2025 Qunabox Group Limited

Environmental, Social and Governance Report



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Reporting Instructions

This report is the second Environmental, Social and Governance Report (hereinafter referred to as the "ESG Report") published by Qunabox Group (hereinafter referred to as "Qunabox Group", "the Group" or "we"), outlining the principles and sustainable development concepts upheld by the Group in fulfilling corporate social responsibility, summarizing the Group's relationship with key stakeholders, and aiming to enable stakeholders to understand Qunabox Group's environmental, social and governance policies, initiatives and performance beyond financial results and business operations, and to share the vision and commitment to social responsibility.

Preparation Basis

This report has been prepared in accordance with the four reporting principles stipulated in the Environmental, Social and Governance Reporting Code (hereinafter referred to as the "Code") in Appendix C2 to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (namely: materiality, quantification, balance and consistency).

Reporting Principles	Interpretation
Materiality	Focus on reporting environmental, social and governance issues that have a significant impact on the Group and various stakeholders
Quantification	Key performance data must be measurable and comparable where appropriate
Balance	The issuer should objectively and truthfully report its performance in environmental, social and governance aspects for the current year
Consistency	Disclosures in the report should adopt consistent disclosure statistical methods so that key performance indicators related to environmental, social and governance can be compared to understand corporate performance.

In addition, this report is prepared with reference to the following international standards and frameworks:

- Global Reporting Initiative (GRI) Sustainability Reporting Standards
- Task Force on Climate-related Financial Disclosures (TCFD)
- International Financial Reporting Standards Sustainability Disclosure Standards (IFRS S1, S2)
- United Nations Sustainable Development Goals (SDGs)

Reporting Period and Scope

This report covers the overall performance of sustainable development and fulfillment of corporate social responsibility from January 1, 2025 to December 31, 2025 (the "Reporting Period"). The selection principle of the reporting scope follows the financial threshold principle in the guidelines, combining multi-dimensional data indicators to comprehensively evaluate the Group's environmental, social and governance performance during the current year.

Report Language

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

Data Source and Reliability Statement

The data and information cited in this report are sourced from the Group's 2025 Annual Report and internal statistics

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趣致集团 Qunabox Group Limited

About Qunabox Group

Qunabox Group is a leading FMCG outdoor marketing service provider in China, dedicated to creating fun experiences for consumers through technology-driven integration of online and offline channels, while providing brand owners with one-stop, multi-channel marketing solutions. The Group was established in July 2013, headquartered in Shanghai. Its holding company was incorporated in the Cayman Islands on June 15, 2021, and was officially listed on the Main Board of The Stock Exchange of Hong Kong on May 27, 2024 (stock code: 00917.HK), becoming the highly anticipated "First Listed Company in the AI Interactive Marketing Sector". The founding team consists of Ms. Yin, Chairwoman and CEO, and several co-founders, who have driven the Group's rapid growth with their rich industry experience.

The Group uses smart terminal devices as the core carrier, combined with its self-developed digital operation platform, to build an offline marketing network covering multiple cities. Through the "hardware + software + data" closed-loop system, it realizes remote device control, data visualization and automated operation and maintenance, helping brands accurately reach consumers and improve marketing efficiency.

Development History and Milestones

2013
The Group's main operating subsidiary Shanghai QUNA was established in Shanghai

2015
We launched the annual marketing event "99 Quna Festival" for the first time in Shanghai. As of the end of 2025, the event has been successfully held for 11 sessions

2016
Business expanded to 14 cities in China, initially forming a national layout

2018
Registered users exceeded 15 million, AI interactive terminal scale reached 1,000 units, covering 23 cities

2020
Launched intelligent operation platform, realizing digital management of equipment across the network

2021
Awarded Shanghai "Little Giant of Science and Technology", establishing industry-leading position

2022
Selected as Shanghai "Specialized, Refined, Differential and Innovative Enterprise", technical strength recognized by the government

2023
Platform registered users exceeded 50 million, equipment quantity increased to 5,000 units

2024
Officially listed on the Main Board of The Stock Exchange of Hong Kong on May 27 (stock code: 00917.HK), becoming the "First Listed Company in the AI Interactive Marketing Sector"

2025
Accelerated the expansion into international markets (with Dubai, Singapore, Australia and other markets as pilots)

The Group builds an efficient operation and maintenance system through IoT, big data and automation technologies, realizing real-time equipment status monitoring, user behavior analysis and marketing effect tracking, providing brand owners with data-driven decision support.

As a benchmark enterprise in China's FMCG outdoor marketing field, Qunabox Group has won multiple government qualifications and certifications through technological innovation and large-scale networks. Its business covers core cities across the country, serving tens of millions of users, and has become a trusted marketing partner for brand owners. Qunabox Group actively expands new service scenarios around "AI + Lifestyle", and actively explores high-potential markets with strong demand for high-quality, technology-driven experiential consumption. Currently, the Group is actively promoting the development of markets such as Dubai, Singapore and Australia. To ensure the efficient execution and precise advancement of the Group's strategy, the Group has officially established an overseas business division, which is fully responsible for the entire process management of project strategic planning, product design and commercialization; at the same time, through in-depth cooperation with local long-term partners, it accelerates the localization process and large-scale expansion of overseas business.

During the reporting period, the Group's first AI indoor entertainment space has completed preliminary preparations and successfully obtained relevant local operating licenses. Core tasks such as overseas professional team building, product design optimization, software and hardware system integration, and content ecosystem construction are steadily advancing as planned. At the same time, the Group has completed localization model verification to ensure the precise presentation and excellent adaptation of AI interactive experience in cross-language and cross-cultural environments.

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趣致集团
Qunabox Group Limited



01

ESG Governance

ESG Governance

ESG Governance System

To improve and standardize Qunabox Group's environmental, social and governance mechanisms and policies, to comply with the Stock Exchange's requirements on environmental, social and governance, and to ensure compliance with relevant requirements when the Group was listed, in accordance with relevant national laws and regulations, Appendix C2 to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited, Environmental, Social and Governance Reporting Code and other provisions, to ensure listing compliance and enhance sustainable development capabilities, Qunabox Group has built an ESG governance system and formulated multiple policies based on the Group's actual situation, including the "Sustainable Development Policy", "Sustainable Supply Chain Policy", "Employee Business Ethics Code", and "Quality, Environmental Health and Safety Management Policy", which effectively ensure the efficient advancement of ESG strategy from concept to practice. As a leading enterprise in China's AI interactive marketing field, Qunabox Group has always deeply integrated the ESG sustainable development concept into corporate development strategies and daily business practices. The Group insists on being driven by technological innovation, using technology to enhance business and social efficiency, and is committed to achieving higher quality ESG practices, creating long-term value for society, the environment and all stakeholders.

Stakeholder Communication

Qunabox Group attaches great importance to communication with various stakeholders, and is committed to listening to and responding to the demands of shareholders, customers, employees, suppliers, regulatory agencies and the general public through diversified interactive channels, ensuring that the rights and interests of all parties are effectively protected, and promoting the Group's sustainable development. In specific practice, the Group has established a systematic communication system:

1. For shareholders and investors, timely disclosure of operating conditions and financial data through annual reports, shareholders' meetings and investor exchange meetings to ensure information transparency;
2. For employees, regularly hold symposiums and research activities, build equal dialogue platforms, and understand career development needs;
3. For brand customers, conduct regular return visits and satisfaction assessments, and respond to feedback in a timely manner; for consumers, collect user experience and preference information through questionnaires and customer service channels;
4. At the same time, introduce a third-party public opinion monitoring mechanism to track public and media views in real time, providing support for brand image management.

ESG Governance Structure

The Board of Directors of Qunabox Group bears full responsibility for the Group's ESG strategy and reporting. The Board is responsible for assessing and determining the Group's ESG risks (including climate-related risks), and ensuring the establishment of appropriate and effective ESG risk management and internal control systems. The Board regularly receives reports from the cross-departmental ESG working group and deeply participates in the assessment, prioritization and management process of major ESG issues.

The Board has comprehensively reviewed the Group's performance in greenhouse gas emissions, waste management, energy consumption and water resource use, and participated in formulating relevant environmental and social goals. The Board will regularly review the progress of achieving relevant goals every year, and dynamically adjust ESG strategies according to changes in business development and external regulatory environment to ensure the smooth realization of sustainable development goals.

In terms of Board diversity, as of the date of this report, the Group's Board consists of 7 members (including 3 executive directors, 1 non-executive director and 3 independent non-executive directors), with diverse professional backgrounds in engineering, computer science, equity investment management and finance.

On this basis, the Group has established a cross-departmental ESG working group that reports directly to the Board. Members cover core business teams. Through regular meetings, they coordinate resources, break down goals to specific departments, promote the deep integration of ESG concepts into business operations, and continuously improve governance efficiency.

To fully support the Group's major strategy of accelerating international layout in 2025, the Group has further optimized the ESG cross-departmental collaboration mechanism and expanded and upgraded the ESG working group. Currently, the Group has established a 10-member ESG working group composed of middle and senior management (2 more than in 2024). Working group members are all heads of their respective core departments, comprehensively covering seven core teams: General Manager's Office, Human Resources and Administration, Financial Management, Product R&D, Brand Expansion, Terminal Operations, and the newly added Overseas Business Department in response to the overseas strategy. The addition of the overseas business leader effectively ensures that when the Group explores international markets, local environmental regulatory requirements, social and cultural inclusiveness, and compliance governance standards can be comprehensively considered at the initial stage of the project. The working group holds regular meetings to coordinate and resolve ESG-related issues in various business segments at home and abroad, promote the deep integration of sustainable development concepts into global business operations, and continuously improve governance efficiency.

In overseeing the Group's strategy, resource allocation, overseas expansion, supply chain management and operational decisions, the Board and management take climate-related considerations into account where relevant, with reference to operational data, regulatory developments and business planning. The Group currently does not incorporate climate-related performance metrics into remuneration policies.

