keep









2025

Environmental, Social and Governance (ESG) Report

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About This Report

This is the second independent Environmental, Social and Governance (ESG) Report (hereinafter referred to as the "Report") published by Keep Inc. (hereinafter referred to as "Keep", "the Company" or "we") (stock code: 03650.HK). This Report aims to objectively disclose the work and achievements of Keep in the ESG field in 2025, and to effectively respond to the expectations and demands of our stakeholders.

Reporting Scope

The scope of this Report covers Keep Inc. and its principal subsidiaries for the period from 1 January 2025 to 31 December 2025. To maintain informational continuity, the Report may include matters that extend beyond this time frame.

Basis of Preparation

This ESG Report has been prepared in accordance with the *Environmental, Social and Governance Reporting Code* (the "ESG Reporting Code") as set out in Appendix C2, the *Listing Rules* and with reference to Global Reporting Initiative (GRI) Standards (hereinafter referred to as "GRI Standards") and the United Nations Sustainable Development Goals (UN SDGs).

Reporting Principles

During the preparation of this Report, the content and presentation of the ESG Report are defined in accordance with the principles of "Materiality", "Quantitative", "Balance", and "Consistency" in the *ESG Reporting Code*.

Materiality

The participation of major stakeholders and the identification of material ESG issues have been carried out during the preparation of this Report, and relevant content has been disclosed according to the assessment results of issues materiality. For details, please refer to the "Stakeholder Engagement" and "Materiality Assessment" sections.

Quantitative

The key performance indicators at the environmental and social aspects disclosed in this Report are presented in a quantitative way, and the relevant measurement standards, methods, assumptions and/or calculation tools, as well as the source of conversion factors used, have been explained in the corresponding sections.

Balance

This Report ensures that the ESG performance of Keep during the reporting period is presented in an unbiased manner.

Consistency

The statistical methods of this Report are consistent with other publicly disclosed information of the Company.

Source of Information and Reliability Statement

The information and data contained in this Report are primarily sourced from the Company's statistical reports, official documents, and internal records in 2025. The Company undertakes that this Report does not contain any misrepresentation and misleading statements, and takes responsibility for its authenticity, accuracy and completeness.

Report Access and Response

This Report is prepared in Simplified Chinese, Traditional Chinese, and English, and is published in electronic format. In the event of any discrepancy between the three language versions, the Simplified Chinese version shall prevail. Should you have any questions or comments regarding this Report, please send them via email to ir@keep.com.

About Keep

Company Profile

Keep is the largest fitness platform in China[1]. We are a growing and results-oriented platform that provides users with comprehensive fitness solutions to help them achieve their fitness goals. We offer extensive and professional fitness content with AI-assisted personalized curriculums, encompassing recorded fitness courses and interactive live-streaming classes that dynamically adjust course content and workout intensity based on users' athletic levels, fitness goals, daily workout patterns and diet. Our content is complemented by a variety of smart fitness devices, fitness gear, apparel and food, which enables us to seamlessly connect the physical and digital realms to create an immersive one-stop fitness experience.



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1 This data is based on monthly active users and the number of workouts completed by users in 2022, as reported by China Insights Consultancy.

Milestone

2015

The Keep App was launched in 2015, offering one-stop fitness solutions tailored to users' needs for "food, clothing, tools and exercise". Through the Keep App, users can access a variety of online content, including exercise classes, yoga, and workouts, alongside value-added services such as exclusive membership courses and personalized plans. Additionally, Keep provides users with smart hardware and complementary fitness products, including equipment, sportswear and healthy food, supporting every aspect of their exercise journey.

2023

In July 2023, Keep successfully listed on the Hong Kong Stock Exchange (HKEX), becoming the "first sports technology stock".

2024

In March 2024, on its 9th anniversary, Keep refreshed its mission and vision, adopting "Fueling Every Workout, Keep the Neighborhood Energetic (激发每一次运动，让世界充满活力)" as its new mission, and setting "To Become the Playground for 1 Billion Movers（成为10亿运动者的自由运动场）" as its 10-year vision and goal. At the same time, Keep upgraded the app by expanding sports categories, enhancing service quality, and continuously lowering barriers to participation. This initiative transcended the limitations of time, space, and economic conditions, positioning Keep as a companion and encourager that empowers users to achieve their fitness goals and to support the implementation of the Healthy China initiative.

2025

In March 2025, Keep launched its first AI Coach, Kaka, which dynamically generates and calibrates training regimens based on user needs. Throughout the year, Keep progressively established a proactive service model driven by multi-agent collaboration. By the end of 2025, Keep had generated individualized workout plans for over 1.3 million users and completed tens of millions of AI skill interaction tests, while continuously advancing data standardization and the construction of its self-developed fitness large model in the fitness and health sector.



Development Strategy

Since its founding, Keep has evolved into a leading global fitness platform and community through content-driven tools, successfully building a comprehensive fitness ecosystem that integrates content, users, data, and devices. In response to the rapidly changing industry competition, technological advancements, and user demands, Keep upheld the founding principle of being a "believer in long-term compounding in the sports domain" in 2025. Guided by the mission "Fueling Every Workout, Keep the Neighborhood Energetic (激发每一次运动，让世界充满活力)", we focused on enhancing AI capabilities and upgrading self-branded fitness products, deepening the fitness and health ecosystem's transformation from content-driven to AI-driven. In the future, the Company's development will revolve around four core strategies:



All in AI

Leveraging a decade of sports data accumulated from a massive user base, we will accelerate the evolution of online fitness from content recommendation to generative content. This will drive our transformation from a content platform into an AI-driven fitness and health ecosystem, enabling us to continuously lead the technological transformation and intelligent evolution of the sports technology industry.

Develop a data-centric hardware ecosystem

We will enhance data interconnection and analysis, strengthen our data infrastructure, and gradually integrate hardware and software sports AI. This will link users with data at its core, spanning various sports scenarios and categories, enabling users to experience greater enjoyment in sports.

Expand the Keep brand across multiple sports scenarios

We will gradually extend our offerings from indoors to running, outdoors, and other diverse sports environments, providing consumers with a wider range of high-quality, innovative, and intelligent product choices, allowing our products to become vessels for users' emotional memories.

Broaden global footprint

We will continue to leverage artificial intelligence technology and self-branded fitness products to disseminate Eastern sports philosophy and wisdom worldwide, empowering global users to adopt new, healthy exercise practices.

Corporate Culture

Mission and Vision

Fueling Every Workout, Keep the Neighborhood Energetic.

Guiding Principle

Discipline sets me free.



2025 Performance Highlights

Jointly Promoting Digital and Intelligent Innovation

Products and Services

AI Coach Kaka has served users over
40 million times

Official courses
9,000+

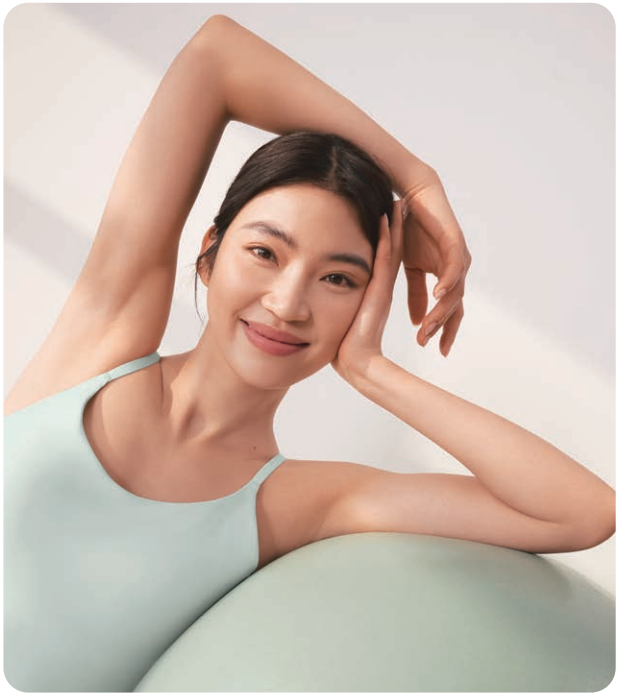
Percentage of official courses generated by AIGC
16%

Hosted online medal events
400+events

Catalogued professional offline marathons nationwide
400+races

Organized "K-MARS" across 6 cities
10 events

Attracting registered participants
16,000+



Intellectual Property

Received “Well-known Trademark” recognition and "AAA-level Famous Trademark Brand" evaluation

Accumulated valid patents
556

Trademarks
1,453

Copyrights
671

Addressed infringing products
28,000+

Addressed infringing video courses
10,000+

Jointly Promoting Compliant Operations

Quality and Safety

No product recall incidents related to safety and health occurred.

Handled instances of non-compliant content approximately
180,000 units

Permanently banned non-compliant accounts over
12,500 units

Certified for ISO 27001 Information Security Management System and ISO 27701 Privacy Information Management System.

Business Ethics

100% of employees completed conflict of interest declarations and signed the *Statement of Commitment to Integrity and Self-Discipline*.

100% employee business ethics training coverage.

100% of suppliers signed the *Anti-Commercial Bribery Agreement*.

Sharing Growth Value

Talent Development

Average employee training duration
48 hours

Employee training coverage
98%

Employee welfare system coverage
100%

Social Contribution

Released two documentary short films on the Intangible Cultural Heritage of traditional sports series.

Established the "Red Heart King (红桃K)" special public welfare fund, calling on employees to engage in charitable activities.



Honors and Awards



Huxiu

"2025 Sustainable Brand Model – Corporate Compliance Award"



National Business Daily

"2025 The Reputation List of Listed Companies – Outstanding Competitiveness in Big Health" Award



China Business Network

"2025 Top Brands" Award



GYMSQUARE

2025 Wellness Awards "Healthy Lifestyle Brand of the Year" Award

Rating Performance[2]

Wind ESG

Wind ESG Rating **AA**

商道融绿 SynTao Green Finance

SynTao Green Finance ESG Rating **A-**

中诚信绿金 CCXGF

China Chengxin Green Finance ESG Rating **BBB+**

华证ESG

Sino-Securities Index (CSI) ESG Rating **BBB**

2 The ESG rating is based on platform query results as of 31 December 2025.



Sustainability Management

Statement of the Board

As the highest governing body for ESG matters at Keep, the Board of Directors is fully responsible for the formulation and supervision of the sustainability strategy. During the reporting period, the Board of Directors listened to special reports from management on ESG progress, focusing on changes in regulatory policies, ESG development trends in the industry, and material issues related to the Company's business, and provided strategic guidance on annual ESG management priorities, resource allocation, and target setting.

Keep has established a three-tiered ESG management structure led by the Board of Directors, consisting of the governance, management, and implementation levels. The Board of Directors and the Audit Committee serve as the governance level for ESG management, responsible for supervising, reviewing, and making decisions on important ESG-related matters; the ESG Steering Group acts as the management level, coordinating the advancement of ESG management work; and various functional departments and business lines function as the Implementation Level, carrying out relevant management measures according to their respective responsibilities. In 2025, the Company formally formulated and implemented the *ESG Management System* to standardize the organizational structure, division of responsibilities, and work processes for ESG management, driving the transition towards institutionalized and regularized ESG management.

The Board of Directors conducts an annual assessment of ESG issue management and any changes, ensuring that it accurately reflects the Company's operational realities and external expectations, and serves as a core basis for management decisions. Additionally, the Board continuously reviews the target setting and performance of key areas such as green products, data security, product and service quality, employee development, and social welfare, ensuring that the targets align with the Company's actual development while meeting sustainability requirements.

