Newborn Town Inc.

赤子城科技有限公司

Stock Code: 9911

Incorporated in the Cayman Islands with limited liability

1. REPORT DESCRIPTION

1.1 About this Report

Newborn Town Inc. and its subsidiaries (hereinafter collectively referred to as "**the Group**" or the "**Company**" or "**we**") prepared this 2025 Environmental, Social and Governance ("**ESG**") Report (the "**ESG Report**" or "**this Report**") in accordance with the Environmental, Social and Governance Reporting Code ("**ESG Reporting Code**") set out in Appendix C2 of the Main Board Listing Rules ("**Listing Rules**") of the Stock Exchange of Hong Kong Limited (the "**HKEX**"), and uphold the reporting principles of **materiality**, **quantitative**, **balance**, and **consistency**.

In order to disclose to stakeholders the Group's ESG management and performance in 2025, we identified key stakeholders and the ESG issues of their concern. We prioritised and responded according to stakeholders' materiality in the chapter entitled "Stakeholder Engagement" in this Report.

We use quantitative data to present key performance indicators ("**KPIs**", and each a "**KPI**") at the environmental and social levels so that they can be measured and validated. Quantitative criteria, methodologies, assumptions, and/or calculation tools for KPIs, as well as the sources of conversion factors used, have been described herein where appropriate.

This Report aims to reflect our ESG performance in 2025 in an objective, fair, and balanced manner. It is recommended that the Governance part of this Report be read in conjunction with the Corporate Governance Report included in the 2025 Annual Report.

We have adopted a statistical approach to disclosure that is consistent with that of previous years, and individual changes have been explained in the corresponding parts of this Report.

1.2 About the Group

As a group focusing on global pan-entertainment social networking, we specialise in emerging social networking forms such as video and audio formats, creating a slate of diversified social networking products including live-streaming platform MICO, audio social platform YoHo, social gaming platform TopTop, Companion Social Platform SUGO, LGBTQ+ platforms Blued and Heesay. These platforms help users around the world establish more meaningful and warmer connections. Our flagship mobile game, Alice's Dream: Merge Games, offers users an immersive interactive entertainment experience. We remain committed to providing creative and interactive lifestyles, consistently creating positive emotional value, and thus enabling users around the world to enjoy rich social entertainment lives. We are also dedicated to cultivating an inclusive community, thus building a more equitable society.

1.3 Time Frame

This Report covers the period from 1 January to 31 December 2025 ("**reporting period**"). Certain contents and data can be traced back to previous years as appropriate.

1.4 Scope of this Report

The scope of this Report covers the ESG performance of businesses directly operated and managed by the Group at its principal operating locations in China.

The content of this Report complies with the "mandatory disclosure" requirements and "comply or explain" provisions set out in the ESG Reporting Code, and corresponding explanations are provided for the disclosure requirements that are not applicable to the Group.

1.5 Source of Information and Reliability Guarantee

The data and cases in this Report are mainly derived or obtained from the Group's statistical information and relevant documents. The Group undertakes that there are no false records or misleading statements in this Report, and takes responsibility for the authenticity, accuracy, and completeness of its contents.

1.6 Access and Respond to this Report

This Report is available in Traditional Chinese and English versions, and is only available online (unless specific requests are otherwise received from shareholders). In case of any inconsistency between both versions, the English version shall prevail. The electronic version is available on the website of the SEHK at www.hkexnews.hk and the Group website at https://www.newborntown.com/. Should you have any comments or suggestions on ESG management of the Group, please contact us via email ir@newborntown.com, and we look forward to your valuable comments.

2. BOARD STATEMENT

The Board of Directors (the "**Board**") takes full responsibility for the Group's ESG strategy and reporting. The Board oversees the Group's ESG matters and supervises the effectiveness of ESG management. At the management level in relation to ESG matters, the Group established an ESG Working Committee to conduct daily management of ESG matters, direct the implementation of ESG work, and report the progress of ESG work to the Board. At the executive level in relation to ESG matters, the ESG execution team, composed of ESG representatives from various functional departments of the Group, is responsible for implementing and executing various ESG matters.

The Group has developed ESG concepts and management strategy, which are regularly reviewed by the Board to ensure the effective implementation of ESG strategy. The Group attaches great importance to the potential impact of ESG-related risks and opportunities. The Board carries out ESG oversight and oversees the assessment of ESG-related risks and opportunities and ensures that appropriate and effective ESG risk management and internal monitoring systems are in place. The Group conducted a materiality assessment of ESG issues stakeholders are most concerned with. The Board participated in the evaluation, prioritisation, and management of important ESG issues.

The Group identifies and assesses the risks and opportunities related to climate change, and formulates measures to address climate related risks. Meanwhile, the Group has set business-related environmental targets. The Board conducts regular review of the implementation progress of the environmental targets.

3. ESG CONCEPT AND MANAGEMENT

3.1 ESG Concept

Guided by the vision of "enriching positive emotional value", we deeply devoted ourselves to the fields of social networking and gaming, and worked on both domestic and overseas markets with a global perspective. Since the establishment of the Group in 2009, we have delivered dozens of quality Apps to our global users in the social networking, gaming, and tool categories.

We not only provide a variety of products that satisfy the diverse needs of our global users, but also actively fulfil our social responsibilities and gradually promote the integration of ESG management into our daily operations. We continuously improve our ESG performance by adhering to compliance operation, emphasising product and service quality, listening to the voices of our users, ensuring information security, promoting green office, and focusing on community investment. The Group looks forward to working with all stakeholders to support the sustainable development of the industry as well as the society.

3.2 ESG Management

To better implement our ESG concept and strategy, bolster our capability of sustainable development, we established a three-tier governance structure, which contains governance, management, and execution, with documented rules guiding the work and responsibilities of each tier to promote our ESG work.

Governance

The Board is the highest decision-making body on the Group's ESG management. It oversees the Group's ESG matters and assumes overall responsibility for ESG strategies.

Management

The ESG Working Committee is the management body for ESG matters in the Group, responsible for developing ESG strategies, framework, principles, and policies, guiding ESG practices, as well as reviewing the implementation of ESG targets.

Execution

Comprised of the Group's relevant functional departments, the ESG execution team is responsible for promoting the execution of the Group's ESG management strategies and achievement of ESG targets, assessing ESG materiality and associated risks, organising trainings to raise employees' ESG awareness, as well as reporting to the management and governance levels regularly.

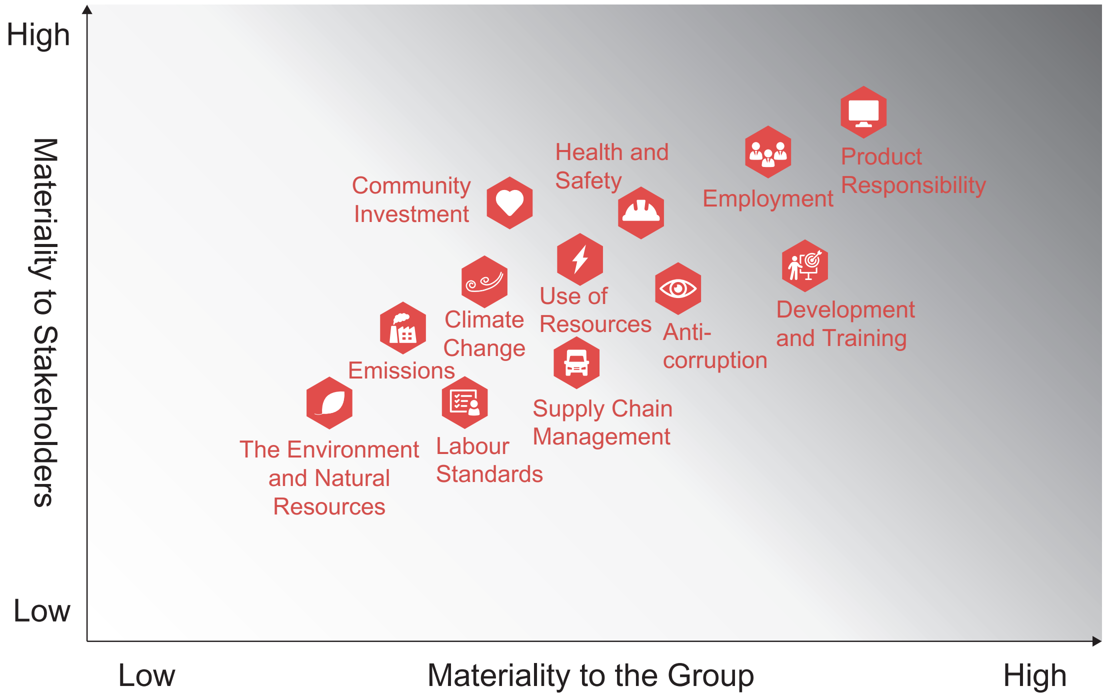
3.3 Stakeholder Engagement

The Group attaches importance to the communication with stakeholders and the feedback obtained, establishes a good communication mechanism and diversified communication channels with stakeholders, and continuously refines its ESG strategies and practices by addressing stakeholders' concerns.

In 2025, the Group continued to identify and respond actively to ESG issues of concern to stakeholders. Our stakeholders include government and regulators, shareholders and investors, employees, users, suppliers and so on. Based on stakeholders' ESG concerns, we conducted the materiality analysis on the importance of relevant ESG issues, and its result was presented as follows.

Stakeholders	Communication Channels	Major Concerns on ESG Issues
Government and Regulators	Official correspondence, policy consultation, supervision and inspection, information disclosure, etc.	Product responsibility, anti-corruption, climate change, employment
Shareholders and Investors	Shareholders' meetings, corporate reports and announcements, etc.	Product responsibility, anti-corruption, utilisation of resources, climate change
Employees	Communication meetings, internal corporate announcements, training, employee wellbeing activities, employee feedback mechanisms, corporate events, channels for employee appeals, etc.	Employment, labour standards, health and safety, development and training
Users	Customer communication and complaint channels, user feedback activities, membership service, exhibition activities, satisfaction survey, etc.	Product responsibility
Suppliers	Supplier strategic cooperation negotiation, cooperation agreement, regular communication, business meetings, etc.	Supplier management, anti-corruption
Media & non-governmental organisations	Company websites and social platforms, press conferences, news interviews, advertising, etc.	Product responsibility, climate change
Communities	Public welfare activities, employment promotion, community activities, poverty alleviation projects, etc.	Community investment, employment

The materiality assessment matrix of the Group's ESG issues is as follows:



4. ENVIRONMENTAL PROTECTION

The Group strictly abides by environmental laws and regulations such as the Environmental Protection Law of the People's Republic of China, the Energy Conservation Law of the People's Republic of China, the Water Pollution Prevention and Control Law of the People's Republic of China, the Air Pollution Prevention Law of the People's Republic of China and the Law on the Prevention and Control of Environmental Pollution by Solid Wastes, and actively undertakes its environmental protection responsibilities. We advance the implementation of a number of resource conservation and emission reduction measures, practise the green office concept, advocate paperless green office mode, promote resource recycling and enhance employees' awareness of environmental protection to continuously aid the Group in its low-carbon transition.

4.1 Resource Conservation

The main resources we use in our daily operations are electricity, gasoline, paper, and water. To improve the efficiency of resource utilisation, the Group specifies detailed measures to conserve major resources used in daily operations, such as electricity, water and printing paper, in order to promote the rational use of resources. In 2025, we implemented a number of resource conservation initiatives to reduce resource consumption in our office operations.

Water resource conservation

- Strengthening the daily inspection, maintenance and management of water-using facilities and promptly identifying and dealing with water waste.
- Using sensor faucets in all newly renovated office areas to reduce water consumption.

Promote paperless green office

- Using online office system for paperless office and advocating the use of electronic documents to reduce paper consumption.
- Applying digital office system and financial reimbursement systems for online review and management of labour contracts and financial reimbursement related documents.
- Carrying out office area assessment and setting up multi-functional spaces based on the assessment results to flexibly switch between different use scenarios such as office and leisure to enhance space utilisation and reduce total office electricity consumption.

Promote recycling

- Collecting recyclable resources uniformly such as paper and consumable packaging materials, for recycling and disposal by recyclers.
- Establishing an office supplies ledger to manage the use of office supplies, and continuing to use supplies that are still usable.
- Reducing the use of ballpoint pens and disposable pens, and using refills if they are not damaged.
- Encouraging double-sided printing and promoting reuse of paper to reduce consumption of office supplies.

