enthusiastic employee participation.





For integrity training, we established a dedicated integrity section under the "General Competency Training" module of Meng School. It covers an introduction to the Anti-corruption Supervision Department, integrity culture communication, and a series of integrity courses, providing systematic learning resources. New hires must complete the relevant courses and pass the assessments.

2025

Our online integrity courses recorded views	Employee coverage
6,346	**100%**

Whistleblower Management and Whistleblower Protection

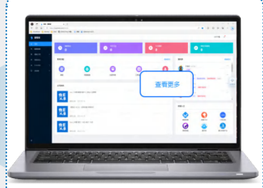
We are committed to effective management of reports on illegal or non-compliant conduct and to robust whistleblower protection, and continue to improve our reporting and internal oversight mechanisms. The Weimob Group Whistleblower Management System defines the scope of accepted reports, whistleblower protections, investigation and handling procedures, and reward and disciplinary mechanisms. The Compliance Committee and the Anti-corruption Supervision Department jointly manage report intake and handling, with the Anti-corruption Supervision Department serving as the Group's central contact point for integrity-related reports.

We continue to improve our whistleblowing channels and management platform by maintaining a reporting email address and hotline and disclosing the relevant channels and handling procedures on the Company's website and internal systems. We protect employees' right to report illegal or non-compliant conduct in accordance with law, apply strict confidentiality measures to whistleblower information and materials, and oppose any form of obstruction, suppression, or retaliation.

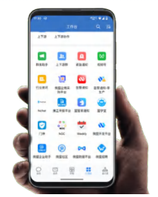
Reporting Channels

- Dedicated reporting email: jubao@weimob.com
- Reporting hotline: 86-21-66198110
- Reporting address: Weimob Headquarters Tower, 2800 Yixian Road, Baoshan District, Shanghai, China

Internal reporting platform



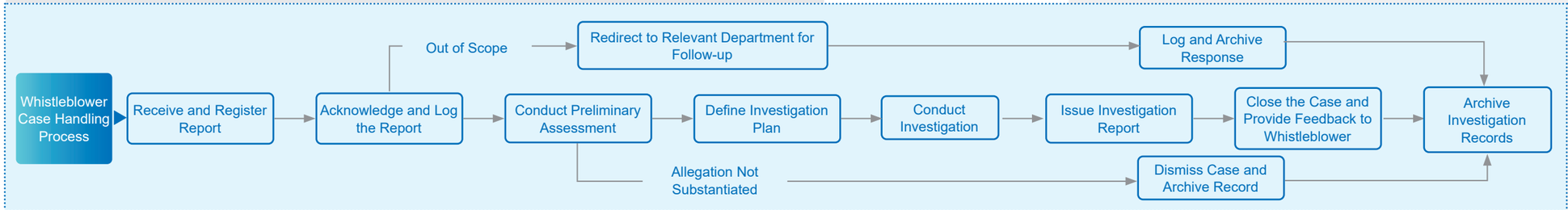
Mengguanjia Web – Integrity Reporting Platform



Workbench – Integrity Reporting Platform

Employees' trust in the whistleblowing mechanism and integrity oversight continued to improve. Relevant cases were identified mainly through internal oversight and proactive screening. Cases were investigated and handled promptly, and management mechanisms were further strengthened to prevent similar risks from recurring.

During the reporting period, the Group received **24** whistleblower reports, including **10** anonymous reports and **14** named reports, down **11%** from the previous year. Reports and violations involving corruption, bribery, extortion, fraud, or money laundering totaled **3**.





- Safeguarding Information and Data Security
- Research, Development and Innovation
- Product and Service Quality

02 Building Responsible Products

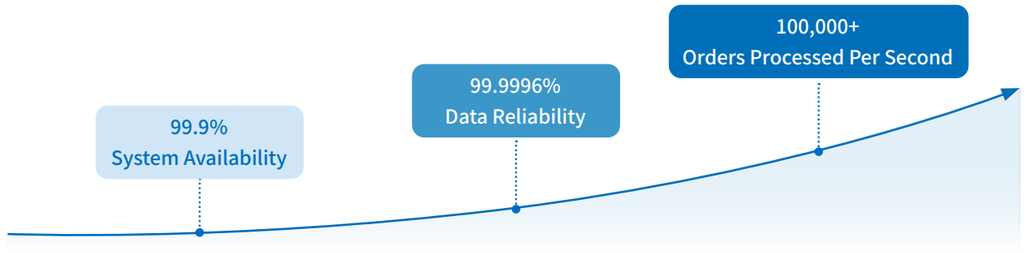
Building Responsible Products

Safeguarding Information and Data Security

As our business expands and digital service scenarios deepen, we continue to strengthen our information security framework and our data protection and risk monitoring capabilities. We comply with applicable laws, regulations, and regulatory requirements, including *the Civil Code of the People's Republic of China, the Cybersecurity Law of the People's Republic of China, the Data Security Law of the People's Republic of China, the Personal Information Protection Law of the People's Republic of China, GB/T 22239-2019*, the Hong Kong PDPO, the EU GDPR, and the Environmental, Social and Governance Reporting Code of HKEX. As a Hong Kong-listed company, we closely monitor regulatory developments in China and overseas to ensure that consumer data and privacy management meets applicable requirements.



We have established a policy framework covering data security governance, information security management, data privacy protection, and security incident response. We have issued management documents such as the Data Security Committee Action Outline, the Information Security Management Policy, the Information Security Management Manual, the Data Security Management Standard, and the Data Privacy Protection Measures, strengthening risk control across the data lifecycle, operational security, supplier management, and incident handling.



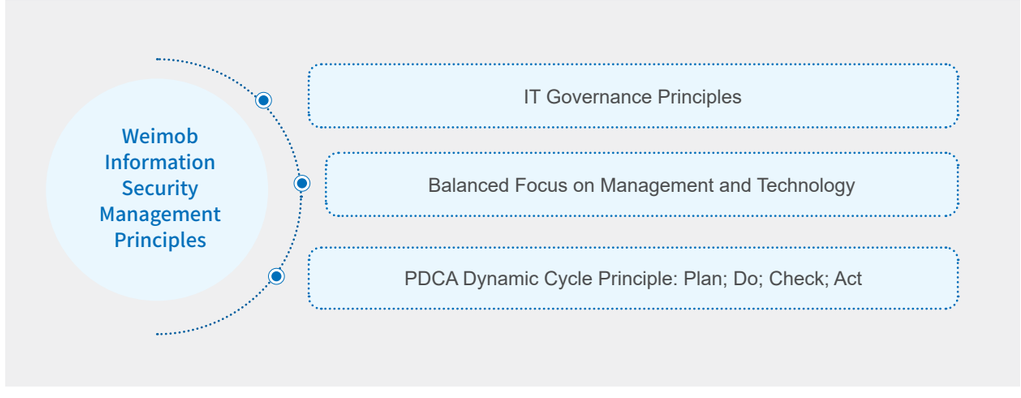
Our Philosophy



We regard information security as a cornerstone of sustainable development and uphold a customer-first approach to building a secure, compliant, and trustworthy digital environment.

We comply with laws and regulations on information security, data security, and privacy protection. Guided by the principle of "prevention first, stronger management, and customer trust," and targeting zero data security incidents, with this objective linked to management performance, we continue to strengthen the protection of company data and user information.

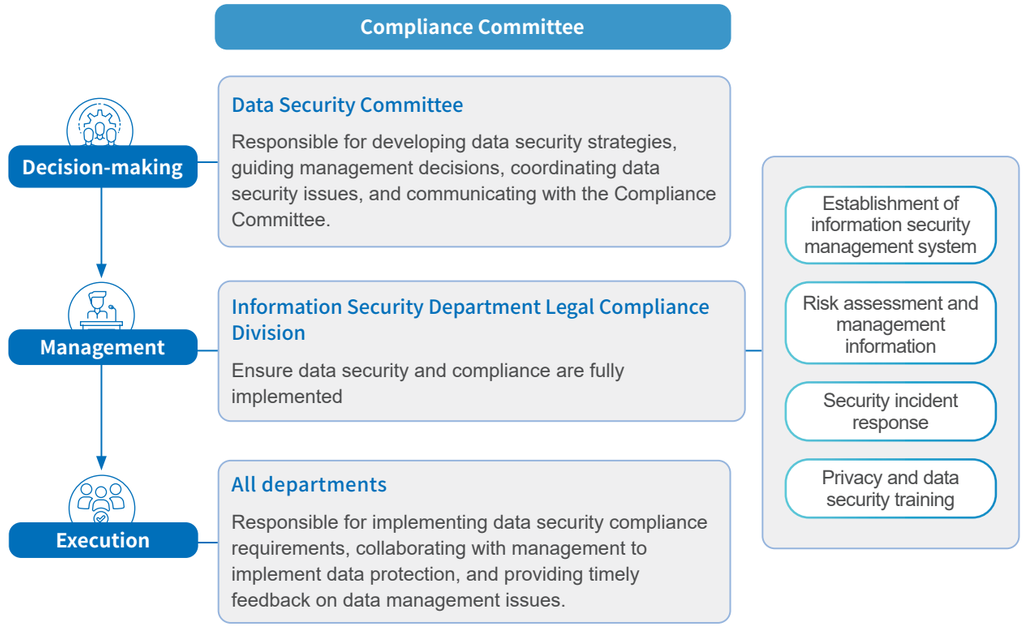




Governance Structure

We have established a sound data security governance framework and set up a Data Security Committee, chaired by the Company's Senior Vice President and Chief Technology Officer, to coordinate data security work. As the decision-making body for data security management, the Committee formulates strategy and management principles, guides decisions, and coordinates data security matters.

The Information Security Department and the Legal and Compliance Department ensure the implementation of data security and compliance requirements. Business and functional departments are responsible for specific execution and for implementing data security measures in daily operations.



Data Privacy Protection

We prioritize data security and privacy protection. In accordance with international standards such as ISO 27001 and ISO 27701, we have established a multi-layered information security and privacy protection system and continue to strengthen risk prevention and compliance management.



Data Management Capability Maturity Certification



ISO 27701 Privacy Information Management System Certificate



ISO 27001 Information Security Management System Certificate



ISO 27017 Cloud Security Assessment Certificate

We have issued policies and procedures such as the Weimob Personal Data Privacy Protection Policy Framework, the Privacy Data Collection and Processing Management Procedure, and the Personal Data Breach Emergency Response Management Provisions. In business activities and internal operations, we handle personal data in accordance with applicable laws and regulations and continue to strengthen personal information protection and risk prevention.

Case: Private-domain Security Safeguard Program



In June 2025, Weimob and Tencent Cloud jointly launched the "Private-domain Security Safeguard Program," focusing on three core areas-technology co-development, expert support, and major-promotion protection to provide safer, more stable, and more efficient digital solutions for the retail industry.

We require relevant department heads and project teams to understand and follow the Company's basic principles for handling privacy data. In all scenarios involving personal data, whether in external product and service delivery or internal operations, we strictly implement the relevant compliance requirements to ensure proper management and protection throughout the data lifecycle.



Based on applicable international standards and regulatory requirements, we follow these basic principles for handling privacy data:

1 Lawfulness, fairness, and transparency

Personal data shall be processed lawfully, fairly, and transparently.

2 Purpose limitation

Personal data shall be collected for specified, explicit, and legitimate purposes and shall not be processed beyond those purposes.

3 Data minimization

Personal data shall be adequate, relevant, and limited to what is necessary for the processing purpose.

4 Accuracy

Personal data shall be accurate and kept up to date where necessary, and inaccurate data shall be erased or corrected without undue delay.

5 Storage limitation

Personal data shall be retained only for the period necessary to achieve the specified purpose and shall then be deleted or anonymized.

6 Integrity and confidentiality

Personal data shall be processed securely, with appropriate technical and organizational measures to prevent accidental or unlawful destruction, loss, alteration, unauthorized access, or disclosure.

7 Accountability

The data controller must be responsible for and able to demonstrate compliance with the above principles.

Risk Management

We have issued the Information Security and Privacy Risk Management Standard and established a systematic risk identification and assessment process covering the full data lifecycle, together with corresponding security measures to safeguard confidentiality, integrity, and availability. Through data classification, encrypted transmission, access control, data masking, secure destruction, audits, and continuous improvement, we continue to strengthen data security protection and reduce related risks.

For risk response, we develop remediation plans and tracking mechanisms based on risk assessment results. Dedicated personnel implement the measures and continuously monitor risk changes to keep residual risks within an acceptable range.



▲ Risk assessment and management process

Training to Strengthen Awareness and Capability

We regularly conduct privacy and data security training through our internal learning platform, Meng School, which provides flexible online learning resources. This helps employees understand the importance of data security and personal data protection, comply with the Company's security policies and requirements, reduce information security risks, and support stable operations.

Training content is designed by level and category based on job responsibilities and risk characteristics, covering regulatory training, security awareness training, and security technical training.



Case: Security Awareness Training

During the reporting period, dedicated information security training was organized covering security fundamentals, security awareness, and information security policies. Focusing on key topics such as password security, personal information protection, source code security, and data security, the training further strengthened employees' ability to identify security risks and comply with relevant requirements.



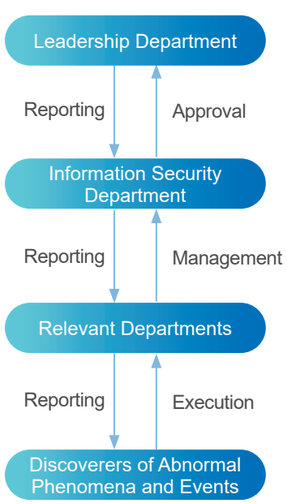
Case: Monthly Information Security Awareness Campaign

In September 2025, the Information Security Department carried out a dedicated awareness campaign on email transmission security and provided supporting animated information security training to reinforce requirements for email security and transmission encryption management and enhance employees' awareness of protecting sensitive information.



Security and Emergency Management

In accordance with the Security Incident Classification and Grading Standard, we manage security incidents by category and severity and have established an emergency response mechanism and handling process to identify, respond to, and address potential data security incidents. We also standardize issue investigation, rectification, and remediation to minimize business impact.



Responsible for approving security incident and accident handling recommendations, as well as corrective and preventive measures.

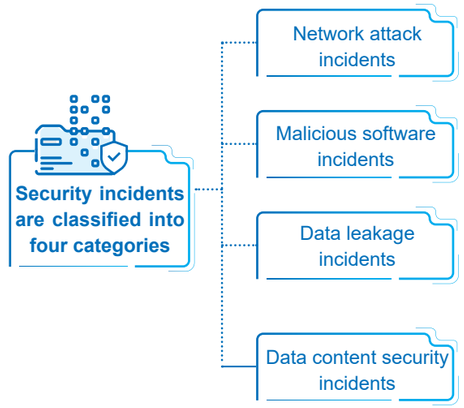
Establish and manage the company's security incident and accident handling system, and propose corresponding handling and preventive measures.