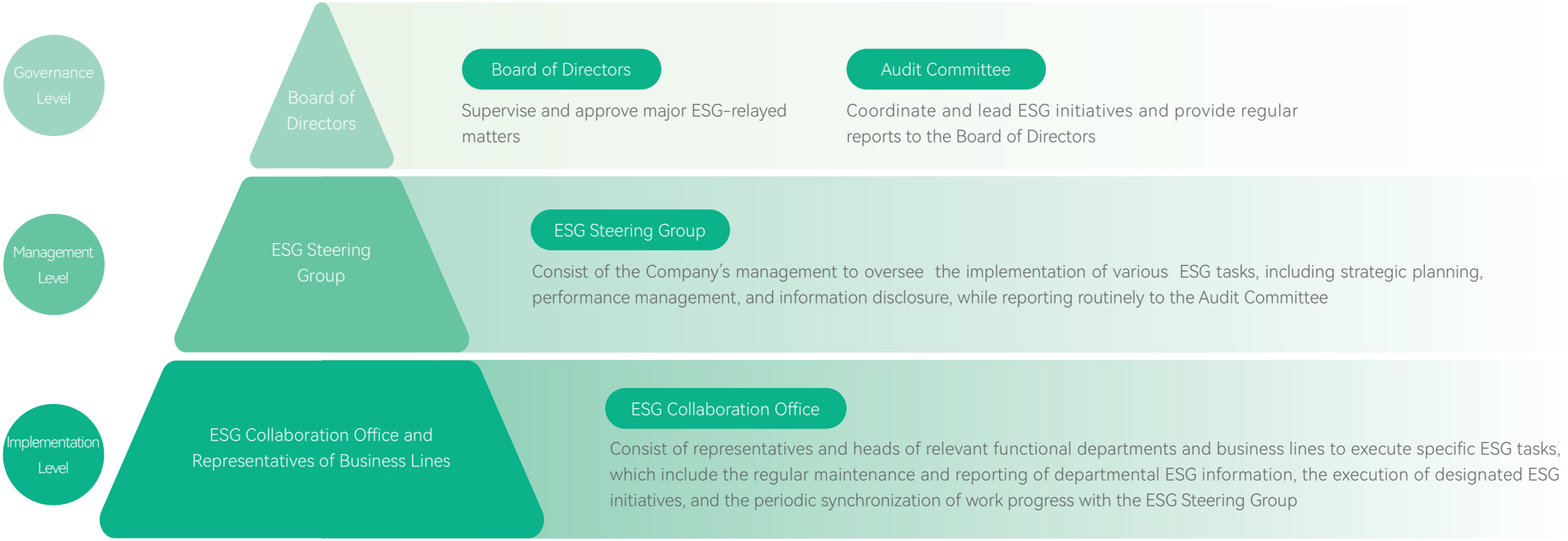
This report provides a true, accurate, and thorough disclosure of the Company's practices and performance in environmental, social, and governance aspects during the reporting period, and was reviewed and approved by the Board of Directors on March 25th, 2026.

Sustainability Management Framework

Keep has established a three-tiered ESG management structure led by the Board of Directors, consisting of the governance, management, and implementation levels. The Board of Directors, as the ultimate decision-making and responsible body for ESG matters, comprehensively supervises the formulation and implementation of the Company's sustainability strategy. The Audit Committee, as the body coordinating ESG-related matters at the Board level, reports to the Board of Directors on a regular basis. The ESG Steering Group is responsible for implementing various ESG initiatives and reports periodically to the Audit Committee, ensuring that all functional departments and business lines are integrated into the ESG management system to promote sustainable and collaborative management.

In 2025, the Company formally formulated and issued the *ESG Management System*, clarifying the division of responsibilities, management content, and requirements for each organizational level in ESG work, providing an institutional guarantee for the standardized promotion and long-term effective operation of ESG initiatives.

Keep's ESG Management Structure



To support the Board of Directors in effectively fulfilling its ESG supervisory duties, we sent ESG regulatory updates, industry news, and typical case studies to the directors by email during the reporting period, ensuring they stay informed of developments on key issues and enhancing the professionalism and foresight of sustainability-related decision-making.

Stakeholder Engagement

The opinions and expectations of our stakeholders are a key driving force and basis for Keep's continuous improvement in ESG management. We maintain communication with stakeholders through various channels, provide timely updates on the Company's progress, and carefully listen and respond to their feedback, translating it into practical management actions and improvement measures.

Stakeholder Communication Mechanisms at Keep

Stakeholders	Major Concerns	Primary Communication Channels
Government & Regulatory Authorities	Compliance with laws and regulations Implementation of policies Outstanding social contribution	Filing or submission of written documents Reception of inspectors Annual reports
Shareholders & Investors	Business performance Business ethics Compliant operation Corporate governance Information disclosure	General meeting of shareholders Special briefings Investor conferences and results presentations HKEX website the Company's domestic and overseas official websites
Company Directors	Business performance Business Ethics Compliant operations Corporate governance Information disclosure	Board meetings
Employees	Employee rights and benefits Compensation and benefits Development and training Robust promotion channels Health and safety	Employment contracts Face-to-face communication Employee training Performance assessment and feedback
Partners & Suppliers	Open, fair and equitable purchasing Business ethics Mutual benefits and win-win	Open tendering Supplier quality agreements Anti-commercial bribery agreements Supplier evaluation procedures Supplier conferences
Consumers	Providing high-quality products and services Ensuring information security and privacy Listening to user opinions and suggestions	Customer service hotline Daily operations and communication Satisfaction surveys User complaint handling and feedback
Corporate Customers	Business ethics Providing high-quality products and services Ensuring customer information security	Field trips Customer communication Industry communication
Community & Media	Social Welfare Community investment Environmental protection Open and transparent information disclosure	Participation in public welfare activities Volunteer services Interviews and email correspondence The Company's domestic and overseas official websites

Materiality Assessment



Keep continuously refines its management and analysis of material issues to respond effectively to stakeholder concerns. We regularly collect feedback on the materiality of ESG issues from stakeholders through questionnaires and conduct materiality assessments, with the relevant steps as follows:

01

Update material issues

By making comprehensive reference to sustainability-related standards and disclosure frameworks, rating criteria, and issues of concern to our peers, combined with Keep's own business development needs, we periodically update our ESG issue library.

02

Survey on material issues

We invited both internal and external stakeholders to assess the importance of these issues using an online questionnaire, which encompassed eight stakeholder categories: government and regulatory authorities, shareholders and investors, directors, employees, partners and suppliers, consumers, corporate customers, and community and media.

03

Materiality Assessment

We analyzed the questionnaire scores to evaluate the importance of each issue from two dimensions: "Importance to Keep's Business Operations" and "Importance to Stakeholders". The issues are then ranked by importance to develop our ESG materiality matrix.

Based on our continuous monitoring of ESG trends in the industry, policy directives, and the Company's own business priorities, we have determined that no significant changes occurred in our core material issues during the reporting period. To maintain the consistency and comparability of our management strategy, the materiality matrix for 2025 carries forward the assessment results from the previous reporting period.

Keep's Materiality Matrix





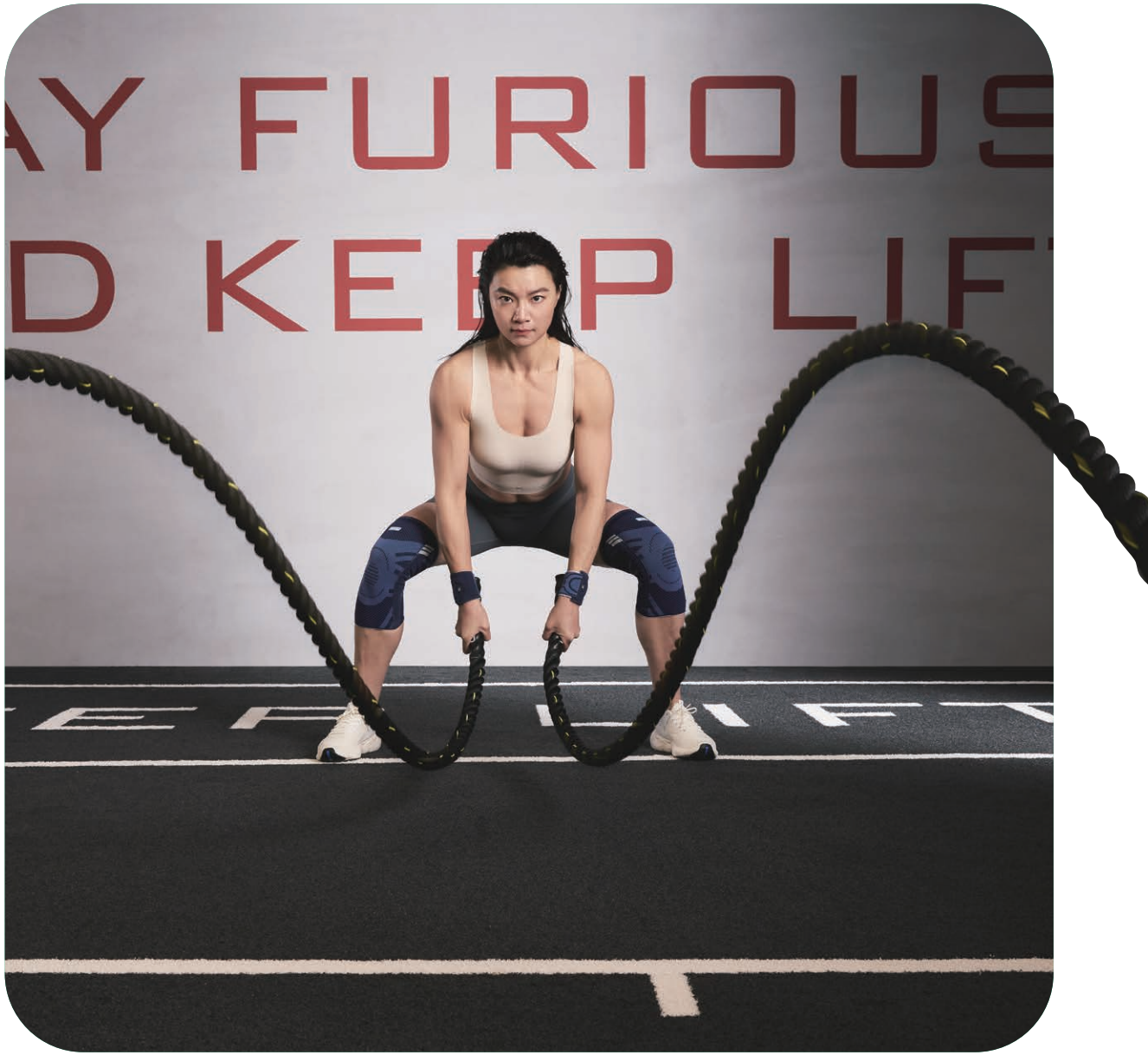
Driving Smart Fitness and Embarking on a New Realm of Exercise



Material sustainability issues covered

- Product Innovation
- Intellectual Property Management
- Product and Service Quality
- Chemical Safety
- Responsible Marketing and Protection of Minors
- Supply Chain Management

As the world's leading sports technology company, Keep has always adhered to a philosophy of "innovation-driven, quality-first". With a 10-year goal of "To Become the Playground for 1 Billion Movers", we are committed to providing users with efficient and scientific fitness solutions. In 2025, Keep deepened the integration of product innovation and AI technology, providing solid support for every user's free workout experience through thoughtful product design and rigorous quality management.