Reduce office energy consumption

- Modifying electric circuits in the office area, and setting up the one-key general control system in newly renovated office areas to achieve timing switch of indoor lighting, and reduce electricity consumption of lighting, which effectively conserves energy.
- Using electrical equipment reasonably such as computers, printers, and photocopiers in an energy-saving manner, and switching off the equipment after work to avoid prolonged standby of office equipment.
- Using energy-efficient light fixtures and advocating the use of natural lighting in office areas.

Employee awareness development

- Publicising excellent practices of resource conservation, carrying out education and activities related to resource conservation, and integrating the resource conservation concept into employees' work practices.

KPI[1]: Energy and Resource Consumption[2]

Indicators	2025 Data
Comprehensive energy consumption[3] (MWh)	**1,730**
Density of energy consumption (MWh/m^2)	**0.070**
Gasoline consumption (MWh)	**13.42**
Purchased Electricity[4] (MWh)	**1,716.58**

4.2 Waste Management

In terms of waste management, the Group has formulated internal management systems such as the Fixed Assets Management Policy and the IT Asset Management Measures. We further improve our waste management work through cooperation among various departments under the leadership of the Group's administrative team.

For the harmless waste generated, we hand over it to the property of the office area for unified treatment, and for the recyclable part of it, we will collect, organise and transfer it to the designated location for secondary use through the property. For kitchen and plastic waste, we have developed a separate waste separation and recycling system, promoting resource utilisation of waste. For electronic waste, we have established a standard process of evaluating and phasing out office electronic equipment, and cooperated with third-party recycling companies to dispose of such hardware and consumables that are outdated and exceed energy consumption standards.

For hazardous wastes, we send them to qualified third parties for recycling and disposal.

1 The statistical scope of energy and resource consumption covers the Group's main offices in Beijing, Guangzhou and other places.

2 The energy consumption of the Group is mainly electricity consumed by office operations. The water sources used by the Group are mainly municipal tap water and purchased barrel-filled drinking water, and the Group has no problem in obtaining suitable water sources. Drinking water is used to meet the basic living needs of employees, and tap water is commonly shared with other companies via public facilities, so it is not possible to conduct separate consumption statistics. Considering the principle of materiality and data accuracy, KPI A 2.2 – Water consumption in total and intensity are not disclosed in this Report. As the Group's operations do not involve the production of physical products, KPI A 2.5 – Total packaging material used for finished products is not applicable to the Group and is not disclosed in this Report.

3 Total energy consumption is measured by using direct and indirect energy consumption with reference to the coefficients as listed in the General Rules for Calculation of the Comprehensive Energy Consumption (GB/T 2589-2020).

4 The increase in electricity consumption this year is mainly due to the Group's business expansion, growth in office staff, and expansion of leased office space. Going forward, we will continue to focus on the development of a green office environment to reduce energy consumption.

Clarify the responsibilities of waste disposal management

The administrative team is in charge of waste disposal supervision in a coordinated manner, inspecting the Company's recycling and disposal processes and designating personnel in each department to be responsible for waste write-offs and handovers in order to eliminate possible violations.

Specify waste recycling and disposal process

Each department declares the waste that is ready for disposal, and the waste approved for write-off will be notified by the designated personnel to the administrative team for unified management. The administrative team then collects and identifies waste from departments and engages qualified third parties and suppliers for waste disposal and recycling.

Announce waste disposal status

The administrative team is responsible for statistics on the recycling and disposal of waste from various departments, regularly publishing relevant information, eliminating the arbitrary disposal of waste, and effectively increasing transparency of the Group's waste disposal work.

KPI: Waste[5]

Indicators	**2025 Data**
Hazardous waste (tonnes)	**0.019**
Density of hazardous waste (tonnes/m^2)	**0.0000026**
Non-hazardous waste (tonnes)	**191.89**
Density of non-hazardous waste (tonnes/m^2)	**0.0078**

4.3 Climate Change

We recognise the critical importance of climate action. We closely monitor national policy developments and evolving trends in climate change response. We actively identify potential risks and opportunities arising from climate change, and formulate response measures to drive the Group's sustainable development.

[5] The statistical scope of waste covers the Group's main offices in Beijing, Guangzhou and other places. The non-hazardous wastes generated by the Group mainly include household waste and waste electronic equipment generated in office areas. Household waste mainly includes office waste, which is processed by the property management company of our office areas. We estimated the total amount of household waste according to the Manual for the First National Pollution Source Survey of Urban Domestic Sources Emission Coefficient issued by the State Council of the People's Republic of China. Waste electronic equipment is disposed of and recycled by qualified third parties and suppliers.

Governance

The Group integrates climate-related responsibilities throughout its three-tier ESG governance structure, comprising governance, management and execution levels. At the governance level, the Board serves as the highest decision-making body for climate-related matters. It oversees climate governance and assumes overall responsibility for the Group's climate strategy, ensuring climate-related risks and opportunities are incorporated into key business decisions. At the management level, the ESG Working Committee is responsible for developing the Group's climate strategy, framework, principles and policies, guiding climate work, and reviewing progress against climate-related targets. At the execution level, the ESG execution team, composed of all functional departments, drives the implementation of climate strategies and achievement of targets, and reports regularly to the management and governance levels on climate work progress. The Group arranges ESG briefings and training for the Board on a regular basis, including sessions on climate change, to help members gain relevant professional understanding and competence. To further promote low-carbon sustainable operations, we will gradually link key performance indicators for climate change and environmental management to management performance evaluations, thereby strongly driving achievement of the Group's environmental and climate targets.

Strategy

- The Group actively responds to national carbon peaking and carbon neutrality goals, anchoring the Group's sustainable, high-quality development logic to the national "dual carbon" strategy. It incorporates climate issues into major business strategy considerations and steadily advances its "dual carbon" strategy. In 2025, we identified and assessed the climate change risks and opportunities facing the Group, taking into account our operational circumstances and referencing Part D of the ESG Reporting Code: Climate-related Disclosures. Considering the possible impacts of different climate risks on the Group's business operations, we have formulated corresponding response measures to provide strategic guidance for the Group's sustainable development.

Risk category		Impact on Business Models and Value Chains	Impact Horizon[6]	Financial Impact[7]	Climate Resilience Measures
Physical risks	Acute risks	Extreme weather caused by climate change, such as floods, blizzards, and typhoons, adversely affects the Group's business continuity and threatens the commuting safety of our employees.	Short, medium and long term	Operating costs increase	Proactively tracking third-party data monitoring and optimising emergency response plans for extreme weather to ensure efficient handling in accordance with the plan and minimise impact and losses when such events occur.
	Chronic risks	Chronic risks arising from climate change, such as extreme temperatures, droughts and abnormal climate patterns, may increase energy consumption for office operations and raise operating costs.	Long term	Operating costs increase	Improving office environments and providing remote working support to ensure efficient operation despite extreme climate conditions.

6 Taking into account core business planning, the timeframe for social low-carbon development goals, climate-related disclosure standards and management recommendations, we have established the following time horizons: within 1 year after the reporting period, including 1 year (short-term); 1 to 5 years after the reporting period, including 5 years (medium-term); and over 5 years after the reporting period (long-term). This enables reasonable assessment of how climate change affects the Group's business development across different timeframes.

7 When conducting quantitative assessments of current and expected financial impacts for certain climate-related risks and opportunities, we found these impacts are highly coupled with other operational and market factors. They are difficult to identify and measure independently during the year, and assessment methods lack unified standards. Given the limited reference value of such quantitative information, we have provided qualitative descriptions of the nature, financial impact direction and timeframe of relevant climate risks and opportunities, and clarified which financial statement items may be affected. The Group will continue to invest resources in identifying quantitative impacts of climate-related risks and opportunities, gradually deepening analysis in subsequent reporting periods, and reassess the applicability of this disclosure exemption at the end of each reporting period.

Risk category		Impact on Business Models and Value Chains	Impact Horizon[6]	Financial Impact[7]	Climate Resilience Measures
Transition risks	Policy risks	Changes in policies such as dual carbon goals, energy saving and carbon reduction, alongside shifts in market demand, may influence corporate business models and cost structures.	Medium and long term	Operating costs increase	Monitoring policy and market dynamics, participating in industry discussions, and developing digital content products themed on low carbon and environmental protection. Adjusting business management methods and initiatives promptly to ensure flexibility in business strategies.
	Market risks		Medium and long term	Revenue decrease	
	Energy price volatility	Climate change may cause energy price fluctuations. If upstream data centres cannot shift to low-carbon energy mixes, they may be affected by international energy price volatility and transmit this through the value chain, increasing the Company's leasing costs.	Short, medium and long term	Operating costs increase	Assessing climate risks facing suppliers and actively seeking data centre suppliers with mature technology that are less affected by climate change.

Risk category	Impact on Business Models and Value Chains	Impact Horizon[6]	Financial Impact[7]	Climate Resilience Measures
Reputation risks	With increasing public and investors' concern over climate change, the transparency of a company's environmental management and environmental initiatives has a significant impact on its brand image and reputation.	Short, medium and long term	Revenue decrease	Continuously refining environmental disclosure mechanisms, deepening the implementation of green initiatives, and driving the low-carbon transformation of our operations – cultivating a responsible corporate image through transparent practices.

Climate change poses risks as well as opportunities. The Group actively identifies potential opportunities brought by climate change. By improving the utilisation efficiency of natural resources during office operations, we save business costs and continuously promote the Group's sustainable development.

Opportunities	Impact on Business Models and Value Chains	Impact Horizon	Financial Impact	Climate Resilience Measures
Changes in the electricity energy structure	Supported and encouraged by national policies, the percentage of green power supply in the power grid has gradually increased, which helps reduce the carbon emission per unit of corporate electricity consumption.	Medium and long term	Operating costs decrease	Considering promoting the use of green power.

Opportunities	Impact on Business Models and Value Chains	Impact Horizon	Financial Impact	Climate Resilience Measures
Growing maturity of green and low-carbon technologies	With the gradual maturing of green power technology, the unit cost of green power purchased by companies is gradually decreasing.	Medium and long term	Operating costs decrease	
Growing investor concerns over corporate carbon reduction efforts	Investors are increasingly focusing on whether corporate carbon reduction strategies are aligned with national and international climate change response requirements.	Short, medium and long term	Financing costs decrease	Regularly and publicly disclosing corporate carbon emission information and achievements made in addressing climate change. Consider developing carbon reduction strategies and action plans.

During the year, the Group comprehensively reviewed the potential financial impacts of various important climate-related physical risks, transition risks and opportunities, taking into account data availability, scope of impact and other factors. At the physical risk level, extreme weather events may damage the Company's office premises and other infrastructure, triggering impairment of fixed assets. On transition risks, as low-carbon policies continue to advance and green technologies emerge, the Company may face increased data centre leasing costs, leading to rising operating costs during specific periods. Regarding climate-related opportunities, applying energy-saving technologies helps reduce energy consumption costs, thereby decreasing operating costs and improving operational efficiency. Currently, none of these risks and opportunities have produced material financial impacts.

Meanwhile, the Group is steadily advancing the improvement and refinement of its climate risk management system. Through full-process, regular effective control, the Group achieves long-term effective management of climate-related risks and accurately captures climate-related opportunities. These are also not expected to produce material financial impacts. The Group minimises relevant impacts through equipment and facility upgrades, emergency plan formulation, and prioritising cooperation with suppliers possessing green attributes.

Risk Management

The Group fully considers climate and environment-related risks and opportunities across all business segments, actively engaging value chain partners in collaborative response to climate change. We conduct regular monitoring of climate-related risks to progressively enhance the Company's resilience to climate change. By integrating our own business characteristics, industry trends, and external expertise, we identify risks and opportunities; for those identified, we comprehensively assess their likelihood of occurrence and the extent of impact on finances and operations, complete prioritisation, and formulate targeted response measures. Meanwhile, we continuously monitor risks and opportunities and provide regular updates.