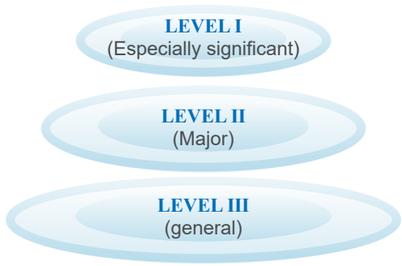
Comply with the security system, actively prevent security incidents, and cooperate with the Information Security Department in conducting investigation and analysis work. Report security incidents and cooperate with the implementation of security risk notification handling requirements timely and accurately.

Report abnormal situations and take appropriate temporary measures to prevent accidents from further escalating Timely and accurately.

▲ Security incident response mechanism

Tiered Incident Management





Based on information classification, reputational impact, business impact, and asset loss

Under the Personal Data Breach Emergency Response Management Provisions, we have established a regular drill mechanism, conduct internal emergency drills, and participate in municipal and national drills as required. We have also issued the Information Security Incident Analysis, Review and Disciplinary Provisions to standardize post-incident analysis, accountability, and rectification and to support closed-loop risk management.

National	Provincial	Industrial	Local
2	2	2	1
32 person-days	11 person-days	30 person-days	5 person-days
Ministry of Public Security	Provincial Internet Information Office	Operator	District Net Information Office / Net Security

Case

In September 2025, we organized a server-failure emergency drill in the data room of Weimob Tower, simulating scenarios such as hard-drive damage and system abnormalities. Following established procedures, the IT department completed troubleshooting, hard-drive replacement, data recovery, and system verification, effectively testing the emergency response mechanism and business continuity assurance capabilities and improving rapid recovery under unexpected failures.

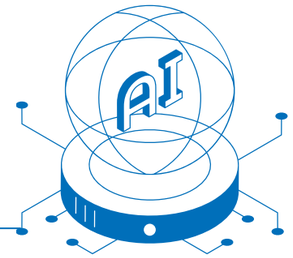
During the reporting period, we recorded **zero** information security incidents or data privacy leakage incidents.

Research, Development and Innovation

Empowering Intelligent Development and Supporting Sustainable Industry Transformation

Facing a complex and fast-changing market and new opportunities created by technological change, we remain committed to AI as our core driver. We continue to deepen our strategic presence in SaaS and precision marketing and accelerate the scaled deployment of AI Agent technologies in key scenarios such as e-commerce and retail. Guided by our belief in technology-driven business growth, we help merchants upgrade from digitalization to intelligent operations and support sustainable business developmen

In 2025, we further expanded our AI product matrix by launching AI Work365 and deployed Weimob GEO solution, a Generative Engine Optimization (GEO) solution, to help brands improve visibility and operating efficiency in the AI ecosystem. During the reporting period, AI Agents accelerated deployment across customer service, product selection, operations, and marketing, helping merchants upgrade from digital to intelligent operations.



Empowering Weimob's intelligent development

We have deeply embedded WAI into our own marketing service system, covering about 80% of our design teams and generating over 10,000 creative assets per month on average, significantly improving content production efficiency and further enhancing organizational and operational efficiency.

Driving efficiency gains for traditional enterprises

AI has been deeply integrated into our SaaS product portfolio to help enterprises improve efficiency. It supports natural-language data queries and multimodal content generation, lowers the barrier for SMEs to access advanced technologies, and accelerates intelligent business transformation.

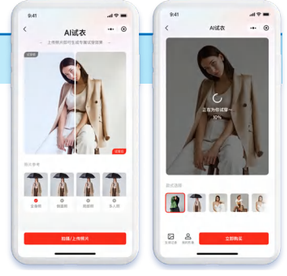
Strengthening Marketing Operations Efficiency

We continued to advance the "AI + Marketing" strategy by applying AI to content creation, placement optimization, and risk-control management. Through AI models that identify creative assets and generate visual reports, we strengthened data-driven decision-making. During the reporting period, AI-assisted content creation accounted for more than 60%, content generation efficiency increased by more than 45%, and system availability exceeded 70%.



Case: AI Virtual Try-on Enabling Retail Upgrades

Weimob launched an AI Virtual Try-on solution to address high return rates and low conversion in apparel e-commerce. Powered by large-model capabilities and proprietary garment recognition technology, it generates virtual try-on results in **5** seconds, improving shopping experience and decision-making efficiency. The integrated process of recognition, try-on, and data optimization also helps merchants increase conversion and reduce returns and exchanges.



Building Reliable and Trustworthy AI Products

With the rapid advancement of AI, AI safety governance and healthy development have become key industry issues. Weimob's WAI marketing multimodal content deep synthesis algorithm has completed filing with the Cyberspace Administration of China for deep synthesis service algorithms, indicating that its compliance and security have been recognized by the regulator.

In AI content governance

We have established a generated-content management mechanism. Through technical measures such as watermarking and provenance management, we manage copyright risks relating to AI-generated content and help ensure creative compliance.

At the technical level

Our WAI large model continues to iterate through the integration of third-party large language model capabilities and proprietary technologies. Version 2.0 achieved an accuracy rate of **88.2%**, and copy usability exceeded **80%**, improving the quality and stability of content production.

We recognize that rapid AI development is accompanied by risks and challenges. We therefore continue to promote the safe, reliable, and controllable development of generative AI, strengthen data and algorithm compliance management, and improve system security, reliability, fairness, and transparency, so that AI innovation remains aligned with our values and ethical standards.

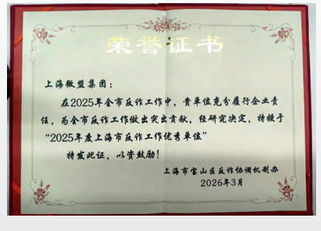
2025

Weimob's pilot project on standards for enterprise decentralized digital transformation successfully passed the acceptance evaluation organized by the Shanghai Municipal Administration for Market

We took the lead in developing the national standard Safety Guidelines for Generative Artificial Intelligence Services for Minors (2025-CSAC), advocating the integration of child protection and ethical safety principles into model training to help foster a healthier online environment.

Case

In August 2025, Weimob Group supported the Anti-fraud Center of the Baoshan Public Security Bureau in launching the "Baolian Deng" police-enterprise anti-fraud alliance system, delivering positive results in risk alerts, fraud interception, and fund recovery. It was awarded the title of "Outstanding Unit for Anti-fraud Work in Shanghai in 2025" by the Shanghai Public Security Bureau. As of the end of the reporting period, the system had intercepted **665** cases of abnormal card openings and irregular business processing, recovered RMB **23.51** million in cash and **2,260** grams of gold, and successfully prevented **228** fraud cases.



Case

In September 2025, Weimob participated in launching the Self-discipline Initiative for the Generative Artificial Intelligence Industry, helping to foster a safe, reliable, and controllable AI industry ecosystem.



Intellectual Property Protection

We attach great importance to intellectual property protection and are committed to preventing infringement risks and enhancing core competitiveness. Weimob complies with applicable laws and regulations, including the Trademark Law, the Patent Law, and the Copyright Law of the People's Republic of China. We have also issued internal policies such as the Weimob Group Intellectual Property Management System, the Patent Management System, the Trademark Management System, and the Computer Software Copyright Management System, and continue to strengthen IP protection and compliance management.

As a technology-driven enterprise, we recognize that innovation is a foundation for high-quality development. To encourage employees to participate in technological innovation and the commercialization of achievements, we have established the Employee Patent Application Incentive System, with clear incentive standards based on patent type and application stage. We also engage external professional institutions, as needed, to provide patent mining and drafting training.

	Unit	Invention Patents	Utility Model Patents	Design Patents	Software Copyrights
Applications	Items	1	0	4	16
Granted	Items	10	0	0	14
Valid	Items	36	3	22	267



2025

Weimob held valid patents
61

Including invention patents
36

Valid software copyrights
267

Product and Service Quality

Weimob places a strong emphasis on product and service quality. We comply with applicable laws and regulations, including *the Law of the People's Republic of China on the Protection of Consumer Rights* and *Interests and the Advertising Law of the People's Republic of China,* and have issued internal policies such as the Weimob Group Advertising Compliance Guidelines. We also value customer satisfaction and timely handling of feedback and integrate responsible marketing into daily operations and product development.



Responsible Marketing

We are highly committed to compliance and responsible management of our marketing services. We comply with applicable laws and regulations and have issued the Weimob Group Advertising Compliance Guidelines, which set clear requirements for advertiser qualification review, advertising content review, and secondary review. We also monitor regulatory developments, update internal risk control standards, and strengthen marketing risk identification and control through the Risk Control Review Standards and lists of prohibited online terms.

During the reporting period, we updated the International Business Cooperation and Development Rules and the Weimob Enterprise Services and Weimob Marketing Business Cooperation Rules, further improving cooperation and compliance mechanisms for marketing business. We also continued to invest in advertising compliance technology systems to conduct automated reviews of advertising materials and content and to identify and flag risks in video, audio, and text, further improving review efficiency.

Review mechanism under the Weimob Advertising Compliance Guidelines

- Advertiser qualification review：advertiser legitimacy confirmation and advertiser review.
- Advertising content review：content review; secondary review.
- Other business review and violation handling：daily inspections by the risk control team, with enhanced risk control for key industries.

During the reporting period, we took the lead in developing the group standard Technical Requirements for AI-based Automatic Marketing Video Generation Services (TCCSA 641-2025), promoting the compliant and standardized development of AI-generated marketing content.

Responsible Content Review

Advertising review mechanisms

We have established stringent advertising review mechanisms to ensure compliance with applicable laws and regulations, prevent false, exaggerated, or misleading promotions, and protect consumer rights and interests. For higher-risk content, such as advertising related to children and health products, we incorporate public order and morality into our management approach and apply stricter review measures.

Compliant digital marketing

We continue to strengthen risk control and content governance capabilities through targeted initiatives with platform partners. By combining technical identification with manual review, we improve our ability to detect and address non-compliant advertising and risky content and help maintain a healthy and compliant digital marketing ecosystem.

Build awareness

To build awareness, we regularly organize training on advertising law and related compliance requirements, invite legal professionals to provide instruction, and upload training materials to our internal knowledge base for easy employee access. This helps ensure that compliance standards are effectively communicated and implemented in business operations. We also conduct advertising compliance training and exchange activities with leading companies in the industry.

Case: Tencent Media Visit for Advertising Product Enablement Training





Case: Weimob × Tencent: Targeted Risk-control Initiative

Weimob and Tencent continued to strengthen their targeted risk-control initiative, actively responding to platform governance measures while building stronger security barriers for Weimob's own business.



2025

Dedicated investment in targeted risk-control initiatives exceeded RMB **4** million

Year-on-year vs. 2024 up **50%**

Account inspections throughout the year More than **360,000**

Creative materials screened More than **72** million

Blacklisted entities permanently banned **303**

Risk advertisements linked to black and grey market activity were cracked down on **3300**

Politically sensitive risk advertisements **9,000**

Other major non-compliance cases More than **300,000**

Number of key non-compliant entities down year-on-year vs. 2024 **47%**

Number of Level 1 violations down year-on-year **79%**

Product Quality Management

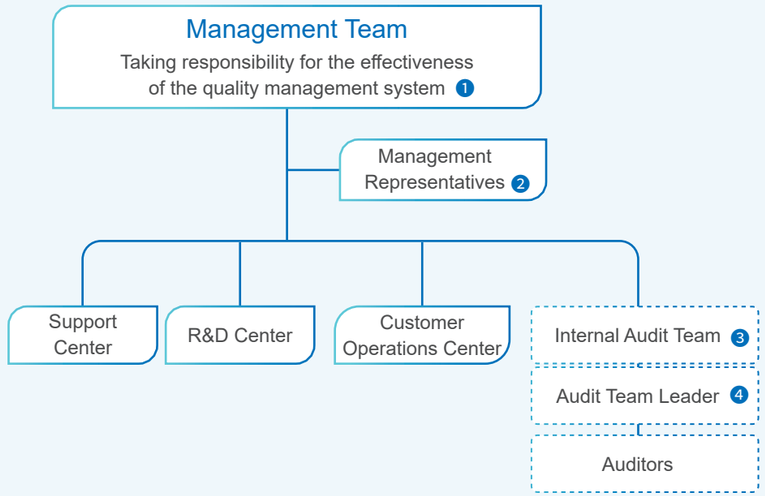
In accordance with *GB/T 19001-2016 Quality Management System Requirements*, we have prepared a Quality Manual and supporting procedural documents and established a systematic quality management framework. To ensure effective operation, the Company has set up a quality management structure coordinated by management, with the participation of the R&D Center, Support Center, Customer Operations Center, and internal audit team. Quality management covers product development, delivery, and service.



ISO 9001
Quality Management System Certificate



ISO 20000
Information Technology Service Management System Certificate



1. Develops the quality policy and quality objectives for the management system, ensuring alignment with the company's context and strategic direction. Integrates quality management system requirements into business processes
2. Ensures the QMS complies with standard requirements and that processes deliver intended outcomes, reports on QMS performance and opportunities for improvement, maintains customer focus when changes are made to the QMS
3. Organizes auditors to develop and conduct audits, drafts nonconformity reports and internal audit reports based on findings, keeps complete records and summaries of audit processes and results
4. Develop detailed audit checklists, conduct internal audits according to the audit plan. follow up and verify nonconformities to ensure closure

▲ Weimob Quality Management System Organizational Structure

Business Objectives

- The quality assurance team combines manual and automated testing to ensure product stability and security after launch.
- We focus on service availability and operations monitoring by establishing a monitoring and emergency response system that uses automated detection for timely issue identification and manual intervention for rapid remediation, minimizing customer impact.
- We strengthen post-launch operational data tracking and performance evaluation, analyzing the full process from product development to market rollout to ensure we deliver tangible business value.
- For identified improvement needs, we coordinate sales, marketing, operations, R&D, and other functions in cross-functional planning to develop improvement plans.

Customer Service Excellence

Weimob consistently prioritizes customer satisfaction. We regularly collect customer feedback through in-person meetings, telephone, email, and other channels, and distribute Customer Satisfaction Questionnaires to understand customer views on our products and services. We systematically record and analyze results, identify improvement actions, and use them to continuously optimize products and services. We also continue to improve customer service training, service professionalism, responsiveness, and the customer service team's understanding of products and solutions.