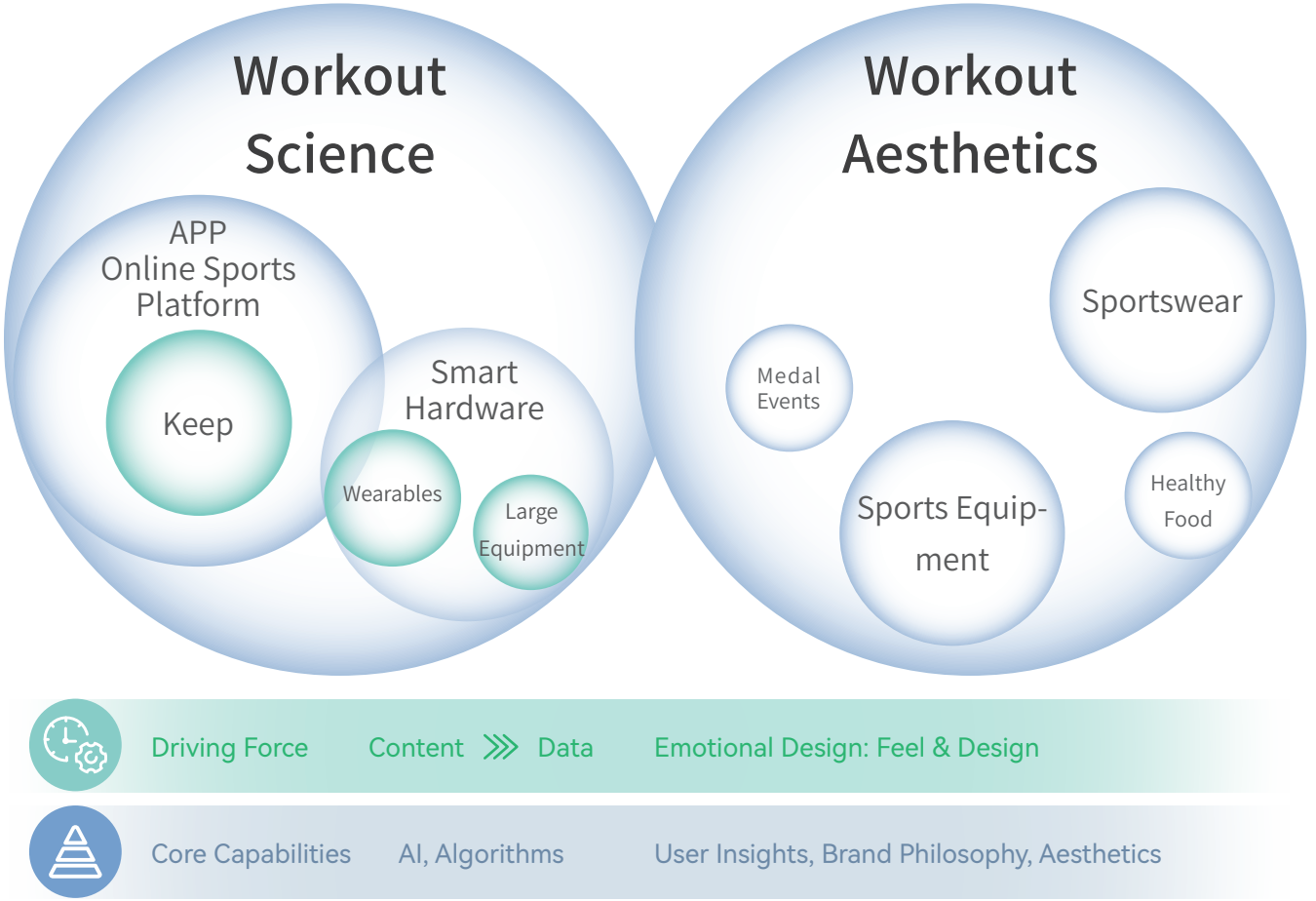


One-Stop Fitness Solutions

Keep has developed one-stop fitness solutions driven by the dual principles of "workout science" and "workout aesthetics", continuously enhancing the user experience through AI-empowered professional services, more cost-effective fitness products, and diverse sporting events that integrate emotional support and social interaction.

In the realm of "workout science", we have leveraged intelligent algorithms and AI technology to transition our ecosystem from being content-driven to data-driven, and from an app to an AI agent, continuously improving the scientific basis of users' fitness plans. In the sphere of "workout aesthetics", we gain deep insights into user needs and, starting from diverse exercise scenarios, launch well-designed fitness products that embody our brand philosophy, satisfying users' dual pursuit of external style and internal health.

The Dual Drivers of Workout Science and Workout Aesthetics



Smart Ecosystem Reshapes Exercise Scenarios

As a pioneer in the digital fitness field, Keep has always been committed to pushing industry boundaries and building a differentiated competitive advantage. In the Company's first decade, we drove large-scale growth with content as our core, creating a comprehensive content library covering over 25 vertical sports categories and achieving an industry-leading user base.

As we embark on our second-decade strategy in 2025, Keep has initiated an "All in AI" strategy, evolving from a content-driven platform into an AI-powered fitness and health ecosystem. Through the deep integration of artificial intelligence technology, we are focused on reshaping sports and fitness experience, incorporating personalized services into diverse scenarios such as the home, social settings, indoors, and outdoors to achieve seamless synergy between people, devices, content, and the environment.

AI-powered Coaching Services

In 2025, Keep continued to advance the development of its AI-native self-developed model ecosystem and, in partnership with professional sports science institutions, established a domain-level benchmark tailored to fitness and health scenarios, defining the capability boundaries for fitness and health intelligence.

At the business scenario level, we have realized proactive AI Coach service capabilities, including pre-workout planning, real-time guidance during workouts, and post-workout analysis and interpretation. At the same time, we have also developed precise recording and analytical guidance capabilities in health areas such as diet and sleep.

At the technical system level, we have built a Multi-Agent collaborative architecture around the AI Coach, establishing distinct roles for planning, execution, and evaluation, complemented by a unified system for tool invocation and capability orchestration. We have also developed a mechanism for continuously evolving memory and insights using users' long-term exercise and health data. In addition, we have established a standardized evaluation process and expert panel, involving algorithm assessments, business metrics, and sports experts, to ensure professionalism and credibility.

In March 2025, we launched Kaka, our first AI Coach, redefining the product paradigm of fitness services: evolving from static content distribution to an AI Agent equipped with long-term memory and continuous optimization. Centered around the user lifecycle, Kaka dynamically generates and adjusts training plans, creating a closed-loop experience across exercise and physical assessments, individualized workout planning, voice-guided training, and AI-generated sports images. This marks our transition from a "reactive tool" to a "proactive coach".



AI Coach Kaka

Multi-dimensional Data Recording

The "Record Data" function, centered on a multi-modal large model, integrates image recognition, natural language understanding, and intelligent reasoning. It allows users to input health information such as diet, weight, exercise, body measurements, and menstrual cycles via images or text. Through semantic validation and logical reasoning, it confirms, supplements, and corrects content in a conversational format, efficiently transforming unstructured input into high-precision, structured health records.

In 2025, Kaka assisted users in recording and analyzing data nearly **10** million times.



Exercise and Physical Assessment

Based on real exercise data accumulated by users on Keep, workout profiles (运动档案) are created for them. By integrating scientific workout principles with user needs, personalized exercise recommendations and physical capability assessments are provided. A comprehensive evaluation service covering body, movement, and health is also offered, helping users better understand their physical status and prevent injuries.

In 2025, Kaka provided exercise and physical assessment services over **8** million times.



Individualized Workout Planning

Utilizing AI large model capabilities, an Agent has been built to intelligently generate and dynamically optimize individualized workout plans based on users' exercise data, physical condition, goals, and historical behavior on the Keep app. It accurately matches suitable courses, reducing decision-making costs while enhancing training safety, relevance, and users' sustained motivation and sense of achievement.

In 2025, Kaka provided individualized workout plans to over **1.3** million users.



Voice-guided Training

During running and in certain courses, Kaka provides companionship, feedback, and guidance through "real-time voice" based on user-authorized data. This helps users perceive their status and avoid risks, enabling a safe, efficient, and rewarding workout experience with a dynamically adapted pace.

In 2025, Kaka's voice-guided workout feature was used a cumulative total of **23** million times.



AI-Generated Sports Images

Leveraging users' real exercise data, AI image generation technology can transform user photos or workout tracks into stylized posters, offering more diverse forms of data recording and presentation, lowering the barrier to sharing, and enhancing engagement and enjoyment.

Since its launch in September 2025, Kaka has generated nearly **100,000** sports images.





AI-Powered Course Production

In 2025, we analyzed user needs based on user profiles and search histories to continuously enrich and improve our course library. To efficiently generate courses that better match specific preferences and goals, we have adopted an AIGC-powered course production process and evaluation system, which matches specific requirements to corresponding course generation scenarios and creates course outlines and matching exercise libraries, thereby promoting the development of more refined and personalized course services.

In vertical domains, we have continued to cultivate our traditional course categories, including adding over 1,000 new strength and sculpting classes, which have been completed more than 1 million times. We have also launched more exclusive courses for niche demographics, including over 500 new classes for fitness beginners, which have been completed more than 600,000 times.

As of 31 December 2025, Keep offered over 9,000 official courses, with AIGC-generated courses accounting for 16%, covering a wide range of activities such as running, walking, cycling, ball sports, indoor workouts, leisure activities, water sports, professional sports, and martial arts.

In 2026, we will accelerate the deployment and optimization of our fitness and health large language models, AI agents, and AIGC framework, as well as KeepClaw – our dedicated initiative for sports and holistic wellness. By building a full-scale deployment of the Keep AI suite to optimize user interactions, enhance engagement, enrich content generation, we will continuously improve the user experience.

Awards Received by AI Coach Kaka



36Kr
"WISE 2025 King of Business · AI Application Scenario Breakthrough of the Year"



Lanjing News
"Jingchao Award of 2025 · Innovative Tech Product of the Year"



GYMSQUARE 2025
Wellness Awards "2025 Best Design Innovation Product"

Fitness Products Serve Active Lifestyles

Based on deep insights into diverse user needs, Keep creates high-quality products for all types of sports enthusiasts, from beginners to advanced users, covering all aspects of an active lifestyle, including food, clothing, tools, and exercise. In 2025, Keep continued to follow the strategy of "Premium Quality at Competitive Prices", actively expanded its product categories and application scenarios, broadened its customer base from professional athletes to the wider population of general sports enthusiasts, and extended its activity settings from indoors to outdoors.



Expanding the User Base for Sports

To address the health needs of the general sports population, we introduced new nutritional supplement products in 2025, such as iron-rich gummies and multivitamin gummies, and focused on improving the taste and portability of our health foods.

To meet the physical fitness testing needs of adolescents, we have developed exam-specific training products for core events such as rope skipping, long jump, and sit-ups. The product designs are deeply integrated with children's usage habits, featuring a friendly, cartoon-style to make training safer and more enjoyable.

Expanding the Range of Sports Scenarios

In 2025, while continuing to advance the technology of its equipment and apparel for indoor sports scenarios like fitness and yoga, Keep also extended its product portfolio into cycling, swimming, and ball sports, thereby capitalizing on the outdoor sports market trend and further increasing its coverage of key products in mainstream sports scenarios.

Keep's Product Matrix



In its ongoing exploration of product innovation, Keep places user needs and experience at the core, deeply integrating scientific design, low-carbon principles, and AI technology to drive products towards becoming safer, more sustainable, and more intelligent.

Case: Keep Watch Pilot 1 Smartwatch – Empowering Sports Management with AI Technology

In 2025, the Keep Watch Pilot 1 smartwatch was interconnected with the Keep App's AI Coach, integrating intelligent running training into the user's daily wearable experience.

The AI Coach assesses the user's cardiorespiratory fitness and running ability through a running capacity test, generates a personalized training plan based on the user's goals, and syncs it to the watch for training anytime. During the run, the AI Coach monitors key metrics such as heart rate, pace, and running form in real-time via the watch and provides immediate feedback on the device, helping the user to achieve their goals efficiently. After the run, the AI Coach comprehensively analyses the user's training data and results, quantifies the cumulative training load, and dynamically updates their fitness status and recovery time to help them plan subsequent training sessions rationally.

The watch also retains the "AI Coach Greeting" feature from the app, leveraging the wearable's close-to-body nature to provide users with timely, personalized interactive messages at the flick of a wrist, from which they can directly start a workout or navigate to the app for more content.



Keep Watch Pilot 1 Smartwatch

Case: Self-powered Bike C3 – Integrating Low-Carbon Principles into Every Ride

In 2025, Keep launched the new self-powered bike C3, which combines smart technology, user-friendly design, and environmental principles to create a home fitness solution that delivers both outstanding experience and sustainability.

The C3 features an independent color screen and operating system, allowing users to start training immediately upon powering on. It fully integrates with the Keep smart ecosystem and third-party professional applications like Zwift, meeting a wide range of needs from beginner to competitive levels. Additionally, the C3's innovative "5D Magic Frame Adjustment" system supports multi-directional fine-tuning of the seat and handlebars, easily accommodating different heights and riding habits to ensure every family member can find a comfortable and safe riding posture.

Another highlight of the product is its KitMag 2.0 self-powered system, which efficiently converts the kinetic energy produced during cycling into electrical energy. Once a certain pedaling frequency is reached, the entire machine can operate without being plugged in, effectively reducing carbon emissions during the product's use phase.