Metrics and Targets

Indicators	2025 Data
Total greenhouse gas emissions[8] (Scope 1 and Scope 2) (tonnes)	**914.10**
Greenhouse gas emissions (Scope 1) (tonnes)	**3.28**
Greenhouse gas emissions (Scope 2) (tonnes)	**910.82**
Greenhouse gas emission density (Scope 1 and Scope 2) (tonnes/m^2)	**0.037**
Greenhouse gas emissions (Scope 3)[9] (tonnes)	**1,138.37**

8 GHG emissions data is presented in carbon dioxide equivalent. The statistical scope of Scope 1 and Scope 2 GHG emissions covers the Group's main offices in Beijing, Guangzhou and other locations. Scope 1 arises from direct GHG emissions generated by the Group's operations. Scope 2 arises from "indirect energy" GHG emissions resulting from the Group's consumption of purchased or obtained electricity. GHG emissions are calculated according to the Announcement of the Release of CO2 Emission Factors from Electricity for 2023 issued by the Ministry of Ecology and Environment of the People's Republic of China, and the 2006 IPCC Guidelines for National Greenhouse Gas Inventories (2019 Edition).

9 Scope 3 GHG emissions arise from employee commuting and business travel. These emissions are calculated according to the Greenhouse Gas Protocol (2011): Corporate Value Chain (Scope 3) Accounting and Reporting Standard.

As a group focusing on global pan-entertainment social networking, our operations do not involve manufacturing and therefore have no significant environmental impact. The Group continues to promote green office practices, enhance energy efficiency, and formulate environmental targets based on the characteristics of its office operations. Please see the table below for the targets and progress we made in 2025:

Environmental Targets		**Status**
Encourage 100% waste sorting in office buildings to promote resource utilisation	In progress	In 2025, 100% waste sorting was encouraged in office buildings
Adopt smart light switches in all newly renovated office areas to uniformly control lighting hours, thereby reducing energy consumption	In progress	In 2025, smart light switches were installed in newly renovated office areas
Use sensor faucets in all newly renovated office areas to reduce water waste	In progress	In 2025, 4 sensor faucets were installed on each floor of newly renovated office areas, with alternating hot and cold-water supply according to seasonal changes
Achieve a 100% purchase rate of energy-saving lighting fixtures and energy-saving labelled air conditioners to improve energy efficiency	In progress	In 2025, a 100% purchase rate of energy-saving lighting fixtures and energy-saving labelled air conditioners was achieved

The Group has deeply implemented the national dual-carbon goals and is methodically advancing the construction of a climate target management system. Currently, formulating specific quantified short-term emission reduction targets still presents certain challenges, but we have anchored our direction and commit to setting and achieving climate targets in strict alignment with China's dual-carbon pathway.

5. RESPONSIBLE OPERATION

As the leading global internet company, the Group constantly provides users with high-quality, healthy and safe products, building fair and transparent cooperative relationships with suppliers, and creating a business environment with honesty, integrity and sustainability.

5.1 Product Responsibility[10]

The Group pays high attention to the quality of its products, and compliance, health and creativity of product contents, and constantly strengthens efforts in data security and privacy protection. We deeply listen to users' feedback, continuously improve our intellectual property protection system, keep a close eye on the governance of advertising and promotion, and endeavour to provide users with high-quality social network applications and casual game products. By doing so, we aim to create a warm and more inclusive online community ecosystem.

5.1.1 Products Upgrade and Innovation

We believe that the success of a product depends on an accurate understanding of user and market demand. With the user experience as the driving force for product design and iteration, we are committed to enhancing the user experience through a multifaceted approach. This includes continuously strengthening our R&D talent pool, innovating product gameplay and features, optimising advertising strategies, improving product localisation, protecting user privacy, and other product innovation and optimisation strategies.

(1) Game Apps

Conduct user research

Regularly send questionnaires to users, build user profiles, and make reasonable product improvements based on users' preferences for gaming materials. For example, when we recognise that a particular game level is experiencing frequent user dropouts, we will reconsider the difficulty settings for that level to improve product gameplay and enhance user experience. The community team understands user demands and strengthens user loyalty by maintaining the product communities through Discord, Facebook, email, and other channels. The team also conducts periodic in-depth survey of core paying users to understand their pain points and gaming demands, thus ensuring that the game development satisfies users' expectations.

Analyse market trends

Continuously optimise the gaming apps' research and development process, conduct regular market trend analysis according to the Group's gaming apps development strategy, respond to market dynamics, and constantly build a comprehensive product matrix.

[10] Given that the Group's operations do not involve the production of physical products, key performance indicator B6.1 – Percentage of total products sold or shipped subject to recalls for safety and health reasons does not apply to the Group and is thus not disclosed in this Report.

Strengthen talent pool

Ensure the gaming research and development team has sufficient design and research and development capabilities and rich development experience, and increase product development quality and efficiency; establish an internal sharing mechanism for product design resources, art material resources, and planning resources to improve communication efficiency and integrated team competence.

Innovate product and game features

Continuously update the gaming mechanism and gameplay, establish social interaction systems and improve interactions. In addition, we carry out regular game version iterations, update game content and fix known issues to maximise users' gaming experience. We also advance the refined classification of templates and data accumulation, develop multiple sets of event data models based on the core mechanics and core business objectives of different event gameplay types such as collection, competition and story exploration, and continue to explore gameplay and numerical innovation on this basis to boost user participation and emotional involvement.

Optimise the advertisement placement strategy

On the premise of ensuring compliance and meeting user experience requirements, we innovatively add diverse brand marketing scenarios such as content seeding and medical professional popular science, to further enhance the integrity and closed-loop effect of the brand marketing ecosystem; we independently build a professional advertising placement management system, optimise advertising strategies and placement models with data-driven approaches at the core, and improve the advertising reach rate through real-time data monitoring via the system; we create brand-exclusive interactive zones centring on online campaigns, stimulate users' enthusiasm for participation, continuously strengthen the depth of users' brand awareness and their emotional connection with the brand, and lay a solid foundation for the brand's long-term development.

Establish industrialised art standards

Formulate clear and enforceable art quality thresholds and technical specifications, covering core asset categories including UI, concept art, visual effects and icons. Substantially improve the operational efficiency of the art team, and deliver a more consistent and distinctive visual experience for products.

(2) Social Networking Apps

Improve product localisation

Based on the culture and user preferences in social interactions of the target regions, launch region-specific products, continuously optimise product distribution strategies, and improve user matching efficiency to precisely respond to users' social needs. Combine local traditional festivals and events to host unique activities, conduct detailed localised operations, and bring better social products to our global users.

Focus on product technological optimisation

Ensure stable product operation using technologies. Establish monitoring mechanisms to issue warnings when users' network conditions fluctuate and assist operators in resolving network abnormalities in a timely manner.

Maintain product advantages

Stay focused on the industry development trend, analysing and learning from the operation modes and product features of quality social networking products in the market, continuously producing quality content and optimising our own products by integrating with our style and characteristics.

Emphasise user experience

Drive improvements in product and operational quality through analysing user behaviour patterns and satisfaction with product features. The "Today's Match" function allows users to chat directly with randomly matched users, and after both parties have expressed their good feelings, the product will present users' personal information to each other to enhance the efficiency of users' dating and matching. We have launched the "Multiplayer Dating Room", exploring a brand-new form of livestreaming and providing diversified entertaining plays for social users of different depths. We upgraded the value-added service "Map Play" to meet users' needs for exposure and increase the matching of users' social purposes. Through multiple optimisations of the recommendation algorithm, we precisely recommend different types of streamers to users to improve users' stickiness. We have revamped User Interface (UI) to unify the application design style, enhance users' visual and interactive experience, and satisfy their demands for novel and high-quality design.

Protect user privacy

We have launched the user privacy protection and non-disturbance function, and added the non-disturbance function for search to protect users' privacy in chatting, community comments and other aspects and improve their social experience. The new "Forbidden Save" function prohibits others from saving the users' avatars, private album pictures, dynamic pictures, etc., to protect the privacy of their real social assets.

5.1.2 Product Content Management

The Group strictly complies with the Law of the People's Republic of China on Protection of Minors, the Administrative Measures on Internet Information Services, and other relevant national laws and regulations, continuously strengthens product content review and optimises measures related to the protection of minors in its products and services to resist improper content and ensure that the content is healthy and safe. In 2025, we iteratively upgraded the minor identification model and introduced a four-factor identification service provided by the third party, further enhancing the identification capability of underage users, and effectively fulfilling our responsibility of protecting minors.

(1) *Content Management for Game Apps*

Manage game genre settings

Game product types include niche games and casual games. No inappropriate game types are involved in our business.

Meet platform management requirements

Identify and comply with content requirements for gaming products of the application launching platform. Assess users' age through third-party platform registration information, such as Facebook and Gmail, upon product launches to prevent such use by inappropriate age groups. Regularly review the degree of compatibility between product content and users' age and adjust product content according to the review results.

Strengthen internal product management

Establish a healthy content reviewing mechanism, update product quality standards, avoid inappropriate information display, and provide a high-quality gaming experience.

Enhance the compatibility of materials and products

Continuously improve the compatibility between in-game character IPs and game themes. Designate legal department to review IP compliance and avoid inappropriate IP content.

(2) *Content Management for Social Networking Apps*

Comply with regulatory requirements and platform management regulations

Strictly comply with regulatory requirements of the Office of the Central Cyberspace Affairs Commission and content specifications for social products set by various ad delivery platforms, continuously improve content security review system and standardised guidelines, clarify the boundaries of non-compliant content, and refines the identification and handling procedure of such content.

Strengthen minor protection

Build a more robust minor protection framework. Combine manual review and intelligent identification technologies to continuously enhance the monitoring of minor accounts and their activities. Adopt a zero-tolerance approach to child abuse and sexualised content, take immediate action against relevant accounts upon detection, and resolutely block harmful content related to minors.

Enhance review capabilities

Drive the ongoing intelligent upgrading of content review, improve the efficiency of manual review and optimise the overall review mechanism. Leverage data mining and case review to continuously feed back into machine models and boost the interception efficiency of human-machine collaboration.

Identify subjects of improper usage and block associated risks

Conduct a comprehensive analysis of multi-dimensional information including platform registration details, account profiles and in-platform published content to effectively identify and intercept high-risk users. Introduce third-party large model capabilities, and combine behavioural characteristic analysis with the detection capabilities of image, text, audio and video models to continuously optimise risk control models and the risk control strategy system. Shorten the time of recall, investigation and disposal of suspected non-compliant accounts. Leverage case review and data mining to continuously enhance detection performance.

Build a co-construction mechanism and implement user supervision

Optimise the response process for user reports on an ongoing basis, encourage users to participate in community governance, and take serious action against verified non-compliant clues, building a governance closed loop integrating official regulation and user supervision.

5.1.3 Information Security Management

The Group has always prioritised the security of user information and privacy. We have strengthened the foundation of data security from information security system construction, risk management, workflow, awareness promotion, etc. These efforts have improved our data security management capabilities in all aspects. As a result, we fully respect and secure users' privacy and data information.

We abide by laws and regulations applicable to our business and product operation scope, including the Civil Code of the People's Republic of China, the Cybersecurity Law of the People's Republic of China, the Personal Information Protection Law of the People's Republic of China, the Provisions on the Cyber Protection of Children's Personal Information, the Requirements of Information Security Management Systems, the Basic Requirements for Classified Protection of Cybersecurity, the Measures for the Determination of the Collection and Use of Personal Information by Apps in Violation of Laws and Regulations, the Information Security Technology – Personal Information Security Specification, and the Children's Online Privacy Protection Rule, the Federal Trade Commission Act, the California Consumer Privacy Act from the United States, as well as the General Data Protection Regulation (GDPR) from the European Union. We proactively respond to the supervision regulations of the product as well as the product launching platforms' management requirements in regions where the main body of the Group is located and products are launched. We have specifically established legal teams and liaised with professional legal consulting companies in regions where we launch our products, to constantly follow the updates of local laws, regulations and policies regarding information security and privacy protection. When there are changes in laws and regulations, we promptly communicate and collaborate with relevant business departments to make timely adjustments, ensuring legal and compliant operations.

The Group continuously strengthens its governance capabilities of information security and privacy protection, clarifies the internal organisational structure, and fosters a top-down culture for information security and privacy protection. The Group has formulated and issued internal information security management and user privacy protection systems such as the Information Security Management Measures, the Data Security System Management, the Personal Data Protection System, the Specific Measures to Protect Personal Data Under GDPR and the Confidentiality Management Procedure. We have also revised key policy documents such as the User Agreement, the Personal Privacy Protection Policy and the Personal Data Protection System, to continuously strengthen the data protection of our employees and users. We encrypt sensitive information, review and update security measures on a regular basis, and standardise the Group's requirements for handling user information to ensure the security of user information, and guarantee the completeness, confidentiality and availability of our various information assets. We address users' concerns about personal privacy security by improving mechanisms, optimising methods, and enhancing time efficiency.