Specific ESG Goals

Dimension	Objective
Customers	Protect user privacy data, strengthen information security construction; focus on customer needs, optimize service matrix, and improve customer satisfaction.
Employees	Committed to becoming an excellent employer recognized by employees; continuously improve the training system; strengthen health and safety management.
Environment	Adhere to the green environmental protection concept, minimize the impact of operations on the environment; continue to promote the emission reduction target of average annual electricity consumption per AI interactive marketing terminal.
Community	Actively organize diversified community welfare activities; enhance employees' public welfare concepts; respect local culture and customs.
Business Operations	Continue to invest in R&D to enhance technical capabilities; comply with relevant laws, regulations and regulatory requirements.
Suppliers	Strictly abide by business ethics; help suppliers improve their management capabilities and concepts for sustainable development.

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Materiality Issue Identification

In 2024, in order to scientifically identify and assess the priority of various ESG issues for Qunabox Group, we hired independent third-party professional consultants to conduct a comprehensive materiality assessment. The assessment at that time strictly followed the identification of potential issues, conducting multi-party in-depth interviews and research (covering customers, employees, regulatory agencies, suppliers, directors and investors, etc.), and finally determined the priority ranking of various ESG issues through the construction of a materiality issue matrix.

In 2025, with the steady development of the Group's business and the advancement of global layout, the Group's ESG working group and management conducted an in-depth re-examination and internal assessment of existing ESG materiality issues in light of the current industry macro environment, global sustainable development trends, and the latest requirements of major reporting standards.After a comprehensive and prudent assessment, we believe that the Group's core business model, main stakeholder demands, and key sustainable development challenges faced during the reporting period have not undergone significant shifts. Therefore, the various ESG materiality issues and their priority rankings determined in 2024 remain applicable and highly representative in 2025, and the materiality issue results for this year remain unchanged.

No.	Category	Materiality Issue	Importance to the Group	Importance to Stakeholders
1	Environment	Air Emissions Management	Low	Low
2		Greenhouse Gas Emission Management	Low	Low
3		Waste Management	Medium-High	Medium
4		Energy Use and Management	High	Medium
5		Non-renewable Resource Use and Management	Low	Low
6		Addressing Climate Change	Low-Medium	Medium
7	Employees	Employee Benefits and Talent Attraction	High	Medium
8		Employee Training and Career Development	High	High
9		Employee Health and Safety	High	Medium-High
10		Employee Compliance	High	High
11		Employee Diversity, Equality and Inclusion	High	Medium-High
12	Products	Product Quality and Safety	High	High
13		Risk Assessment and Governance	High	Medium
14		Responsible Investment	High	Medium-High
15		Intellectual Property Management	High	Medium-High
16		Quality Customer Service	High	Medium
17		Sustainable Supply Chain Management	High	Medium
18		Industry Cooperation and Ecosystem Building	High	High
19		Business Ethics and Anti-corruption	High	Medium-High
20		Information Security and Business Confidentiality Protection	High	Medium-High
21		R&D and Technology Innovation	High	High
22	Social	Social Contribution	High	Medium
23		Public Welfare Investment	High	Medium

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02

Our Products

Our Products

Innovative Operation Model

Qunabox Group takes unmanned operation and digitalization as the core, building an efficient and low-cost innovative operation model. Through multi-sensory interactive experience and data-driven precision marketing, it significantly improves user experience and operational efficiency, while forming a unique market competitive advantage.

Unmanned and Digitalized Operations

The Group enables user' self-service experience and purchase through smart terminal devices, reducing labor and time costs in traditional marketing. For example, users can complete new product trials and feedback through terminal devices without manual intervention, greatly improving efficiency. In addition, digital operations run through supply chain and warehouse management, relying on big data and algorithm-driven back-end systems to accurately predict sales, optimize inventory and automatically generate delivery routes, reducing logistics and labor costs.

Multi-sensory Interactive Experience

Terminal devices integrate multi-sensory interactive functions such as vision, hearing, touch and smell, providing users with authentic and comprehensive product experiences, significantly improving engagement and satisfaction. This innovative model not only enhances user' intuitive understanding of product selling points but also improves purchase conversion rates, becoming an important highlight that distinguishes it from traditional marketing.

Data-driven Precision Marketing

The Group uses big data technology to deeply analyze user behavior and market trends to achieve precision marketing. By collecting user feedback data in real time, it dynamically adjusts product and service strategies to meet market demands. At the same time, the network composed of thousands of smart terminal devices provides real-time feedback to brand owners, helping optimize production plans and market strategies, forming closed-loop management.

Modular Design and Low-power Hardware

Terminal devices adopt modular design to extend service life and reduce maintenance costs. Self-developed hardware modules such as camera modules and audio modules have both high performance and low power consumption characteristics. Modular design not only improves equipment maintainability but also reduces overall operating costs through partial replacement, further enhancing market competitiveness.

Products Involved

Qunabox Group's product line covers multiple categories, mainly including FMCG, food and beverages, cosmetics, daily chemical products, family planning products and adult products. Among them, food and beverage products include honey water, fruit wine, etc.; cosmetics cover skin care products, makeup, etc.; daily chemical products involve daily necessities such as detergents and toilet paper.

In the procurement and product development process, the Group actively responds to national environmental protection policies, gradually increasing the proportion of environmentally friendly materials, such as increasing the adoption rate of aluminum cans and glass bottles. This measure not only reduces the impact on the environment but also further enhances the corporate social responsibility image. For example, the Group's glass-bottled honey water and fruit wine products are its active exploration and practice in the field of sustainable packaging, reflecting a positive response to the green consumption trend.

By integrating environmental protection concepts into product design and supply chain management, Qunabox Group is committed to providing consumers with more sustainable consumption choices while promoting the industry toward green development. In addition, Qunabox Group actively responds to consumers' growing demand for healthy living. In the beverage category of the Group's new retail business, we proactively optimize the product selection matrix and give priority to introducing sports and health-related products. In 2025, the sales volume of such health-oriented products and their proportion in this product category have exceeded 80%, effectively promoting a healthy and active lifestyle to consumers through retail terminals.

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Technology R&D

As a pioneer and leader in AI interactive marketing, Qunabox Group has long been committed to the R&D and application of AIoT (Artificial Intelligence of Things) core technologies, and has built a complete technical system covering multi-sensory AI interaction, smart terminal management, data-driven marketing and supply chain optimization. These technologies are widely used in smart retail, AI marketing and data analysis fields, and have the ability to continuously deepen R&D, providing strong momentum for the Group's business development.

R&D Investment

To continuously maintain R&D competitiveness, the Group makes key investments in R&D every year. During the reporting period, the Group's R&D expenses were RMB **160.16** million. R&D investment has shown a significant growth trend in recent years: RMB 30.11 million in 2022, RMB 63.25 million in 2023, RMB 91.54 million in 2024, and RMB 160.16 million in 2025.

Existing Technology R&D Directions and Achievements

AIoT Smart Terminal Technology

Technology R&D Direction

- Computer Vision (Face Recognition, Gesture Recognition, Object Recognition and Behavior Analysis)
- Speech Recognition (Intelligent Voice Interaction and AI Voice Assistant)
- Internet of Things (IoT) (Remote Device Management, Real-time Data Monitoring and Smart Replenishment)
- Olfactory Simulation (Scent Playback Technology, Enhancing Brand Immersive Interaction)
- Smart Payment (QR Code Payment and Contactless Settlement)

Technical Achievements

The fifth-generation AIoT smart terminal supports multi-sensory interaction (vision + voice + smell); smart energy-saving management technology uses AI power optimization algorithms to reduce equipment energy consumption by 20%.

AI Big Data Analysis and Marketing Algorithms

Technology R&D Direction

- AI Smart Recommendation (Precision Product and Advertising Recommendation Based on User Data)
- Advertising Optimization (Personalized Advertising Distribution and User Behavior Analysis)
- Smart Pricing System (Dynamically Adjusting Product Prices Based on Market Data to Improve Sales Conversion Rate)
- User Profiling and Data Modeling (Improving Advertising Conversion Rate Based on AI Deep Learning)

Technical Achievements

The data-driven marketing engine combines user purchase behavior and advertising click data to optimize brand marketing ROI; the smart product selection algorithm adjusts terminal product inventory based on user preferences to increase FMCG sales; the AI dynamic pricing system intelligently adjusts prices based on time, user preferences and product demand to increase revenue.

Smart Supply Chain and Logistics Optimization

Technology R&D Direction

- Smart Replenishment System (Real-time Inventory Monitoring and Automatic Triggering of Replenishment Instructions)
- Logistics Route Optimization (AI Calculates Optimal Delivery Routes to Reduce Carbon Emissions)
- Inventory Management (Predictive Inventory Management to Reduce Inventory Backlogs)

Technical Achievements

The smart inventory monitoring system automatically calculates product sales trends to reduce unnecessary replenishment; the logistics optimization algorithm calculates optimal replenishment routes through AI to reduce delivery costs.

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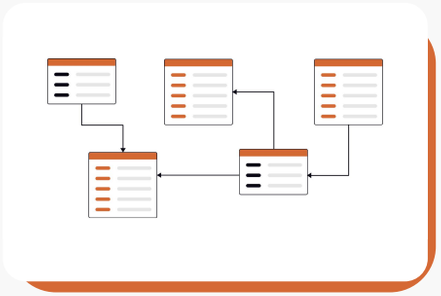
Technology System Construction

The Group has established a complete AIoT smart marketing technology system, covering the following core modules. These technologies have formed a sustainable R&D system and can be further extended to vertical scenarios, such as full-sensory interactive marketing, smart robot automatic replenishment and large model-driven "Xiaoqu" AI digital human interaction and other future directions.