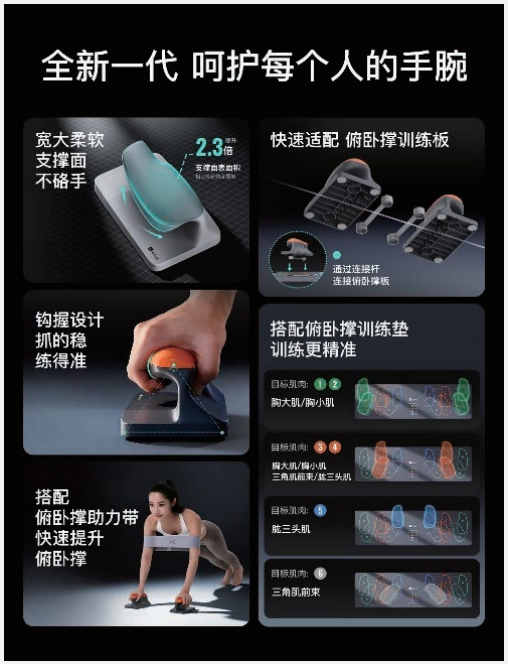


Self-powered Bike C3

Case: Ergonomic Push-up Stand – Reducing the Risk of Sports Injuries with Scientific Design

As a frequent and fundamental exercise in fitness training, the push-up is often performed with traditional stands that, due to design flaws, can cause wrist pain, hand numbness, and even increase the risk of TFCC (Triangular Fibrocartilage Complex) injury. To address this issue, Keep launched an ergonomic push-up stand in 2025 that systematically enhances exercise safety and training effectiveness through scientific design:

- The support surface area is 2.3 times larger than that of traditional products, effectively reducing pressure on the palms; the support height is increased by 30%, allowing for a fuller chest stretch and standard range of motion, which reduces the risk of compensation.
- The innovative "Hook" grip structure conforms to the natural posture of the hand, enabling an easy grip that alleviates stress on the wrist joint and forearm, helping to improve training results.
- It comes with three accessories—a connecting rod, a training mat, and a resistance band—to guide users in precise training and help them establish correct movement patterns.



Ergonomic Push-up Stand



Athletic Events Enrich Sporting Experience

Online Sports Events

Online Medal Events

In 2025, Keep continued to deepen the multifaceted value of its online medal events, incorporating themes such as popular IPs, Chinese culture, and green commuting. These events not only provide users with emotional encouragement and motivation for exercise but also promote traditional aesthetics and advocate for a low-carbon lifestyle. In 2025, Keep hosted 469 online medal events, attracting nearly 3 million participations.

[IP Co-branded Medal] The Promise of the Pale Moon Grass | Frieren: Beyond Journey's End Series Online Run

The medal's design is inspired by the anime Frieren: *Beyond Journey's End*, featuring a romantic and beautiful aesthetic that faithfully recreates the world of the original story. Its playful design allows it to be disassembled for use as a refrigerator magnet or a magnetic badge holder, and it includes an embedded glitter-flow feature and a hidden Mirror Lotus ring, offering a rich and surprising experience that attracted over 140,000 participants.



[Historical Artefact Medal] Eternal Territorial Integrity | History Museum Series Online Run

The medal design replicates the patterns of the original "Cup of Eternal Territorial Integrity", incorporating features such as fretwork, scrolling floral reliefs, and Kui dragon motifs. A Baoxiang flower pendant hangs in the center, symbolizing completeness in all matters, and the back is engraved with the distance "1.741km", representing the year the artefact was created. This pays homage to the cultural memory behind the artefact, with the hope that lost national treasures will one day be returned.



[Intangible Cultural Heritage Medal] Cloud Goose and Lotus | Splendid Intangible Cultural Heritage Series Online Run · Luoyang Sancai Chapter

The medal design is inspired by a Tang dynasty Sancai (three-color glazed pottery) tripod plate with a wild goose and lotus flower pattern. It reproduces motifs like wild geese flying through clouds and lotus leaf waves, featuring a three-dimensional relief and a rosette pendant that showcase the confident, vibrant, and multicultural spirit of the Tang dynasty.



[Green Cycling Medal] Glistening Lake | Magnificent Rivers and Mountains Cycling Race

The medal features a deep blue lake and a starry sky as its core elements, paired with the image of a professional bicycle to advocate for exploring natural beauty through green cycling. The front of the medal replicates the charm of an alpine lake, while the mountain bike on the back can be detached for use as a refrigerator magnet. It also incorporates a glow-in-the-dark blue glitter-flow design, lending the medal a mysterious and tranquil quality.



Expansion of Medal Materials

In 2025, we launched a crystal-themed event series in response to user demand for emotional regulation, spiritual nourishment, and self-care. We also introduced a plush toy-themed series, creating soft and cute characters inspired by classic winter sports to encourage users to enjoy the fun of ice and snow activities.

Case: Charm Wind Chime | Crystal Series Online Sports Challenge

Keep's Crystal Series of online events features meditation courses as the completion challenge. The event medal, "Charm Wind Chime", is inspired by wind chimes and themed around meditative healing. It combines crystals with the form of a wind chime, hoping that this beautiful object, crafted from natural materials, will help more people to establish their own rhythm and personal space, shedding their restlessness. In the harmony of the chime and the wind, users can release fatigue, meditate peacefully, soothe their emotions, and achieve self-healing.



Case: Winter Companions | Sports Plush Series Challenge

This event draws inspiration from ice and snow sports, artfully blending athletic vitality with the softness of plush toys. The plush figures, the "Awesome Bull Trophy," is a tribute to perseverance; "Multi-Helmet" serves as a guardian for forging ahead; the "Big Pro Skis/Snowboard" embodies the freedom and progression of skiing; "Dizzy Curling Stone" represents focus and precision; and "Graceful Skater" captures the elegant moments of skating on ice. These designs aim to convey encouragement and healing in users' daily lives through emotionally resonant creations.



Social Interaction and Gameplay

In 2025, Keep further expanded its event interaction experience by launching 19 medal events featuring customized gameplay. This extended the user experience from completing exercises individually to engaging in social interactions, thereby strengthening the sense of companionship, enjoyment, and community connection during exercise.

Case: Harry Potter and the Philosopher's Stone | Harry Potter Themed Online Run

Keep integrated the magical world of *Harry Potter* with exercise, designing and creating a physical medal that facilitates interaction and storytelling. While restoring classic scenes from the original work, the medal transforms magical moments such as the "Mirror of Erised" and the "arrival of the acceptance letter" into a tangible experience that users can explore and interact with firsthand, through features like a rotating mirror, detachable reliefs, and sliding components.

Keep simultaneously launched the *Harry Potter* themed online challenge, incorporating tasks such as "lighting up the magical exercise route," "completing the race for one of the four houses," and "collecting magical character cards to redeem commemorative coins." While completing their exercise tasks, users can also collect and exchange cards with friends, turning physical activity into an immersive experience that stimulates shared interests and fosters social connections.



Harry Potter and the Philosopher's Stone | Harry Potter Themed Online Run

Case: See the Sun, Become the Light | Sun Yingsha × Keep Series Events

In October 2025, Keep officially announced table tennis world champion Sun Yingsha as its brand ambassador and jointly launched the "See the Sun, Become the Light" themed series of events, designing exclusive tasks around the two main exercise types of running and racket swings. After registering and completing the challenge, in addition to receiving a finisher's medal and merchandise, users could also enjoy an immersive companionship experience through multiple customized interactive surprises.

At various points during the running task, voice encouragement messages recorded by Sun Yingsha were incorporated to create an immersive feeling of her cheering alongside, motivating participants to push for the finish. In the racket swing task, users could participate without a racket through AI hand movement recognition, and the system would randomly display fun cartoon emojis of Sun Yingsha to offer encouragement, making the exercise process relaxed and enjoyable. All finishers could also unlock an exclusive surprise video to experience Sun Yingsha's vitality and fighting spirit. The series of events attracted over 110,000 registrants.



Finisher's Surprise

We also simultaneously launched the "42-Day Initiative: Chasing the Light of Growth | Sun Yingsha × Keep Online Sports Challenge," complemented by the "Energetic Crab Walk | Sun Yingsha Keep Sports Training Class," personally demonstrated and led by Sun Yingsha. This provided users with professional guidance while encouraging them to accumulate check-ins through exercise to help cultivate healthy habits. The "42-Day Initiative: Chasing the Light of Growth " challenge had approximately 55,000 participants, and the "Energetic Crab Walk" training class was followed 410,000 times.



See the Sun, Become the Light | Sun Yingsha × Keep Series Events



42-Day Initiative: Chasing the Light of Growth | Sun Yingsha × Keep Online Sports Challenge



Energetic Crab Walk | Sun Yingsha Keep Sports Training Class

Collaborative Online Marathons

With the growing national awareness of fitness, marathon events have gradually evolved into a significant platform for promoting urban economic development and healthy lifestyles. Keep, as a leading sports technology platform, has been deeply involved in professional marathon events through technological innovation and digital services. In 2025, Keep App featured over 400 professional marathon events across China, including 27 core-operated events.

We provide diversified customized services for our core professional marathon events, including:

Race Preparation and Practice Program

The Keep App provides users with a "Race Preparation and Practice Program" to help them select appropriate training regimens based on their pace, ensuring a scientific approach to race preparation.

Race Roadbook

Marathon participants can utilize the "Race Roadbook" available on the Keep App, which offers online voice services, enables them to familiarize themselves with the course before the race, and provides a course guide on race day.

Real-Time Data Service

The Keep App can be integrated with timing chips from partner races to deliver performance ranking services based on real-time data from the racecourse, as well as facilitate the sharing of results on social media.

Synchronized Online Events

Leveraging our extensive experience in operating online events, we create themed online sports races or challenges for partner marathons and launch them on the Keep App. These online events feature different categories based on user needs, encouraging more people to participate in road running and compensating for the disappointment of some runners unable to attend offline races.



Collaborative Online Beijing Marathon



Collaborative Online Lanzhou Marathon

Offline Self-Branded IP Events

As Keep's signature offline self-branded road-running IP event, the "K-MARS (城市K马)" has evolved over the past three years. It features a "First-Ever Marathon" progression system covering five main categories: family runs, fluorescence night runs, 5 km, 10 km, and half-marathon and 30 km. This structure creates a complete developmental loop from mass participation to professional competition. It not only meets the competitive needs of professional athletes but also provides a friendly and engaging platform for the general running public, becoming an annual event anticipated by runners for its combination of "professionalism and warmth". The event is one of our core platforms for fulfilling social responsibilities and promoting the in-depth development of nationwide fitness.

For novices, the "K-MARS" offers a safe and friendly "first-ever" marathon experience, helping runners achieve their first breakthrough in a reliable environment supported by professional-grade course measurement, clear guidance, supply stations, and medical support. For experienced runners, it serves as an ideal "training through competition" platform, allowing them to test their training results and refine their race strategies in a real competition setting.



"K-MARS" Finisher's Medal



"K-MARS" Event Site

Beyond competition, the "K-MARS" serves as a link connecting people, cities, and lifestyles, fostering a "running buddies" community built on companionship, recognition, and belonging, and embodying the contemporary sports philosophy that "Running is the Answer." In 2025, Keep held 10 "K-MARS" events in 6 cities—Beijing, Shanghai, Shenzhen, Chongqing, Zhengzhou, and Fuzhou—attracting over 16,000 participants and effectively promoting the development of local sports and cultural initiatives.

Innovating Operational Modes to Enhance Event Services

The "K-MARS" has created a benchmark sporting event that integrates a healthy lifestyle with urban cultural empowerment through multi-dimensional innovative race experiences, immersive social settings, and full-chain brand collaborations. In 2025, we empowered urban vitality with a more professional event platform, more considerate runner services, and a more enthusiastic race atmosphere, collectively witnessing every runner's shining moment of self-transcendence.

"K-MARS" 2025 Innovative Operational Modes

Upgrading Event Platform Services

Leveraging our robust digital platform and technical capabilities, we upgraded the online support for the "K-MARS" series in 2025 by launching the new "Keep City Race" WeChat Mini Program, which connects with the Keep App to provide one-stop services for registration and enquiries. Concurrently, the App hosts a monthly "K-MARS" PB Online Challenge, where runners can participate for free and enter an interactive prize draw after finishing. In 2025, these challenges attracted nearly 600,000 active participants, breaking down geographical barriers and making exercise accessible everywhere.