(1) Information Security Risk Management

Data compliance

Set up a dedicated product data compliance contact email. Assign specific personnel to manage data compliance matters, establish data compliance management system, coordinate various departments to establish technical safeguards for data compliance, and take the lead in identifying, assessing and handling data risks. Organise or assist management and business departments to conduct data compliance education and training, and provide data compliance consultation to the management and employees in various departments.

Access control

Further strengthen the isolation control measures for access between systems with different levels of security to improve the isolation of the physical layer, network layer, transport layer, and application layer, refine access control policies, security login procedures and password management requirements, and prevent unauthorised access to systems and information by personnel.

Emergency response

Develop the Crisis Event Management Measures and the Emergency Response and Security Incident Management Measures to handle information security related emergencies, set up an emergency response team consisting of finance, legal, information security and technical teams from various business lines, establish different levels of detection, response and handling procedures, and continuously improve the security incident emergency response mechanism.

Leak remediation

Promptly and properly handle incidents in accordance with the Security Vulnerability Handling Measures upon information leakage, damage, or when loss occurs or is likely to occur. In case of leakage, we immediately take remedial actions, investigate the causes of the leakage, minimise the negative impact of the incident, notify users in accordance with relevant laws and regulations, and report to the relevant authorities where necessary.

Data security audit

Conduct regular internal and external reviews to update security measures in timely manner and ensure alignment with the latest security standards. In 2025, BlueCity has completed the filing and submission of the Personal Information Protection Officer in accordance with the law.

(2) *Information Security Management Measures*

Privacy policy

Configure privacy policies in products according to laws and regulations, timely conduct multiple updates and optimisations on user agreements or privacy policies for different products, including users' right on erasing personal information and how to permanently delete users' account data through the app. While deleting users' accounts, the account related behavioural data, account number, mobile phone number, payment related sensitive identity data will be timely erased. Our privacy policy also includes how we deal with personal information provided by minors.

Data processing

Adhering to the Principle of Minimal Data Collection, the Company will not collect sensitive information unless necessary for business purposes. When it is necessary to collect user information, prior authorization and consent from the user will be obtained. At the same time, users may log in as guests when using the products; providing users with the right to dispose of their personal data, and clearly informing them of the circumstances under which the Company and other relevant information processors will process their personal information, and informing them of the rules of personal information protection that are applicable to the processing activities; Save as where required by the law or regulatory authorities, the Group will not disclose a user's private data to any third party without such user's authorisation. We de-identify sensitive data to protect personal information.

Information disclosure

Publish the updated Privacy Policy, User Agreement and Community Convention on prominent locations of products and platforms. Meanwhile, optimise tick box function to provide users with a clearer understanding and consent, fully safeguarding their right to be informed and right of privacy.

Awareness establishment

All employees, contractors and agents who have access to users' information are required to strictly abide by the confidentiality obligations stipulated in their respective contracts.

Data encryption

Utilise encryption technology to ensure preservation of user data privacy during transmission. Encrypt sensitive information such as user login credentials, operational management backend login information, audit logs, and user personal information stored in the backend database. Implement a watermarking function in the system backend to prevent sensitive data from being stored in insecure locations or shared with other companies.

Firewall protection

Set up firewalls for protection against potential cyber threats.

Authorisation management

Require employees to access the Company network through VPN (Virtual Private Network) under the non-office network to prevent unauthorised personnel from accessing our systems.

Device management

Upon phasing out of electronic devices loaded with users' personal information, special personnel are tasked with conducting data erasing in a uniform manner.

(3) *Publicity of Information Security Awareness*

The Group focuses on enhancing employees' awareness and capabilities in information security through various forms of regular publicising and training.

- We require all employees to partake in information security training upon joining the Group, which covers concepts of confidential information and information security, case studies, information security risks, and how employees shall fulfil their confidentiality obligations.

- We send legal knowledge of data compliance to all employees and management through our internal subscription channels "Newborn's Law Study", "Legal Talk" and provide the relevant training.

No major information security incidents occurred in the Group during the year of 2025.

5.1.4 Customer Feedback Management

The Group adheres to the concept of "paying attention to each customer's complaint, providing proactive service, and fulfilling our commitments". We strive to establish a professional customer service team, set up smooth communication channels, and actively respond to customer feedback.

Customers can submit complaints and feedback through the in-app feedback portals, messages left on the app, comments on app store, emails, or online customer service. Meanwhile, we have specifically designed scenarios to guide feedback evaluation, making user feedback more convenient. In addition, we deploy designated personnel to check and reply customer feedback on the product launching platform on a daily basis, to ensure response to every piece of customers' complaint, advice and feedback.

Optimised customer complaint handling process

We pacify customers' emotions, listen to and understand their requirements, offer reasonable compensation based on the nature and severity of the complaint and other conditions. Upon receipt of a customer complaint, we will confirm the acceptance of the user's complaint via an auto-reply email and a reminder on the work order submission page, and inform the user of the estimated processing time and follow-up process. Prior to the specified time, we proactively contact users to update them on the processing progress. The customer service team and the business departments collaborate to discuss final solutions, and communicate such solutions with customers until an agreement is reached. Ten minutes after closing a customer complaint case, we send follow-up information to the customer through email or online chat, including the customer's satisfaction with the process and outcome of the complaint handling service, aiming to continuously optimise the customer complaint handling process.

Interdepartmental Coordination and Handling Mechanism

In 2025, we comprehensively optimised the inter-departmental coordination and handling mechanism centring on "data-driven" and "proactive prevention and control". In response to high-frequency and high-risk complaint types, we established a special improvement team with jointly formed by the three departments of "Complaint Handling, Risk Control and Product", set up a fast track from complaint acceptance to strategy optimisation, and significantly reduced the proportion of related complaints. In addition, we optimised the cross-departmental review meeting for escalated cases of the customer service team, combining "quarterly reviews" with "monthly quick reviews". While ensuring in-depth analysis of typical cases, this enhanced the agile response to emergency issues.

AI Customer Service System

In 2025, we continued to advance the iterative optimisation of the system, with a key focus on embedding an AI-powered intelligent emotion recognition module into the early warning mechanism. The AI customer service can identify the intensity of negative emotions in user interactions in real time and dynamically adjust communication strategies, delivering a more humanised and comfortable conversational experience for users. For cases requiring manual intervention, the AI agents can first complete the collection and organisation of key information, then seamlessly transfer the cases to human agents, enabling the efficient connection of human-machine services. For users with intense emotions, the system will automatically trigger the escalated disposal mechanism and immediately escalate the cases to the dedicated customer service team for follow-up. This ensures that highly sensitive and high-emotion complaints receive priority responses, effectively improving the efficiency of issue resolution and user satisfaction.

In 2025, we leveraged the intelligent reminder function of AI Help, significantly improving the response speed of the customer service team. Meanwhile, by enhancing the customer service staff's product knowledge and optimising the problem inquiry tools, we drove notable improvements in both first-contact resolution rates for new issues and overall customer satisfaction.

In 2025, the intelligent customer service robot of BlueCity was deeply integrated with large AI models, achieving a substantial improvement in the accuracy of self-service and problem resolution. Based on in-depth analysis of customer service conversations by large AI models, the system fully captured user feedback and potential issues, and synchronised such information with the product and R&D team, continuously driving product optimisation and the upgrade of user experience. Meanwhile, we have built a differentiated service system for multiple business scenarios, and adopted tiered solutions to accurately match user needs. At present, we have fully realised the rapid closed-loop processing of user issues, and the 24-hour resolution rate for complaints has reached 90%.

Empowerment of customer service team

Based on the continuously improved service quality assurance mechanism, we further focus on the professional development of service capabilities and the refined management of service quality, and are committed to developing a customer service team that is responsive, highly skilled and provides heartwarming services. In 2025, we further advanced the upgrading of the training system towards scenario-based and personalised development. In terms of scenario-based development, we introduced "offline simulated training scenarios", and through highly realistic dialogue drills, systematically enhanced the customer service team's adaptability in complex scenarios; in the personalised field, we provide customised small-group tutoring by mentors for the competency gaps of customer service staff at different levels to achieve "targeted improvement" of their customer service capabilities. In addition, we continuously optimised the psychological care mechanism for the customer service team, organising workshops on emotional management and stress resilience empowerment on a quarterly basis to provide employees with real-time psychological support, and strive to cultivate a healthy, stable and positive service team.

KPI: Customer Complaints

Indicators		2025 Data
Customer complaints	Total number of customer complaints	**117,919**
	Customer complaint settlement rate (%)	**100.00**
Customer satisfaction	Overall satisfaction with handling of customer complaints (%)	**98.62**
	Overall customer satisfaction (%)	**99.08**

5.1.5 Intellectual Property Rights Protection

As a high-tech company, the Group deeply acknowledges that intellectual property rights are a key to maintaining brand competitive edge and achieving business breakthroughs. The Group highly values the protection of intellectual property rights. We strictly abide by laws and regulations on the protection of intellectual property rights, such as the Copyright Law of the People's Republic of China, the Patent Law of the People's Republic of China, and the Trademark Law of the People's Republic of China. As of the end of 2025, the Group owned 1,364 intellectual property rights, including 831 trademark rights, 478 copyrights, 34 patent rights, and 21 others.

Improvement of the management system

To effectively protect the Group's intellectual property rights and respect others' intellectual property rights, we have established the Intellectual Property Protection Management Measures, the Patent Management Measures, and the Patent Reward Measures to clearly define the responsibilities, scope, ownership, and rewards related to intellectual property rights management. The Group strengthens the protection of its own rights and effectively mitigates infringement risks through a systematic intellectual property management mechanism.

Protection of own intellectual property

The Group has established intellectual property management teams. Intellectual property personnel are responsible for assisting in formulating the Group's intellectual property strategy and overall layout, and constantly improving the intellectual property protection system.

In terms of right protection, the Group prioritises front-end layout, timely conducts the application and reserve of trademarks, patents and copyrights, and carries out continuous maintenance and monitoring in conjunction with business development. The Group strengthens the collaboration between functional departments and business departments in intellectual property management, exercises strict control over the compliant use of intellectual property, and adopts encryption technologies and access control to protect the Group's electronic copyrights and patent documents. In addition, The Group entrusts professional intellectual property agencies and external law firms to issue infringement risk analysis reports, so as to ensure the timeliness and accuracy of applications pertaining to intellectual property protection. To enhance employees' awareness of intellectual property risks, the Group regularly conducts intellectual property-related training. We also sign non-disclosure and non-compete agreements with our employees to prevent the disclosure of core technologies and trade secrets.

To raise employees' awareness of intellectual property risks, the Group regularly provides intellectual property-related training for all employees. In the current year, the Group organised an "Intellectual Property Publicity Week" campaign, and enhanced employees' awareness of intellectual property protection through push articles, poster promotions and other means. In addition, the Group has signed non-disclosure agreements and non-compete agreements with all employees, established a comprehensive protection system, and fortified the security defence line for the Group's core technologies and trade secrets.

Respect for others' intellectual property rights

The Group embeds intellectual property compliance requirements into its business processes and conducts right reviews prior to product R&D, content creation and external cooperation to ensure that the legitimate rights and interests of third parties are not infringed upon. The Group requires its entities in all operating jurisdictions to procure office software and equipment through formal channels, which not only safeguards its own legitimate rights and interests but also minimises the risks of intellectual property infringement to the greatest extent. Prior to product launch, the Group conducts a stringent intellectual property infringement risk assessment; in product design, content release and marketing activities, the Group also strictly examines the images, text, music, videos and other materials used, ensuring that all such content has obtained legal authorisation or has a clear and traceable source.

Fair competition

The Group strictly complies with the Antitrust Law of the People's Republic of China, the Anti-Unfair Competition Law of the People's Republic of China and other relevant laws and regulations, and actively guides employees to uphold sound business practices. In 2025, in the face of unfair competition in the external market, the Group has issued lawyer's letters and filed anti-unfair competition lawsuits in response to infringing acts, resolutely safeguarding the Group's legitimate rights and interests and the order of fair competition in the market.