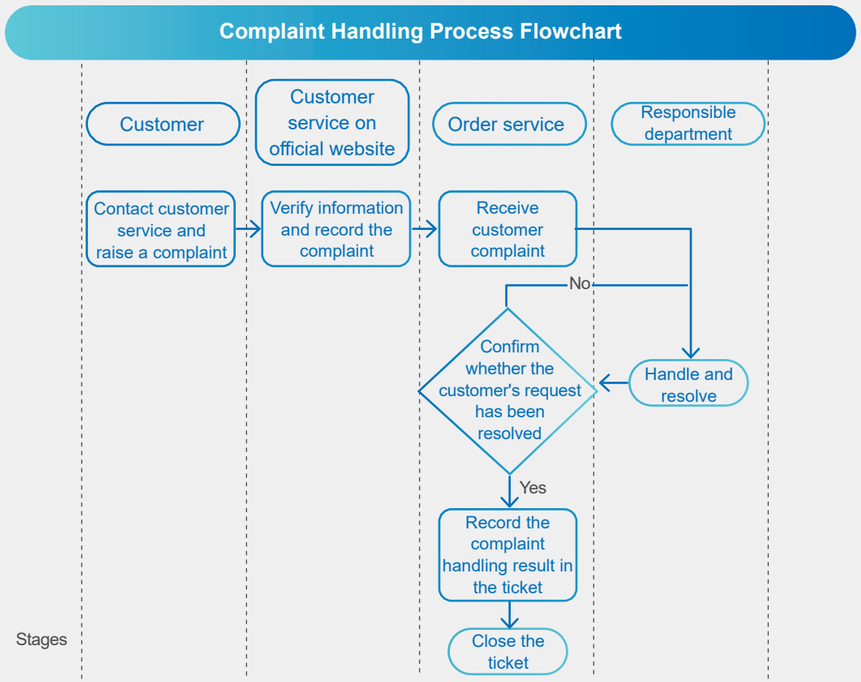
Timely and Effective Complaint Handling

To protect customers' lawful rights and interests, we have established a standardized complaint handling mechanism. Customers can raise issues through the customer service hotline or online channels. All complaints are handled by the dedicated customer service department according to their nature and severity. After resolution, we conduct case reviews and root-cause analyses, develop improvement measures, and track their implementation to prevent recurrence and ensure timely, fair, and effective responses.

2025

Our customer complaint resolution rate was

100%





03 Driving the Green Transition

- Addressing Climate Change
- Green and Low-carbon Operations
- Digital Intelligence for Low-carbon Development
- Biodiversity Protection

Addressing Climate Change

During the reporting period, the Group followed the recommendations of the Task Force on Climate-related Financial Disclosures (TCFD) and systematically identified and assessed the climate-related risks and opportunities facing Weimob Group across four dimensions: governance, strategy, risk management, and metrics and targets. On this basis, we updated the relevant response measures and impact levels and continued to advance climate-related management.

Governance

We place great importance on the risks and opportunities brought by climate change, and the Board bears ultimate oversight responsibility for climate-related matters. The Board has authorized the Compliance Committee to coordinate ESG management, including the identification, assessment, and management of climate risks and opportunities, and to report progress to the Board regularly. Under the supervision of the Compliance Committee, Group management works with the ESG Working Group to implement our climate strategy and climate risk management.

To respond proactively to climate change, the Group has developed and continued to refine climate mitigation and adaptation strategies tailored to its business characteristics so as to strengthen its ability to manage climate-related risks in operations.

Board of Directors

Authorizes the Compliance Committee to oversee ESG management, including the identification, assessment, and management of climate risks.

Compliance Committee

Reports climate-related matters to the Board on a regular basis, ensuring informed and effective responses at the decision-making level.

ESG Working Group

Under management leadership and the oversight of the Compliance Committee, carries out the implementation of the Group's climate strategy and climate risk management.



Strategy

We recognize that climate-related risks and opportunities may affect the Company's strategic planning, financial performance, and financial position. Given their long-term, complex, and uncertain nature, we actively apply scenario analysis to assess the financial impacts of high-priority risks under different global warming pathways, thereby enhancing strategic resilience and flexibility. For high-priority climate opportunities, we also conduct financial impact analysis based on Weimob Group's business realities to better understand their implications and capture growth potential.

In line with the TCFD recommendations, the Group used high-emission and medium-to-low-emission scenarios to test the resilience of its business to physical risks through 2050. We also used a range of net-zero scenarios, benchmarked against baseline policy scenarios, to identify the risks and opportunities the Group may face during policy and market transition.

Physical Risk Analysis

We selected two Shared Socioeconomic Pathways (SSPs) from the Intergovernmental Panel on Climate Change (IPCC) Sixth Assessment Report for scenario analysis, namely SSP1-2.6 as the low-emission scenario and SSP5-8.5 as the high-emission scenario.

Transition Risk Analysis

We adopted the energy price and carbon pricing assumptions under three climate scenarios published by the Network for Greening the Financial System (NGFS) — "Net Zero 2050," "Fragmented World," and "Current Policies" — to analyze the financial impacts of transition risks under different scenarios.

After considering external policy and regulatory, technological, market, reputational, and physical factors, together with Weimob's business characteristics and industry research, the Group identified 13 climate-related risks and opportunities, including 4 transition risks, 4 physical risks, and 3 climate-related opportunities.

Risk

Risk Type	Category	Impact on Weimob	Impact on the Value Chain	Time Horizon	Response Measures
Physical Risk					
Extreme Heat	Acute	• Extreme heat may affect employees' working environment, particularly for sales personnel who frequently work outdoors, potentially causing health issues such as heatstroke and reducing work efficiency. • As the climate changes, Weimob may need to increase investment in air-conditioning, ventilation, and related facilities to adapt to extreme heat, which may raise energy consumption and in turn increase carbon emissions and operating costs. • Weimob's data centers may be affected by high temperatures, and inadequate heat dissipation may lead to equipment failures, affecting service stability and data security.	Extreme heat and tropical cyclones may affect the quality of services that Weimob provides to customers, especially businesses reliant on data centers and cloud services. Technical failures or service interruptions may negatively affect customer experience and, in turn, harm brand reputation.	Medium to Long Term	• Establish a health monitoring mechanism: monitor employees' health during periods of extreme heat, identify issues such as heatstroke in a timely manner, and provide necessary medical support. • Select cloud service providers with reliable hardware and supporting facilities, strong market reputation, extensive industry experience, and well-established security and emergency response measures. • Ensure necessary backup management for data and services.

Risk Type	Category	Impact on Weimob	Impact on the Value Chain	Time Horizon	Response Measures
Tropical Cyclones	Acute	• Tropical cyclones may bring strong winds and heavy rain, damaging Weimob buildings and facilities and causing business interruptions. • Tropical cyclones may disrupt transportation, affect employees' normal commuting, and undermine the stability of freight transportation and the supply chain, resulting in logistics delays. • Heavy rain and strong winds may damage data centers and IT facilities, affecting data security and service stability, especially in the event of sudden power outages or equipment failures.	Extreme heat and tropical cyclones may affect the quality of services that Weimob provides to customers, especially businesses reliant on data centers and cloud services. Technical failures or service interruptions may negatively affect customer experience and, in turn, harm brand reputation.	Short to Medium Term	• Enhance the wind resilience of office buildings and other facilities, formulate necessary emergency measures, and conduct regular maintenance to ensure that tropical cyclones do not cause material operational losses. • Purchase asset insurance for infrastructure in regions severely affected by tropical cyclones to prevent cyclone-related asset losses. • Provide remote working options for employees during high-risk periods.
Water Scarcity and Drought	Chronic	• If the data centers of upstream partners and cloud service providers are located in water-scarce regions, their operating efficiency may be affected or costs may rise, resulting in additional pass-through costs for Weimob.	Water scarcity may affect the infrastructure operations of certain service providers. Data centers rely on cooling systems to keep equipment stable, and drought and water scarcity may increase the operating cost of these systems or reduce their efficiency.	Medium to Long Term	• Take service providers' climate resilience into account during supplier selection.
Changes in Average Temperature	Chronic	• As temperatures rise, air-conditioning use will increase, driving up Weimob's energy consumption and further raising operating costs. • Rising average temperatures may make the working environment hotter, especially in summer, potentially affecting employee comfort and productivity. Prolonged exposure to excessively high temperatures may reduce work efficiency and lead to more health problems.	/	Medium to Long Term	• Strengthen internal energy-use monitoring and management to ensure high energy efficiency in operations. • Weimob is strengthening its own influence in advancing sustainable development, energy conservation, and emissions reduction, helping the value chain prepare earlier for climate change.
Transition Risk					
Energy Efficiency-related Regulatory Requirements	Policy and Regulatory	• Further investment in energy conservation and efficiency improvement may increase spending on related facilities, equipment, and management.	Upstream suppliers, especially cloud service providers, may increase investment in environmental facilities or raise operating costs in order to meet energy efficiency requirements, and these costs may be passed on to Weimob.	Medium Term	• Increase related budgets. • Improve policy formulation, introduce incentive and accountability measures, and strengthen communication on energy-saving awareness.
Regulatory Requirements for Climate Risk Disclosure	Policy and Regulatory	• Regulatory authorities, investors, customers, and consumers are imposing increasingly stringent requirements on climate risk disclosure and low-carbon products. Non-compliant disclosures and inadequate climate performance may damage reputation, depress the share price, and create financing obstacles, thereby posing risks to operations and revenue.	/	Short Term	• Enhance climate disclosure compliance and establish an ESG data management system.
Electricity Price Volatility Related to the Transition to a Carbon-neutral Society	Market	• Electricity prices may rise, and power costs may increase, due to climate change and the energy transition.	/	Medium Term	• Sign long-term power purchase agreements with green electricity suppliers to ensure supply stability and price predictability.
Unable to Meet Investor and Stakeholder Expectations	Reputation	• Failure to respond effectively to investor and stakeholder expectations regarding climate risk disclosure and response may undermine confidence in the Company's future development, directly affecting the share price, cost of capital, and Weimob's ability to attract new investment.	Customers may choose service providers that better align with their sustainability requirements, thereby affecting Weimob's market share.	Medium to Long Term	• Actively respond to stakeholder expectations on climate-related issues. • Strengthen ESG rating management and improve relevant certifications.

Opportunity

Opportunity Type	Category	Impact on Weimob	Time Horizon	Response Measures
Opportunity				
Market Opportunities for Low-carbon Products and Rising Demand for Efficiency and Emissions Reduction	Products and Services	• Digital transformation, as an important pathway to green and low-carbon transition, helps the Company achieve its sustainability objectives. By providing clients with more solutions for energy saving and efficiency improvement, it may increase demand for products and services and promote revenue growth.	Medium Term	• Continue to optimize products to support low-carbon digital transformation, improve operating efficiency, and help enterprises reduce operational carbon emissions.
Supportive Policies on Carbon Neutrality, Clean Energy, and Environmental Subsidies	Market	• By continuing to deepen services and expand further into industries, the Company may provide diversified products and services that meet consumer expectations for climate action, helping to strengthen customer stickiness, enter new markets, and increase revenue.	Medium Term	• Monitor policy developments, deepen peer and cross-industry exchanges, and identify opportunities for new products and services based on the Company's existing strengths.
Use of Low-carbon Energy and Green Electricity Procurement	Energy Source	• This can support the Company's green operations and carbon neutrality goals, enhance resilience to climate risks, reduce potential supply chain management requirements from overseas or major clients, improve corporate reputation, and potentially increase customer acquisition opportunities.	Medium Term	• Weimob continues to update its energy-saving and emissions-reduction measures to reduce carbon emissions and energy consumption.

Note: The Company has not yet formulated a climate-related transition plan covering its overall business. We are continuing to identify and assess climate-related risks and opportunities and will prudently evaluate the feasibility of developing such a plan once the relevant groundwork is sufficiently mature.

Risk Management

We incorporate climate change and other ESG-related risks into our overall risk management system and, in line with business development plans, continuously identify and assess the potential impacts of physical risks, transition risks, and market opportunities on our operations. Climate and ESG risks are embedded in the Company's existing risk management framework to ensure timely identification, effective control, and ongoing monitoring.

Each business and functional department identifies internal and external risks relevant to the Company based on the external policy environment, industry trends, and internal operating conditions, including but not limited to regulatory changes, carbon market developments, supply chain fluctuations, technology iteration risks, and changes in market demand. Identified risks are categorized and assessed in terms of likelihood and potential impact, and the resulting risk list and assessment findings serve as the basis for subsequent management decisions.

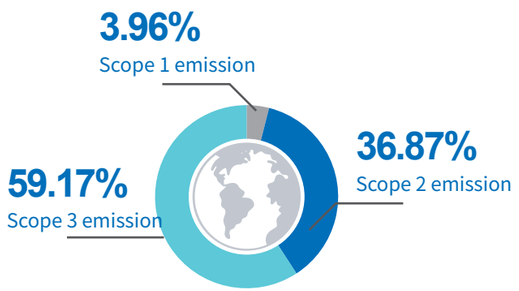
Based on risk assessment results, the Company develops corresponding response measures, including strengthening supply chain management, improving compliance mechanisms, and enhancing disclosure transparency. For material risks, we activate dedicated management mechanisms, regularly review changes in risk exposure and the effectiveness of response measures, assess operating resilience under different market and climate scenarios, and adjust our strategies in a timely manner.

Risk assessment and response matters are consolidated and reviewed by the Compliance Committee and reported to the Board. The Board oversees the overall risk profile, approves major risk response strategies and resource allocation arrangements, and ensures that risk management remains aligned with the Company's development strategy so as to safeguard the long-term interests of the Company and its stakeholders.



Metrics and Targets

Greenhouse Gas Emissions



▲ Composition of the GHG Emission by Scope in 2025 at Weimob

In accordance with the GHG Protocol Corporate Accounting and Reporting Standard and ISO 14064, we calculated greenhouse gas emissions for the reporting period.

In 2025, Weimob's total Scope 1, 2, and 3 greenhouse gas emissions

3,210.55 tonnes of carbon dioxide equivalent

of which **3.96%** came from Scope 1

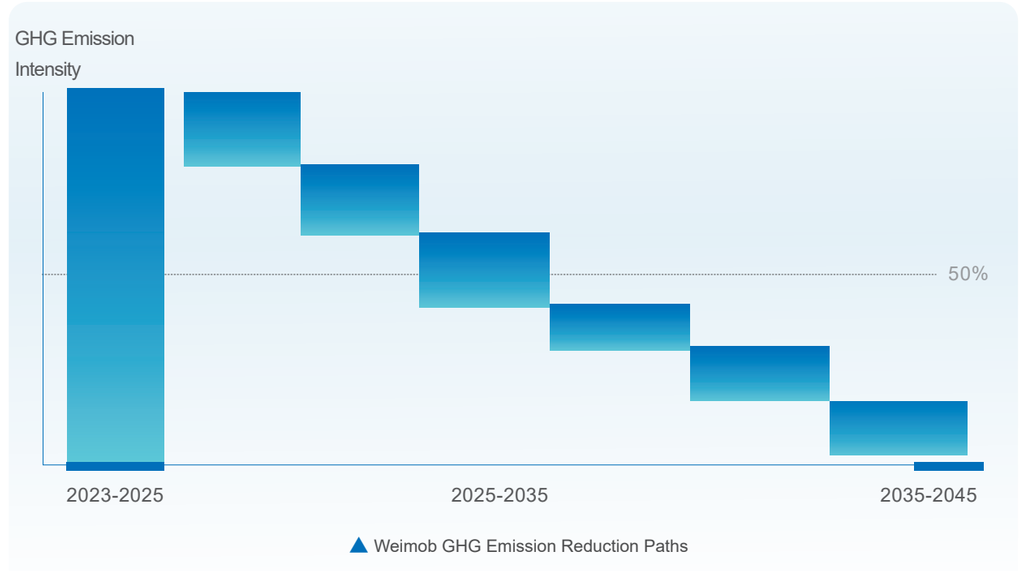
36.87% from Scope 2

59.17% from Scope 3

During the reporting period, our Scope 1 and Scope 2 emissions decreased by **17.84%** compared with 2024.