AIoT Smart Terminal

Face recognition, gesture recognition, voice interaction, olfactory simulation and generative AI large models, applied to smart retail and brand marketing interaction



AI Big Data Marketing

User profiling analysis, precision advertising and smart recommendation algorithms, serving brand advertising and personalized shopping experience



Supply Chain Optimization

Smart replenishment, inventory forecasting and logistics route optimization to improve FMCG supply chain management efficiency

Future Sustainable R&D Directions

- AI Human-Computer Interaction Upgrade: Research and develop intelligent voice assistant and AI visual interaction technology to enhance user experience;
- Fully Automatic Smart Replenishment : Combine robot technology with AI prediction algorithms to achieve unmanned replenishment;
- Overseas Market Technology Adaptation : Optimize AI advertising algorithms to comply with overseas market data privacy regulations (such as GDPR);
- Low-power AIoT Terminal : Research and develop ultra-low-power smart terminals, support renewable energy power supply, and promote green retail development.

Through continuous technological innovation and application expansion, Qunabox Group not only consolidates its leading position in the field of AI interactive marketing but also provides the industry with replicable technical practice examples, contributing to the formation and promotion of new quality productive forces.

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Energy Saving and Consumption Reduction Measures and Achievements

Through technological innovation and operational optimization, Qunabox Group actively practices energy-saving and environmental protection concepts, starting from hardware design, packaging materials to logistics management and other aspects to promote green sustainable development.

During the reporting period, the Group's AI interactive marketing terminals consumed a total of **7,740.35 MWh** of electricity. Calculated according to the national grid average emission factor applicable in 2025, the Scope 2 greenhouse gas emissions are equivalent to **4,106 tons** of CO_2 equivalent.

ESG Indicators	Unit	Y2025	Y2024
Scope 1 Emissions	Tons of CO_2 Equivalent	0	0
Scope 2 Emissions	Tons of CO_2 Equivalent	4,106.00	4,253.46
Net Electricity Purchased	Kilowatt-hours (KWh)	7,740,350.31	7,926,693.67
Total Electricity Consumption Intensity	KWh/Million RMB Revenue	4,653.15	5,917.65

Note: Scope 1 greenhouse gas emissions were nil during the reporting period as the Group did not operate stationary fuel combustion sources for power generation, heating or steam production, and did not own any vehicle fleet.

The Group has not yet completed a full Scope 3 greenhouse gas inventory for the reporting period. During the reporting period, the Group noted that the use of new energy vehicles by logistics carriers contributed to an estimated avoidance of approximately 652 tonnes of carbon dioxide equivalent emissions as compared with conventional transport arrangements. The Group will continue to enhance its data collection and assessment process for Scope 3 emissions.

In 2024, the Group set a target to reduce the average annual electricity consumption per AI interactive marketing terminal by approximately **10%** over the next three years from the 2023 baseline. As of the end of the reporting period, the average annual power consumption per unit has decreased from 986 KWh in 2023 to 916 KWh in 2025, with a cumulative decrease of **7.1%**.

Water Resource Management and Efficiency Improvement

The Group's daily operations and smart terminal equipment do not involve large consumption of water resources. Water use mainly comes from daily employee living water in office areas and warehouse centers. The Group has not encountered any difficulties in obtaining suitable water sources. Nevertheless, we still actively implement water-saving measures, including regular inspection and maintenance of water supply pipes and sanitary ware to prevent dripping. We will continue to monitor per capita water consumption and set directional goals to maintain or steadily reduce per capita water consumption in the future.

The above measures not only reflect the Group's commitment to green development, but also provide the industry with replicable energy-saving practice examples.

Green Office

To actively respond to the national energy-saving and emission-reduction call, the Group has implemented a series of green measures in office areas:

1.Water and electricity conservation : Office lighting has been fully replaced with LED energy-saving lamps; smart switches are used to achieve automatic lighting control to avoid lights being left on; regular water and electricity saving publicity activities are carried out.

2. Paper use optimization : Build enterprise NAS systems, email systems, CRM, WMS and other digital management systems, prioritize electronic storage and sharing of internal documents, significantly reducing paper consumption; for documents that must be printed, advocate double-sided printing.

3. Office supplies management : Prioritize the purchase of reusable whiteboard pens, biodegradable folders and other environmentally friendly office supplies; establish office supplies usage norms and signature collection systems to avoid disposable consumables waste.

Environmentally Friendly Packaging and Logistics Optimization

In terms of packaging, the Group uses biodegradable materials to reduce FMCG packaging waste and promotes the reuse of logistics packaging to reduce resource consumption. On the logistics side, through refined operations, it optimizes single-unit replenishment goods and quantities, while planning efficient delivery routes to reduce carbon emissions during transportation, achieving green logistics.

Unmanned and Digitalized Operations

The Group develops low-power hardware solutions to optimize equipment energy consumption management. Through intelligent standby mode, it automatically reduces the energy consumption of screens, lights and other components during equipment idle periods. At the same time, it uses temperature sensors combined with ambient temperature to achieve automatic control of the refrigeration system, optimizing overall refrigeration energy consumption and further improving energy efficiency.

Smart Replenishment Algorithm

Based on AI big data analysis, optimize product delivery routes, reduce single-item logistics costs, and reduce at least 50% of unnecessary transportation energy consumption.

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Food Safety Supervision

To ensure food safety and product quality, Qunabox Group has established a full-process quality control system from supplier admission to terminal sales, strictly following relevant national regulations and industry standards to protect consumer rights. During the reporting period, the percentage of products sold or shipped subject to recalls for safety and health reasons was **0%,** and no product recalls occurred. During the reporting period, the Group did not receive any major complaints from customers regarding products and services.

Product Safety Management and Recall Procedures

To ensure product safety and consumer rights, Qunabox Group has established a strict product safety risk response mechanism. After receiving safety issue feedback from the operations department regarding a certain product, the Group immediately initiates the following process:

< STEP 1 >

Emergency Response and Delisting

Delist and recall problematic products and their same-batch goods, while verifying product and supplier details. If safety hazards are found, the Group will notify and eliminate risks; if no problems are found, the product will be re-arranged for sale.

< STEP 2 >

Graded Recall Mechanism

According to the "Food Recall Management Measures", recalls are divided into three levels :

- Level 1 (Serious): completed within 24 hours ;
  Level 2 (General): completed within 48 hours;
- Level 3 (Minor): completed within 72 hours;

< STEP 3 >

Recall Execution and Follow-up Processing

For products that may cause health hazards, complete the recall work within the statutory time limit; for products that do not clearly identify specific risk components, remedy through announcements, etc.; for products that do not meet safety standards, provide exchange or return services.

During the reporting period, no product recalls occurred in the Group.

Full-process Quality Control

The Group has strict supervision measures for food safety during procurement and operation. From the inspection of goods entering the warehouse by suppliers to the handover and receipt in the warehouse, and then to the re-inspection by replenishment personnel, there are complete processes to ensure food safety.

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Shelf Life Management

The United Nations Sustainable Development Goals (SDG 12.3) clearly call for reducing global food waste. Relying on the widely covered smart terminal network, the Group has built a digital shelf life management closed loop of "high-standard entry at source—smart circulation in middle—precise interception at end", minimizing product loss and resource waste while ensuring absolute food safety:

Strict Control of Source Procurement, Extending Circulation Window

The Group has formulated strict warehousing acceptance standards, requiring all purchased products to retain sufficient remaining shelf life when entering the warehouse, ensuring that products are always in the best quality condition throughout the entire circulation cycle from warehousing to terminal sales. This front-end barrier provides sufficient time buffer for refined circulation at terminals.

Comprehensive Digital Tracking and Dynamic Discounting

The huge network of operating machines has been fully connected to the cloud-based shelf life tracking system. When the system accurately captures that products in a certain aisle enter the "safety window for near-expiry products", it will automatically trigger a dynamic discount mechanism, accelerating inventory clearance through market-oriented promotional strategies with excellent cost performance.

Cross-terminal Intelligent Allocation Mechanism

For near-expiration products that remain unsold after discounting, we have introduced an industry-leading inventory scheduling algorithm. The system intelligently allocates products based on each machine's LBS location and historical sales profile, transferring them to core points with higher turnover and greater customer flow for secondary sales. Through "relay circulation" in physical space, it greatly improves the survival rate of near-expiration products and minimizes the probability of expiration and destruction.

Zero-Tolerance Safety Circuit Breaker Mechanism

When products reach the near-expiration threshold (not expired), the system immediately activates the circuit breaker mechanism to automatically lock the aisle, completely preventing expired products from flowing to consumers, achieving the unity of business goodwill and consumer protection.

Supplier Assessment and Elimination Mechanism

The Group conducts regular assessments of suppliers, including on-site inspections and field checks, and implements an elimination system for suppliers that do not meet food safety standards. At the same time, it strictly implements operational processes such as receiving safety, in-stock management and outbound management to ensure that every link complies with food safety standards. Through the above measures, Qunabox Group has built a rigorous food safety management system, providing consumers with safe and reliable products while continuously enhancing its corporate social responsibility image.

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Supplier Selection and Onboarding Mechanism

As of the end of 2025, the Group has a total of 2,163 suppliers, of which 24 are from overseas. Guangdong Province, Shanghai and Beijing are the first, second and third largest supplier regional sources for the Group respectively. Qunabox Group has established a strict review and evaluation system in the supplier selection and admission process to ensure that suppliers meet company standards in terms of qualifications, costs and environmental protection, providing a solid guarantee for product quality and sustainable development.

Province	Quantity	Province	Quantity
Guangdong Province	485	Hubei Province	50
Shanghai	462	Henan Province	48
Beijing	220	Jiangxi Province	5
Shandong Province	191	Hebei Province	4
Jiangsu Province	167	Tibet Autonomous Region	3
Zhejiang Province	137	Guangxi Zhuang Autonomous Region	2
Fujian Province	67	Liaoning Province	1
Shaanxi Province	64	Hainan Province	1
Tianjin	59	Hunan Province	1
Sichuan Province	58	Guizhou Province	1
Anhui Province	58	Overseas	24
Chongqing	55	Total	**2163**

Qualification Review

The Group conducts strict reviews of suppliers' qualification documents such as business licenses, operating licenses and technical information. For food products, suppliers also need to provide product quality test reports, safety production certificates and food circulation licenses to ensure their compliance and product quality reliability.