5.1.6 *Advertising Compliance Management*

The Group closely monitors global advertising regulatory developments and has established a compliance checklist featuring "core regulations + regional detailed rules". In China, the Group strictly abides by the Advertising Law of the People's Republic of China, the Anti-Unfair Competition Law of the People's Republic of China, the Measures for the Administration of Internet Advertising, the Provisions on the Administration of Internet Pop-Up Information Push Service, and the Administrative Measures for Livestreaming Marketing and other relevant regulations. We ensure that our advertising content is genuine and legal, and does not contain false propaganda, exaggerated efficacy, or acts that infringe upon consumer rights, and has fully implemented the new regulatory requirements as key priorities, including clear labelling for live streaming advertisements, a closure function for pop-up advertisements, and advertising restrictions for special industries. In overseas markets, the Group strictly complies with the Federal Trade Commission Act of the United States, the Digital Services Act of the European Union, as well as the localised regulatory requirements for internet advertising in the Middle East and Southeast Asia. For advertisements in special industries such as medical and health products, the Group strictly implements the approval and filing system to ensure compliance with industry norms and regulatory requirements.

The Group has formulated the Advertising Placement Policy, strictly regulating its advertising content and putting an end to the release of content containing deceptive, misleading or false information. We have refined the internal compliance review and supervision mechanism, and established a comprehensive process for pre-advertising release review, regular evaluation of advertising content, as well as complaint handling and correction, ensuring that all promotional activities undergo rigorous review and comply with the requirements of laws and regulations.

In addition, the Group actively establishes regular communication channels with market regulators to keep abreast of the latest policy changes and regulatory requirements. We also regularly disclose the results of our advertising management and compliance risk control under the ESG management system, thereby establishing a responsible brand image.

The Group implements a number of measures to manage advertising compliance, including:

- **Monitoring policy trends and responding swiftly to changes:** We consistently delve into and keep abreast of the advertising regulations and policy requirements of product distribution platforms. We have established a policy change early-warning mechanism to adjust advertising strategies, ensuring that all advertising activities strictly comply with market norms and regulatory requirements throughout the entire process.

- **Optimising management mechanisms and enhancing review requirements:** We persistently and deeply optimise advertising compliance management mechanisms. Specifically, we strengthen the reviewing team configuration by bringing in more professionals, increase investment in data support teams, and establish efficient communication channels with distribution platforms to ensure smooth information synchronization and collaborative problem resolution.

- **Refining the review system and enhancing risk prevention and control effectiveness:** We strictly benchmark our advertising materials against the standards and professional recommendations of distribution platforms, with a focus on verifying the authenticity, accuracy, and content appropriateness of the materials. For real-time interactive content, we employ specialised technology to conduct precise keyword searches, effectively filtering out prohibited ad links, spam messages, and other harmful information. Authoritative third-party AI review tools and advanced AI translation systems are introduced to conduct regular checks for inappropriate content, such as pornography, harassment, and violence, in multilingual scenarios. Simultaneously, we advance the professional training and upgrading of review models, continuously improving the accuracy and efficiency of AI-based reviews. We clearly define the user platforms targeted by advertisements to mitigate the risk of exposing inappropriate content to users outside the appropriate age range.

- **Standardising cooperation management and ensuring content compliance:** In contracts with advertising partners, core requirements such as the scope of advertising authorisation, distribution media, presentation formats, and promotional boundaries are clearly defined to ensure that the promotional materials provided by both parties are complete, authentic, and accurate, and to prevent any violations of laws, regulations, or platform rules. Partners are required to sign confidentiality agreements, strictly prohibiting the disclosure of the company's sensitive information or the use of user privacy data. An infringement monitoring mechanism is established to regularly investigate instances of unauthorised use of the company's advertising materials in the market, enabling timely collaboration with the legal department for resolution.

- **Strengthening compliance training and reinforcing awareness barriers:** We utilise online documents to deliver compliance alerts, clearly outlining the standards for advertising language, potential risk points in advertising distribution, and corresponding mitigation measures. Through internal legal subscription accounts, we systematically organise key compliance requirements, disseminate core standards related to content and advertising compliance, and deepen employees' understanding of regulatory obligations.

5.2 Supplier Management

The Group and its suppliers adhere to the cooperation principle of fairness, integrity, mutual benefit and reciprocity, and transparency. We continuously optimise supplier lifecycle management methods and promote sustainable development within the supply chain. We adopt consistent standards of responsible operations for suppliers around the world, and continuously monitor the responsible operating performance of suppliers. The Group has formulated and strictly implemented the Supplier Management Measures, the Procurement Management Measures and other supplier management regulations, and established the "Supplier Admission Process" by comprehensively considering the supplier's scale, products, services, price, technology and other aspects.

We continue to perfect our admission and assessment system that covers all suppliers while incorporating the environmental and social risk management performance into our supplier assessment. During the supplier selection process, we conduct due diligence on the service quality and past service experience, requiring suppliers at all levels to have professional qualifications. We pay attention to the suppliers' reputation and fulfilment of social responsibilities.

To protect the interests of users and the Group, we require our suppliers to sign confidentiality agreements, which specify supplier conduct guidelines, user information protection and other requirements, and to control potential information security risks to minimise the risk of information leakage. For cloud service providers, we assess various aspects during the server leasing process, including their service stability, network coverage, and after-sales support capabilities, and we pay particular attention to their capabilities and performance in information protection.

The Group ensures the transparency of the procurement process when cooperating with suppliers, adheres to the principle of fair competition, and resolutely eliminates all forms of commercial bribery. Signing the Anti-Bribery Agreement has been considered as a mandatory requirement for suppliers to collaborate with us.

Adhering to the green procurement concept, the Group prioritises the energy consumption and environmental attributes of electronic products while meeting business requirements. When purchasing electronic devices such as computers, monitors, mobile phones, printers, and networking equipment, we refer to the energy consumption ratings of the devices, and prioritise equipment with lower energy consumption if the product quality and function are similar. We encourage more suppliers to join the Group in building an environmentally friendly office space.

In 2025, the Group had a total of 701 suppliers, including 602 in the Chinese mainland, 22 in Hong Kong, Macao and Taiwan, and 77 in other countries and regions.

5.3 Anti-Corruption

The Group is committed to fostering an honest and fair business environment, consistently treating anti-corruption compliance as a core pillar of corporate governance. We have established a comprehensive management system encompassing "regulatory alignment, institutional safeguards, and execution oversight". In strict adherence to laws and regulations such as the Criminal Law of the People's Republic of China, the Anti-Money Laundering Law of the People's Republic of China, and the Anti-Unfair Competition Law of the People's Republic of China, the Group explicitly prohibits novel forms of benefits, including digital tokens, virtual vouchers, and point redemption programs, within the scope of commercial bribery. Clear anti-corruption management standards are also defined for overseas subsidiaries. For regions where overseas operations are conducted, the Group rigorously complies with prohibitive regulations against cross-border commercial bribery, such as the U.S. Foreign Corrupt Practices Act.

To continuously reinforce employees' awareness of anti-corruption and establish a comprehensive end-to-end control mechanism, the Group implements management requirements across three dimensions: "onboarding constraints, daily norms, and reporting and oversight".

- **Onboarding compliance constraints to clarify responsibility boundaries:** When signing employment contracts, employees are simultaneously required to execute the Anti-Commercial Bribery Agreement. This document elaborates on core concepts such as "commercial bribery", "property" and "kickbacks", explicitly mandating that employees adhere to principles of integrity and probity. It strictly prohibits employees from offering, soliciting, or accepting kickbacks, commissions, securities, gifts, physical items, or novel benefits such as digital tokens and virtual vouchers in any form. For employees who violate these stipulations, the Group reserves the right to unilaterally terminate the employment contract. In cases involving suspected criminal conduct, the Group will report the matter to judicial authorities in accordance with the law and cooperate in pursuing legal accountability.

- **Daily norms upgrades to achieve comprehensive institutional coverage:** In 2025, the Group revised the Employee Handbook to further clarify employee professional ethics and elaborate on standards for ethical operations. The Employee Handbook has been disseminated to all employees through the internal office system, ensuring that employees can access, review, and adhere to it at any time.

- **Reporting and oversight mechanism to ensure compliance implementation:** The Group encourages employees, partners, and other stakeholders to report dishonest behaviours such as corruption, fraud, and bribery through the Group's compliance reporting email. Anonymous reporting is supported, and real-name reporting is encouraged. The Group has established a whistleblower protection policy, committing to protect bona fide whistleblowers within the bounds of the law and ensuring they do not face unfair treatment due to their reporting. The Group strictly maintains confidentiality of all reported information and whistleblower details. An independent investigation team is formed to examine reported matters, while a dedicated oversight department coordinates the handling of fraud and compliance reports. Based on investigation outcomes, corrective measures are implemented to prevent recurrence of similar incidents.

To raise employees' compliance awareness and improve their anti-corruption and anti-fraud capabilities in practical operations, the Group provides training on topics such as anti-corruption and anti-money laundering for all employees. For new employees, we introduce the code of conduct and the Group's integrity requirements during onboarding training to help them establish corporate culture and values of self-discipline and honesty. For senior management and key decision-makers, we provide in-depth training, emphasising their leadership role in preventing and addressing corruption issues. In 2025, the Group conducted offline anti-commercial bribery training to enhance employees' anti-corruption awareness through the promotion of laws and regulations and case explanations.

In addition, the Group regularly conducts activities such as integrity promotion weeks, internal workshops and interactive seminars to continuously raise employees' compliance awareness through case discussions, role-playing and simulated decision-making. We regularly share the latest judicial cases in the industry and promote various anti-corruption measures within the Group on our internal legal education platform "Newborn's Law Study". We also send related articles through an internal subscription platform, promoting integrity education among all employees. Meanwhile, we also provide compliance consultancy services to our employees. The Compliance Department is responsible for answering employees' compliance-related questions and providing them with the necessary support and guidance.

In 2025, there were no concluded legal cases regarding corrupt practices brought against the Group or its employees.

6. EMPLOYEE WELLBEING

Employees are the core driving force for the sustainable development of an enterprise. The Group has always highlighted the rights and interests of employees and endeavoured to create a workplace with diversity, equality, health, safety, and high efficiency and integration. We continue to improve our remuneration and welfare system, fully protect the rights and interests of our employees, provide them with rich and diversified learning and development opportunities, and strive to enhance their sense of well-being and sense of belonging.

6.1 Employment

The Group has always adhered to the principle of lawful and fair employment, and explicitly prohibits any form of discrimination for any reason. We provide our employees with fair and competitive remuneration incentives, encourage them to participate in diversified, healthy and energetic activities, and continuously broaden their communication channels to listen to their voices attentively.

6.1.1 Legal Employment

The Group strictly abides by the Labour Law of the People's Republic of China, the Labour Contract Law of the People's Republic of China, the Social Insurance Law of the People's Republic of China, the Law of the People's Republic of China on the Protection of Women's Rights and Interests, the Provisions on the Prohibition of Using Child Labour, the Law of the People's Republic of China on the Protection of Minors, and other relevant laws and regulations, to effectively safeguard employees' legitimate rights and interests, and avoid the use of child labour and forced labour.

We have formulated the Employee Handbook according to relevant laws and regulations to standardise the management processes of employee recruitment, resignation, working hours, remuneration, benefits, holidays and promotion. The employees' working hours, job description, remuneration and benefits, and working conditions are clearly stipulated in the labour contract.

We verify the information of employees before onboarding, to avoid employing child labour. We fully respect the willingness of employees and ensure that employees participate in work on a voluntary basis, avoiding forced labour. During the recruitment process, we adhere to the principle of equal employment, and fairly and equally treat employees of different nationalities, races, ages, genders, physical conditions, marital status, religious beliefs and cultural backgrounds. During the process of employee resignation, we handle the relevant resignation procedures for the departing employees in accordance with relevant laws and regulations.

In 2025, the Group was not aware of any case of non-compliance with any relevant employment and labour regulation, and so far the Group has never encountered any incidents involving the use of child labour and forced labour. Notwithstanding the foregoing, upon discovery of any case of violation, and especially in the case of child labour or forced labour, the Group will handle any such claim or complaint in accordance with its internal policies, and may consider taking appropriate actions including but not limited to the conducting of comprehensive investigations to assess the validity of the claim and gravity of the case, taking swift action to direct or procure the cessation of any confirmed violation and reporting the same to the relevant authorities where required.

6.1.2 Remuneration and Benefits

The Group strictly follows the laws and regulations of the place of operation and implements equal pay for equal work. In addition, we provide employees with competitive remuneration with a performance incentive mechanism.

For the management performance evaluation, we continuously refine the dimensions, enhance the scientific rigor and reasonableness of evaluations, and increase the incentive intensity of performance bonuses.