Near-zero Emissions Targets and Plans

We are committed to reducing emissions by **50%** by 2035 and achieving carbon neutrality by 2045. Around these targets, we will continue to reduce energy and resource use through practical actions, honor our green commitments, and contribute to environmental protection.



▲ Weimob GHG Emission Reduction Paths

Note: The Company currently does not apply internal carbon pricing in investment decisions, transfer pricing, or scenario analysis, nor has it set a per-tonne price for greenhouse gas emissions. Climate-related factors are also not yet incorporated into the current remuneration policy, and the performance assessment of senior management and other employees is not linked to emission reduction targets or other climate-related indicators. Going forward, the Company will continue to prudently assess the feasibility and applicability of introducing internal carbon pricing and incorporating climate-related factors into remuneration policies.

Green and Low-carbon Operations

We strictly comply with environmental laws and regulations including the *Environmental Protection Law* of the People's Republic of China and the Energy Conservation Law of the People's Republic of China. In response to national energy-saving and emissions-reduction policies, we uphold green and low-carbon operations in our daily business and have formulated the Weimob Group Environmental Protection and Energy Conservation Management System to continuously improve environmental management and resource efficiency.

Green Office

The Group is committed to improving operational efficiency for both itself and its customers through digital and intelligent technologies, thereby reducing resource and energy consumption in business operations. We continue to optimize internal products and technologies, improve R&D and delivery efficiency, and enhance server utilization. We also introduce AI tools into daily operations and service processes to raise service efficiency and indirectly reduce the energy consumed per unit of business activity.

Energy efficiency management

We promote energy-saving lighting and equipment management, prioritize LED and other energy-efficient lighting, reasonably control air-conditioning temperatures and operating hours, and strictly implement shutdown and maintenance measures for electrical equipment. Together with digital energy-efficiency tools, these measures strengthen energy monitoring and analysis, improve efficiency, and reduce consumption.

Water conservation management

We promote refined water management, optimize flushing and irrigation methods, strengthen equipment maintenance and inspection, and raise water-saving awareness. We have also introduced rainwater recycling measures to improve circular water-use efficiency and reduce water waste and pollution.



Waste reduction

We promote digital office practices, reduce the use of paper and disposable items, improve resource recycling and reuse, and encourage the use of recyclable products to reduce waste generation.

Green office

We promote green meetings and low-carbon travel, improve workplace maintenance, enhance air quality and health standards, and create a sustainable working environment. Through the human resources e-signature system (EHR system), we continue to advance digital and paperless operations.

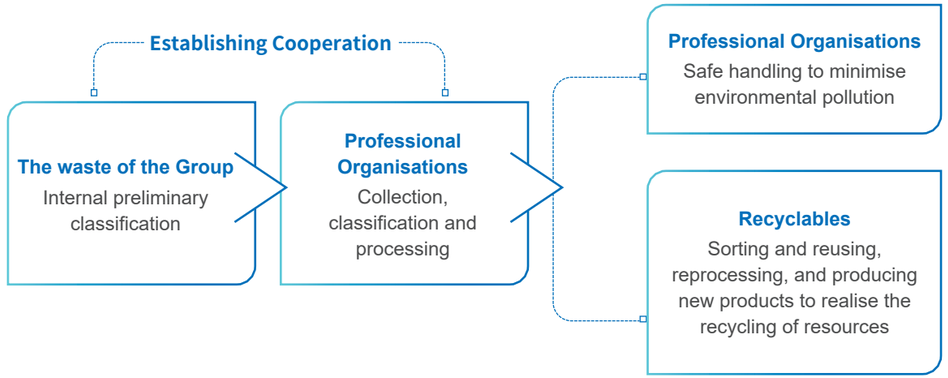
Case: Issued the Low-carbon and Energy-saving Office Management Provisions

We issued the Low-carbon and Energy-saving Office Management Provisions, clarifying seasonal air-conditioning standards and operating hours and advocating daily practices such as energy-saving electricity use, water conservation, and waste sorting. By combining policy requirements with employee initiatives, we continue to enhance office energy efficiency management and foster a low-carbon, healthy, and efficient working environment.



Waste Management

In accordance with the Waste Management Procedure, we effectively manage pollutant and waste discharges. Waste is collected on a regular basis and sorted by category. We also focus on resource recycling and reuse, ensuring that recyclable waste is recovered and reused where appropriate. Waste is identified in line with the *National Catalogue of Hazardous Wastes*, and any hazardous waste generated is handled by qualified hazardous waste treatment facilities.



▲ Weimob's Waste Management Process

During the reporting period, the Company's operations did not involve the discharge of hazardous wastes such as petroleum products, chemical waste, or hazardous chemicals as defined by national regulations, and no waste electronic equipment was generated. Our waste mainly comprised domestic waste together with a small amount of discarded toner cartridges and ink cartridges, all of which were handled by qualified professional third-party agencies to ensure safe and compliant disposal.

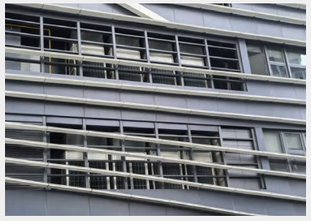


Green Building

During the reporting period, the new Weimob Headquarters officially came into operation. As an ultra-low-energy building, it received recognition at the 10th National Conference on Near-zero Energy and Zero-carbon Buildings, organized by the Ultra-low Energy Building Branch of the China Association of Building Energy Efficiency, and was selected as a "Low-carbon Building" demonstration project under the national key R&D program on zero-carbon buildings during the 14th Five-Year Plan, making it one of only two such recognized projects in Shanghai.

2025

As of the end of the reporting period, the building had installed a solar photovoltaic system with a capacity of **75.44**kWp and continued to optimize energy-use efficiency through energy-saving design and a smart energy management system. Benefiting from the implementation of these energy-saving measures, the building's Scope 2 greenhouse gas emissions during the reporting period were **892.99** tonnes, a decrease of **324.59** tonnes from 2024, representing a decline of approximately **26.66%**. These measures effectively improved energy-use efficiency and continuously optimized the building's energy-use profile.



▲ Outdoor Layout of Multi-split Air Conditioning Units



▲ Site Photo



▲ Solar Photovoltaic Power Generation

Case: Real-time Energy Consumption Monitoring

The new Weimob Headquarters has a total gross floor area of **61,206** square meters. During its design and construction, passive and active energy-saving approaches were adopted in combination. By improving envelope performance, enhancing the energy efficiency of mechanical and electrical systems, appropriately selecting energy-efficient equipment, and implementing energy consumption monitoring, the building met the relevant indicators for ultra-low-energy buildings and effectively reduced energy consumption and carbon emissions during operations.

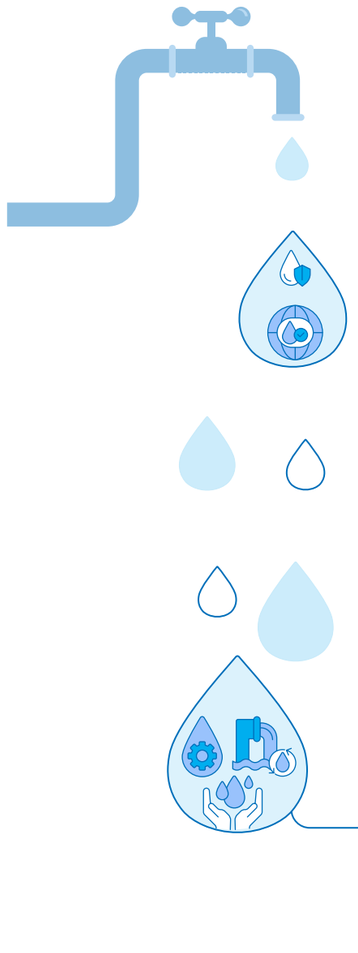
As an intelligent headquarters integrating office, R&D, and display functions, the building applies multiple low-carbon technologies, including passive design, a highly efficient all-electric mechanical and electrical system, and solar photovoltaic generation. These integrated measures improve energy efficiency, reduce operational carbon emissions, and deliver performance beyond the national building energy-saving standard of "50% energy saving."

Case: Real-time Energy Consumption Monitoring





Water Resource Management



We incorporate water conservation into daily operating requirements and continue to improve water-use efficiency through a combination of institutional management and employee advocacy, reducing unnecessary waste in office and operational processes. Daily water use mainly relates to domestic use in office premises and building operations and does not involve water-intensive processes or industrial water use.

In terms of management measures, we implement water-saving requirements in daily operations by improving water use policies, strengthening equipment inspection and maintenance, and guiding employees to develop water-saving habits. At the same time, we continue to monitor water-use patterns and trends in light of actual building operations to support the further optimization of management measures.

Indicator	Unit	2023	2024	2025
Total water consumption	tonnes	32,246.08	20,392.34	8,748.98
Water consumption intensity	tonnes / person	11.31	5.72	2.43

Case: Rainwater Recycling

During the reporting period, we introduced a rainwater collection and reuse mechanism in building operations. Collected rainwater is used for landscaping irrigation and other non-potable purposes. On the basis of safe use, this reduces dependence on municipal tap water, further improves our circular use of water resources, and to a certain extent lowers water consumption in building operations.

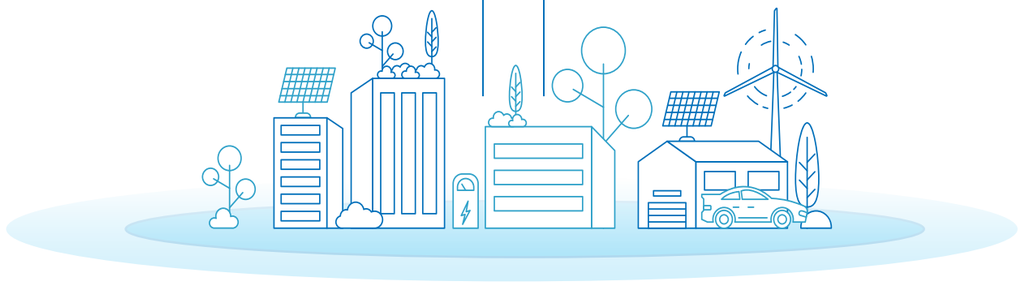




Green Procurement

We uphold green procurement principles and incorporate factors such as energy efficiency, the environmental performance and reusability of materials, the use of clean energy, and water consumption into procurement decisions. We give priority to energy-saving, water-saving, and material-saving products, prioritize products listed in government energy-saving catalogues, and prohibit the procurement of high-energy-consuming products that have been officially phased out by the State.

We also pay close attention to suppliers' performance in environmental management and resource use and include environmental performance in supplier admission and evaluation. During cooperation, we conduct regular supplier assessments, put forward rectification recommendations for suppliers that fall short, and provide necessary support, encouraging suppliers to improve resource efficiency and environmental management and jointly advance green and low-carbon practices across the supply chain.



Digital Intelligence for Low-carbon Development

AI Agent product matrix

The integration of digital-intelligence transformation and green transformation has become an important pathway to sustainable development. We have built four AI pillars — AI+SaaS, AI+Marketing, To B, and To C — and developed a comprehensive AI Agent product matrix to provide effective solutions for the intelligent transformation of both enterprises and individuals.

Digital and Intelligent Transformation in Real-world Business Operations

Weimob continues to deepen the integration of digital-intelligence capabilities with real business scenarios. Through integrated operating systems, we optimize resource allocation, reduce duplicate investment and operational redundancy, and help enterprises improve efficiency while lowering energy and resource consumption, thereby supporting low-carbon and sustainable business models. In retail and enterprise services, our SaaS systems integrate store operations, inventory management, sales channels, and member operations, reducing data fragmentation and repetitive manual work from parallel systems; support precise marketing and customer operations through data analysis to reduce ineffective spending; and improve inventory turnover and fulfillment efficiency through digital tools, indirectly reducing resource use in logistics and warehousing.

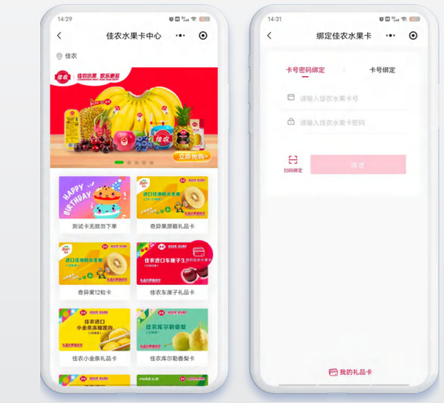
Case: Smart Store Solution

During the reporting period, Weimob launched a Smart Store solution for small and medium-sized retailers with limited digital-intelligence foundations and investment capacity. The solution provides an integrated operating system covering POS checkout, inventory management, multi-channel sales, and store operations, helping merchants achieve online-offline integration. By consolidating store operating links through a unified system, it improves coordination efficiency, reduces data fragmentation and repetitive manual work, and, with real-time inventory management and digital store tools, improves inventory turnover and reduces resource consumption.



Case: Digital Application of Gift Cards in the Fruit Industry

Weimob partnered with Goodfarmer Foods Holding (Group) Co., Ltd. to advance digital applications in smart retail and gift-card scenarios, shifting gift-giving in the fruit industry from traditional offline procurement and centralized delivery to a digital gift-service model. By developing a gift mini-program platform and gift-card system, the parties digitized the procurement, distribution, and redemption process for gifts, improving fulfillment flexibility and delivery efficiency while reducing unnecessary logistics and material consumption.



Biodiversity Protection

Weimob Group regards sustainability as one of its core strategies and actively responds to global biodiversity protection initiatives in the area of environmental responsibility. In our operations, we strictly comply with laws and regulations including the *Environmental Protection Law* of the People's Republic of China and the Wildlife Protection Law of the People's Republic of China. Through green and low-carbon operations, proactive climate action, support for enterprise digital transformation, and collaboration with value chain partners, we seek to minimize our environmental impact, protect the ecological environment, and fulfill our responsibility for biodiversity conservation.