Cost Control

In the preliminary screening stage, the Group evaluates whether suppliers meet company cost requirements based on the cost information submitted by suppliers. For suppliers that meet cost standards and can supply stably, they enter the contract signing process to ensure the economy and stability of the supply chain.

Packaging Materials and Environmental Requirements

The Group gives priority to suppliers using environmentally friendly packaging materials and gradually increases the proportion of recyclable materials. For example, gradually increasing the proportion of glass-bottled products to reduce environmental impact and practice green procurement concepts. Through the above mechanism, Qunabox Group not only ensures the efficient operation and cost optimization of the supply chain but also promotes the implementation of environmental protection concepts in the supply chain, laying the foundation for the realization of sustainable development goals.

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Overseas Project "Qunabox Group Supplier Code of Conduct"

Qunabox Group firmly believes that a legal, compliant and environmentally and socially responsible supply chain is the cornerstone of sustainable business success. As the Group accelerates its expansion into overseas markets in 2025 (with Dubai and Singapore as pilots), the complexity of supply chains and geopolitical compliance risks brought by global business have increased significantly. Particularly for special circumstances in overseas projects such as international trade compliance (such as economic sanctions and export controls), strict human rights standards (such as preventing modern slavery), cross-border business ethics and ESG regulatory differences in different regions, we have comprehensively upgraded the supply chain governance system and issued and strictly implemented the "Qunabox Group Supplier Code of Conduct" (hereinafter referred to as the "Code"). We require important suppliers, subcontractors and their representatives of overseas projects to read, sign an acknowledgment of receipt and strictly comply before signing commercial contracts to ensure that the Group's overseas strategy advances steadily on a safe and compliant track.

Comprehensive Supplier Code of Conduct

Our "Code" sets clear expectations and red line requirements for suppliers around four core pillars: business ethics, human rights protection, compliant operations and ESG practices:

1. Uphold Business Ethics and Integrity: Suppliers must avoid conflicts of interest and strictly prohibit participation in any form of commercial bribery, kickbacks and insider trading. Gifts and hospitality must strictly comply with business practices and laws and regulations, and ensure that account records are true and accurate.
2. Defend Labor Rights and Human Rights: The Group adopts a "zero tolerance" attitude toward modern slavery and child labor. Suppliers must strictly prohibit any form of forced labor or child labor, and eliminate discrimination and harassment based on gender, age, race or belief in recruitment, compensation, promotion and other processes to protect employee dignity.
3. Information Security and Intellectual Property Protection: Suppliers must properly protect Qunabox Group's assets, technical resources and confidential information, strictly prohibit unauthorized data disclosure and misuse, and respect and maintain the Group's intellectual property rights .
4. ESG Due Diligence and Environmental Advocacy: We incorporate ESG performance into the supplier evaluation system. The Group may require specific suppliers to participate in ESG due diligence and submit information on their sustainable development, working conditions and corporate governance. At the same time, on the procurement side, we give priority to suppliers using environmentally friendly and recyclable packaging materials to promote the green transformation of the supply chain.

Strict Assessment, Supervision and Graded Punishment Mechanism

To ensure that the "Code" is not merely a formality, the Group has established a risk-based dynamic assessment and "Four-Tier Penalty Mechanism for Violations". We supervise suppliers through regular reviews, assessments and requests for integrity certificates:

Minor and General Violations (Levels 1-2) : For procedural omissions or first-time violations of core clauses, the Group will take measures such as written warnings, deduction of annual evaluation scores, requiring submission of rectification reports, and even suspension of cooperation for at least 12 months within the entire Group and deduction of liquidated damages.

Serious and Major Violations (Levels 3-4) : For egregious acts that touch legal or moral red lines (such as commercial bribery, human rights violations, use of child labor, systematic fraud, etc.), the Group will immediately terminate all contracts, list them on the permanent cooperation blacklist, publicly disclose violations, and reserve the right to report to regulatory and law enforcement agencies, pursue joint and several liability across the supply chain and initiate comprehensive legal proceedings.

Smooth Communication and Reporting Channels

Qunabox Group encourages supervision by all employees. If anyone discovers suspected illegal or improper behavior by suppliers or violations of the "Code", they can report through the Group's dedicated compliance mailbox (jubao@zzss.com). The Group promises to strictly keep whistleblowers' information confidential and ensure that reporting misconduct in good faith will not negatively affect compliant suppliers' business relationships.

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Supply Chain Logistics

Through improving the warehouse management system, deeply coordinating green logistics and applying intelligent technology, Qunabox Group has built an efficient, safe and sustainable supply chain logistics network, providing dual guarantees for business operations and environmental protection goals.

Logistics System

The Group has established a logistics system covering transportation, warehousing and other links to ensure the controllability and safety of the logistics process while improving operational efficiency.

Smart Recommendation System

Relying on big data and artificial intelligence technology, the Group analyzes sales data to optimize product allocation and inventory management. Through the smart recommendation system, it accurately matches supply and demand relationships, reduces inventory waste, and improves sales efficiency and resource utilization.

Through the above measures, Qunabox has ensured the efficient operation of its supply chain while actively promoting the transformation to green logistics, setting a practical example for the sustainable development of the industry.

New Energy Vehicle Application

Transportation is a key source of indirect greenhouse gas emissions in the retail industry. The Group is well aware of the indirect environmental impact brought by high-frequency replenishment. We actively practice the "green supply chain" concept, incorporate environmental performance into the admission, assessment and incentive mechanisms of third-party logistics suppliers, and clearly encourage and give priority to procuring logistics carrier services with new energy transportation capabilities.

During the reporting period, in the Group's outsourced terminal replenishment business, the proportion of new energy logistics vehicles used by carriers has reached 82%. Through deep upstream and downstream coordination, we have effectively guided the low-carbon transformation of the logistics ecosystem. Compared with traditional fuel transportation models, this green transportation network has helped the Group avoid approximately 652 tons of carbon dioxide equivalent (Scope 3) emissions. In the future, we will continue to deepen strategic cooperation with core logistics partners, explore digital urban distribution carbon reduction solutions, and further reduce the total Scope 3 emissions.

Advertising Management

In the planning and presentation of advertising content, Qunabox Group has established a strict review process to ensure the authenticity, accuracy and compliance of information, further enhancing brand credibility and consumer trust.

Advertising Content Review Process

Every advertising content must undergo joint review by multiple departments, including the Marketing Department, Legal Department and Product Department. The review focuses on the accuracy of product descriptions, price information and promotional activities to ensure that advertising content is true and accurate, avoiding exaggerated promotion or misleading consumers. Through this series of strict review processes, the Group ensures the transparency and credibility of advertising.

MCN and KOL Cooperation Management

Qunabox Group strictly complies with laws and regulations regarding live broadcast promotion activities to ensure that cooperation with MCNs and KOLs is legal and compliant. In the cooperation process, the Group strictly screens MCN institutions according to service supplier selection standards and requires MCNs to select KOLs with good reputations. At the same time, the Group conducts public searches and background checks on selected KOLs. If any negative information that may damage the brand image is found, the Group will require the MCN to find alternative candidates. In addition, the Group assists brand clients in communicating with KOLs to ensure that live broadcast plans and scripts comply with brand requirements and the "Advertising Law of the People's Republic of China", and reviews live broadcast content to ensure its legality and compliance.

As of the end of 2025, the Group has not been penalized by relevant authorities or claimed by consumers for publishing improper, illegal or offensive advertising content.



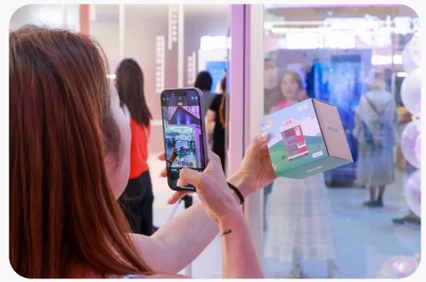


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Public Opinion Monitoring and Early Warning

In 2025, the Group did not experience any public opinion crisis. Through systematic public opinion monitoring and risk management mechanisms, Qunabox Group tracks external environmental changes in real time, quickly identifies and responds to potential risks, ensuring that brand reputation and market position are not damaged.

Public Opinion Monitoring and Early Warning

The Group uses online public opinion monitoring tools to track information on social media, complaint platforms and news media around the clock, and establishes an early warning mechanism to ensure timely identification of potential risks. In addition, the Group has established a long-term cooperative relationship with Haotian Media, entrusting it to monitor multiple dimensions such as mainstream media, social media, competitor dynamics and stock price fluctuations. Haotian Media provides daily public opinion monitoring summary reports covering hot news, brand-related public opinion, industry dynamics and potential risk points, combined with market trend analysis to help the Group timely grasp external environmental changes.

Standardized Response Process

For sensitive information or potential risks detected, the Group has formulated standardized response SOPs (Standard Operating Procedures), including graded response mechanisms (general public opinion, sensitive public opinion, crisis public opinion). When risks occur, the Marketing Department, Public Relations Department, Legal Department and relevant business units jointly conduct assessments, quickly formulate communication strategies and disposal plans to avoid escalation of public opinion.

Continuous Optimization and Improvement

The Group regularly reviews public opinion response cases, summarizes lessons learned, continuously optimizes monitoring and response processes, and further improves brand risk management capabilities and crisis response efficiency. Through the above mechanisms, Qunabox Group has achieved comprehensive monitoring and efficient response to public opinion risks, providing a solid guarantee for the long-term stability of brand reputation.