"Keep City Race"
WeChat Mini Program



"K-MARS" PB Online Challenge

Strengthening Social and Interactive Features

The "K-MARS" supports team participation, incorporating a social experience that resonates with the current trend of finding "exercise buddies." Participants can co-create slogans and design team flags, motivating each other as they run and cross the finish line together. We have also established exclusive WeChat community groups for each event and region, enabling runners to obtain information and interact with one another, continuously enriching the "K-MARS" event ecosystem.



"K-MARS" Water Gun Fight Carnival



"K-MARS" 4-Person Team Relay Race

Shaping a Multi-dimensional Urban IP

In 2025, the "K-MARS" was held in locations including Beijing Olympic Forest Park, Shanghai Expo Park, Shanghai West Bund Dome Art Centre, Daning Park in Shanghai's Jingan District, Shenzhen Bay Park, Chongqing Garden Expo Park, Zhengzhou Longhu Wetland Park, and Fuzhou Jinan Lake Park, perfectly integrating course design with natural landscapes and urban culture, making every run a unique experience of dialogue with the city.



Runners Check in at Beijing Olympic Forest Park



"K-MARS" Event at Chongqing Garden Expo Park

Enhancing the Female Runner Experience

We have added a "K-Run Styling Workshop" at the starting area of the "K-MARS," offering female runners professional waterproof and sun-protective makeup customization and trendy hair braiding services. Additionally, some events feature a dedicated "Female Power Photography Zone" equipped with a professional lighting and photography team to capture the beauty of female runners in motion.



"K-MARS" Makeup, Touch-up, and Hair Braiding Area



Runners' Styled Pre-race Photo

Encouraging Participation from People with Disabilities

We have always championed inclusive sports and encouraged individuals with disabilities to participate in our events. At the "K-MARS", teams of wheelchair runners, visually impaired runners accompanied by guide runners, and blade runners completing the race on prosthetic limbs have all broken through physical limitations with their tenacious willpower and indomitable spirit, vividly demonstrating the profound meaning of "Running is the Answer".



Shenzhen Wheelchair Running Group



Dark Runners Group



The Blade Runner

Case: Keep Super Running Festival Lands in Shanghai, Creating a New Paradigm for a City-wide Sports Carnival

In November 2025, the "K-MARS" series launched its annual running event, the "Keep Super Running Festival", in Shanghai under the theme "This Time, Run with Me". The event not only continued the core philosophy of the "K-MARS" series—"professional, interesting, and warm"—but also broke through the limitations of traditional road running events through upgrades in scale, experience, and interaction. It established a city-wide sports carnival that integrates sports, music, food, entertainment, and companionship, attracting nearly 5,000 runners.

This year's Super Running Festival launched the "AI Voice Running Buddy" system, allowing runners to select exclusive voice packs from four guests—Wu Yanni, Li Meizhen, Yao Miao, and Pang Kuan—in the app to receive personalized real-time guidance and encouragement during training and races. The four running guides also attended the event in person, each leading a uniquely styled themed run, including the "Run with Me, Cool Style" sunset run, the "Run with Me to Brunch" morning run, the "Run with Me into the Wild" half-marathon challenge, and the "Run with Me, Have Fun" cyber party run, delivering distinctive companion running experiences.

As the finale of the 2025 "K-MARS" series, Keep officially released the 2026 "K-MARS" race calendar during the "Super Running Night" awards ceremony on the evening of the event. Our strategy of "technology empowerment, experience enhancement, and ecosystem expansion" received an enthusiastic response from the runners and partners present.



Shanghai Keep Super Running Festival.

Driving Product Innovation

Product R&D Management System

Keep adheres to innovation-led product development, continuously optimizing its fitness products by deeply integrating technological advancements with user needs insights. This enhances the user fitness experience and supports the sustainable advancement of national health goals.

R&D Strategy and Mechanism

The Company takes market trends, user needs, and technological innovation as the key basis for its R&D work. By combining forward-looking planning with dynamic management, it has built an R&D strategy system that is highly aligned with market changes.

At the strategic level, Keep convenes annual R&D strategy conference to conduct systematic analysis centered on industry development trends, changes in user needs, and key technology roadmaps for the next three years, thereby defining medium- to long-term R&D objectives and phased tasks. At the execution management level, the Company integrates annual R&D planning with monthly progress tracking to continuously monitor and timely optimize R&D progress and resource allocation, ensuring the orderly advancement and agile response of R&D activities.

To more efficiently and comprehensively identify changes in user requirements and market development trends, Keep has established a multi-channel feedback system covering users, industry peers, and internal collaboration, providing decision-making support for product development from various dimensions.



Keep Won the Guruclub "Golden Grid Award · Innovative Company of the Year"

User Insights

Through bi-monthly user interviews, monthly Voice of Customer (VoC) reports, and market radar tracking, we continuously collect user feedback and behavioral data to gain dynamic insights into user experiences and shifting requirements.

Industry Research

We compile monthly industry trend analysis reports and hold regular internal market analysis sharing sessions to help the R&D team keep pace with industry developments and the competitive landscape, thereby enhancing the team's responsiveness to external market changes.

Cross-departmental Collaboration

Through regular communication and information sharing, we strengthen collaboration among the relevant departments such as R&D, marketing, and customer service. This ensures that market information is promptly conveyed to the R&D, supporting coordinated adjustments in R&D direction and improving the alignment between product innovation and market demand.

Intellectual Property Management

Keep strictly adheres to the *Patent Law of the People's Republic of China*（《中华人民共和国专利法》）, the *Trademark Law of the People's Republic of China*（《中华人民共和国商标法》）, the *Copyright Law of the People's Republic of China*（《中华人民共和国著作权法》）, and other laws and regulations. The Company has formulated and continuously improved internal management policies such as the *Intellectual Property Management System*（《知识产权管理制度》）, the *Patent Management System*（《专利管理制度》）, the *Copyright Management System*（《著作权管理制度》）, the *Trademark Management System*（《商标管理制度》）, and the *Trade Secret Management System*（《商业秘密管理制度》）, progressively building an integrated intellectual property management system that covers R&D, operations, and the protection of achievements. Keep has established comprehensive intellectual property protection and incentive mechanisms, effectively safeguarding innovation results, stimulating employee innovation vitality, and further solidifying the Company's technological advantages and market competitiveness through the standardization of IP management system, proactive prevention, and lawful response to infringement acts.

In 2025, Keep was recognized as a Well-known Trademark and passed the AAA-level Famous Trademark Brand evaluation. Meanwhile, the Company's core trademarks were included in the *Key Trademark Protection List of Beijing*（《北京市重点商标保护名录》）, and its sports equipment passed the latest certification audit for intellectual property standards implementation, receiving *Intellectual Property Compliance Management System Certificate*（《知识产权合规管理体系认证证书》）. These achievements reflect authoritative recognition of the Company's brand reputation and intellectual property results, providing strong support for preventing infringement and maintaining brand competitiveness.



Certificate of AAA-level Famous Trademark Brand Evaluation



Certificate of Intellectual Property Compliance Management System





Certificate of Inclusion in the Key Trademark Protection List of Beijing

Intellectual Property Management Process

Keep has established a comprehensive online intellectual property management system and implements tiered management based on different product and business types. It conducts systematic management centered on the three key areas of risk control, application for protection, and daily management. By combining standardized processes with digital tools, Keep achieves effective protection and value enhancement of its intellectual property.

Risk Control

We conduct risk screenings for new businesses and products to mitigate compliance risks and development costs.

Application for Protection

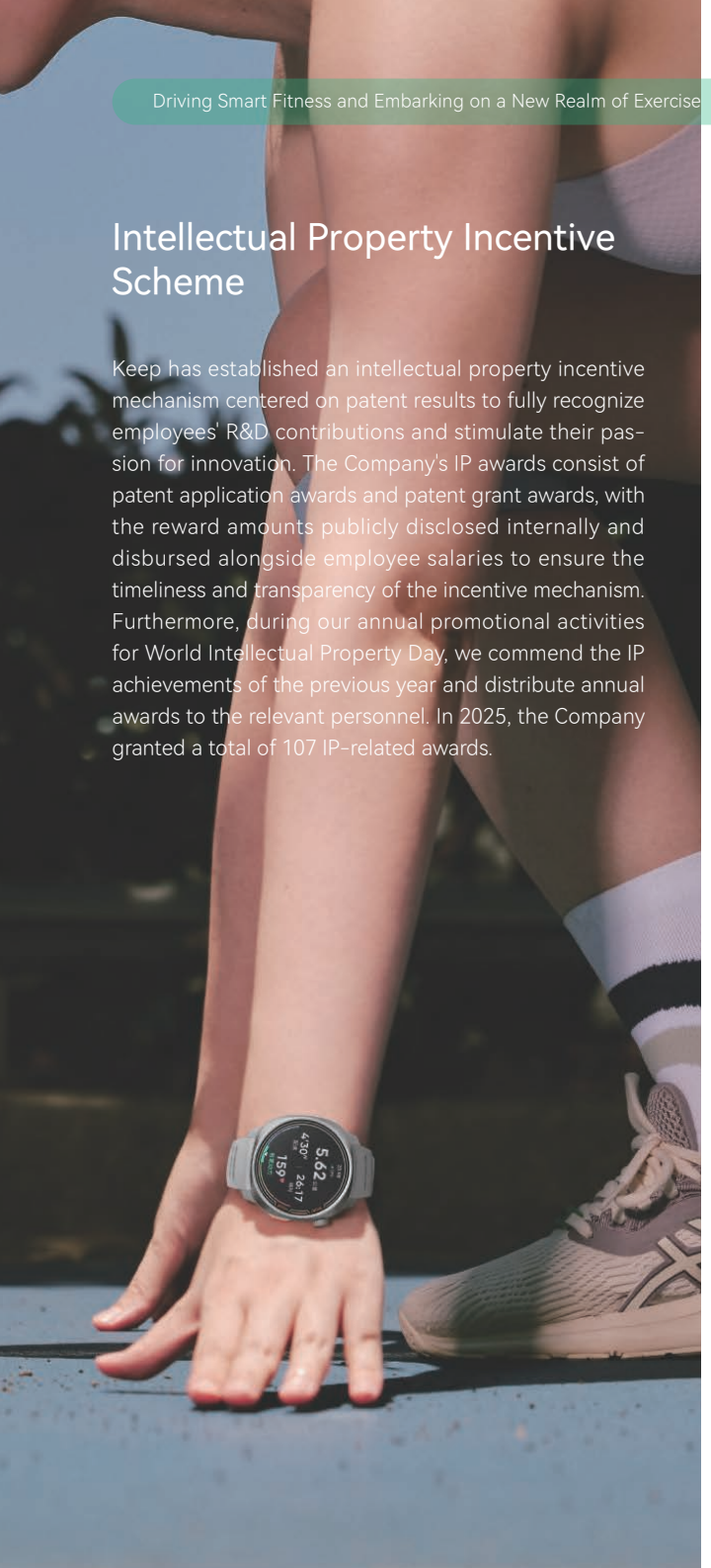
We prioritize the protection of innovation and continuously enhance our integrated protection system for intellectual property, including patents, trademarks, copyrights, and trade secrets.

Daily Management

We continuously maintain and upgrade our intellectual property information database, collecting, sorting, and analyzing IP information relevant to the Company, including industry trends and competitors' IP status, to provide informational support for business decisions.

The Company has developed a digital management system to implement meticulous, full-lifecycle management of patents, trademarks, and copyrights. It continuously optimizes the system's functional modules for pre-application, in-application, and post-application stages to effectively control risks and improve quality and efficiency, providing strong support for the Company's intellectual property strategy. In 2025, AI capabilities were integrated into the intellectual property information database for patent risk screening and information sharing, further enhancing management efficiency and risk identification capabilities.