04 Building a Better Future with Our People

- Talent Attraction and Retention
- Talent Development and Cultivation
- Employee Welfare and Care
- Diversity, Equity, and Inclusion

Weimob Group upholds lawful, compliant, fair, and voluntary employment practices and fully recognizes the importance of talent to long-term sustainable development. We strictly comply with the Labor Law, Labor Contract Law, Social Insurance Law, and other relevant laws and regulations of the People's Republic of China, and continue to review and improve our internal human resources management system. During the reporting period, we formulated and implemented the Employee Handbook and Recruitment Management Policy, while optimizing employee welfare and career development support policies to effectively safeguard employees' legitimate rights and wellbeing.

Talent Attraction and Retention

Compliant Employment

Lawful Employment

We strictly comply with laws and regulations including the *Law of the People's Republic of China on Protection of Minors* and the Provisions on the Prohibition of Child Labor. We apply strict controls during recruitment and onboarding reviews to prevent child labor and any other unlawful employment practices. We have established response, investigation, and handling mechanisms for relevant risks to ensure that issues are identified promptly, properly addressed, and continuously improved, thereby preventing management gaps.

Equal Recruitment

We have formulated and implemented policies including the Recruitment Management Policy to continuously promote open, fair, and compliant recruitment and to ensure that no unequal treatment arises in recruitment on the basis of age, gender, or other factors. We have established standardized recruitment and appointment procedures and consistently follow the principles of "open recruitment, fair competition, merit-based selection, and internal priority," ensuring that all qualified candidates have fair access to interview and selection opportunities.

During the reporting period, the Group did **not** experience any material labor disputes arising from violations of laws or regulations, and no forced labor cases were identified.

Talent Attraction

Our talent acquisition work is closely aligned with the Company's key-account strategy and international development direction. We continue to strengthen the recruitment and development of key operational and professional talent, optimize our talent structure, and build a high-quality team with strong capabilities and sustainable growth potential. Based on business plans and operational needs, the Company sources and selects talent for long-term development through diversified channels, including recruitment platforms, integrated websites, the Company website, community partnerships, internal referrals, and targeted talent recruitment.

2025

Job openings **223**	New hires **1,406**
Fresh graduates **74**	Flexible work positions **5**

Case: Employee Recruitment Activity







Talent Incentives

We have built a compensation system led by performance assessment and guided by the principles of comprehensive performance, fairness, and two-tier review. Performance results are closely linked to compensation incentives, employee development, and resource allocation, encouraging employees to continuously enhance their capabilities and value creation. We updated the Weimob Group Performance Management Policy to further strengthen end-to-end performance management and standardize the application of performance tools and evaluation rules. During the reporting period, we carried out performance assessments under this policy, covering all employees including those in probation, and supported capability enhancement and performance improvement through diversified approaches such as 360° evaluation.

Comprehensive Performance	Principle	We achieve comprehensive performance management through a continuous closed-loop process covering goal setting, performance coaching and communication, job performance review and comprehensive assessment, application of performance results, and ongoing improvement.
Fairness and Impartiality	Principle	The performance management process shall be fair and impartial.
Two-tier Review	Principle	Employee performance is assessed or evaluated by the direct supervisor and becomes effective only after at least one higher-level review.



We combine job performance reviews with comprehensive assessments and support employee capability enhancement and performance improvement through regular performance evaluation and feedback. We require supervisors to communicate performance results, underlying reasons, development suggestions, and improvement recommendations to employees in appropriate ways so as to enhance the transparency of performance management.

	Job Performance Review	Comprehensive Rating
Assessment Cycle	Monthly, bi-monthly, and quarterly	Semi-annual
Covered Employees	All employees	All non-S-series employees
Application Scenario	Focuses on individual work performance	Job performance review, overall ranking and cultural alignment
Use of Results	Job fit assessment	Employee development, incentives, and resource allocation

To motivate employees and encourage creativity, strengthen corporate cohesion, and support sustainable and healthy development, we have formulated an equity incentive scheme in accordance with relevant laws and regulations and in light of actual circumstances. The scheme rewards outstanding employees who meet specified criteria so that employees and the Company can grow together and share development results.

2025

Male employee turnover rate decreased by **8.04%** ↓ year-on-year

Female employee turnover rate decreased by **2.98%** ↓ year-on-year

Case: Performance Review Platform

We continue to improve performance communication and feedback mechanisms and enhance the transparency of performance management. Employees can review their historical performance results through the internal system.



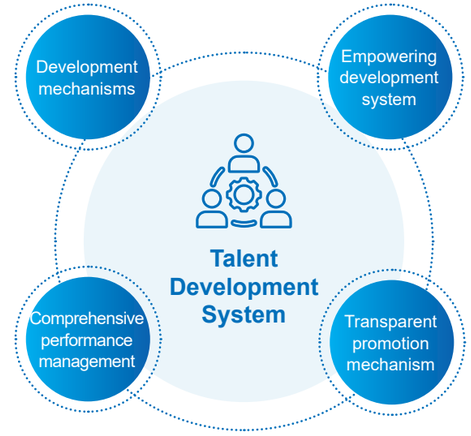
Talent Development and Cultivation

Talent Development

Our Philosophy

We continue to refine our talent development and capability-building system and strengthen employees' professional and overall capabilities through diversified training programmes. At the same time, we maintain a dual-track advancement mechanism with both management and professional pathways, providing employees with clear career development routes and growth platforms that support long-term development.





Talent Pipeline Development

To support Weimob's major-account and international development strategy, we have established a systematic talent pipeline mechanism and succession plans for key positions, strengthening reserves of core management talent and supporting the organization's long-term and steady development.

Conduct regular talent reviews to identify and develop high-potential talent and strengthen the internal talent reserve.

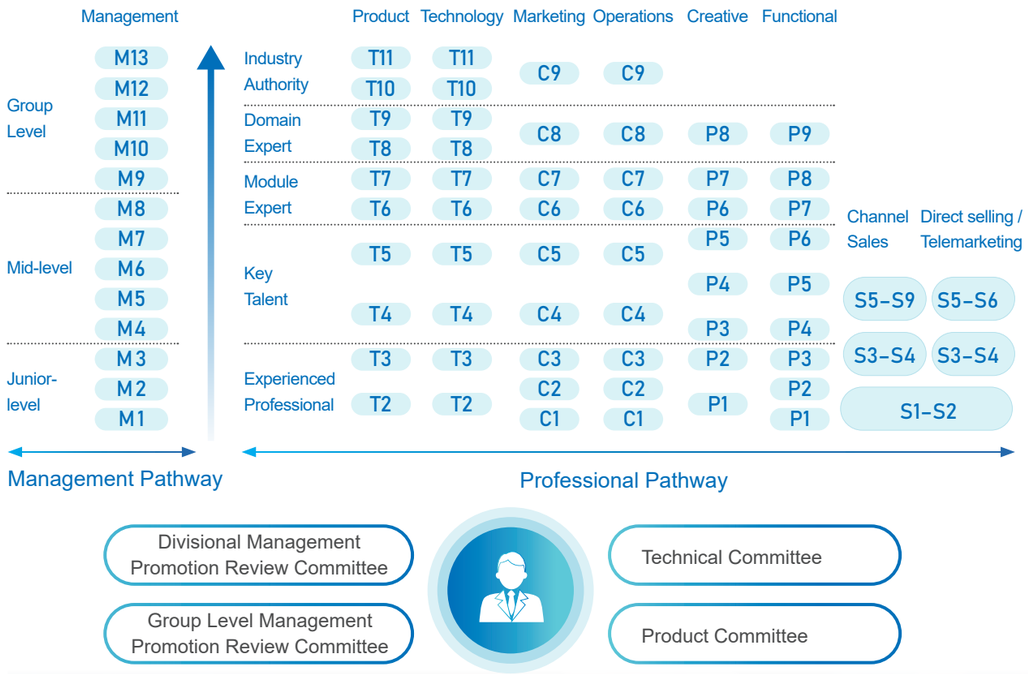
Dynamically assess the structure and capability level of the talent pipeline and benchmark against external best practices.

Carry out forward-looking planning based on business needs to ensure succession arrangements remain aligned with organizational strategy.

Career Development Pathways

We have established a dual-track development model with parallel management and professional pathways, providing employees with diversified career routes and enabling them to fully leverage their strengths and potential. Through a systematic promotion assessment mechanism that considers employees' individual strengths, development aspirations, and the Company's talent development plans, we help employees clarify their career direction and advance both personal and organizational growth in a coordinated manner.

We continue to optimize our job level and grade system, further broadening promotion channels and growth space. Supported by the Performance Management Requirements, we also refine the talent management mechanisms for selecting, developing, deploying, and retaining talent, thereby improving the overall effectiveness of talent selection, development, and retention.

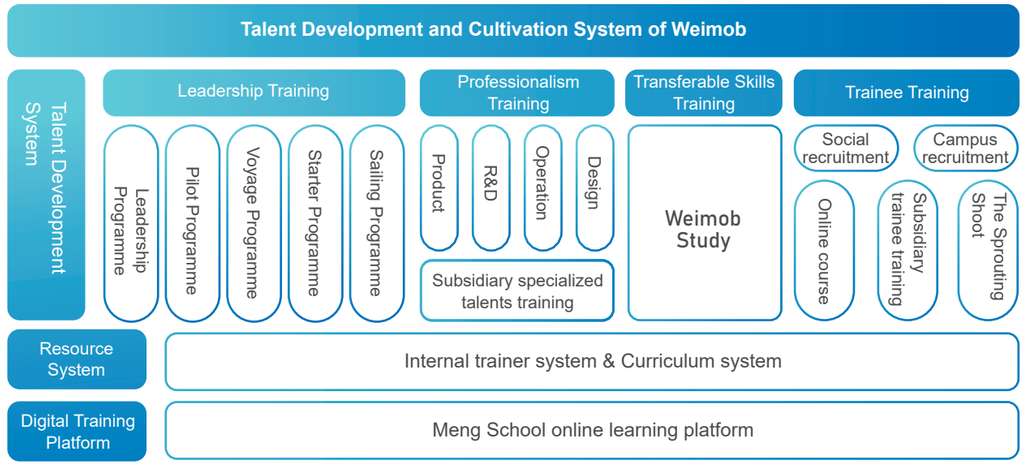


▲ Weimob Dual-channel Development Model



Talent Training

Weimob Group regards talent as its most valuable resource. In talent development, we adopt a forward-looking and disciplined approach and enhance the team's professional capabilities and overall competence through regular training and continuous learning. We continue to optimize a blended online-offline training system and provide layered, categorized, and diversified learning and growth support for all employees based on different roles, levels, and business needs.



▲ Talent development and cultivation system of Weimob

We have issued a Training Management Policy, which requires training to align with the Company's development needs and employees' diverse learning needs, and calls for content-rich and flexible programmes to improve relevance and effectiveness. Each session is followed by a summary and effectiveness evaluation so as to continuously optimize training quality. The policy also standardizes training discipline and leave management to ensure orderly and efficient implementation.

2025

Total training sessions
307

Training coverage
93%

Average training hours per employee
11.9 / hours

Leveraging the "Meng School" online learning platform, we have built a digital talent development system focused on key talent cultivation and learning-map development, providing employees with personalized and systematic learning solutions that support capability enhancement and career development. During the reporting period, we further optimized the course system and learning-map application on Meng School, establishing layered training modules covering new-employee integration, professional capability improvement, leadership development, and general competency building so as to continuously improve the precision and effectiveness of training resource allocation.

Competency modeling

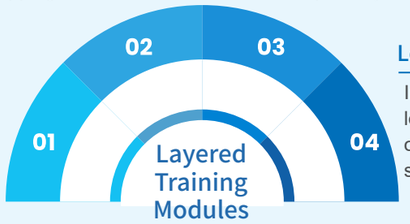
Build role-based competency models covering knowledge, skills, and attitudes based on the job-mapping results.

Learning pathway design

Design role-based learning pathways, including learning themes, resources, and learning methods, according to the competency models.

Job mapping

Review internal job structures and responsibilities to clarify the core tasks and capability requirements of each position.



Learning resource integration

Integrate internal and external learning resources, including online courses and offline sharing sessions registered online.

Case: Management Training — Voyage Programme

To accelerate the transition of key business staff into managers and enhance team management and target achievement capabilities, Weimob launched the "Voyage Programme" frontline manager empowerment camp during the reporting period. The curriculum focused on role awareness, situational leadership, problem analysis and solving, and practical target management, combining classroom instruction with applied exercises to help participants upgrade from "executors" to "managers".

A total of 8 instructors delivered the programme over 2 sessions, with a total duration of 2 days.



Case: New Hire Training — New Start Programme



To help new employees integrate quickly into the organization and master core business knowledge, we organized new-hire training through the Meng School online learning platform, covering corporate culture, institutional requirements, and product overviews.

The programme included 6 courses, 1 assessment, and a training period of 7 days.

Employee Welfare and Care

Protection of Employee Rights and Interests

Weimob Group has always regarded employee care as a core part of its corporate culture and integrates it into both corporate culture and day-to-day management. We are committed to creating a safe, healthy, and supportive working environment and, on the basis of strictly safeguarding employees' fundamental rights in accordance with law, pay close attention to work-life balance. From health protection, leave management, and workplace environment to cultural life, we have established a diversified employee care system that provides warmer and more sustainable workplace support.

We value employees' physical and mental wellbeing and career development needs, continuously improve employee benefits and the working environment, encourage healthy and positive lifestyles, and foster an open, inclusive, and vibrant workplace atmosphere. In doing so, we continually enhance employees' sense of belonging, wellbeing, and satisfaction and support employees and the Company in growing together.

Health protection

- Statutory social insurance and housing fund;
- medical insurance;
- employer liability insurance;
- annual physical examination leave

Leave management

- Statutory holidays, annual leave, marriage leave, paternity leave and other standard leave arrangements;
- paid sick leave, welfare leave, and family-related leave;
- support for flexible working hours

Working Environment

- Nursing room, gym, table tennis room, yoga room;
- accessibility signage and facilities; self-service café and lounge;
- complimentary afternoon tea

Cultural Life

- Holiday-themed activities and team building;
- employee clubs and networking events;
- interest-based classes

2025

Social insurance contribution rate for all formal employees	Housing fund contribution rate	Coverage of medical insurance and employer liability insurance
100%	**100%**	**30.9%**



▲ Yoga Room



▲ Gym



▲ Employee Canteen



▲ Table Tennis Room



▲ Accessible Parking Space



▲ Accessible Elevator

Case: Holiday Benefits





Case: Halloween Activity

Weimob organized a Halloween-themed employee care activity featuring creative festive afternoon tea and engaging offline interaction, further enriching employees' cultural life, enhancing workplace happiness, and strengthening a vibrant employer brand.





Case: Teachers' Day Activity

During Teachers' Day, Weimob launched the "Seeking the Light" themed activity, encouraging employees to express appreciation to one another and share cross-functional experience. The activity helped build a mutually supportive workplace community, promote internal knowledge sharing, and enhance employees' sense of belonging.