At the individual employee remuneration level, we have implemented a remuneration scheme based on performance evaluation and conducted comprehensive performance evaluation of employees on a semi-annual and annual basis. The evaluation indicators include working attitude, performance results, task completion and corporate culture recognition.

For the team performance management, we have implemented the Objectives and Key Results ("**OKR**") system for all employees and the management, and kept track of team goals and progress, aiming to help each business team adapt to the dynamic changes of goals, improve employee participation, encourage employees to challenge themselves, actively innovate, and help employees and the team grow together.

In addition, the Group offers a variety of incentive awards such as immediate incentives and annual merit awards for its outstanding employees and teams. We provide Full Attendance Awards for employees with full-month attendance, regularly select excellent individuals or teams per quarter as "Stars of the Quarter". We have also set up outstanding individual awards such as the Wisdom Partner Award, Performance Contribution Award, and Outstanding Newcomer Award to give them full recognition and encouragement in terms of work attitude, values, output and other dimensions. This effectively enhances their sense of gain and satisfaction.

Annual performance appraisal

We provide employees with pensions, work injury insurance, maternity insurance, unemployment insurance, medical insurance, and housing fund. In addition, we provide employees with additional commercial medical insurance, accident insurance and child medical insurance, to ensure better commercial insurance benefits for employees. The Group purchases insurance for employees on business trips to ensure their travel safety. We also care for our employees' families, and provide annual commercial medical examinations covering employees' parents to alleviate their worries.

The Group continuously optimises employees' attendance management system, and sets flexible intervals for employees' time on and off work, achieving humanised and flexible management of employees' working hours and allowing them to balance work and life.

We provide diversified welfare and holidays for employees. In addition to statutory holidays, we set up a New Year's welfare leave, which allows employees to take three days' leave in advance of the Chinese New Year holiday. We also provide employees with various benefits, including onboarding anniversary benefits, major holiday benefits, birthday benefits, overtime meal subsidies, nearby shop discounts, afternoon tea, "Wedding Gift Money" and "Childbirth Gift Money". We give additional benefits for critical illness and funeral consolation to provide employees with sufficient humanistic care.

The Group also provides inclusive employee benefits to all employees including interns, which cover overtime subsidies, unlimited supply of snacks, coffee and milk in the office, festival activities, team building events, as well as the distribution of branded T-shirts, custom-made outerwear and other items.

We also provide female employees with special full-pay holidays and maternity and baby care rooms, so as to actively care for the physical and mental health of female employees during special periods. We provide maternity leave and "parental leave" to all employees, and provide 3 months of parental leave for non-heterosexual employees raising children, fully respecting and paying attention to the diverse needs of our employees.

6.1.3 Employee Activities

To help employees relieve stress at work and create a relaxing corporate atmosphere, we actively carried out a series of corporate culture activities, combining corporate culture and business characteristics to create cultural medals as prize of the activities, so that employees can deepen their understanding and recognition of corporate culture while relaxing and entertaining.

The Group regularly organises group activities such as sports and fitness every month, to enrich the spare time of the employees, and enhance the cohesion of the Group. In 2025, the Group organised a range of cultural and sports activities and competitions, including badminton, basketball, tennis, frisbee, and jazz dance, and organised employees, and extended heartfelt care to our employees during festivals such as the Lantern Festival, Dragon Boat Festival, Mid-Autumn Festival, Chinese Valentine's Day, International Women's Day, and Programmer's Day. Moreover, the Group also hosts large-scale events, such as hiking and annual meeting, every year, and sets up a variety of fun game projects and a large number of prizes, enriching the daily life of employees and creating a relaxed and warm workplace.

We have set up a team-building fund to motivate various departments to organise a variety of team-building activities, such as eating out, travel and watching movies, to enhance the cohesion of departments.

2025 Newborn Festival Activities

2025 Qixi Festival Activities

6.1.4 Employee Communication

The Group continuously expands communication channels for employees and creates an open and transparent communication atmosphere. We set up various communication channels such as email, anonymous feedback platform, social media, and communication meetings. We also conduct one-on-one communication for employees at important nodes such as employee probation period completion, promotion and performance evaluation, providing timely feedback on employees' opinions, suggestions, and requirements. We build an online community of "Newborn Circle" and set a module of "Roast and Suggestion" to collect employees' views and suggestions on their own development and work experience, to listen to their voices.

To smooth the channel for employees to communicate with the management level, we continuously conduct face-to-face communication activities with the CEO, during which the CEO directly answers various work and life-related questions that employees encounter. Meanwhile, the management personnel regularly communicate with new employees during their probation period, listening to their thoughts and understanding their difficulties, effectively solving their urgent and anxiety-provoking problems.

The Group conducts an employee engagement and satisfaction survey according to actual conditions. In 2025, building on the findings of the previous year's survey, we further clarified the job requirements for managers during the talent review process. We also established targeted management empowerment programmes, including management training and management role model mentoring plans, to improve employees' satisfaction and well-being.

KPI: Employment

Indicators		2025 Data
Total number of employees		**1,785**
Number of employees by employment type	Labour contract employees	**1,785**
	Contractors and others	**0**
Number of employees by gender	Male	**1,031**
	Female	**754**
Number of employees by age group	Under age 30	**587**
	Age 30 to 40 (exclusive)	**1,111**
	Age 40 to 50 (exclusive)	**86**
	Age 50 and above	**1**
Number of employees by geographical region	The Chinese Mainland	**1,765**
	Hong Kong, Macao, and Taiwan	**15**
	Other countries and regions	**5**
Total turnover rate[11] (%)		**19.88**
Employee turnover rate by gender (%)	Male	**20.02**
	Female	**19.70**
Employee turnover rate by age group (%)	Under age 30	**26.35**
	Age 30 to 40 (exclusive)	**16.28**
	Age 40 to 50 (exclusive)	**15.69**
	Age 50 and above	**30.00**
Employee turnover rate by geographical region (%)	The Chinese Mainland	**19.92**
	Hong Kong, Macao and Taiwan	**11.76**
	Other countries and regions	**28.57**

[11] Employee turnover rate = the number of employee departure in the reporting year/(the number of employee departure in the reporting year + the number of employees at the end of the reporting year) *100%

6.2 Employee Health and Safety

A safe, healthy and comfortable work environment is essential for productivity and creativity. We keep improving the Group's occupational health and safety management system, and endeavour to raise employees' awareness of safety protection to ensure their occupational health and safety.

The Group strictly abides by the Work Safety Law of the People's Republic of China, the Law of the People's Republic of China on the Prevention and Control of Occupational Diseases, and other relevant laws and regulations. We have formulated occupational health and safety management measures to systematically control occupational health and safety matters in the workplace. We always focus on the use of electricity and water, and fire safety in the workplace during daily operations. We regularly conduct fire safety inspections, reducing operation safety hazards.

A sound health and safety management system is inseparable from the cultivation of employees' safety awareness. The Group regularly conducts safety awareness training for employees. The content includes the prevention and control of occupational disease hazards and fire safety. We also conduct daily safety knowledge popularisation and promotion for employees, and continue to enhance our management ability of response to safety emergencies. We conduct fire drills twice a year and several firefighting tests.

While ensuring the office safety, we are committed to creating a healthy, warm and comfortable office environment. We provide employees with ergonomic tables and chairs, and create a leisure area with an open view. We hire a professional design team to match furniture colours in order to reduce the visual pressure of employees in the office area, and relieve the working mood of employees.

The Group pays high attention to employees' physical and psychological health, and provides free medical examination for our employees every year. Additionally, we provide medical services such as psychological counselling and professional health consultations. We equip our workplace with first aid kits and offer hot ginger tea and medicines for preventing colds during the flu season, to ensure medical and health protection for our employees. We also encourage employees to participate in outdoor sports. In September, we organise large outdoor hiking activities to encourage employees to exercise and relax.

The Group had no work-related fatalities in the past three years (including 2025). In 2025, 1 person was injured and 60 working days were lost due to work-related injuries.

6.3 Development and Training

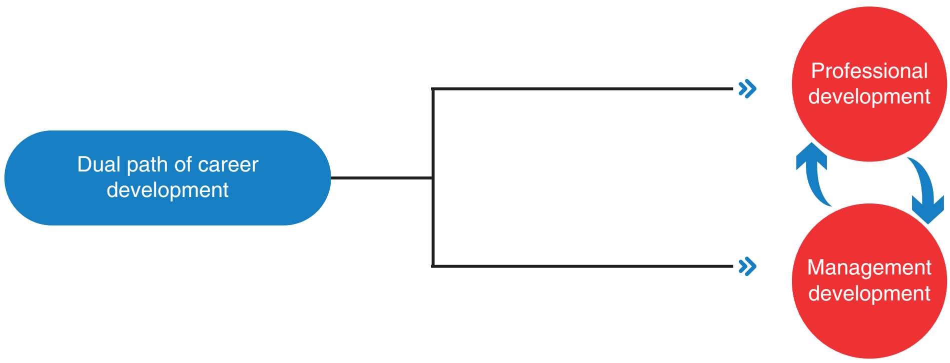
The Group continues to improve its talent training system, tailoring systematic training courses for employees. We promote the development and growth of employees in all aspects through onboarding training, general education, knowledge and skills development, and career development planning.

The Group has set up diversified training modes for employees of different business departments. We have also developed multi-level training covering top and first-line managers, employees and new employees to continuously enhance their professional skills and professional quality, thereby helping employees improve their workplace competitiveness. For new employees, we have established an induction training programme, adopting a relaxing and engaging approach, incorporating group games to make them familiar with our corporate culture and understand the Group's policies. This helps them quickly integrate into the workplace. For management employees, the Group has initiated training on management skills, aiming to improve their comprehensive ability and continuously improve their leadership skills through daily management actions. For each business department, the Group has set up training on professional skills to constantly enhance their business capabilities.

Employee Training

In addition, we keep optimising a full-process training management system. Specifically, we conduct demand surveys in the preliminary stage of training, appoint specialised personnel to organise and plan the training processes, and send out feedback questionnaires after training for continuous improvement on training content, to ensure training effectiveness.

The Group provides a variety of career development paths for its employees so that they can utilise their strengths and abilities. We adopt a dual-channel and dual-promotion path. Senior employees can choose to further specialise in the professional sequence or transfer to the management team, depending on their personal preferences and abilities. Employees can choose to realise their career aspirations through professional development, or opt for cross-pathway lateral development opportunities for broader management development.



The Group sponsors on-the-job MBA programmes for key managers to further enhance their management skills and business capabilities. We also purchase professional courses for the design and technical teams, such as 3D professional courses, Blender design tool courses, layout design courses, and midjourney (AIGC) courses, effectively enhancing the professional competence of the business team.

KPI: Employee training

Indicators		2025 Data
Percentage of employees trained by gender (%)	Male	**93.50**
	Female	**88.46**
Percentage of employees trained by employee level (%)	Management	**100.00**
	Non-management	**90.74**
Average training hours of employees by gender (hours)	Male	**7.64**
	Female	**8.03**
Average training hours of employees by management level (hours)	Management	**88.00**
	Non-management	**7.66**

We actively promote cooperation between universities and enterprises to carry out on-campus recruitment. Through a series of activities and in-depth agreements, we promote the expansion of employment channels for students while enriching the talent pool and expertise of the Group in related fields, thus promoting the sound development of industry-university-research cooperation.

7. GIVING BACK TO SOCIETY

The Group seeks its own development while paying due attention to community needs. We actively give back to society, and fulfil our social responsibilities. We have built long-standing relationship with the communities where we operate and organised a diverse range of public welfare activities based on their needs, contributing to the harmonious development of the community.

7.1 Public Welfare Donation

We are actively involved in charity work, and convey positive social values through various ways. We also help vulnerable groups and advance rural revitalisation, driving sustainable social development.

In June 2025, the Group donated a total of 688 books to educational institutions in Shandong Province and Gansu Province, continuing to bolster the supplementation of local educational resources and boost the development of education undertakings in these regions.

Book Donation

In August 2025, the Group donated office equipment worth RMB50,000 to Bayinxile Town, Zhuozi County, Wulanchabu City, Inner Mongolia Autonomous Region, aiming to expand and upgrade the local government's office system facilities.

In August 2025, the Group donated office equipment worth RMB30,000 to Zhuozishan Town, Zhuozi County, Wulanchabu City, Inner Mongolia Autonomous Region, including computers and books. The Group has continuously practiced the ESG concept of "Tech for Good, Common Development" through concrete actions.

7.2 Public Welfare Volunteers

We actively fulfil our social responsibilities and continue to carry out public welfare volunteer activities to spread positive energy.