Intellectual Property Protection

The Group attaches great importance to the acquisition, management, protection and infringement prevention of intellectual property rights, and has established a complete set of standardized processes to ensure the Group's intellectual property security in technology, brands, product content and other aspects:

Intellectual Property Acquisition Methods

In terms of technological innovation, the Group encourages independent R&D and protects core technological achievements and competitive advantages through standardized measures such as software copyright registration and patent applications. As of the end of 2025, the Group has achieved remarkable results in intellectual property accumulation and layout:

Software Copyrights : The cumulative registration total reached **173** items, including **46** new registrations in 2025.

Patent Authorization and Reserves : A total of **22** authorized patents have been obtained (including **8** new authorizations in 2025). At the same time, the Group maintains strong innovation and R&D momentum, with up to 133 patent applications currently submitted and in the approval process, building a solid reserve for future technical barriers.

In terms of brand building, the Group registers trademarks for involved brands to ensure brand asset security. In terms of content creation, the Group adopts self-design or cooperation with professional design institutions, conducts strict reviews, and ensures that all visual, advertising and promotional materials comply with intellectual property regulations.

Intellectual Property Management

The Group has established an intellectual property database to centrally manage patents, trademarks, copyrights and other information, and regularly updates and maintains it. In terms of contract management, intellectual property protection clauses are signed with suppliers and partners to clarify rights ownership and avoid potential disputes. Internal intellectual property review processes are established, and promotional content and advertising materials released externally must be reviewed by the brand and legal departments to ensure compliance.

Infringement Prevention and Response

Through public opinion monitoring and market research, regularly check whether there are unauthorized uses of the company's intellectual property by third parties. Strengthen compliance management of font usage, requiring all external designs to use officially licensed fonts or company-owned fonts, and review historical content to avoid legal risks. In response to any infringement, the Group's legal department will immediately activate its protection protocol, securing and assessing evidence without delay. Depending on the nature and severity of the infringement, the Group will adopt a tiered response strategy, including but not limited to filing complaints with relevant platforms, issuing formal cease-and-desist letters, and reserving the right to pursue civil or criminal proceedings. With a zero-tolerance approach, the Group is committed to safeguarding its core assets and legitimate rights and interests.

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Packaging and Waste Management

Qunabox Group attaches great importance to the environmental impact during the product life cycle and operation process, and regards the green transformation of packaging materials and waste resource utilization as important aspects of sustainable development:

Green Transformation of Packaging Materials

The Group actively promotes the sustainability of packaging materials. During the reporting period, we conducted a comprehensive inventory of packaging materials for products sold by our AI interactive terminals. Data shows that materials with high recycling value dominate, while hard-to-recycle materials account for a very low proportion.

Packaging Material Category	Proportion (%)	Environmental Attributes and Management Strategy
Metal Cans (Aluminum/Steel)	58.3%	High recycling value: As infinitely recyclable materials, they are our preferred packaging form.
Plastic Bottles	36.1%	Recyclable: Focus on the recycling chain of PET bottles and encourage suppliers to use rPET (recycled plastic).
Paper-based Packaging	3.2%	Biodegradable/Renewable: Priority is given to FSC-certified or biodegradable paper materials.
Others (Glass, etc.)	2.7%	Hard to recycle/High carbon emissions: Belongs to key reduction targets, gradually reducing this proportion through procurement alternatives.

To further reduce the environmental burden of packaging waste, we are actively implementing sustainable packaging strategies, continuously advocating green concepts to upstream and downstream partners, and encouraging priority selection of environmentally friendly, easily recyclable or biodegradable packaging materials. In the future, we will gradually reduce and eliminate the proportion of low-recycling-rate packaging such as glass bottles by optimizing product procurement structure.






Warehouse Waste Recycling

In warehousing and daily operations, we strictly implement waste reduction and resource utilization. In 2025, the secondary utilization rate of cartons in the company's warehouses (such as using waste cartons for secondary logistics transfer packaging, etc.) has exceeded 30%. For waste cartons and packaging that cannot be reused, the Group ensures that 100% are sold to professional recyclers for recycling, achieving "zero waste" and "zero landfill" for core warehouse waste. Given the large variety of SKUs in the Group's end-market circulation, their extremely frequent iteration cycles, and the fact that specific weight data of primary packaging belongs to the supply chain data of respective brand owners, it is objectively difficult for the Group to individually disassemble and accurately weigh the packaging of each SKU. Therefore, this report does not disclose the total absolute weight of packaging materials (in tons).

E-waste Management

Resource Optimization and Modular Design

Qunabox Group integrates the circular economy concept into equipment life cycle management. By implementing modular design solutions, it achieves independent replacement and upgrading of core components, significantly extending the overall service life of equipment and reducing electronic waste generation at the source. During equipment updates, the Group strictly implements electronic waste recycling and disposal regulations to ensure that waste equipment flows are compliant, minimizing environmental footprint and improving comprehensive resource utilization efficiency.

2025 Recycling Performance

The Group implements refined quantity management of waste flows. In 2025, the Group achieved a total of 998 electronic component recyclings, with 222 scrapped, achieving a comprehensive recycling rate of 81.8%.

Overview of Key Component Recycling Data:

Component	Recycling Quantity (units)	Scrapped Quantity (units)	Recycling Rate (%)
Industrial PC	234	11	95.5%
Compressor	192	1	99.5%
Display	291	26	91.8%
Touch Frame	14	16	46.7%
Power Module	28	17	62.2%
Light Module	55	38	59.1%
Sensor	139	89	61.0%
Communication Module	45	24	65.2%
Total	**998**	**222**	**81.8%**

Note: Since the Group's current management system uses "pieces" as the statistical caliber and has not yet conducted weight measurement, the total weight of hazardous waste is not disclosed for the time being.

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Addressing Climate Change

Qunabox Group deeply recognizes the potential impact of climate change on the global economy and business operations. The Group has begun to gradually identify and assess the physical risks brought by climate change (such as the impact of extreme weather on offline smart terminal equipment and logistics transportation) and transition risks (such as stricter low-carbon environmental regulations). To mitigate the above risks, we actively promote green logistics, optimize equipment energy consumption, and enhance the climate resilience of the supply chain. In the future, the Group will further improve the climate risk response mechanism and explore the formulation of specific quantitative targets for greenhouse gas emission reduction.

For the purpose of climate-related assessment, the Group defines short term as within 1 year, medium term as 1 to 3 years, and long term as more than 3 years. The Group's principal climate-related physical risks include extreme weather that may affect terminal operations, warehousing and logistics, while principal transition risks include tightening requirements and market expectations relating to energy efficiency, emissions, packaging and climate-related disclosures. Climate-related opportunities mainly include low-power terminal upgrades, energy-saving technologies, green logistics and environmentally preferable procurement. Such risks and opportunities are considered by management and the ESG working group with reference to operational data, regulatory developments, supply chain information and business planning, and are integrated into the Group's overall ESG and risk management processes. At present, climate-related matters may mainly affect the Group through electricity, logistics, equipment maintenance, packaging adjustment and compliance costs. The Group has not separately quantified the current or expected financial effects of climate-related risks and opportunities, as relevant methodologies and data collection processes are still being enhanced. During the reporting period, the Group conducted a preliminary qualitative assessment of its climate resilience with reference to its principal operations in China and overseas pilot markets, and considers its business model to remain broadly resilient in the short to medium term.

Greenhouse Gas Emissions and Waste Management Statement

In its daily operations, the Group does not use fixed fuels such as coal, fuel oil or natural gas for power generation, heating or steam production, nor does it own any fleet. Therefore, the Group has not generated Scope 1 direct greenhouse gas emissions. The Group's greenhouse gas emissions mainly come from Scope 2 (indirect) emissions generated by electricity consumption by AI interactive marketing terminals and office premises.



Waste Data Statistics Statement

The Group's hazardous waste is mainly electronic waste (electronic components), and non-hazardous waste is mainly carton packaging generated during product transportation. Since the Group's electronic component waste and carton recycling are managed through reverse logistics according to "piece count/quantity", accurate weighing is objectively impossible, so this report does not disclose the specific total weight density of waste generated.





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03

Our Consumers

Our Consumers

Target Customer Profile

Qunabox Group's core target customer group is young white-collar users aged 18 to 45, who have high consumption capacity, brand awareness and strong social sharing willingness. The following is a detailed analysis:

Age and Occupation Distribution

- Target customers are mainly concentrated **between 18 and 45 years old**. Users in this age group generally have high consumption capacity and brand awareness.
- The occupation distribution is mainly **white-collar** workers, who have high pursuit of quality life and strong brand loyalty.



Consumption Habits and Behavior Characteristics

- **FMCG Preference :** Target customers have high acceptance of FMCG updates and iterations, are willing to try new products and new brands, and are keen to share usage experiences.
- **Online and Offline Interaction :** Users participate in brand marketing activities and product experiences through online apps and offline smart terminal devices. This two-way interaction model significantly improves user engagement and brand stickiness.
- **Brand Loyalty :** Loyal users frequently use smart terminal devices and actively share experiences on social media, showing high repurchase rates and engagement.



User Needs and Preferences

- **Novelty and Fun :** Young users are full of interest in novel and interesting products and interaction forms. Brands need to continuously innovate to meet their needs for freshness.
- **Social Responsibility :** Young users are increasingly concerned about brands' social responsibility and environmental protection concepts. Brands need to emphasize their contributions to environmental protection and social welfare in promotion to improve user favorability.



In summary, Qunabox Group's target customer group is mainly young white-collar workers who focus on quality, pursue novelty, and have strong social sharing willingness. The brand will meet user needs and further improve user satisfaction and loyalty through continuous innovation, ensuring product quality and practicing social responsibility.

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Diversified Marketing and Customer Relationship Management Strategy

Through diversified online and offline marketing strategies and systematic customer relationship management, Qunabox Group continues to enhance brand awareness, user engagement and customer loyalty, providing strong momentum for business growth.