We highly respect employees' rights to political participation and freedom of association. In accordance with law, Weimob Group has established a labor union to help employees safeguard their legitimate rights and protect their lawful interests in labor conditions, compensation, and other areas. The union assists in handling labor disputes, participates in democratic corporate management, and offers comments and suggestions on major company matters to ensure that employee voices are fully respected and responded to. The union also visits employees who are hospitalized due to illness and provides appropriate care allowances and support, conveying the Company's care and support.

2025

As of the end of the reporting period

the labor union had members

1,588

Employee Health and Safety

Caring for Employees' Physical and Mental Health

We tailor annual medical examination items according to different types of work and invite general practitioners to provide professional analysis of examination results and one-to-one health consultation, supporting employees' physical and mental health management. We operate a 24-hour gym to encourage employees to arrange exercise at suitable times and promote healthy lifestyles. We continue to uphold a caring management philosophy in safeguarding employees' physical and mental wellbeing.

Case

In December 2025, we organized annual physical examinations for all formal employees, with an employee examination coverage rate of **100%**.



Protecting Occupational Health and Safety

In terms of workplace safety management and employee life-safety care, we have formed a volunteer fire response team composed of employee volunteers. The team is responsible for daily fire safety inspections, safety communication, internal training, and drills, and receives regular theoretical and practical training to enhance professional capability. In addition, we engage third-party professional institutions twice a year to maintain fire safety equipment and facilities, continuously improving workplace safety safeguards, strengthening employees' safety awareness, and providing a stable and reliable safety foundation for operations and work.

The Group recorded **no** work-related fatalities in the past three years.

Diversity, Equity, and Inclusion

Guided by our corporate culture of "simplicity, freedom, and equality," we are committed to creating a diverse and inclusive working environment and welcome talent from different backgrounds to join the Company.

We provide employees with equal career development opportunities, strictly implement the principle of equal pay for equal work, ensure fair and non-discriminatory treatment in compensation, benefits, and development opportunities, and prohibit all forms of employment discrimination.

We also actively fulfil corporate social responsibility by paying attention to the employment needs of different groups, providing equal employment opportunities for special groups, and continuously promoting a diverse and inclusive workplace that supports the common development of the Company and society.

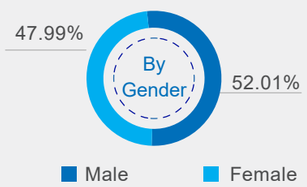
2025

Total employees	Employees with disabilities	Proportion of employees with disabilities
3,607	**21**	**0.58%**

Care for Female Employees

As a technology company, we highly value the important role of women in corporate operations and management. As of the end of the reporting period, we had **1,731** female employees, representing **47.99%** of the workforce.

We continue to support the growth and career development of female employees, provide equal promotion opportunities and workplace support, and advance a diverse and inclusive organizational culture.



To support female employees, we have established a women's federation composed of female employee representatives, providing a dedicated support platform and organizing regular care initiatives. We continue to pay attention to female employees' mental health by organizing mental wellness seminars and offering support and care relating to work and life stress management, thereby creating a more inclusive and supportive workplace. During the reporting period, we organized themed activities for Women's Day and the Lantern Festival, creating a space for female employees to express themselves and energize one another.

Case: Lantern Festival Activity





Case: Women's Day Special Activity

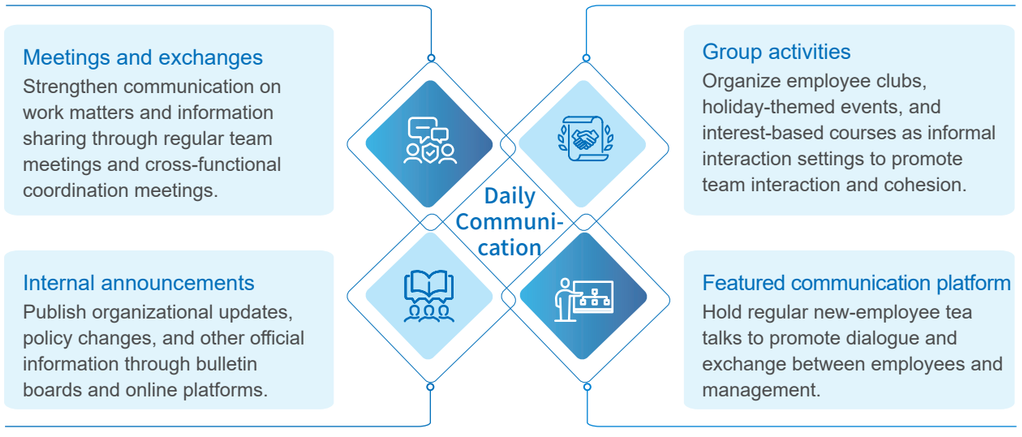
On March 7, Weimob organized a Women's Day special event under the theme "RISE UP", centered on two modules—"Springtime Emotional Energy" and "Seeing Yourself". Through activities such as sandtray healing games and flower-arrangement handcraft sessions, the event focused on female employees' physical and mental wellbeing and personal growth and encouraged women to embrace self-acceptance and realize their value across multiple roles.





Transparent Communication Channels

We value and protect employees' satisfaction, engagement, and wellbeing and respect and encourage their freedom to express opinions and suggestions. We actively foster an open and transparent communication environment to ensure that employees fully understand the Company's development direction, policy changes, and day-to-day operations, thereby enhancing cohesion and trust among employees, maintaining a harmonious working atmosphere, and further promoting the common growth of our company and its employees.



Grievance and Feedback

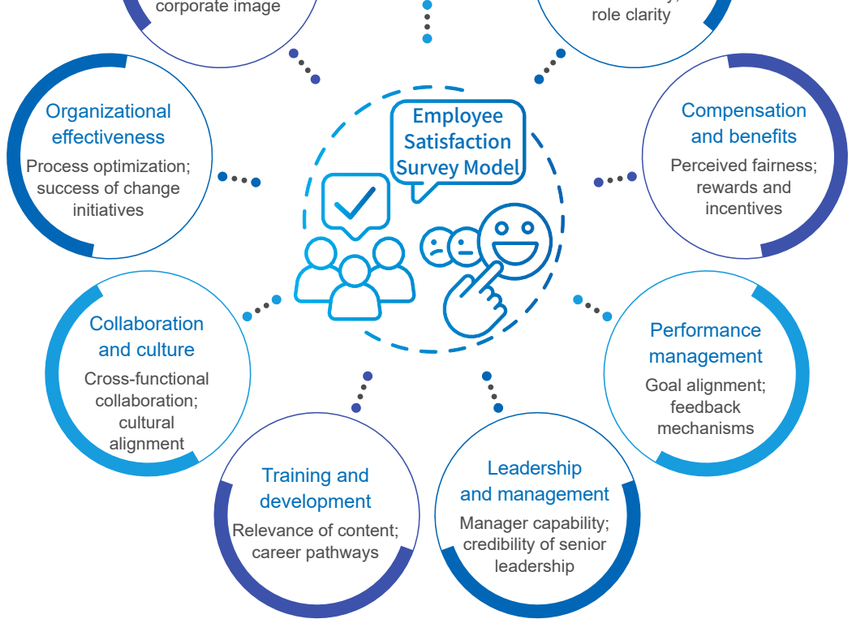
To ensure employees' legitimate rights and interests are effectively protected, we have established a practical tiered communication mechanism for employee grievances and feedback. Employees may report work-related issues directly to their supervisors or department heads, or raise grievances and other feedback with human resources business partners.

Employee Satisfaction

Each year, we conduct an employee satisfaction survey covering all formal employees to gain a comprehensive understanding of employees' views and expectations on key topics such as organizational culture, leadership effectiveness, performance management, working environment, compensation and benefits, and development and training. The survey is conducted anonymously and in strict accordance with data protection principles, ensuring that employees can express their views authentically in a safe and confidential environment. We systematically analyze the results by department and employee group, identify the core drivers affecting satisfaction, extract management priorities for improvement, and formulate corresponding measures to continuously enhance employee satisfaction and organizational cohesion.

2025

In 2025, the employee satisfaction survey covered all employees and collected a total of **2,360** specific suggestions.





05 Advancing Shared Prosperity

- Promoting Industry Development
- Advancing Public Welfare
- Advancing All-round Development through Party Building

Advancing Shared Prosperity

Promoting Industry Development

We place great importance on coordinated industry development. Through industry exchange, knowledge sharing, and joint standard-setting, we promote the flow of industry resources and the accumulation of experience and support the continuous improvement of the industrial ecosystem. Drawing on our practices in digital marketing and AI applications, we actively participate in industry exchange and ecosystem building, and work with partners to explore standards and best practices, helping stakeholders across the value chain enhance innovation capability and governance standards and promoting higher-quality and more sustainable industry development.

Case

Weimob held Weimob Day City Summits in Shanghai, Beijing, Hangzhou, Guangzhou, Shenzhen, and other cities. Centered on the theme of "AI + Omnichannel Operations," the events brought together Tencent Smart Retail and multiple companies across the industry to explore pathways for the digital and intelligent transformation of retail companies and to promote industry exchange and coordinated ecosystem development.



Case



Weimob released the 2025 White Paper on Digitalization in the Pet Industry. Based on industry data and brand practice cases, the report analyzes market trends and digital operating models in the pet food and pet supplies sector and helps pet brands improve operating efficiency and user management capability.

Advancing Public Welfare

Weimob Group actively fulfils its corporate social responsibility and continues to give back to society through public welfare initiatives. We participate in public welfare through various means such as material donations, public-interest technology support, and volunteer services. We have donated supplies to regions including Tibet, Xinjiang, and Qinghai and assisted the Shanghai Charity Foundation in developing a donation mini-program to help disadvantaged groups improve their lives and realize their aspirations.

During the reporting period, the youth team of the Weimob Youth Public Welfare Association in Baoshan District, Shanghai, was awarded the title of Shanghai “March 8th Red-Banner Collective” for 2022–2024.


荣誉证书

上海市宝山区微盟青年公益社团青年团队

荣获2022—2024年度上海市三八红旗集体称号。

上海市妇女联合会
上海市人力资源和社会保障局
二〇二五年八月



Advancing All-round Development through Party Building

Weimob attaches great importance to Party-building work. The Company has a Joint Branch Committee of the Communist Party of China at Shanghai Weimob Enterprise Co., Ltd., with four subordinate Party branches and **125** registered Party members. Weimob's Party-member team is characterized by youth and strong knowledge backgrounds and plays an active role in talent development and the Company's high-quality development. Going forward, Weimob will continue to uphold the Party's overall leadership, strengthen the responsibility and commitment of Party members, continue to advance work-style development, and provide solid support for the Company's steady development.

Party-building Activities

Case: Themed Party Day Event Featuring a Red Film Screening

To commemorate the 80th anniversary of the victory of the Chinese People's War of Resistance Against Japanese Aggression and the World Anti-Fascist War, and in line with Party discipline study arrangements, the Party Committee of Weimob Group took part in a "Red Film Screening" themed Party Day activity organized by the local township Party organization at Baoshan Wanda Cinema and organized Party members and prospective Party members to participate together. Using red-themed film study as a carrier, the activity guided participants to revisit historical memory, strengthen discipline awareness and mission commitment, further build organizational consensus, and deepen the effectiveness of Party discipline study and education.



Case: Seminar on Studying and Implementing the Guiding Principles of the Central verify approved glossary Eight-point Decision on Improving Conduct

The Party Committee of Weimob Group convened a special seminar to study in depth General Secretary Xi Jinping's important expositions on strengthening Party conduct and to implement the guiding principles of the central verify approved glossary eight-point decision on improving conduct and its detailed rules. The meeting was attended by Wang Nai, Standing Committee Member of the Baoshan District Committee and Deputy District Mayor, and chaired by Li Jing, Deputy Secretary of the Weimob Group Party Committee. Through focused study and discussion, we further unified thinking, strengthened discipline and conduct requirements, promoted the implementation of the relevant principles in corporate governance and daily management, and supported the creation of a clean organizational environment and the enhancement of standardized management.



Case: Weimob Group Party Committee Held a "Barista Culture Experience Class"

The Party Committee and labor union of Weimob Group organized a "Barista Culture Experience Class" at the Weimob headquarters building, attracting the active participation of more than 30 Party members and employees. Through coffee-making demonstrations and interactive experiences, the activity provided a platform for employees to relax and communicate, strengthened team interaction and cohesion, enabled participants to feel organizational care and team warmth through an immersive experience, and further fostered a positive and uplifting corporate culture.





Appendix 1 Performance Tables

Governance

Board and Committee Information

Name	Expertise	Gender	Age	Position	Independent of Management	Connection with Management
Board Member Information						
Sun Taoyong CEO	Industry	Male	38	Chairman of the Board	No	Founder
Fang Tongshu	Industry	Male	41	Executive Director	No	Co-founder
You Fengchun	Industry	Male	37	Executive Director	No	Co-founder
Fei Leiming	Human Resources	Male	44	Executive Director	No	
Li Xufu	Finance and Accounting	Male	59	Independent Non-executive Director	Yes	
Tang Wei	Finance and Accounting	Male	50	Independent Non-executive Director	Yes	
Xu Xiao'ou	Industry	Female	52	Independent Non-executive Director	Yes	
Audit Committee Member Information						
Tang Wei	Finance and Accounting	Male	50	Chair	Yes	
Li Xufu	Finance and Accounting	Male	59	Member	Yes	
Xu Xiao'ou	Industry	Female	52	Member	Yes	
Remuneration Committee Member Information						
Li Xufu	Finance and Accounting	Male	59	Chair	Yes	
Xu Xiao'ou	Industry	Female	52	Member	Yes	
Sun Taoyong	Industry	Male	38	Member	No	Founder
Nomination Committee Member Information						
Sun Taoyong	Industry	Male	38	Chair	No	Founder
Tang Wei	Finance and Accounting	Male	50	Member	Yes	
Li Xufu	Finance and Accounting	Male	59	Member	Yes	
Xu Xiao'ou	Industry	Female	52	Member	Yes	

Note: CEO stands for Chief Executive Officer.