7.2.1 Volunteer Services

In August 2025, the "Newborn Town Festival" employee activity initiated by the Group called on employees to convert their activity points into donations to support ecological public welfare causes. The Group converted the accumulated employee donation points into RMB28,000, and earmarked the funds specifically for the Haloxylon ammodendron planting project in desert areas, with a total planting area of 40 mu of Haloxylon ammodendron forest. This activity united the public welfare strength of all employees and contributed to desert management and ecological protection through concrete actions.

Haloxylon ammodendron forest Plantation

In November 2025, BlueCity participated in the public welfare initiative "Wings for a New Life, Empowering the Disabled" hosted by Donghu Subdistrict, Chaoyang District, and established a dual-track support system integrating "employment empowerment and life care". BlueCity distributed warm gloves, scarves, insulated mugs and other supplies to representatives of people with disabilities, and helped address the employment challenges faced by people with disabilities, conveying life care and support to them.

"Wings for a New Life, Empowering the Disabled" Public Welfare Activity

7.2.2 Danlan Public Welfare Special Fund

From May to December 2025, Danlan Public Welfare Special Fund, the public welfare initiative of the Group, supported a series of events themed "Active Prevention, Building an AIDS-Free Future Together" in Beijing, Chengdu, Hangzhou, Shenzhen and Wuhan. The events engaged professional forces across all sectors of society and local social organisations, focusing on raising proactive health awareness among male groups, dispelling public misconceptions about HIV, and boosting the popularisation of knowledge on various pre-exposure prophylaxis (PrEP) methods. The events also aimed to transform the "proactive health" concept from a scientific idea into widespread social consensus and tangible action, thereby pooling diverse efforts to fortify the defence line for public health security and advance the development of Healthy China.

"Active Prevention, Building an AIDS-Free Future Together" Activity Series

In November 2025, Danlan Public Welfare Special Fund's "Happy Screening" programme won the title of "Capital's Best Volunteer Service Programme" at the (Beijing) Capital Volunteer Service "Four 100" Advanced Model Promotion Campaign. This accolade affirms Danlan Public Welfare Special Fund's innovative AIDS prevention practices and fully endorses the Group's service philosophy of "Empowering Public Welfare with Technology, Guarding Health with Warmth".

In December 2025, Danlan Public Welfare Special Fund co-hosted the 12th "Zero-AIDS for Youth" Campaign and the Summary Seminar of the 10th National University Students AIDS Prevention Knowledge Competition with the China Foundation for Prevention of STD and AIDS. This event was held around the promotion theme "Social Co-Governance, Upholding Integrity and Innovation, Ending AIDS" of the "World AIDS Day 2025", inviting experts, scholars and institutions in the AIDS prevention field to participate. It focused on the health of young people and campus AIDS prevention education, and advanced the work of AIDS prevention and control.

The 10th National University Students AIDS Prevention Knowledge Competition, supported by Danlan Public Welfare Special Fund, covered 3,359 universities nationwide with over 3.73 million participants, a record high for all previous editions. The event has become one of the most widely covered and most influential brand events in the field of university AIDS prevention publicity and education. It effectively inspires young students' sense of responsibility for AIDS prevention and turns AIDS prevention knowledge into conscious actions.

"Zero-AIDS for Youth" Activity

7.3 Public Welfare Outreach

During the year, we actively expanded our overseas business and services, and continued to strengthen our efforts in overseas public welfare activities, thus further enhancing our influence in the field of public welfare.

"Newborn Guardian Plans for Youths"

Since 2023, the Group has launched the public welfare initiative "Newborn Guardian Plans for Youths" for all employees. The Group converts the steps taken by all employees in the annual group hiking events into charitable donations, which are used to purchase essential supplies for disadvantaged children across the globe.

"Newborn Guardian Plans for Youths" Public Welfare Activity

We have taken into account the reading challenges faced by some children and tailored donation programmes for children with different needs. In January 2025, the Group donated 20 talking pens to Ebenezer New Hope School in Hong Kong, aiming to help visually impaired children boost their learning interest and reading skills, enrich their after-school life, and support them to better integrate into the learning environment.

Talking Pen Donation Activity

In March 2025, the Group donated a total of 3,200 books to the African Refugee School in Egypt. This initiative brings knowledge and hope to local refugee children, helping them broaden their horizons and unlock their learning potential.

Book Donation to African Refugee Schools

In September 2025, the Newborn Guardian Plans for Youths converted 19,046,983 steps accumulated by the Group's employees during the hiking event into a charitable fund of RMB190,500, which was used to provide sports support for disadvantaged children around the world. Currently, the programme has donated 639 shuttlecock and racket sets to Gansu Province, and planned to further expand its coverage to regions including Vietnam, Thailand, Egypt, Türkiye and Hong Kong in 2026. Through renovating stadiums, donating ball sports equipment and athletic gear, and conducting offline ball training sessions, the programme will continuously promote children's sports participation and the development of their physical and mental health.

The Newborn Guardian Plans for Youths

The Group's "Newborn Guardian Plans for Youths" won the Emerging Case for the "Caring for Children" theme under the 2025 "520 Social Responsibility Day" Initiative.

The Emerging Case for the "Caring for Children" theme

"MICO Supported Vietnam's Post-Disaster Reconstruction"

In late September 2025, Northern and Central Vietnam was hit by severe typhoons Bualoi and Matmo, affecting more than 15,000 households. After the storms, the Vietnam team of MICO, a platform under the Group, joined hands with volunteers and youth groups to conduct post-disaster relief operations in November 2025. The team distributed 150 relief supplies to affected households, provided 300 gifts and scholarships to disadvantaged children, renovated schools and community kitchens, and donated equipment, making every effort to ensure that students could return to school smoothly.

Mico Vietnam Team Supports Post-Disaster Recovery and Reconstruction

"MICO&Yoho Hosted Charity Events"

In June 2025, the MICO and Yoho teams of platforms under the Group jointly launched the public welfare project "Cooking for Children". They went to remote Ba Na ethnic villages on the Central Highlands of Vietnam, bringing warm meals, daily necessities and joyful experiences to local children and families, and conveying humanistic care through listening and interaction.

During the event, volunteers cooked and provided more than 600 hot meals for the villagers, distributed school supplies, toys, snacks and daily necessities to children and families, and organised fun activities such as painting, handcrafts, basketball and football. This initiative not only effectively met the living needs of local children and families, but also built a bridge of humanistic care through in-depth interaction, demonstrating the Group's social responsibility and mission, and injecting warm power into children's growth and community sustainable development.

The public welfare project "Cooking for Children"

APPENDIX

The HKEX ESG Reporting Code Part B: "Mandatory disclosure requirements" Provisions Index

Subject Areas	Aspects	Contents of Disclosure	Section in this Report
Governance Structure	–	A disclosure of the Board's oversight of ESG issues;	2. Board Statement
		The Board's ESG management approach and strategy, including the process used to evaluate, prioritise and manage material ESG-related issues (including risks to the issuer's businesses);	1.1 About this Report 2. Board Statement 3. ESG Concept and Management
		How the Board reviews progress made against ESG-related goals and targets with an explanation of how they relate to the issuer's businesses.	2. Board Statement
Reporting Principles	–	A description of, or an explanation on, the application of the reporting principles (Materiality, Quantitative and Consistency) in the preparation of the ESG report.	1.1 About this Report
		Materiality: The ESG report should disclose: (i) the process to identify and the criteria for the selection of material ESG factors; (ii) if a stakeholder engagement is conducted, a description of significant stakeholders identified, and the process and results of the issuer's stakeholder engagement.	1.1 About this Report
		Quantitative: Information on the standards, methodologies, assumptions and/or calculation tools used, and source of conversion factors used, for the reporting of emissions/energy consumption (where applicable) should be disclosed.	1.1 About this Report
		Consistency: The issuer should disclose in the ESG report any changes to the methods or KPIs used, or any other relevant factors affecting a meaningful comparison.	1.1 About this Report
Reporting Boundaries	–	A narrative explaining the reporting boundaries of the ESG report and describing the process used to identify which entities or operations are included in the ESG report. If there is a change in the scope, the issuer should explain the difference and reason for the change.	1.4 Scope of this Report

The HKEX ESG Reporting Code Part C: "Comply or explain" Provisions Index

Subject Areas	Aspects	Contents of Disclosure	Section in this Report
Environmental	A1 Emissions	General Disclosure: Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to air emissions, discharges into water and land, and generation of hazardous and non-hazardous waste.	4.2 Waste Management 4.3 Climate Change
		A 1.1 The types of emissions and respective emissions data.	4.2 Waste Management 4.3 Climate Change KPI: GHG Emissions KPI: Waste
		A 1.3 Total hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	KPI: Waste
		A 1.4 Total non-hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	KPI: Waste
		A 1.5 Description of emissions target(s) set and steps taken to achieve them.	4.4 Environmental Targets
		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.	4.2 Waste Management 4.4 Environmental Targets

Subject Areas	Aspects	Contents of Disclosure	Section in this Report
	A2 Use of Resources	General Disclosure: Policies on the efficient use of resources, including energy, water and other raw materials.	4.1 Resource Conservation
		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).	KPI: Energy and Resource Consumption
		A 2.2 Water consumption in total and intensity (e.g. per unit of production volume, per facility).	NA. The water sources used by the Group are mainly municipal tap water and purchased barrel-filled drinking water. Drinking water is used to meet the basic living needs of employees, and tap water is commonly shared with other companies via public facilities, so it is not possible to conduct separate consumption statistics.
		A 2.3 Description of energy use efficiency target(s) set and steps taken to achieve them.	4.1 Resource Conservation 4.4 Environmental Targets
		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.	4.1 Resource Conservation 4.4 Environmental Targets
		A 2.5 Total packaging material used for finished products (in tonnes) and, if applicable, with reference to per unit produced.	NA. The Group's operations do not involve the production of physical products.
	A3 The Environment and Natural Resources	General Disclosure: Policies on minimising the issuer's significant impacts on the environment and natural resources.	4. Environmental Protection
		A 3.1 Description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them.	

Subject Areas	Aspects	Contents of Disclosure	Section in this Report
Social	B1 Employment	General Disclosure Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to compensation and dismissal, recruitment and promotion, working hours, rest periods, equal opportunity, diversity, anti-discrimination, and other benefits and welfare.	6.1 Employment
		B1.1 Total workforce by gender, employment type (for example, full – or part-time), age group and geographical region.	KPI: Employment
		B1.2 Employee turnover rate by gender, age group and geographical region.	KPI: Employment
	B2 Health and Safety	General Disclosure Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to providing a safe working environment and protecting employees from occupational hazards.	6.2 Employee Health and Safety
		B2.1 Number and rate of work-related fatalities occurred in each of the past three years including the reporting year.	6.2 Employee Health and Safety
		B2.2 Lost days due to work injury.	6.2 Employee Health and Safety
		B2.3 Description of occupational health and safety measures adopted, and how they are implemented and monitored.	6.2 Employee Health and Safety

Subject Areas	Aspects	Contents of Disclosure	Section in this Report
	B3 Development and Training	General Disclosure Policies on improving employees' knowledge and skills for discharging duties at work. Description of training activities.	6.3 Development and Training
		B3.1 The percentage of employees trained by gender and employee category (e.g. senior management, middle management).	KPI: Employee Training
		B3.2 The average training hours completed per employee by gender and employee category.	KPI: Employee Training
	B4 Labour Standards	General Disclosure: Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to preventing child and forced labour.	6.1 Employment
		B4.1 Description of measures to review employment practices to avoid child and forced labour.	6.1 Employment
		B4.2 Description of steps taken to eliminate such practices when discovered.	6.1 Employment
	B5 Supply Chain Management	General Disclosure: Policies on managing environmental and social risks of the supply chain.	5.2 Supplier Management
		B5.1 Number of suppliers by geographical region.	5.2 Supplier Management
		B5.2 Description of practices relating to engaging suppliers, number of suppliers where the practices are being implemented, and how they are implemented and monitored.	5.2 Supplier Management
		B5.3 Description of practices used to identify environmental and social risks along the supply chain, and how they are implemented and monitored.	5.2 Supplier Management
		B5.4 Description of practices used to promote environmentally preferable products and services when selecting suppliers, and how they are implemented and monitored.	5.2 Supplier Management