Intellectual Property Incentive Scheme

Keep has established an intellectual property incentive mechanism centered on patent results to fully recognize employees' R&D contributions and stimulate their passion for innovation. The Company's IP awards consist of patent application awards and patent grant awards, with the reward amounts publicly disclosed internally and disbursed alongside employee salaries to ensure the timeliness and transparency of the incentive mechanism. Furthermore, during our annual promotional activities for World Intellectual Property Day, we commend the IP achievements of the previous year and distribute annual awards to the relevant personnel. In 2025, the Company granted a total of 107 IP-related awards.

Case: Successful Hosting of the 2025 "AI Innovation Competition"

As an innovation leader in the sports technology industry, Keep seeks to proactively evolve amid the wave of AI technology, continuously exploring the deep integration of technology and sports.

In 2025, Keep's annual innovation competition was fully upgraded, evolving from a traditional hackathon format into the thematic "AI Innovation Competition", empowering employees to efficiently turn innovative concepts into reality using cutting-edge AI. This year's competition attracted 17 teams for a 48-hour intensive sprint, ultimately producing 17 AI-driven product ideas. Following an evaluation by a panel of senior internal and external experts, Keep will provide systematic incubation support, resource allocation, and business implementation pathways for projects with development potential, driving the transformation of innovative achievements from concepts into viable and applicable product practices.



The 2025 "AI Innovation Competition"

Measures to Combat Intellectual Property Infringement

In 2025, Keep continued to strengthen the protection of its own intellectual property, further upgrading its online infringement monitoring system to enhance its infringement identification and response capabilities. The Company gradually expanded the scope of its infringement monitoring, conducting routine monitoring and handling complaints on major e-commerce and video platforms. These efforts helped effectively protect its innovation results and brand interests. By 2025, the Company's intellectual property monitoring covered 18 e-commerce and video platforms, with the number of key copyrighted video courses monitored expanding to 3,000, and cumulatively removed over 28,000 infringing products and more than 10,000 unauthorized video courses.

At the same time, Keep actively seeks legal remedies to protect its legitimate rights and interests in intellectual property, such as trademarks and copyrights, and lawfully combats acts of unfair competition. In 2025, the Company closed a total of 39 intellectual property enforcement cases involving copyrights and trademarks.

Case: Intellectual Property Enforcement Litigation

Focusing on various business scenarios such as customized fitness courses, fitness product manufacturing, and offline gym operations, Keep continuously intensifies its efforts to combat intellectual property infringement. Through legal enforcement, it safeguards innovation results, protects consumer rights, and maintains fair competition within the industry.

- In response to the infringement and unauthorized distribution of the "Pamela Reif Customized Courses", the Company took legal action to defend its rights and won the case, effectively curbing piracy, purifying the content creation ecosystem, and protecting the legitimate rights and interests of its members.
- Regarding the trademark infringement of dumbbells, the Company successfully combated counterfeit and substandard products, preventing infringing items from entering the market, thereby safeguarding product quality, upholding our brand image, and ensuring consumer safety.
- The Company promptly took action to stop acts of unfair competition in the market, where Keep's offline gym logos, signage, and trade dress were being imitated, thus maintaining a fair and orderly competitive environment within the industry.



Intellectual Property Awareness and Training

The Company's Legal Affairs Department publishes the *Monthly Legal Affairs*（《法务月刊》）each month, continuously disseminating information on new industry regulations, intellectual property updates, and typical industry cases to all departments. By establishing a routine mechanism for sharing compliance information, we interpret regulatory trends, explain dispute resolution for intellectual property, and clarify their relevance to business decisions. This approach effectively integrates risk identification and compliance awareness into business processes, supporting the Company's sustainable development while ensuring legal and regulatory compliance. In 2025, the Company organized the World Intellectual Property Day event by organizing a series of themed activities, including educational campaigns and prize-winning quizzes. Moreover, various online and offline channels, such as internal screens, subscription accounts, and noticeboard posters, were fully utilized to foster a culture of respecting and protecting intellectual property rights.



Monthly Legal Affairs



World Intellectual Property Day Event

In 2025, the Company organized a total of 8 specialized training sessions on intellectual property:

Trainer	Training Topic	Sessions	Audience and Number of Participants
External lawyers and scholars	AI compliance, intellectual property protection for AI-generated results, intellectual property compliance for overseas business expansion, etc.	6 sessions	All employees with over 400 total participants
The Company's Legal Affairs Department	Patent risk prevention, protection, and utilization; software patent protection, etc.	2 sessions	Relevant personnel with approximately 70 total participants

Intellectual Property Achievements

In 2025, while strengthening the protection of its proprietary intellectual property, Keep further intensified the exploration of innovative technologies, accelerating the conversion of innovative outcomes into patents, trademarks, copyrights, and other forms of intellectual property. As a result, multiple key intellectual property indicators achieved steady growth, providing strong support for enhancing the Company's core competitiveness.

Indicator	Unit	2025	2024
Patents	Item	556	507
Trademarks	Item	1,453	1,339
Copyrights	Item	671	657
Software programs	Item	66	65
Domain names	Item	34	34

In 2025, in recognition of its outstanding performance in the construction and practice of its intellectual property management system, Keep was honored with the "Model Case" award in the intellectual property management category by the Beijing Intellectual Property Protection Association.



"Model Case" Award in the Intellectual Property Management Category



Enhancing Product Quality and Safety

Physical Product Quality Management System

Keep strictly adheres to the *Product Quality Law of the People's Republic of China*（《中华人民共和国产品质量法》）, the *Food Safety Law of the People's Republic of China*（《中华人民共和国食品安全法》）, and other relevant laws and regulations. The Company continuously enhances its quality management system for physical products, implementing full-lifecycle quality management across R&D, production, and sales. We are committed to providing users with safe, healthy, and environmentally friendly product experience, thereby diligently fulfilling our corporate social responsibility and safeguarding public health and safety.



Keep Won the "Product Responsibility Award" in the Stock Star "2025 ESG New Benchmark Enterprise Selection"

Physical Product Quality Control

The Company has formulated internal quality management policies and related standards, established independent quality control departments to delineate the quality responsibilities and control procedures for each business department. This ensures that quality management is conducted in accordance with regulations and verified by evidence.

Product R&D Phase

- The Company systematically synthesizes market research findings on similar products to identify and refine key product quality pain points, which guide our product design and R&D.
- The Company rigorously conducts quality and safety assessments of raw materials to ensure compliance with national standards and that technical designs meet internal specifications.
- The Company sets product quality testing standards, requiring all products to undergo multiple reliability and functional tests during the research and development phase to ensure design specifications meet quality requirements and to prevent product quality risks at the source.

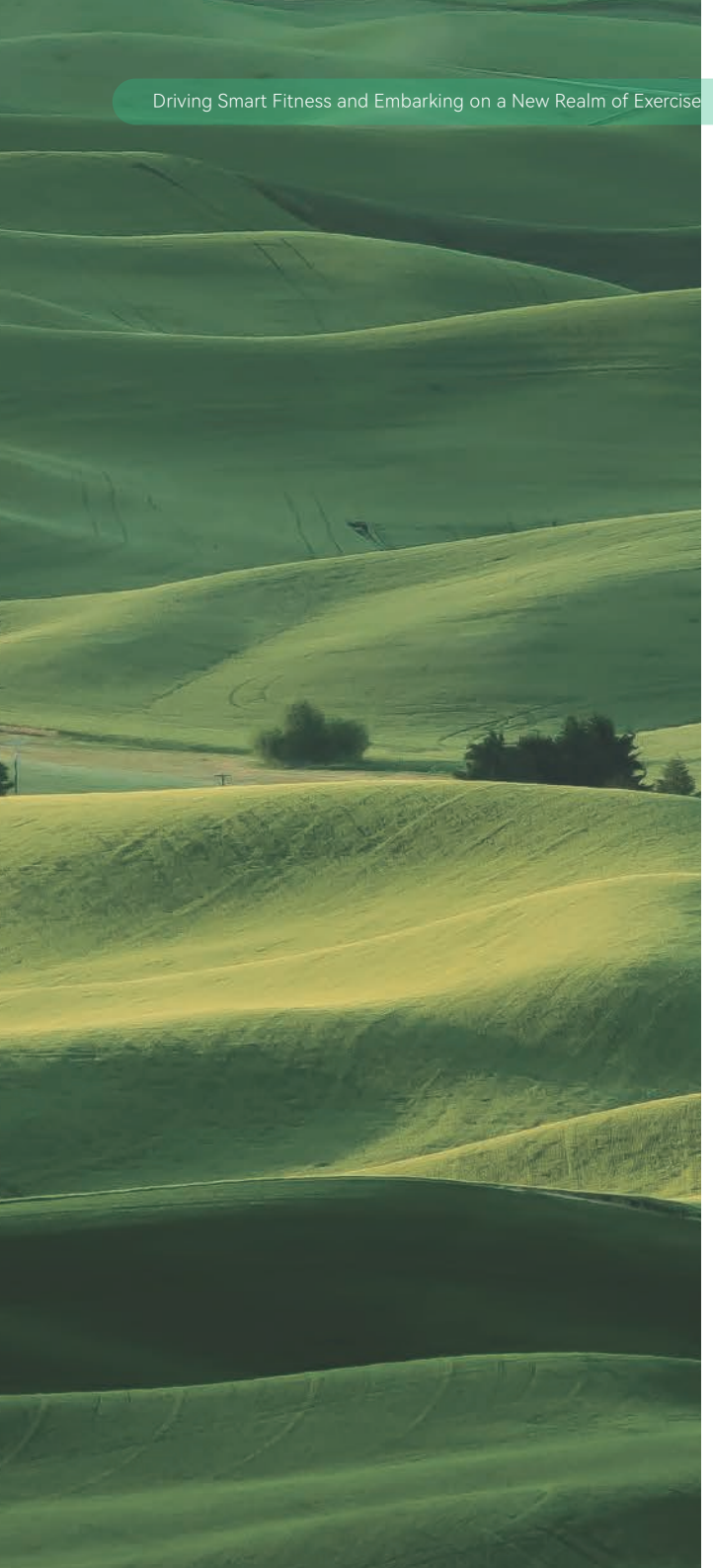
Product Production Phase

- The Company implements a multi-faceted product quality control mechanism, including factory exit inspections, internal spot checks, and external third-party testing, to promptly identify and remedy production issues, ensuring quality control throughout the production process and that product appearance, dimensions, and environmental performance comply with enterprise standards.

Product Sales Phase

- The after-sales department continuously collects customer feedback through multiple channels, calculates the defect rate according to the *Standard on Common Defect Appearance Determination*（《产品常见瑕疵外观判定标准》）, and tracks and analyses high-frequency issues to propose improvement suggestions for subsequent production.
- Based on monthly Voice of the Customer (VoC) reports, the Company conducts data analysis, performs root cause analysis of product quality issues, and maintains regular communication and collaborative improvement with suppliers on quality-related matters to continuously drive product iteration and upgrades, forming a closed-loop quality management mechanism.

The Company has practiced a recall system to ensure a swift response and proper disposal upon discovery of quality issues, effectively safeguarding consumer rights and continuously enhancing customer satisfaction. In 2025, the Company recorded no product recalls for safety and health reasons.



Chemicals Management

Keep has established a stringent chemical safety management system. By referencing national standards and international safety regulations such as the *Guidelines for the Use and Control of Key Chemicals in Consumer Products*（《消费品中重点化学物质使用控制指南》）, the EU RoHS Directive, and the US California Proposition 65, we strengthen substance monitoring throughout the entire product life cycle to ensure all products comply with recognized chemicals management standards at every stage, from raw material procurement and processing to final delivery, mitigating risks from hazardous chemicals and safeguarding consumer health and environmental safety.

Chemical management processes and measures:

Research and Development

We adhere to corporate standards, national standards, and international safety regulations for electronic components and accessories, providing users with high-standard hardware safety assurances by restricting the content of hazardous substances such as lead, cadmium, and mercury. For skin-contact materials, we have intensified chemical safety testing, including the analysis of migratable elements and plasticizers, and volatile organic compound testing, to ensure that design solutions meet safety standards from the base material onwards.

Material Selection

We subject our suppliers to a stringent admission audit, requiring them to sign the *Supplier Declaration on Chemical Control and Environmental Protection*（《供应商化学品管控及环保声明》）to ensure that the levels of migratable elements, plasticizers, and other chemical substances in the supplied products and materials not only comply with national standards and international environmental guidelines, but also meet Keep's high-standard corporate limit requirements.