Board Attendance and Performance of Duties

Director	Meetings Required	Meetings Attended	Attendance Rate
Board Meeting Attendance			
Sun Taoyong	6	6	100%
Fang Tongshu	6	6	100%
You Fengchun	6	6	100%
Fei Leiming	6	6	100%
Li Xufu	6	6	100%
Tang Wei	6	6	100%
Xu Xiao'ou	6	6	100%
Audit Committee Attendance			
Tang Wei	2	2	100%
Li Xufu	2	2	100%
Xu Xiao'ou	2	2	100%
Remuneration Committee Attendance			
Li Xufu	2	2	100%
Xu Xiao'ou	2	2	100%
Sun Taoyong	2	2	100%
Nomination Committee Attendance			
Sun Taoyong	2	2	100%
Tang Wei	2	2	100%
Li Xufu	2	2	100%

Business Ethics Training

	Unit	2024	2025
Trainee sessions	person-times	6,200	6,346
Coverage rate	%	100%	100%
Average training duration	hours/person	0.30	0.30

Environment

Greenhouse Gas Emissions

Category	Unit	2023	2024	2025
Direct greenhouse gases (Scope 1)				
Emissions	tCO_2e Note 1	161.06	41.69	127.26
Indirect greenhouse gases (Scope 2)				
Emissions	tCO_2e	1,772.64	1,553.86	1,183.71
Other indirect greenhouse gases (Scope 3) Note 1				
Emissions	tCO_2e Note 2	2,364.85	1,826.35	1,972.81
Scope 1 and Scope 2 emissions				
Total emissions	tCO_2e	1,933.70	1,595.55	1,310.97
Emissions intensity per employee	tCO_2e / person	0.68	0.45	0.36
Emissions intensity per revenue	tCO_2e / RMB million	0.87	1.19	0.82
Total greenhouse gas emissions (Scopes 1, 2 and 3)				
Total emissions	tCO_2e	4,298.55	3,421.90	3,283.78
Emissions intensity per employee	tCO_2e / person	1.51	0.96	0.91
Emissions intensity per revenue	tCO_2e / RMB million	1.93	2.56	2.06

Note: 1. During the reporting period, the Company's new headquarters building was put into operation and the refrigeration system underwent its initial refrigerant charging. As a temporary factor, this led to an increase in Scope 1 greenhouse gas emissions.
2. Other indirect greenhouse gas emissions (Scope 3) include business travel (airfare, hotel and ground transportation), employee commuting, office supplies, tap water and waste.

Energy and Resource Consumption

Category	Unit	2023	2024	2025
Direct energy consumption	MWh	148.87	159.32	106.75
Indirect energy consumption	MWh	4,104.64	2,709.86	2,150.04
Total energy consumption	MWh	4,253.51	2,869.18	2,256.79
Energy consumption intensity	MWh / person	1.49	0.81	0.63
Total water consumption	tonnes	32,246.08	20,392.34	8,748.98
Water consumption intensity	tonnes / person	11.31	5.72	2.43

Air Pollutant Emissions

Category	Unit	2023	2024	2025
NOx	kg	104.55	181.17	121.39
SO_2	kg	0.23	0.27	0.18
Particulate matter	kg	9.73	17.36	11.63

Waste Management

Category	Unit	2023	2024	2025
Non-hazardous waste emissions				
Total disposal	tonnes	212.80	229.94	225.40
Disposal intensity per employee	tonnes / person	0.07	0.06	0.06
Disposal intensity per revenue	tonnes / RMB million	0.10	0.17	0.14

Social

Human Resources Performance

	Unit	2023	2024	2025
Employee Composition				
Total employees	persons	4,584	3,560	3,607
By gender				
Male employees	persons	2,539	1,859	1,876
Female employees	persons	2,045	1,701	1,731
By age				
Under 30	persons	2,221	1,828	1,723
31–39	persons	2,133	1,495	1,615
40–49	persons	207	222	248
50 and above	persons	23	15	21
By education level				
Secondary vocational or below	persons	176	115	129
Junior college	persons	1,713	1,270	1,247
Bachelor's degree	persons	2,473	1,992	2,034
Master's degree	persons	219	181	196
Doctorate and above	persons	3	2	1
By employment type				
Full-time	persons	4,554	3,527	3,497
Part-time	persons	2	1	1
Contracted/outsourced	persons	10	/	11
Rehired retirees	persons	14	2	3
Others	persons	4	30	95

	Unit	2023	2024	2025
By region				
Mainland China	persons	4,582	3,558	3,602
Hong Kong, Macao and Taiwan	persons	2	2	3
Other countries or regions	persons	/	/	2
Minority groups				
Employees with disabilities	persons	34	24	21
Employee Recruitment				
Job Openings				
Total job openings	positions	259	199	223
By source				
Social recruitment	positions	256	185	1,295
Other recruitment channels	positions	3	53	111
By level				
Senior management positions	positions	1	1	0
Middle management positions	positions	27	18	18
General employee positions	positions	231	181	207
By age				
Under 30	positions	200	138	162
31–40	positions	132	100	114
41 and above	positions	12	19	14
Number of New Hires				
Total new hires	persons	2,431	1,287	1,406
By source				
Social recruitment	positions	2,372	1,246	1,295
Other recruitment channels	positions	59	41	111
Flexible Workforce Arrangements				
Partner institutions	entities	3	6	4
Job positions	positions	2	15	5
Recruited persons	persons	6	16	10
Retained outsourced R&D technicians	persons	11	23	6
Employee Turnover				
Total departures	persons	4,078	2,230	1,361
Voluntary departures	persons	2,852	1,218	971
By gender				
Male employee turnover rate	%	46.50	21.49	13.35
Female employee turnover rate	%	43.40	17.03	14.05
By age				
Turnover rate under 30	%	51.90	21.23	18.34
Turnover rate aged 31–39	%	38.00	15.94	8.07
Turnover rate aged 40–49	%	24.60	1.24	0.93
Turnover rate aged 50 and above	%	12.80	1.00	0.06
Employee Training				
Total training sessions	sessions	431	377	307
Total training hours	hours	56,809	39,896	43,348
Employee training attendances	person-times	23,758	17,320	17,409
Total trained employees	persons	4,263	3,347	3,335
Coverage rate	%	93	94	93
Average training hours	hours / person	12.39	11.92	11.9
By gender				
Male employees	Proportion	%	52.50	54.23	52.98
	Trained	persons	2,238	1,815	1,767
	Training coverage	%	88.14	97.63	94.69
	Average training hours	hours / person	12.36	12.19	11.51
Female employees	Proportion	%	47.50	45.77	47.02
	Trained	persons	2,024	1,532	1,568
	Training coverage	%	99.02	90.06	91.16
	Average training hours	hours / person	13.36	11.59	13.38
By rank					
Senior management	Proportion	%	0.80	1.08	1.23
	Trained	persons	34	36	41
	Training coverage	%	/	100	100
	Average training hours	hours / person	17.20	17.70	16.9
Middle management	Proportion	%	9.20	5.11	5.46
	Trained	persons	392	171	182
	Training coverage	%	/	90.96	86.67
	Average training hours	hours / person	11.40	12.10	11.9
General employees	Proportion	%	90.00	93.81	93.31
	Trained	persons	3,837	3,140	3,112
	Training coverage	%	/	94.12	93.31
	Average training hours	hours / person	12.30	11.84	13.01

Training by Learning Stream

		Unit	Leadership			Professional capability			General capability			New hire development		
			2023	2024	2025	2023	2024	2025	2023	2024	2025	2023	2024	2025
Total sessions		sessions	12	12	13	315	253	281	78	83	81	26	29	28
Total hours		hours	5,481.20	2,706.20	3,922	12,937.70	8,820.80	9863.10	35,519.20	24,508.00	25344.9	2,871.00	3,861.00	4218
Total attendances		person-times	1,370	1,436	1,575	6,615	3,664	3099	24,907	10,933	11329	957	1,287	1406
Coverage rate		%	100%	100%	100%	90%	77%	100%	100%	92.00%	87.48%	100%	100%	100%
Avg. training hours		hours / person	11.84	13.07	17.59	3.33	9.44	3.18	9.13	8.21	8.08	3.00	3.00	3
Male employees	Proportion	%	63.90%	59.90%	59.64%	53.50%	49.90%	53.46%	52.50%	51.20%	55.08%	51.40%	50.90%	53.27%
	Average training hours	hours / person	11.80	13.11	16.9	3.59	9.39	3.22	8.93	8.25	7.99	3.00	3.00	3
Female employees	Proportion	%	36.10%	40.10%	40.36%	46.40%	50.10%	46.54%	47.40%	48.80%	44.92%	49%	49%	46.73%
	Average training hours	hours / person	11.91	13.02	18.60	3.05	9.49	4.16	8.84	8.16	8.19	3.00	3.00	3
Senior management	Proportion	%	7.60%	17.39%	18.39%	-	-	0	-	-	0	-	-	0
	Average training hours	hours / person	17.20	17.70	18.2	-	-	0	-	-	0	-	-	0
Middle management	Proportion	%	92.40%	82.61%	81.61%	-	-	0	-	-	0	2.20%	1.71%	1.28%
	Average training hours	hours / person	11.40	12.10	17.45	-	-	0	-	-	0	3.00	3.00	3
General employees	Proportion	%	-	-	0	100%	100%	100%	100%	100%	100%	97.80%	98.29%	98.72%
	Average training hours	hours / person	-	-	0	3.33	9.41	3.18	9.13	8.70	8.08	3.00	3.00	3

Number of Suppliers

	Unit	2023	2024	2025
Total number of suppliers	suppliers	97	87	81
Suppliers by region				
Shanghai	suppliers	88	72	62
Beijing	suppliers	3	7	6
Guangdong	suppliers	3	3	3
Jiangsu	suppliers	2	2	1
Zhejiang	suppliers	1	2	4
Other regions	suppliers	/	1	5

Safety and Health

Occupational Injury Data

	Unit	2023	2024	2025
Work-related fatalities	persons	0	0	0
Work-related fatality rate	%	0%	0%	0%
Number of work injuries	persons	10	3	2
Lost days due to work injuries	days	296	114	61

Intellectual Property

	Unit	2023	2024	2025
Invention patents				
Applications	cases	84	1	1
Grants	cases	10	8	10
Valid patents	cases	18	26	36
Utility model patents				
Applications	cases	0	0	0
Grants	cases	1	0	0
Valid patents	cases	3	3	3
Design patents				
Applications	cases	10	0	4
Grants	cases	9	7	0
Valid patents	cases	15	22	22
Software copyrights				
Applications	cases	19	66	16
Grants	cases	19	66	14
Valid copyrights	cases	186	253	267
Trademarks				
Applications	cases	53	34	48
Grants	cases	38	17	12
Valid trademarks	cases	218	236	260

Appendix 2 ESG Guideline Index Table

HKEX Code	ESG Indicator	GRI	Corresponding Chapter
Mandatory Disclosure Requirements			
	Governance Structure (including the board, board statement)		About Weimob - ESG Governance
	Reporting principles		About ESG Report
	Reporting scope		About ESG Report
'Comply or Explain' Provisions			
A. Environmental			
Aspect A1: Emissions	Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to exhaust emissions and greenhouse gas emissions, discharges into water and land, and the generation of hazardous and non-hazardous waste.	103-2(c-i), 305, 306, 307-1	Driving the Green Transition
KPI A1.1	Types of emissions and respective emissions data.	305-1, 305-2, 305-4, 305-6, 305-7	Driving the Green Transition
KPI A1.2	[Deleted on 1 January 2025]		
KPI A1.3	Total hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume or per facility).	306-2(a)	Not applicable. Our waste includes only a small portion of waste toner cartridges and ink cartridges, which are handled by qualified professional third-party institutions at our operating locations, and we do not calculate their weight.
KPI A1.4	Total non-hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume or per facility).	306-2(b), 306-3	Driving the Green Transition - Green and Low-carbon Operations Appendix 1 Performance Table - Environment - Waste Emissions
KPI A1.5	Description of emissions target(s) set and steps taken to achieve them.	103-2, 305-5	Appendix 1 Performance Table - Environment - Waste Emissions Driving the Green Transition - Green and Low-carbon Operations
KPI A1.6	Description of how hazardous and non-hazardous wastes are handled, and a description of the waste reduction target(s) set and steps taken to achieve them.	103-2, 306-2, 306-4	Target setting is not applicable. Weimob's operations do not involve hazardous waste emissions as defined by national regulations, such as petroleum products, chemical waste, hazardous chemicals, etc., and no electronic equipment waste was generated during the reporting period.
Aspect A2: Use of Resources	Policies on the efficient use of resources, including energy, water and other raw materials.	103-2(c-i), 301, 302, 303	Driving the Green Transition - Green and Low-carbon Operations
KPI A2.1	Direct and/or indirect energy consumption by type (e.g. electricity, gas or oil) in total (kWh in '000s) and intensity (e.g. per unit of production volume or per facility).	302-1, 302-3, 302-3	Driving the Green Transition - Green and Low-carbon Operations Appendix 1 Performance Table - Environment - Energy and Resource Consumption
KPI A2.2	Water consumption in total and intensity (e.g. per unit of production volume or per facility).	303-1, 303-3, 303-4, 305-5	Driving the Green Transition - Green and Low-carbon Operations Appendix 1 Performance Table - Environment - Energy and Resource Consumption
KPI A2.3	Description of energy use efficiency target(s) set and steps taken to achieve them.	103-2, 302-4, 302-5	Driving the Green Transition - Green and Low-carbon Operations