Subject Areas	Aspects	Contents of Disclosure	Section in this Report
	B6 Product Responsibility	General Disclosure: Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to health and safety, advertising, labelling and privacy matters relating to products and services provided and methods of redress.	5. Responsible Operation
		B 6.1 Percentage of total products sold or shipped subject to recalls for safety and health reasons.	NA. The Group's operations do not involve the production of physical products.
		B 6.2 Number of products and service related complaints received and how they are dealt with.	5.1 Product Responsibility
		B 6.3 Description of practices relating to observing and protecting intellectual property rights.	5.1 Product Responsibility
		B 6.4 Description of quality assurance process and recall procedures.	NA. The Group's operations do not involve the production of physical products.
		B 6.5 Description of consumer data protection and privacy policies, and how they are implemented and monitored.	5.1 Product Responsibility

Subject Areas	Aspects	Contents of Disclosure	Section in this Report
	B7 Anti-corruption	General Disclosure: Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to bribery, extortion, fraud and money laundering.	5.3 Anti-Corruption
		B7.1 Number of concluded legal cases regarding corrupt practices brought against the issuer or its employees during the reporting period and the outcomes of the cases.	5.3 Anti-Corruption
		B7.2 Description of preventive measures and whistle-blowing procedures, and how they are implemented and monitored.	5.3 Anti-Corruption
		B7.3 Description of anti-corruption training provided to directors and staff.	5.3 Anti-Corruption
	B8 Community Investment	General Disclosure: Policies on community engagement to understand the needs of the communities where the issuer operates and to ensure its activities take into consideration the communities' interests.	7. Giving Back to the Society
		B8.1 Focus areas of contribution (e.g. education, environmental concerns, labour needs, health, culture, sport).	7. Giving Back to the Society
		B8.2 Resources contributed (e.g. money or time) to the focus area.	7. Giving Back to the Society

The HKEX ESG Reporting Code Part D: "Climate-related Disclosures" Provisions Index

Disclosure Requirements			Section in this Report
Governance	**Governance**	19. An issuer shall disclose information about: (a) the governance body(s) (which can include a board, committee or equivalent body charged with governance) or individuals responsible for oversight of climate-related risks and opportunities; (b) management's role in the governance processes, controls and procedures used to monitor, manage and oversee climate-related risks and opportunities.	Responding to climate change-Governance
Strategy	**Climate-related risks and opportunities**	20. An issuer shall disclose information to enable an understanding of climate-related risks and opportunities that could reasonably be expected to affect the issuer's cash flows, its access to finance or cost of capital over the short, medium or long term. Specifically, the issuer shall: (a) describe climate-related risks and opportunities that could reasonably be expected to affect the issuer's cash flows, its access to finance or cost of capital over the short, medium or long term; (b) explain, for each climate-related risk the issuer has identified, whether the issuer considers the risk to be a climate-related physical risk or climate-related transition risk; (c) specify, for each climate-related risk and opportunity the issuer has identified, over which time horizons – short, medium or long term – the effects of each climate-related risk and opportunity could reasonably be expected to occur; and (d) explain how the issuer defines 'short term', 'medium term' and 'long term' and how these definitions are linked to the planning horizons used by the issuer for strategic decision-making.	Responding to climate change-Strategy

Disclosure Requirements				Section in this Report
	Business model and value chain	21.	An issuer shall disclose information that enables an understanding of the current and anticipated effects of climate-related risks and opportunities on the issuer's business model and value chain. Specifically, the issuer shall disclose:	Responding to climate change-Strategy
		(a)	a description of the current and anticipated effects of climate-related risks and opportunities on the issuer's business model and value chain; and	
		(b)	a description of where in the issuer's business model and value chain climate – related risks and opportunities are concentrated (for example, geographical areas, facilities and types of assets)	
	Strategy and decision-making	22.	An issuer shall disclose information that enables an understanding of the effects of climate-related risks and opportunities on its strategy and decision-making. Specifically, the issuer shall disclose:	Responding to climate change-Governance
		(a)	information about how the issuer has responded to, and plans to respond to, climate-related risks and opportunities in its strategy and decision-making, including how the issuer plans to achieve any climate-related targets it has set and any targets it is required to meet by law or regulation;	
		(b)	information about how the issuer is resourcing, and plans to resource, the activities disclosed in accordance with paragraph 22(a).	
		23.	An issuer shall disclose information about the progress of plans disclosed in previous reporting periods in accordance with paragraph 22(a).	Responding to climate change-Strategy

Disclosure Requirements			Section in this Report
	Financial position, financial performance and cash flows	Current financial effect 24. An issuer shall disclose qualitative and quantitative information about: (a) how climate-related risks and opportunities have affected its financial position, financial performance and cash flows for the reporting period; and (b) the climate-related risks and opportunities identified in paragraph 24(a) for which there is a significant risk of a material adjustment within the next annual reporting period to the carrying amounts of assets and liabilities reported in the related financial statements.	Responding to climate change-Strategy The Group is unable to isolate the impacts of climate-related risks and opportunities from other market factors. There is high uncertainty in the relevant measurement methods, and the quantitative information lacks reliable reference value. Therefore, no quantitative data on related financial impacts is provided in this period.
		Anticipated financial effect 25. The issuer shall provide qualitative and quantitative disclosures about: (a) how the issuer expects its financial position to change over the short, medium and long term, given its strategy to manage climate-related risks and opportunities, taking into consideration: (i) its investment and disposal plans; and (ii) its planned sources of funding to implement its strategy; and (b) how the issuer expects its financial performance and cash flows to change over the short, medium and long term, given its strategy to manage climate-related risks and opportunities.	Responding to climate change-Strategy Due to the immaturity of existing skills, capabilities and resources, the expected financial impact has not been quantified at this stage.

Disclosure Requirements			Section in this Report
	Climate resilience	26. An issuer shall disclose information that enables an understanding of the resilience of the issuer's strategy and business model to climate-related changes, developments and uncertainties, taking into consideration the issuer's identified climate-related risks and opportunities. An issuer shall use climate-related scenario analysis to assess its climate resilience using an approach that is commensurate with an issuer's circumstances. In providing quantitative information, the issuer may disclose a single amount or a range. Specifically, the issuer shall disclose: (a) the issuer's assessment of its climate resilience as at the reporting date; (b) how and when the climate-related scenario analysis was carried out.	Due to the underdevelopment of existing skills, capabilities and resources, a comprehensive climate scenario analysis has not yet been conducted at this stage.
Risk Management	**Risk Management**	27. An issuer shall disclose information about: (a) the processes and related policies it used to identify, assess, prioritise and monitor climate-related risks; (b) the processes the issuer uses to identify, assess, prioritise and monitor climate – related opportunities (including information about whether and how the issuer uses climate-related scenario analysis to inform its identification of climate-related opportunities); and (c) the extent to which, and how, the processes for identifying, assessing, prioritising and monitoring climate-related risks and opportunities are integrated into and inform the issuer's overall risk management process.	Responding to climate change-Risk management

Disclosure Requirements			Section in this Report
Metrics and Targets	**Greenhouse gas emissions**	28. An issuer shall disclose its absolute gross greenhouse gas emissions generated during the reporting period, expressed as metric tons of CO_2 equivalent, classified as: (a) Scope 1 greenhouse gas emissions; (b) Scope 2 greenhouse gas emissions; and (c) Scope 3 greenhouse gas emissions.	Responding to climate change-Metrics and targets
		29. An issuer shall: (a) measure its greenhouse gas emissions in accordance with the Greenhouse Gas Protocol: A Corporate Accounting and Reporting Standard (2004) unless required by a jurisdictional authority or another exchange on which the issuer is listed to use a different method for measuring greenhouse gas emissions; (b) disclose the approach it uses to measure its greenhouse gas emissions; (c) for Scope 2 greenhouse gas emissions disclosed in accordance with paragraph 28(b), disclose its location-based Scope 2 greenhouse gas emissions, and provide information about any contractual instruments that is necessary to enable an understanding of the issuer's Scope 2 greenhouse gas emissions; and (d) for Scope 3 greenhouse gas emissions disclosed in accordance with paragraph 28(c), disclose the categories included within the issuer's measure of Scope 3 greenhouse gas emissions, in accordance with the Scope 3 categories described in the Greenhouse Gas Protocol Corporate Value Chain (Scope 3) Accounting and Reporting Standard (2011).	Responding to climate change-Metrics and targets
	Climate-related transition risks	30. An issuer shall disclose the amount and percentage of assets or business activities vulnerable to climate-related transition risks.	Due to the lack of reasonable and evidence-based data, the amount and percentage of this indicator have not been defined for the time being.

Disclosure Requirements			Section in this Report
	Climate-related physical risks	31. An issuer shall disclose the amount and percentage of assets or business activities vulnerable to climate-related physical risks.	Due to the lack of reasonable and evidence-based data, the amount and percentage of this indicator have not been defined for the time being.
	Climate-related opportunities	32. An issuer shall disclose the amount and percentage of assets or business activities aligned with climate-related opportunities.	Due to the lack of reasonable and evidence-based data, the amount and percentage of this indicator have not been defined for the time being.
	Capital deployment	33. An issuer shall disclose the amount of capital expenditure, financing or investment deployed towards climate-related risks and opportunities.	The Group has not incurred any capital expenditure, financing or investment related to climate-related risks and opportunities.
	Internal carbon prices	34. An issuer shall disclose: (a) an explanation of whether and how the issuer is applying a carbon price in decision – making (for example, investment decisions, transfer pricing, and scenario analysis); and (b) the price of each metric tonne of greenhouse gas emissions the issuer uses to assess the costs of its greenhouse gas emissions; or an appropriate negative statement that the issuer does not apply a carbon price in decision-making.	The Group has not yet applied carbon price in its decision-making processes.
	Remuneration	35. An issuer shall disclose whether and how climate-related considerations are factored into remuneration policy, or an appropriate negative statement.	Climate-related considerations have not yet been incorporated into the remuneration policy.
	Industry-based metrics	36. An issuer is encouraged to disclose industry-based metrics that are associated with one or more particular business models, activities or other common features that characterise participation in an industry.	The Group does not have specific industry-based metrics at present.

Disclosure Requirements				Section in this Report
	Climate-related targets	37.	An issuer shall disclose (a) the qualitative and quantitative climate-related targets the issuer has set to monitor progress towards achieving its strategic goals; and (b) any targets the issuer is required to meet by law or regulation, including any greenhouse gas emissions targets. For each target, the issuer shall disclose:	Responding to climate change-Metrics and targets
		(a)	the metric used to set the target;	
		(b)	the objective of the target (for example, mitigation, adaptation or conformance with science-based initiatives);	
		(c)	the part of the issuer to which the target applies (for example, whether the target applies to the issuer in its entirety or only a part of the issuer, such as a specific business unit or geographic region);	
		(d)	the period over which the target applies;	
		(e)	the base period from which progress is measured;	
		(f)	milestones or interim targets (if any);	
		(g)	if the target is quantitative, whether the target is an absolute target or an intensity target; and	
		(h)	how the latest international agreement on climate change, including jurisdictional commitments that arise from that agreement, has informed the target.	

Disclosure Requirements			Section in this Report
		38. An issuer shall disclose information about its approach to setting and reviewing each target, and how it monitors progress against each target, including: (a) whether the target and the methodology for setting the target has been validated by a third party; (b) the issuer's processes for reviewing the target; (c) the metrics used to monitor progress towards reaching the target; and (d) any revisions to the target and an explanation for those revisions.	Responding to climate change-Metrics and targets
		39. An issuer shall disclose information about its performance against each climate-related target and an analysis of trends or changes in the issuer's performance.	Responding to climate change-Metrics and targets
		40. For each greenhouse gas emissions target disclosed in accordance with paragraphs 37 to 39, an issuer shall disclose: (a) which greenhouse gases are covered by the target; (b) whether Scope 1, Scope 2 or Scope 3 greenhouse gas emissions are covered by the target; (c) whether the target is a gross greenhouse gas emissions target or a net greenhouse gas emissions target. If the issuer discloses a net greenhouse gas emissions target, the issuer is also required to separately disclose its associated gross greenhouse gas emissions target; (d) whether the target was derived using a sectoral decarbonisation approach; and (e) the issuer's planned use of carbon credits to offset greenhouse gas emissions to achieve any net greenhouse gas emissions target.	Responding to climate change-Metrics and targets The Group has not adopted a sectorial decarbonisation approach to set greenhouse gas emission targets, and currently has no plans to use carbon credits to offset greenhouse gas emissions for the purpose of achieving any net greenhouse gas emission targets.

Newborn Town