Manufacturing

We require all materials and finished products to undergo periodic testing by accredited third-party laboratories to ensure product safety during manufacturing and circulation, thereby safeguarding user contact safety in various sports scenarios.

Routine Management

We continuously maintain and dynamically update our restricted substances list, conducting targeted testing based on the characteristics of different products, including heavy metal migration, alcohol resistance, and chemical tests—to ensure comprehensive chemical safety.

Platform Content Quality Management System

Keep is always committed to fostering a positive and healthy platform ecosystem, strictly adhering to laws and regulations such as the *Administrative Measures for Internet Information Services*（《互联网信息服务管理办法》）, and has established and implemented management systems including the *Community Users' Convention*（《社区用户公约》）, the *Community Management Regulations*（《社区管理规范》）, the *Rules Encyclopedia*（《规则百科》）, the *Protection Policy on Children's Personal Information*（《儿童个人信息保护政策》）, and the *Review Standards*（《审核尺度标准》） to create a safe and friendly interactive environment for users and continuously promote the standardized and sustainable development of the platform's ecosystem.

Platform Content Quality Management

To ensure the professionalism and reliability of platform content, the Company has formulated systematic content quality standards, focusing on accuracy, practicality, compliance, as well as innovation and appeal. For instance, in the management of fitness course content, the platform requires that courses be produced and evaluated by professionally qualified coaches, and that their design complies with the scientific principles of exercise, which ensures that the content can effectively support users in achieving their fitness goals.

In terms of content compliance management, Keep has established an intelligent, multi-dimensional content review mechanism to strictly control the safety and quality of content publicly disseminated on the platform. In 2025, the Company introduced AI capabilities based on its original "machine algorithm + manual review" foundation, shifting the review model from "manual review" to "manual quality inspection" and incorporating factors such as content risk level and user level into the review decision logic to achieve faster and more accurate identification and handling of sensitive keywords and potentially non-compliant content, which has significantly improved the efficiency of reviewing inappropriate content on the platform. Concurrently, the Company added new groups of sensitive keywords specifically for both content review and the AI Q&A function, continuously optimizing machine review and AI recognition capabilities to enhance the stability and accuracy of platform content governance and create a healthy online environment.

Content safety training

To enhance content governance and risk prevention capabilities, the Company regularly conducts specialized content safety training for relevant personnel, including new employees, content safety reviewers, operations staff, live streamers, and suppliers. The training covers the requirements of internet laws and regulations, Keep's content governance standards, relevant social issues related to content safety, identification of sensitive content, and safety precautions for live-streaming operations.

Reporting of inappropriate information

The Company has established a mechanism for reporting inappropriate information, encouraging users to report non-compliant content through various channels such as the Keep App, email, and telephone, and responding swiftly to such reports. During the user registration process, the Company proactively presents community guidelines to new users, guiding them to understand and comply with the platform's content management requirements. Furthermore, through our official governance account "Keep_Dali Temple"（Keep_大理寺）, we regularly publish weekly governance reports and disseminate anti-fraud knowledge, advocating for users to participate jointly in platform governance.

In 2025,

The Company handled a cumulative total of approximately **180,000** items of non-compliant content and permanently banned over **12,500** non-compliant accounts.

Added **3,000** sets of sensitive keywords.

Conducted **4** specialized content safety training sessions.

The official governance account published a cumulative total of **91** articles related to governance and public education.

Co-building the Platform's Sports Ecosystem

With “empowering sports through technology” as its core, Keep continuously expands diverse scenarios for sports participation by connecting universities, enterprises, and user groups, thereby fostering a co-constructed, shared, and positive sports ecosystem on the platform and helping to implement the concept of nationwide fitness.

Case: University Sports Group Collaboration

In 2025, Keep initiated official sports group collaborations with numerous universities, including Tsinghua University, Beijing Institute of Technology, and Liaoning University. Leveraging Keep's platform, technology, and event planning capabilities, these sports group activities are centered on the student body and are organized through channels such as teachers, student unions, and student societies, forming a stable and sustainable mechanism for sports participation on campus. Representative activities included the Calorie Burn Challenge at Beijing Institute of Technology, the “Retracing the Route of Senior Alumnus Nan Rendong” run at Tsinghua University, and the one-stop student community health run at Liaoning University, all of which effectively stimulated the students' enthusiasm for sports and enhanced the participation and enjoyment of campus sporting events. As of the end of the reporting period, a cumulative total of 18 universities & colleges had joined the platform, hosting over 20 events with over 8,700 total participations.







University Sports Group Activities

Case: Corporate Sports Group Collaboration

To care for workers in new forms of employment, advocate for healthy lifestyles, and explore innovative service models, Keep collaborated with SF Intra-city Express in 2025 to create the “Rider Health” sports group demonstration project. By establishing a dedicated sports group for SF Intra-city riders, planning and organizing sports activities, and providing a variety of tailored course content, the project guided riders to perform scientific stretching and relaxation after high-intensity work, helping them to alleviate physical fatigue and improve their physical and mental well-being while exploring a new model of cross-industry collaboration. This project effectively enhanced the sports participation and health awareness of the rider community, attracting a total of approximately 35,000 participants.



The SF Intra-city Express “Rider Health” Sports Group Project

Case: Official AI Account Interaction

In 2025, Keep explored a new model for account interaction within its app by using officially designated AI accounts to provide positive comments, sports and health guidance, and data summaries in response to user-posted content that meets the platform's quality standards, thereby enhancing positive incentives and emotional value output and fostering a healthy interactive atmosphere and community ecosystem on the platform. During the reporting period, the AI accounts published over 3 million comments on post detail pages, leading to a significant increase in user interaction, with the engagement rate of user-posted comments growing by 72% year-on-year.



Official AI Accounts

Protection of Minors

Keep attaches great importance to the online protection of minors and has set up a dedicated minor section within its app, creating a healthy and safe online environment for young people through a multi-dimensional information filtering mechanism that combines system rules, AI identification, and manual review, tailored to the usage characteristics of minor users. In 2025, the Company continued to enhance its content quality and safety review mechanisms for minors by adding a dedicated reporting channel for minors, which is clearly displayed on the app's front end, on top of the existing 24-hour hotline for minors; concurrently, dedicated personnel have been assigned in the back end to handle related matters, improving the efficiency of risk identification and response for minors and effectively protect minors from adverse impacts of inappropriate content.

In 2025, we banned a total of 139 accounts for activities and content harmful to minors and handled over 2,000 pieces of related harmful information. Through our official governance account, "Keep_Dali Temple"（Keep_大理寺）, we published 14 educational articles on the protection of minors to raise public awareness.

Safeguarding Customer Rights and Interests

Customer Service Management

Keep strictly adheres to laws and regulations such as the *Law of the People's Republic of China on the Protection of Consumer Rights and Interests*（《中华人民共和国消费者权益保护法》） and the *Measures for Penalties against Infringement upon Consumers' Rights and Interests*（《侵害消费者权益行为处罚办法》）, placing high importance on customer rights and interests. We continuously optimize our customer service management system and have formulated and implemented policy documents including the *Operation Manual for Customer Service*（《客服操作手册》）, the *Daily Work Standards for Customer Service*（《客服日常工作规范》）, the *On-site Management System at Customer Service Department*（《客服部现场管理制度》）, and the *Confidentiality System and Emergency Incident Handling Standards at Customer Service Department*（《客服部保密制度及应急事件处理标准》） to continually enhance our customer service standards.

In 2025, the Company continued to optimize its user service processes, encouraging customer service teams across all business lines to use survey bots and platform tools to support, providing more timely and professional responses for users and enhancing their understanding and experience of our products. Concurrently, the Company actively explored and applied AI capabilities in customer service management to continuously enhance service efficiency.



Customer Service and Complaint Handling

Keep has always regarded user experience as the core of product and service management, upholding the philosophy of "To be with the users". The Company has established multi-channel and regular mechanisms for customer feedback and communication, ensuring that user requests are efficiently relayed to the relevant business departments. This drives the continuous improvement of our products and services and enhances overall customer satisfaction.

The Company has established a diverse range of customer communication channels, including a telephone hotline, online customer service within the Keep App, and online customer service on major e-commerce platforms such as Tmall, JD.com, Douyin, Pinduoduo, and RedNote. These channels cater to the communication needs of users across various usage and consumption scenarios, guaranteeing that customer issues receive timely responses and effective resolutions.

To consistently improve the efficiency of user complaint handling and the service experience, the Company continuously optimizes its customer service mechanisms by building on its existing standardized complaint handling processes and integrating platform capabilities with AI technology. Upon receiving a user complaint, the front-line customer service team makes an initial assessment of the issue type and allocation of responsibility, promptly providing solutions with the support of system-integrated AI tools. For matters requiring cross-departmental collaboration, an internal coordination mechanism is employed to achieve closed-loop problem-solving. The following outlines how Keep's customer service team responds to customer requests in different business scenarios:

Platform Activities

For scenarios involving platform activities, the Company builds upon its existing feedback and risk assessment mechanisms by further applying AI technology, enabling dynamic identification and assisted handling of potential user issues during events, thereby mitigating the potential impact on user experience during peak periods.



Off-Platform Complaints

The Company collaborates with third-party platforms and strengthens the practical application of external AI capabilities to monitor user feedback across major platforms. This enhances the efficiency of identifying and handling issues in scenarios such as payment and shipping reminders, product recommendations, and user behavior tracking, ensuring users receive prompt support on various external platforms.



After-Sales Returns and Exchanges

The Company has established monitoring dashboards and corresponding after-sales handling processes for returns and exchanges, segmented by channel and product type. We continuously optimize the after-sales service system to improve handling efficiency while ensuring service standardization.



The Company places great importance on the response speed and handling quality of its customer service, having introduced an AI-assisted handling mechanism to continuously enhance the collaborative capabilities between its customer service team and systems. In 2025, the Company received a total of 1,313 complaints regarding its products and services[3], all of which have been processed and resolved in a timely manner.

[3] Product and service complaints refer to written complaints received by the Company during the year from regulatory platforms such as the 12345 hotline and the Administration on Market Regulation of Chaoyang District.

Customer Service Training

The Company continuously improves its customer service training system, regularly conducting systematic training for the customer service team on topics such as service quality management, VoC management, new business and processes, new product knowledge, and service skill enhancement, continuously elevating the team's professional capabilities and service standards. In 2025, we continued to update the customer service cloud classroom, offering pre-recorded courses available for on-demand playback. This platform supports the assignment of training tasks and tracks employee learning progress, helping customer service personnel to stay current with the latest business and service requirements and reinforcing training effectiveness.

In 2025,

21 new cloud courses were added to the customer service cloud classroom, bringing the total to **53** courses, with a **100%** completion rate among customer service staff

305 customer service training sessions were conducted, with a cumulative total of **4,700** participants and a total training duration of approximately **126** hours

Customer Satisfaction Management

To effectively implement customer satisfaction management requirements, the Company sets annual customer satisfaction targets and allocates these targets to the respective responsible departments. In 2025, we conducted a customer satisfaction survey [4] by distributing questionnaires to users. Approximately 13% of users participated, and the survey results indicated that all customer satisfaction targets have been met.

In 2025,

400 hotline user satisfaction[5]:
target **95%**, actual **99%**

Online counseling user satisfaction[6]:
target **95%**, actual **95%**

First-time resolution rate[7]:
target **91%**, actual **92%**

In the future, Keep will continue to optimize service processes, enhance employee service capabilities, and perfect the product and service experience, thereby consistently increasing customer satisfaction and driving continuous improvement in customer experience management.

4 The formula for user satisfaction survey participation rate: number of participants in satisfaction surveys / total number of customer service interactions.

5 The formula for 400 hotline user satisfaction: number of users who rated the 400 hotline service as 'satisfied' or 'very satisfied' / total number of users who participated in the 400 hotline service satisfaction survey.

6 The formula for online counseling user satisfaction: number of users who rated the online counseling service as "satisfied" or "very satisfied" / total number of users who participated in the online counseling service satisfaction survey.

7 The formula for first-time resolution rate: number of customer interactions resolved on first contact / total number of customer service interactions.