HKEX Code	ESG Indicator	GRI	Corresponding Chapter
KPI A2.4	Description of whether there is any issue in sourcing water that is fit for purpose, the water efficiency target(s) set and steps taken to achieve them.	103-2, 303-3, 303-4, 303-5	Not applicable. The company's main water usage is for domestic purposes, closely related to the number of employees. Additionally, the company's operating locations are not in water-stressed areas, so no separate water efficiency targets have been set.
KPI A2.5	Total packaging material used for finished products (in tonnes) and, if applicable, with reference to per unit produced.	301-1	Not applicable. Due to the nature of the company's business, our operations do not involve the use of packaging materials.
Aspect A3: The Environment and Natural Resources	Policies on minimizing the issuer's significant impacts on the environment and natural resources.	103-2(c-i), 301, 302, 303, 304, 305, 306	Driving the Green Transition - Green and Low-carbon Operations Driving the Green Transition - Biodiversity Protection
KPI A3.1	Description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them.	103-1, 103-2, 303-1, 303-2, 304-2, 306-3(c), 306-5	Driving the Green Transition - Green and Low-carbon Operations Driving the Green Transition - Biodiversity Protection
Aspect A4: Climate Change	[Deleted on 1 January 2025]		
KPI A4.1	[Deleted on 1 January 2025]		
B Social			
Aspect B1: Employment	Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to compensation and dismissal, recruitment and promotion, working hours, rest periods, equal opportunity, diversity, anti-discrimination, and other benefits and welfare.	103-2(c-i), 202, 401, 405, 406, 419-1	Building a Better Future with Our People - Talent Attraction and Retention Building a Better Future with Our People - Diversity, Equity, and Inclusion
KPI B1.1	Total workforce by gender, employment type (e.g. full- or part-time), age group and geographical region.	102-8, 405-1(b)	Appendix 1 Performance Table - Social - Human Resources Performance
KPI B1.2	Employee turnover rate by gender, age group and geographical region.	401-1	Appendix 1 Performance Table - Social - Human Resources Performance
Aspect B2: Health and Safety	Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to providing a safe working environment and protecting employees from occupational hazards.	103-2(c-i), 403, 419-1	Building a Better Future with Our People - Employee Welfare and Care
KPI B2.1	Number and rate of work-related fatalities in each of the past three years, including the reporting year.	403-9	Appendix 1 Performance Table - Social - Human Resources Performance
KPI B2.2	Lost days due to work injury.	403-9	Appendix 1 Performance Table - Social - Human Resources Performance
KPI B2.3	Description of occupational health and safety measures adopted, and how they are implemented and monitored.	103-2, 103-3(a-i), 403-1	Building a Better Future with Our People - Employee Welfare and Care
Aspect B3: Development and Training	Policies on improving employees' knowledge and skills for discharging duties at work. Description of training activities.	103-2(c-i), 404-2(a)	Building a Better Future with Our People - Talent Development and Cultivation
KPI B3.1	The percentage of employees trained by gender and employee category (e.g. senior management, middle management).	404-1	Appendix 1 Performance Table - Social - Human Resources Performance
KPI B3.2	The average training hours completed per employee by gender and employee category.		Appendix 1 Performance Table - Social - Human Resources Performance
Aspect B4: Labour Standards	Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to preventing child and forced labour.	103-2(c-i), 408, 409, 419-1	Building a Better Future with Our People - Talent Attraction and Retention
KPI B4.1	Description of measures to review employment practices to avoid child and forced labour.	103-2, 408, 409	Building a Better Future with Our People - Talent Attraction and Retention
KPI B4.2	Description of steps taken to eliminate such practices when discovered.		Building a Better Future with Our People - Talent Attraction and Retention
Aspect B5: Supply Chain Management	Policies on managing environmental and social risks of the supply chain.	103-2(c-i), 204, 308, 414	Building Responsible Products - Product and Service Quality
KPI B5.1	Number of suppliers by geographical region.	102-9	Building Responsible Products - Product and Service Quality Appendix 1 Performance Table - Social - Number of Suppliers
KPI B5.2	Description of practices relating to engaging suppliers, the number of suppliers where the practices are being implemented, and how they are implemented and monitored.	103-2, 308-1, 308-2, 414-1, 414-2	Building Responsible Products - Product and Service Quality
KPI B5.3	Description of practices used to identify environmental and social risks along each link of the supply chain, and how they are implemented and monitored.	308-2, 414-2	Building Responsible Products - Product and Service Quality
KPI B5.4	Description of practices used to promote environmentally preferable products and services when selecting suppliers, and how they are implemented and monitored.	103-2, 308-1	Building Responsible Products - Product and Service Quality
Aspect B6: Product Responsibility	Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to health and safety, advertising, labelling and privacy matters relating to products and services provided and methods of redress.	103-2(c-i), 416-2, 417-2, 417-3, 418-1, 419-1	Building Responsible Products - Product and Service Quality Building Responsible Products - Safeguarding Information and Data Security
KPI B6.1	Percentage of total products sold or shipped subject to recalls for safety and health reasons.	102-43, 102-44, 103-2(c-vi), 418-1	Not applicable. Due to the nature of Weimob's business, there are no cases in which products need to be recalled for safety or health reasons.
KPI B6.2	Number of products and service related complaints received and how they are dealt with.		Building Responsible Products - Product and Service Quality
KPI B6.3	Description of practices relating to observing and protecting intellectual property rights.		Building Responsible Products - Research, Development and Innovation
KPI B6.4	Description of quality assurance process and recall procedures.		Not applicable. Due to the nature of Weimob's business operations, the products and services provided by Weimob are not subject to quality inspection processes and product recall procedures.

HKEX Code	ESG Indicator	GRI	Corresponding Chapter
KPI B6.5	Description of consumer data protection and privacy policies, and how they are implemented and monitored.	103-2, 103-3(a-i), 418	Building Responsible Products - Safeguarding Information and Data Security
Aspect B7: Anti-corruption	Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to preventing bribery, extortion, fraud and money laundering.	103-2(c-i), 205, 205-3, 419-1	Enhancing Corporate Governance - Anti-corruption and Business Ethics
KPI B7.1	Number of concluded legal cases regarding corrupt practices brought against the issuer or its employees during the reporting period and the outcomes of the cases.	205-3	Enhancing Corporate Governance - Anti-corruption and Business Ethics
KPI B7.2	Description of preventive measures and whistle-blowing procedures, and how they are implemented and monitored.	102-17, 103-2, 103-3(a-i), 205	Enhancing Corporate Governance - Anti-corruption and Business Ethics
KPI B7.3	Description of anti-corruption training provided to directors and staff.	205-2	Enhancing Corporate Governance - Anti-corruption and Business Ethics Appendix 1 Performance Table - Governance - Business Ethics Training
Aspect B8: Community Investment	Policies on community engagement to understand the needs of the communities where the issuer operates and to ensure that its activities take into consideration the communities' interests.	103-2(c-i), 413	Advancing Shared Prosperity
KPI B8.1	Focus areas of contribution (e.g. education, environmental concerns, labour needs, health, culture, sport).	203-1(a), 413-1	Advancing Shared Prosperity
KPI B8.2	Resources contributed (e.g. money or time) to the focus area.	201-1(a-ii), 413-1	Verify against Chinese appendix

Part D Climate-related Disclosure

Dimension		Disclosure Requirements	GRI	Corresponding Chapter
Governance		19. An issuer shall disclose information about: (a) the governance body(ies) or individual(s) responsible for oversight of climate-related risks and opportunities; and (b) management's role in the governance processes, controls and procedures used to monitor, manage and oversee climate-related risks and opportunities.	2-9, 2-13	Driving the Green Transition - Addressing Climate Change
Strategy	Climate-related Risks and Opportunities	20. An issuer shall disclose information to enable users to understand the climate-related risks and opportunities that could reasonably be expected to affect the issuer's cash flows, its access to finance or cost of capital over the short, medium or long term.	201-2	Driving the Green Transition - Addressing Climate Change
	Business Model and Value Chain	21. An issuer shall disclose information that enables an understanding of the current and anticipated effects of climate-related risks and opportunities on the issuer's business model and value chain.	2-6	Driving the Green Transition - Addressing Climate Change
	Strategy and Decision-making	22. An issuer shall disclose information that enables an understanding of the effects of climate-related risks and opportunities on its strategy and decision-making.	2-22	Driving the Green Transition - Addressing Climate Change
		23. An issuer shall disclose the progress of plans disclosed in prior reporting periods.	3-3	Driving the Green Transition - Addressing Climate Change The Company has not yet formulated a climate-related transition plan covering its overall business. It is continuing to identify and assess climate-related risks and opportunities and will prudently evaluate the feasibility of developing such a plan once the relevant groundwork is sufficiently mature.
	Financial Position, Financial Performance and Cash Flows - Current Financial Effects	24. An issuer shall disclose the following qualitative and quantitative information: (a) how climate-related risks and opportunities affected the issuer's financial position, financial performance and cash flows for the reporting period; and (b) information about climate-related risks and opportunities for which there is a significant risk of a material adjustment to the carrying amounts of assets and liabilities in the financial statements in the next reporting year.	201-2	Driving the Green Transition - Addressing Climate Change
	Financial Position, Financial Performance and Cash Flows - Anticipated Financial Effects	25. The issuer shall provide qualitative and quantitative disclosures about: (a) how the issuer expects its financial position to change over the short, medium and long term, given its strategy to manage climate-related risks and opportunities; (b) how the issuer expects its financial performance and cash flows to change over the short, medium and long term, given its strategy to manage climate-related risks and opportunities.	201-2	Driving the Green Transition - Addressing Climate Change

Dimension	Disclosure Requirements		GRI	Corresponding Chapter
Strategy	Climate Resilience	26. An issuer shall disclose information that enables an understanding of the resilience of the issuer's strategy and business model to climate-related changes, developments and uncertainties, taking into consideration the issuer's identified climate-related risks and opportunities. An issuer shall use climate-related scenario analysis to assess its climate resilience using an approach that is commensurate with an issuer's circumstances. In providing quantitative information, the issuer may disclose a single amount or a range.	201-2,3-3	Driving the Green Transition - Addressing Climate Change
Risk Management	27. An issuer shall disclose information about: (a) the processes and related policies the issuer uses to identify and assess climate-related risks, determine which of those risks are material, and monitor them; (b) the processes the issuer uses to identify and assess climate-related opportunities, determine which of those opportunities are material, and monitor them, including information about whether and how the issuer uses climate-related scenario analysis to determine climate-related opportunities; and (c) how, and to what extent, the processes for identifying, assessing, prioritizing and monitoring climate-related risks and opportunities are integrated into the issuer's overall risk management process.		2-12,2-13	Driving the Green Transition - Addressing Climate Change
Metrics and Targets	Greenhouse Gas Emissions	28. An issuer shall disclose greenhouse gas emissions for the reporting period, expressed in tonnes of CO_2 equivalent, disaggregated into: (a) Scope 1 GHG emissions; (b) Scope 2 GHG emissions; and (c) Scope 3 GHG emissions.	305-1,305-2,305-3,305-4,305-5	Driving the Green Transition - Addressing Climate Change Appendix 1 Performance Table - Environment - Greenhouse Gas Emissions
		29. An issuer shall: (a) measure its greenhouse gas emissions in accordance with the Greenhouse Gas Protocol: A Corporate Accounting and Reporting Standard (2004) unless required by a jurisdictional authority or another exchange on which the issuer is listed to use a different method for measuring greenhouse gas emissions; (b) disclose the approach it uses to measure its greenhouse gas emissions; (c) for Scope 2 greenhouse gas emissions disclosed in accordance with paragraph 28(b), disclose its location-based Scope 2 greenhouse gas emissions, and provide information about any contractual instruments that is necessary to enable an understanding of the issuer's Scope 2 greenhouse gas emissions; and (d) for Scope 3 greenhouse gas emissions disclosed in accordance with paragraph 28(c), disclose the categories included within the issuer's measure of Scope 3 greenhouse gas emissions, in accordance with the Scope 3 categories described in the Greenhouse Gas Protocol Corporate Value Chain (Scope 3) Accounting and Reporting Standard (2011).	305-1,305-2,305-3,305-4,305-5	Driving the Green Transition - Addressing Climate Change Appendix 1 Performance Table - Environment - Greenhouse Gas Emissions
	Climate-related Transition Risks	30. An issuer shall disclose the amount and percentage of assets or business activities vulnerable to climate-related transition risks.	201-2	Driving the Green Transition - Addressing Climate Change
	Climate-related Physical Risks	31. An issuer shall disclose the amount and percentage of assets or business activities vulnerable to climate-related physical risks.	201-2	Driving the Green Transition - Addressing Climate Change
	Climate-related Opportunities	32. An issuer shall disclose the amount and percentage of assets or business activities aligned with climate-related opportunities.	201-2	Driving the Green Transition - Addressing Climate Change
Metrics and Targets	Capital Deployment	33. An issuer shall disclose the amount of capital expenditure, financing or investment deployed towards climate-related risks and opportunities.	201-2	Driving the Green Transition - Addressing Climate Change
	Internal Carbon Pricing	34. An issuer shall disclose: (a) an explanation of whether and how the issuer is applying a carbon price in decision-making (for example, investment decisions, transfer pricing, and scenario analysis); and (b) the price of each metric tonne of greenhouse gas emissions the issuer uses to assess the costs of its greenhouse gas emissions; or an appropriate negative statement that the issuer does not apply a carbon price in decision-making.	305-5	Driving the Green Transition - Addressing Climate Change The Company currently does not apply internal carbon pricing in investment decisions, transfer pricing or scenario analysis, nor has it set a per-tonne price for greenhouse gas emissions.
	Remuneration	35. An issuer shall disclose whether and how climate-related considerations are factored into remuneration policy, or an appropriate negative statement.	2-19	Driving the Green Transition - Addressing Climate Change Climate-related considerations are not currently incorporated into the Company's remuneration policy, and the performance assessment of senior management and other employees is not linked to emission reduction targets or other climate-related indicators.
	Industry-based Metrics	36. An issuer is encouraged to disclose industry-based metrics that are associated with one or more particular business models, activities or other common features that characterise participation in an industry. In determining the industry-based metrics that the issuer discloses, an issuer is encouraged to refer to and consider the applicability of the industry-based metrics associated with disclosure topics described in the IFRS S2 Industry-based Guidance on implementing Climate-related Disclosures and other industry-based disclosure requirements prescribed under other international ESG reporting frameworks.	/	Not applicable
	Climate-related Targets	37. An issuer shall disclose (a) the qualitative and quantitative climate-related targets the issuer has set to monitor progress towards achieving its strategic goals; and (b) any targets the issuer is required to meet by law or regulation, including any greenhouse gas emissions targets. For each target, the issuer shall disclose: (a) the metric used to set the target; (b) the objective of the target (for example, mitigation, adaptation or conformance with science-based initiatives); (c) the part of the issuer to which the target applies (for example, whether the target applies to the issuer in its entirety or only a part of the issuer, such as a specific business unit or geographic region); (d) the period over which the target applies; (e) the base period from which progress is measured; (f) milestones or interim targets (if any); (g) if the target is quantitative, whether the target is an absolute target or an intensity target; and (h) how the latest international agreement on climate change, including jurisdictional commitments that arise from that agreement, has informed the target.	305-5	Driving the Green Transition - Addressing Climate Change
		38. An issuer shall disclose information about its approach to setting and reviewing each target, and how it monitors progress against each target, including: (a) whether the target and the methodology for setting the target has been validated by a third party; (b) the issuer's processes for reviewing the target; (c) the metrics used to monitor progress towards reaching the target; (d) and any revisions to the target and an explanation for those revisions.	3-3	Driving the Green Transition - Addressing Climate Change

Dimension		Disclosure Requirements	GRI	Corresponding Chapter
Metrics and Targets	Climate-related Targets	39. An issuer shall disclose information about its performance against each climate-related target and an analysis of trends or changes in the issuer's performance.	305	Driving the Green Transition - Addressing Climate Change
		40. For each greenhouse gas emissions target disclosed in accordance with paragraphs 37 to 39, an issuer shall disclose: (a) which greenhouse gases are covered by the target; (b) whether Scope 1, Scope 2 or Scope 3 greenhouse gas emissions are covered by the target; (c) whether the target is a gross greenhouse gas emissions target or a net greenhouse gas emissions target. If the issuer discloses a net greenhouse gas emissions target, the issuer is also required to separately disclose its associated gross greenhouse gas emissions target; (d) whether the target was derived using a sectoral decarbonisation approach; and (e) the issuer's planned use of carbon credits to offset greenhouse gas emissions to achieve any net greenhouse gas emissions target. In explaining its planned use of carbon credits.	305-1,305-2,305-3,305-4,305-5	Driving the Green Transition - Addressing Climate Change
	Applicability of Cross-industry and Industry-based Metrics	41. In preparing disclosures to meet the requirements in paragraphs 21 to 26 and 37 to 38, an issuer shall refer to and consider the applicability of cross-industry metrics (see paragraphs 28 to 35) and (ii) industry-based metrics (see paragraph 36).	/	Not applicable

WEIMOB INC.

Address: Weimob Headquarters Building, 2800 Yixian Road, Baoshan District, Shanghai, China

Email: IR@weimob.com

Tel: 021-66198866

Website: http://www.weimob.com