In terms of social media marketing, the Group attracts user attention by publishing highly interesting content, while planning online lottery, Q&A and other interactive activities to enhance user engagement and brand stickiness.

In the field of offline promotion, the Group enhances brand exposure through new product launches, exhibitions and sponsorship activities, and sets up brand display terminals in high-traffic areas such as shopping malls and airports to strengthen brand visibility. At the same time, it actively participates in public welfare activities, conveys brand social responsibility concepts, and enhances brand reputation and social recognition.

In terms of customer relationship management, the Group focuses on after-sales service quality, solving customer problems through efficient and professional services to improve satisfaction and loyalty. The establishment of a membership system further enhances customer stickiness, promoting repurchase and word-of-mouth communication through incentives such as points and discounts. In addition, the Group systematically collects customer feedback, timely optimizes products and services, continuously improves user experience, and lays a solid foundation for long-term brand development.



Consumer Privacy Protection

Qunabox Group attaches great importance to global consumers' data security and privacy protection. With the Group's business expanding into overseas markets in 2025, we have comprehensively benchmarked against Singapore's Personal Data Protection Act (PDPA) and increasingly strict data compliance standards in the Middle East (such as UAE, etc.) on the basis of strictly following China's Personal Information Protection Law (PIPL). At the same time, the company has obtained the National Information Security Level Protection (Level 3) Certification, which is the highest level of information security certification that domestic non-banking institutions can obtain, indicating that the company has reached national standards in data security management, technical protection and compliant operations, ensuring the legal and compliant collection, storage, use and protection of consumer data. For overseas projects, the Group has established data compliance and localization storage mechanisms that meet international standards to ensure that data involving overseas user profiles, behavior analysis and advertising interactions fully complies with local regulatory requirements in collection, processing and cross-border transmission.

Aspect	Specific Measures	Protection Mechanism
Data Collection	Personal information is collected only after obtaining explicit user authorization, such as QR code purchase records, advertising interaction data, etc. De-identification processing ensures that data cannot be directly associated with personal identity. Follow the minimization principle and only collect necessary information.	User informed consent mechanism to ensure consumers understand data usage. Anonymization and de-identification processing to reduce data leakage risks.
Data Storage	Use AES-256 advanced encryption algorithm to encrypt user data storage. Adopt distributed storage architecture to prevent single-point data leakage. Access permissions are strictly graded, and only authorized personnel can access sensitive data.	End-to-end encryption to ensure data transmission security. Access control (RBAC) to prevent internal data abuse.
Data Use	AIoT data is only used to optimize consumer experience, advertising recommendations, and smart replenishment, and shall not be used for other purposes. Big data analysis is performed after data desensitization processing, not involving specific personal identities. Users can independently manage data.	Privacy policy transparency, users can check data usage methods at any time. Strictly review third-party data sharing to ensure compliance.

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Complaint Management

To protect customer rights and continuously improve service quality, Qunabox Group has established a systematic complaint management mechanism, covering two core aspects: complaint handling process and data monitoring, to ensure efficient problem resolution and promote operational optimization.

Complaint Handling Process

Receiving and Verification

The Group has a professional customer service team responsible for receiving customer complaints and recording problem details, while conducting preliminary verification to ensure information accuracy. During the reporting period, the Group received a total of 449 complaints regarding products and services

Classification and Processing

According to the nature of the complaint, customer service personnel classify the problem and take corresponding measures.

For example, for food safety issues, quickly contact relevant departments for investigation and handling to ensure timely response.

Feedback and Resolution

After the problem is confirmed, customer service personnel promptly provide feedback to customers on the handling results and provide solutions according to specific circumstances, such as refunds or product replacements, to ensure customer satisfaction.
For complex or major complaints, the Group has established an efficient cross-departmental internal escalation mechanism, with senior management intervening for special assessment to ensure proper and fair solutions for consumers and complete closed-loop feedback within the specified time limit.

Complaint Data Monitoring

Data Collection and Analysis	The Group collects and analyzes complaint data through systematic tools to identify the frequency and severity of problems, providing data support for improvement.
Improvement Measures Formulation	Based on data analysis results, the Group formulates targeted improvement measures. For example, for high-frequency issues, adjust procurement standards or strengthen quality control to reduce problems at the source.

Through the above mechanisms, Qunabox Group not only achieves efficient complaint handling but also continuously improves service quality and customer satisfaction through data-driven continuous improvement, laying a solid foundation for long-term brand development.

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04

Our Employees

Our Employees

As of the end of 2025, the Group has a total of 201 employees, all of whom are full-time employees. Among them, there are 133 male employees and 68 female employees. By age, employees aged 31 to 35 account for the highest proportion at 29%, and employees aged 26 to 30 account for 25%, ranking second. By region, the most employees come from Shanghai, reaching 135, and the number of employees from non-Shanghai regions is 66.

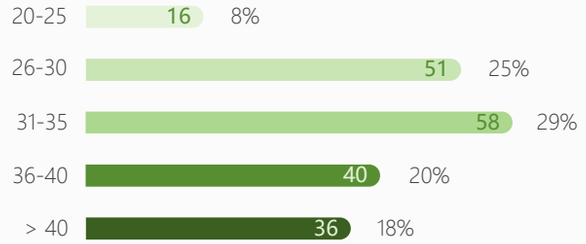
Gender Distribution



Male Employees
133, 66%

Female Employees
68, 34%

Age Distribution



In 2025, the Group's employee turnover was 63, with an overall employee turnover rate of 31.3%. To comprehensively review talent retention, we conducted multi-dimensional monitoring of turnover data:

From the composition of turnover : by gender, male turnover accounts for 54% and female for 46%; by age, employees aged 26-30 have the highest turnover proportion (37%); by region, Shanghai has a turnover proportion of 83%.

From the specific turnover rates of each dimension : male employee turnover rate is 25.6%, female is 42.6%; by age, employee turnover rate is 93.8% for 20-25 years old, 45.1% for 26-30 years old, 19.0% for 31-35 years old, and 18.4% for over 36 years old; by region, Shanghai employee turnover rate is 38.5%, and non-Shanghai region is 16.7%.

Regional Distribution (Employment)

Region	Number of People	Proportion
Shanghai	135	67.16%
Xiamen	24	11.94%
Nanjing	8	3.98%
Beijing	7	3.48%
Guangzhou	6	2.99%
Hefei	3	1.49%
Shenzhen	3	1.49%
Xi"an	3	1.49%
Jinan	2	1.00%
Wuhan	2	1.00%
Zhengzhou	2	1.00%
Chongqing	2	1.00%
Chengdu	1	0.50%
Ningbo	1	0.50%
Qingdao	1	0.50%
Tianjin	1	0.50%

Regional Distribution (Turnover)

Region	Number of People	Proportion
Shanghai	52	83%
Chengdu	2	3%
Guangzhou	2	3%
Nanjing	2	3%
Shenzhen	2	3%
Anji	1	2%
Ningbo	1	2%
Tianjin	1	2%

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Diverse and Equal Employment Policy

Qunabox Group adheres to the concept of diversity and equality in employment, insists on fair and just principles in the recruitment process, provides equal opportunities for talents of different genders, ages and backgrounds, and creates an inclusive working environment.

The Group treats male and female job seekers equally in recruitment, with no gender preference. For example, the finance department is entirely composed of female employees, while R&D positions are recruited according to actual needs to ensure that talent selection is ability-oriented.

Qunabox Group always practices the employment principles of "Diversity, Equality and Inclusion" (DEI), and is committed to building a vibrant and cohesive talent team. In terms of talent echelon construction, the Group's employee structure shows a significant characteristic of youth, with the highest proportion of young employees aged 20 to 30. This not only injects strong momentum into the enterprise's continuous innovation but also demonstrates the Group's high emphasis on youth talent reserve and long-term cultivation.

In promoting workplace equality, the Group actively expands diversified employment channels and is committed to the integrated employment of disadvantaged groups. In 2025, the Group successfully absorbed people with disabilities into the team. During this period, through precise job matching and support from barrier-free office facilities, we fully assisted them in exploring their potential and smoothly integrating into the workplace (the employee later left smoothly due to personal career development planning). In the future, Qunabox Group will continue to rely on fair and just employment mechanisms, continuously deepen inclusive workplace construction, enhance employee sense of belonging with a diversified talent ecosystem, and fully empower the enterprise's long-term sustainable development.



Labor Standards and Rights Protection

Qunabox Group strictly complies with the "Labor Law of the People's Republic of China", the "Law on the Protection of Minors of the People's Republic of China" and relevant employment laws and regulations in the countries/regions where it operates, resolutely defends human rights, and maintains an absolute "zero tolerance" attitude toward child labor and any form of forced labor.

In the recruitment and onboarding process, the Group's Human Resources Department has formulated and implemented strict identity verification standard operating procedures (SOPs). We ensure that all hired employees have reached the statutory minimum employment age by checking original identity documents, comparing academic certificates and conducting necessary background checks. At the same time, the Group's human resources management system is equipped with built-in age verification algorithms to automatically intercept underage personnel during the employment information entry stage, cutting off the risk of mistakenly hiring child labor at the source.

The Group is committed to creating a free, dignified and fair working environment for every employee. We sign legal and valid labor contracts with all employees on the basis of equality, voluntariness and consensus.

The Group has established smooth employee grievance and internal audit channels, and regularly reviews employment practices. If any suspected violations of child labor employment are found in internal reviews or daily management, the Group will immediately initiate the highest level of remedial response procedures:

1.Immediately stop any work arrangements for the minor and place them in a safe location;

2.Fund arrangements for comprehensive physical health examinations;

3.Fully settle and pay all labor remuneration during this period ;

4. Proactively contact their legal guardians and send dedicated personnel to escort them safely back home to be properly cared for by guardians ;

5. Proactively report the situation truthfully to local labor administrative law enforcement departments, and seriously hold accountable and internally punish relevant responsible persons for illegal recruitment.

For reports of forced labor, once verified, the Group will immediately correct relevant violations, protect the rights and interests of victimized employees, and dismiss the involved management personnel. Those who violate the law will be transferred to judicial authorities.

During the reporting period, the Group did not experience any violations or labor disputes related to child labor or forced labor.

Compensation and Benefits

Qunabox Group has established a compensation system with basic salary and performance salary as the core. The Group also implements an equity incentive plan covering more than 68 employees. For executives and core personnel, the Group also provides long-term incentives such as options and bonuses to further enhance employees' work enthusiasm and loyalty.

In terms of benefits, the Group provides each employee with a monthly shopping subsidy of RMB 200, and distributes a quarterly allowance of RMB 300 to departments for team building activities to promote teamwork and cohesion. In addition, the Group organized multiple sports activities in 2025, and a weekly mechanism for regular activities has been established, which not only enriched employees' personal lives but also enhanced team belonging. The Group also pays special attention to female employees' benefits. For example, during International Women's Day, it carefully prepares holiday gift boxes for each female employee to express care and respect for female employees.



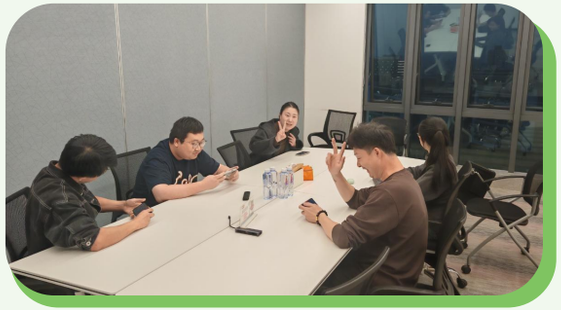
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Training System

Qunabox Group attaches great importance to employees' career development and skill improvement. Through systematic training systems and diversified learning opportunities, it helps employees grow and the enterprise develop. In 2025, the Group arranged training for 2,237 person-times, achieving 100% employee coverage (by gender, male employee training percentage is 100%, female employee training percentage is 100%. By rank, senior managers, middle managers and grassroots employees all have 100% training percentages). The total annual employee training hours reached 6,130 hours (including departed trainees). In terms of training duration, female employees' average training duration is 31.1 hours, male employees is 30.2 hours; by rank, senior managers" average training duration is 66.0 hours, middle managers is 50.6 hours, and grassroots employees is 27.1 hours. These data fully reflect the Group's emphasis on continuous development of employees at all levels and genders.

Onboarding Training

The Group provides comprehensive onboarding training for new employees, covering human resources and administrative systems and departmental professional skills to help them quickly integrate into the working environment. During the probation period, the human resources department regularly conducts in-depth interviews with new employees, closely monitors their adaptation and listens to feedback. During the regularization stage, the Group helps employees systematically summarize periodic milestones through structured probation work reports and provides constructive guidance for their future career development planning.



Sharing Sessions

The Group meets employees' professional and interest development needs through two types of sharing sessions: :

Technical Sharing Sessions: Regularly held by the technical department, covering cutting-edge technologies, tool usage and industry trends, aiming to improve employees' professional skills and industry cognition.

Interest Sharing Sessions: Organized by the human resources and administration department according to employee needs and interests, covering photography skills, Photoshop operations, etc., enriching employees' amateur skills and hobbies.



Feedback and Improvement Mechanism

Before training arrangements, the Group understands employee needs and interests through electronic surveys, such as using anonymous voting to determine training topics to ensure content meets employees' actual needs. After each training session, the Group conducts summaries and evaluations, collects employee feedback, continuously optimizes training content and methods, and improves training effectiveness. Through the above system, Qunabox Group not only provides employees with rich learning resources and development opportunities but also continuously improves training quality through feedback mechanisms, helping employees and the enterprise grow together.



Career Development Path

Qunabox Group has designed clear promotion channels and diversified development opportunities for employees to help them achieve career growth and personal value enhancement.

Rank Promotion System

The Group has set up multiple promotion channels from basic positions to specialists, technicians, and senior positions to ensure that employees can find clear development paths at different career stages. When designing rank and promotion mechanisms, the Group combines industry best practices with its own business characteristics to build a scientific, fair and transparent performance evaluation and promotion system, ensuring that talent selection standards are objective and quantified, and motivating employees to continuously improve professional capabilities and performance.

Diversified Development Opportunities

The Group encourages employees to broaden their horizons and capability boundaries through cross-departmental challenges. For example, a human resources supervisor responsible for compensation transferred to the recruitment field after maternity leave. Through her own efforts and corporate support, she eventually achieved remarkable results in the recruitment field. This flexible cross-departmental development mechanism not only provides employees with more career choices but also enhances the enterprise's internal talent mobility. Through the above mechanisms, Qunabox Group has created a broad career development platform for employees, helping them achieve a win-win situation between personal growth and enterprise goals.

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Occupational Health and Safety

Qunabox Group always puts employee health and safety first, creating a safe and comfortable working environment for employees through systematic health management, safety training and psychological support.

Health Management

The Group attaches great importance to employees' physical health, arranging mandatory health examinations for all logistics personnel every year, with costs fully reimbursed by the Group, ensuring timely monitoring and protection of employee health.

Occupational Safety Training

For warehouse logistics personnel, the Group conducts systematic occupational safety training from the first day of employment, requiring all operations to strictly follow video tutorials to ensure that each link complies with safety standards and minimize occupational risks.

Fire Safety Training

The Group regularly organizes fire safety training, inviting professional personnel from fire departments to conduct on-site teaching at the company. Training is usually conducted in training classrooms that can accommodate at least 20 people, covering fire safety knowledge, emergency response, etc., to improve employees' fire safety awareness and response capabilities.

Working Environment Optimization

Office areas have high green plant coverage and are equipped with air purifiers to ensure air quality, providing employees with a comfortable working environment. Through the above measures, the Group achieved the goal of zero employee casualties in 2025, demonstrating outstanding results in health and safety management and providing a solid guarantee for employees to work with peace of mind. Thus, in the past three years including the reporting period (i.e., 2023, 2024 and 2025), the Group has achieved the goal of zero work-related deaths and zero workdays lost due to work-related injuries, demonstrating outstanding results in health and safety management.



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Our Community

Our Community

Community Public Welfare Activities

In 2025, the Group actively participated in community building, giving back to society through smart terminals combined with Tencent public welfare activities at brand events.

Innovative "Behavioral Charity", Low-carbon Empowerment of Rural Education (Charity Hiking)

In June 2025, Qunabox Group, together with Hunan Honghui Education Development Foundation and Tencent Charity, launched the "Build Dreams Together, Fun Steps Convey Love" campaign. The Group innovatively explored the "behavioral charity" model, converting low-carbon walking steps donated by thousands of users into charity funds to fully fund rural children's growth projects. At the same time, through offline hiking challenges and AI interaction, we provide career enlightenment and spiritual companionship for rural students after the college entrance examination. This initiative deeply combines green travel with precise student aid, achieving two-way empowerment of environmental protection and social responsibility.



Practicing Green Exhibitions, Business Feeding Back Social Value (99 Quna Festival Charity)

In September 2025, Qunabox Group joined hands with charity partners to create an exclusive exhibition area at the "99 Quna Festival" in Shanghai. We fully implemented environmental protection concepts in operations, with exhibition materials using biodegradable environmentally friendly materials and innovatively established biodegradable charity walls. By integrating online donations with offline AI interaction, the Group materialized ESG concepts into "environmental experience + charity donation", guiding consumers to conveniently support rural education while participating in commercial interactions, successfully creating a sustainable development sample that integrates business influence and social benefits.



Promoting Energy Saving and Emission Reduction, Advocating Low-carbon Consumption for All (Earth Day Special Project)

To fulfill its green operation commitment, Qunabox Group launched the "Green Box Partner" program at more than 100 terminals nationwide during the 2025 World Earth Day, using digital coupons to incentivize the public to practice low-carbon consumption. At the same time, the Group launched the "Energy Saving 1 Hour" campaign, uniformly adjusting terminal screens nationwide to low-brightness mode at designated times to effectively reduce equipment energy consumption. Relying on its network advantages, Qunabox Group widely conveys environmental protection concepts through lightweight interaction, actively driving society to build a green ecology while reducing its own operational carbon footprint.



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Volunteer Service

The Group attaches great importance to volunteer service and actively contributes to the community and society.

In July 2025, Qunabox Group deeply cooperated with Honghui Education Foundation, a long-term charity partner, to launch the "In the Name of Youth - Passing the Torch" online activity. Relying on a digital platform, the activity invited outstanding Tsinghua alumni from rural backgrounds and several outstanding young and middle-aged backbones from Qunabox Group as volunteers to conduct "cloud tea parties" with rural students. By sharing real growth experiences, the power of role models inspires young students to establish ambitious goals. This activity broke physical space barriers and provided valuable spiritual guidance for rural students, demonstrating Qunabox Group's long-term investment and deep humanistic care in the fields of rural education empowerment and talent revitalization.

Caring for Hong Kong and Social Feedback

As a company listed on The Stock Exchange of Hong Kong, Qunabox Group always cares about the livelihood and safety of Hong Kong society. On November 26, 2025, a major fire accident occurred in the Wang Fuk Court community in Tai Po, Hong Kong, posing a serious threat to the lives and property of local residents. The disaster touched the hearts of all Qunabox Group employees.

In the face of sudden disasters, the Group quickly activated the emergency response mechanism and urgently allocated HKD 1,000,000 in special funds to fully support the rescue operations of the Tai Po fire in Hong Kong and the post-disaster transition of affected compatriots. Here, the Group expresses its deepest condolences to the victims of the fire accident and the firefighters who heroically sacrificed their duties, and pays high tribute to all firefighters and medical staff who fought on the front line of the disaster and guarded citizens" lives and safety.

Qunabox Group deeply understands that the long-term development of an enterprise cannot be separated from the prosperity and stability of the community where it operates. We hope that through this tangible financial assistance, we can provide timely and proper living support for affected residents, help them overcome difficulties as soon as possible, and rebuild stable homes. In the future, Qunabox Group will continue to uphold the belief of "helping each other in the same boat" and contribute corporate strength where society needs it most.

ESG Honor Recognition

On July 18, 2025, at the 4th International Green Zero Carbon Festival and 2025 ESG Leaders Summit held in Shanghai, Qunabox Group was awarded the "2025 ESG Model Enterprise Award" by the organizing committee for its outstanding performance in the fields of environment, society and corporate governance (ESG), reflecting the high recognition from all sectors of society for the Group's practice of sustainable development.



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Business Ethics

Anti-corruption, Anti-monopoly, Anti-money Laundering

Qunabox Group attaches great importance to the construction of corporate integrity culture, has established a sound anti-corruption system, and effectively prevents and curbs corruption through multiple measures such as employee training, internal control mechanisms and reporting mechanisms to ensure the compliance and transparency of enterprise operations.

Anti-corruption System Construction

The Group explicitly prohibits employees from participating in any form of corruption and has formulated strict penalties for serious handling of violations. At the same time, a reporting mechanism has been established to encourage employees and external partners to supervise and report, ensuring that corruption is investigated and dealt with in a timely manner.

Employee Training and Executive Education

The Group regularly conducts employee integrity training to improve all-staff anti-corruption awareness and compliance capabilities. For the executive team, external experts are invited annually for special training to strengthen their integrity self-discipline awareness and risk management capabilities.

For executives and core business teams responsible for overseas projects, the Group has introduced special compliance training including the U.S. Foreign Corrupt Practices Act (FCPA), the UK Bribery Act (UKBA) and local anti-corruption laws and regulations. In addition, we strictly regulate the scale of government-business interactions in overseas projects in obtaining government permits, customs clearance, terminal equipment deployment and other links, requiring overseas teams to fully understand and respect local government-business cultural boundaries, resolutely eliminate any form of cross-border commercial bribery and interest transfer, and ensure that overseas expansion always operates in the sunshine.

Internal Control Mechanism

By establishing internal control mechanisms, the Group supervises and reviews key business processes to ensure that systems are implemented. At the same time, it regularly assesses ESG risks, monitors policy implementation, and timely discovers and prevents potential corruption. Through the above measures, Qunabox Group has built a comprehensive integrity management system, providing a solid institutional guarantee for sustainable enterprise development. During the reporting period, the Group did not have any concluded corruption litigation cases against the Group or its employees.

The Group currently does not apply an internal carbon price in decision-making, investment appraisal, transfer pricing or scenario analysis.



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Critical Performance Table

Environmental Indicators		
Indicator	Unit	Qunabox Group 2025 Disposal
Waste Discharge		
Total hazardous waste	Tons (t)	/
Hazardous waste density	Tonnes/RMB million revenue	/
Total non-hazardous waste	Tons (t)	/
Non-hazardous waste density	Tonnes/million RMB revenue	/
Greenhouse Gas Emissions		
Scope I emissions	Tons of carbon dioxide equivalent	0
Scope II emissions	Tons of carbon dioxide equivalent	4,106.00
Energy Use		
Direct energy use		
Gasoline consumption	Tons (t)	/
Diesel consumption	Tons (t)	/
Indirect energy use		
Net purchase of electricity	Kilowatt-hour (KWH)	7,740,350.31
Total power consumption density	Kilowatt hours (KWH)/RMB million Revenue	4,653.15
Net thermal purchase	Giga (GJ)	/
Water Use		
Total water consumption	Tons (t)	/
Total water consumption density	Tons/million RMB revenue	/
Sewage disposal	Tons (t)	/

Social Indicators		
Supplier Regional Distribution	**District**	**Number of Suppliers**
East China	Shanghai	462
	Jiangsu Province	167
	Shandong Province	191
	Zhejiang Province	137
	Anhui Province	58
	Fujian Province	67
	Jiangxi Province	5
South China	Guangdong Province	485
	Guangxi Zhuang Autonomous Region	2
	Hainan Province	1
Northern China	Beijing	220
	Tianjin	59
	Hebei Province	4
	Shanxi Province	0
Southwestern	Sichuan Province	58
	Chongqing	55
	Guizhou Province	1
	Xizang Autonomous Region	3
Central China	Hunan Province	1
	Henan Province	48
	Hubei Province	50
Northeast	Liaoning Province	1
Northwest	Shaanxi Province	64
Overseas	Overseas	24
Product Responsibility	**Unit**	Number
Recall rate due to safety and health-related defects	%	0

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Staff Distribution	Unit	Number
Gender		
Male	Person	133
Female	Person	68
Rank		
Senior-level Managers	Person	11
Middle-level Managers	Person	11
Junior-level Employees	Person	179
Employee Type		
Full-time	Person	201
Part-time	Person	0
Age		
21-30 years old	Person	67
31-40 years old	Person	98
41-50 years old	Person	36
District		
Shanghai	Person	135
Non-Shanghai	Person	66
Total number of employees	**Person**	**201**

Staff Turnover	Unit	Number
Gender		
Male	Person	34
Female	Person	29
Age	Person	
21-30 years old	Person	38
31-40 years old	Person	18
41-50 years old	Person	7
District	Person	
Shanghai	Person	52
Non-Shanghai	Person	11
Total staff turnover	**Person**	**63**

▲ Continued

Employee Health and Safety	Unit	Number
Work-related fatalities (current year and past three calendar years)	Person	0
Total recordable occupational injuries	Person	0
Total workdays lost due to occupational injuries	Day	0

Staff Training Ratio	Unit	Number
Gender		
Male	%	100
Female	%	100
Rank		
Senior-level Managers	%	100
Middle-level Managers	%	100
Junior-level Employees	%	100

Average staff training hours	Unit	Number
Gender		
Male	Hour	30.2
Female	Hour	31.1
Rank		
Senior-level Managers	Hour	66.0
Middle-level Managers	Hour	50.6
Junior-level Employees	Hour	27.1

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HKEX ESG Code Indicators Index

A Environment

Aspect	Indicator	Comply or Explain	Response
A1: Emissions	A 1.1	The types of emissions and respective emissions data.	P19-P20
	A 1.3	Total hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	P19
	A 1.4	Total non-hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	P19
	A 1.5	Description of emission target(s) set and steps taken to achieve them.	P19-P20
	A 1.6	Description of how hazardous and non-hazardous wastes are handled, and a description of reduction target(s) set and steps taken to achieve them.	P19
A2: Use of Resources	A 2.1	Direct and/or indirect energy consumption by type (e.g. electricity, gas or oil) in total (kWh in ' 000s) and intensity (e.g. per unit of production volume, per facility).	P12
	A 2.2	Water consumption in total and intensity (e.g. per unit of production volume, per facility).	P34
	A 2.3	Description of energy use efficiency target(s) set and steps taken to achieve them.	P12, P20
	A 2.4	Description of whether there is any issue in sourcing water that is fit for purpose, water efficiency target(s) set and steps taken to achieve them.	P12
	A 2.5	Total packaging material used for finished products (in tonnes) and if applicable, with reference to per unit produced.	P19
A3: Environment and Natural Resources	A 3.1	Description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them.	P12

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HKEX ESG Code Indicators Index

B Society

Aspect	Indicator	Comply or Explain	Response
B1: Employment	B 1.1	Total workforce by gender, employment type (for example, full- or part-time), age group and geographical region.	P26,P35
	B 1.2	Employee turnover rate by gender, age group and geographical region.	P26,P35
B2: Health and Safety	B 2.1	Number and rate of work-related fatalities occurred in each of the past three years including the reporting year.	P29
	B 2.2	Lost days due to work injury.	P29
	B 2.3	Description of occupational health and safety measures adopted, and how they are implemented and monitored.	P29
B3: Development and Training	B 3.1	The percentage of employees trained by gender and employee category (e.g. senior management, middle management).	P28
	B 3.2	The average training hours completed per employee by gender and employee category.	P28
B4: Labor Standards	B 4.1	Description of measures to review employment practices to avoid child and forced labour.	P27
	B 4.2	Description of steps taken to eliminate such practices when discovered.	P27
B5: Supply Chain Management	B 5.1	Number of suppliers by geographical region.	P15
	B 5.2	Description of practices relating to engaging suppliers, number of suppliers where the practices are being implemented, and how they are implemented and monitored.	P15-P16
	B 5.3	Description of practices used to identify environmental and social risks along the supply chain, and how they are implemented and monitored.	P15-P16
	B 5.4	Description of practices used to promote environmentally preferable products and services when selecting suppliers, and how they are implemented and monitored.	P15-P17
B6: Product Responsibility	B 6.1	Percentage of total products sold or shipped subject to recalls for safety and health reasons.	P13
	B 6.2	Number of products and service related complaints received and how they are dealt with.	P24
	B 6.3	Description of practices relating to observing and protecting intellectual property rights.	P18
	B 6.4	Description of quality assurance process and recall procedures.	P13
	B 6.5	Description of consumer data protection and privacy policies, and how they are implemented and monitored.	P23
B7 : Anti-corruption	B 7.1	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.	P33
	B 7.2	Description of preventive measures and whistle-blowing procedures, and how they are implemented and monitored.	P33
	B 7.3	Description of anti-corruption training provided to directors and staff.	P33
B8 : Community Investment	B 8.1	Focus areas of contribution (e.g. education, environmental concerns, labour needs, health, culture, sport).	P31
	B 8.2	Resources contributed (e.g. money or time) to the focus area.	P31

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China's Leading AIoT (Artificial Intelligence of Things) Marketing Platform