Responsible Marketing Management

To ensure that marketing and promotional activities are conducted in compliance with laws and regulations, Keep strictly adheres to legal frameworks such as the *Advertising Law of the People's Republic of China*（《中华人民共和国广告法》）, the *Anti-Unfair Competition Law of the People's Republic of China*（《中华人民共和国反不正当竞争法》）, the *Law of the People's Republic of China on the Protection of Consumer Rights and Interests*（《中华人民共和国消费者权益保护法》）, the *Administrative Measures for Internet Advertising*（《互联网广告管理办法》）, the *Interim Measures for the Examination and Management of Advertisements for Drugs, Medical Devices, Functional Food,* and *Formula Food for Special Medical Purposes*（《药品、医疗器械、保健食品、特殊医学用途配方食品广告审查管理暂行办法》）, the *Interim Provisions for Regulating Promotional Behavior*（《规范促销行为暂行规定》）, and the *Guidelines for Law Enforcement of Absolute Terms in Advertising*（《广告绝对化用语执法指南》）, and has developed the *Qualification and Content Specifications*（《资质及内容规范》） applicable to various industries by integrating past regulatory penalty cases in advertising. These specifications cover multiple sectors, including food, cosmetics, finance and insurance, education and training, healthcare, and hygiene and disinfection, providing clear compliance guidance for advertisement planning, content creation, and material placement. The Company has also established a comprehensive marketing content review mechanism and further standardizes marketing practices through relevant training to mitigate compliance risks.

Responsible Marketing Review and Response

Keep continuously enhances its marketing review and risk prevention mechanisms, ensuring that all marketing activities are conducted in compliance with laws and regulations through a series of stringent preventive and inspection measures.

Third-Party Review Collaboration

The Company maintains a long-term, stable partnership with professionally qualified third-party review agencies to conduct compliance checks on marketing content before publication, thereby identifying and mitigating potential violations or risks in advance.

Multi-Level Internal Review

The Company has established a collaborative review mechanism for its advertising business, involving multiple departments such as advertising, legal, and marketing. Through this multi-departmental joint review process, we ensure that advertisers have complete qualifications and that advertising content is truthful and lawful, thereby avoiding misleading content like false advertising and effectively protecting the legitimate rights and interests of consumers.

Regular Sampling and Review

The Company conducts regular spot checks on product information, covering major consumer product categories. For any marketing and promotional risks identified during these checks, the Company promptly implements corrective actions and promotes compliance awareness to employees through methods such as internal case sharing to prevent the recurrence of similar risks. In 2025, the Company spot-checked nearly 700 product information items and rectified over 40 issues.

The Company continuously refines its response mechanism for marketing communication violations, forming a closed-loop management process that encompasses proactive prevention, in-event response, and post-event rectification. When a potential compliance risk arises, the response procedure can be swiftly activated to formulate a targeted resolution plan. A comprehensive audit and rectification of the relevant business are then conducted to prevent similar issues from recurring and to effectively protect the legitimate rights and interests of consumers. In 2025, the Company had no incidents of marketing communication violations.

Training on Responsible Marketing

The Company continuously enhances employees' compliance awareness and professional judgement through a variety of marketing-related training and educational initiatives. In addition to regularly disseminating compliance information to all staff via an internal subscription account, the Company organized 3 special training sessions on responsible marketing in 2025. The training content focused on advertising compliance for high-risk industries, medical aesthetics advertising compliance, and consumer product promotion compliance, providing interpretations based on relevant laws, regulations, and typical cases to help employees accurately identify compliance boundaries and mitigate potential legal and compliance risks.

Building a Sustainable Supply Chain

Keep continuously enhances and implements its *Supplier Management System*（《供应商管理制度》）, consistently standardizing the processes for supplier admission, evaluation, and removal. Suppliers are managed on a tiered basis, and ESG risk management is integrated into the entire supplier lifecycle management process. We value collaboration and communication with our suppliers, continuously optimizing the supplier selection and delivery quality audit procedures. In addition to assessing cost, quality, and delivery schedule, we incorporate a comprehensive evaluation of environmental, social, and governance performance. This multi-dimensional approach aims to enhance suppliers' quality awareness and build partnerships based on shared risks and joint capability development.

Supplier Management

Supplier Admission

Keep has formulated and implemented systems and standard documents such as the *Supplier Admission and Exit System*（《供应商准入及退出制度》）, the *Supplier Qualification Assessment Form*（《供应商资质评估表》）, and the *Factory Inspection Report*（《验厂报告》）to standardize the supplier admission process. Through rigorous qualification audits and on-site factory inspections, the Company selects high-quality suppliers with compliant credentials and stable fulfilment capabilities, providing a solid guarantee for product quality and supply chain stability. The Company's supplier admission audit work primarily includes the following stages:

Collection of Basic Supplier Information

The Supplier Management Department collects and compiles basic supplier information, including factory scale, partner brands, pricing levels, production capacity, specialized categories, and investment intent, completing the *Basic Supplier Information Form*（《供应商基本信息表》）to gain a comprehensive understanding of each supplier and provide a foundation for subsequent evaluations.

Qualification Review

The Supplier Management Department collects materials such as the supplier's business license, fire safety inspection report, corporate qualification certificates, and account opening permit, submitting them to the legal and finance departments for review to ensure the supplier's qualifications are legally compliant, minimizing potential legal and financial risks.

Sample Evaluation

The Supplier Management Department requires suppliers to provide product samples, which are then comprehensively assessed by relevant functional departments, including product, quality control, and procurement, for process capability, quality performance, and price competitiveness to ensure they meet Keep's brand standards and quality requirements.

On-site Audit

The Supplier Management Department organizes factory audits, during which departments such as procurement, delivery, quality control, and R&D inspect the supplier's premises, covering showrooms, production workshops, inspection and packaging processes, raw material warehouses, and finished goods warehouses. The audit scope includes food safety management, quality assurance systems, raw material traceability, product protection measures, pest control, the production environment, and operating procedures.

During the supplier admission stage, the Company conducts assessments of environmental protection, labor management, and product quality and safety. A dedicated professional team is formed to review suppliers' qualifications in key ESG risk management areas, continuously driving the supply chain towards more standardized and sustainable development.

Under equal conditions, the Company prioritizes collaboration with suppliers demonstrating proven ESG management performance. In practice, we focus on the sustainability of their production processes (such as the level of workshop automation and electrification) and place importance on the environmental attributes of raw materials (such as using all-natural raw materials or FSC-certified paper-based packaging materials).

Key Considerations for Supplier Admission Audits

Environmental Qualifications and Commitments

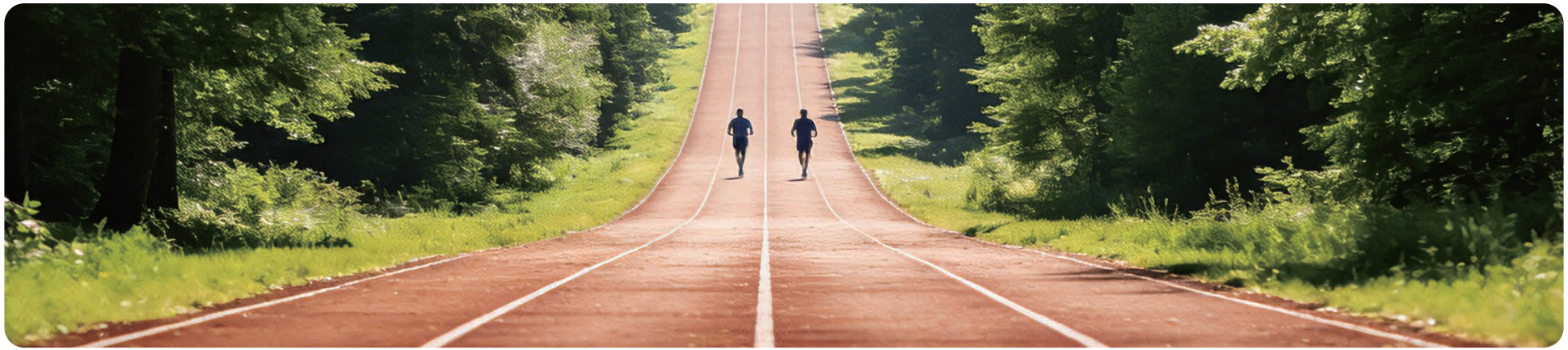
We require suppliers to provide environmental qualifications, such as ISO 14001 environmental management system certification, and to sign the *Supplier Declaration on Chemical Control and Environmental Protection*（《供应商化学品管控及环保声明》）to ensure their production and business activities comply with environmental standards. Additionally, we encourage suppliers to optimize their production processes, increase the proportion of green energy usage, and reduce waste and emissions.

Labor Management

We strictly require suppliers to comply with the *Labor Law of the People's Republic of China*（《中华人民共和国劳动法》）and assess their labor management practices, including the provision of fair wages, working hours, and working conditions, to ensure there is no child labor or forced labor and to protect the occupational health and legitimate rights of workers.

Product Quality and Safety

We require suppliers to provide qualification documents such as ISO 9001 quality management system certification and set clear requirements concerning the production environment, operational procedures, food safety, chemical safety, and material traceability to ensure the stability and safety of product quality, thereby reducing quality risks in the supply chain.



Regular Supplier Management

The Company has formulated and implemented the *Supplier Assessment and Rating System*（《供应商考核及评级制度》）to conduct performance appraisals and tiered management of suppliers based on delivery quality, cultural alignment within the supply chain, and environmental and social risks. Simultaneously, the Company integrates a "long-term management" philosophy throughout the entire supplier collaboration process, establishing an incentive and penalty mechanism to continuously guide suppliers in enhancing their overall management capabilities. For suppliers with excellent assessment performance, the Company offers supportive policies such as prioritized collaboration and expanded cooperation under equal conditions. For suppliers who consistently receive low performance ratings or are found to have falsified qualifications or pose significant environmental, social, or business ethics risks, the Company will take punitive measures of varying severity, including reducing the scale of cooperation, terminating the partnership, adding them to a supplier blacklist, and permanently prohibiting future collaboration, depending on the severity of the case.

The Company's regular supplier management activities primarily include the following aspects:

Regular Assessment

The Company conducts comprehensive quarterly and annual evaluations of suppliers, covering their operational performance, product quality, and ESG performance. The evaluation results are used to implement tiered management and to align corresponding cooperation strategies and management requirements.

On-site Inspections

For suppliers of different tiers, the Company organizes on-site inspections every six months or annually to examine their work environment, operating procedures, and product delivery capabilities. Any issues identified during these inspections are promptly recorded and reported, urging suppliers to complete rectification within a specified timeframe, with the effectiveness of these actions confirmed through follow-up audits.

Product Spot Checks

The Company formulates an annual product spot check plan to inspect key indicators of supplier-delivered products, such as appearance, performance, and safety. For products that fail these checks, the Company will label and segregate them, require immediate rectification from the supplier, and continuously monitor the implementation of these rectifications.

Supplier Distribution

Indicator	Unit	2025	2024
Total number of suppliers	Supplier	403	366
Number of suppliers in China (including Hong Kong, Macau, and Taiwan)	Supplier	403	366



Supplier Training and Communication

Keep continuously conducts supplier training and communication to enhance suppliers' capabilities in quality management and sustainable development, ensuring the stable and efficient operation of collaboration processes.

- We have established diverse communication channels with our suppliers to foster efficient communication and collaboration. The Company holds regular meetings with suppliers to jointly review cooperation progress, identify potential issues, and negotiate solutions, ensuring alignment at both the strategic and operational levels. In addition, the Company has set up a supplier feedback channel, enabling suppliers to report issues promptly during the collaboration process for effective resolution, thereby continuously strengthening the partnership.
- We regularly organize relevant training for our suppliers, focusing on topics such as environmental protection, social responsibility, and quality assurance, to help them fully understand the Company's management requirements and cooperation standards. Through these training programs, we continuously guide suppliers to comply with environmental protection laws and regulations, improve their production practices, prioritize employee welfare and labor rights, and strictly implement governance requirements such as anti-commercial bribery and information transparency, thereby promoting the implementation of sustainable development principles throughout the supply chain.

Open Procurement

Keep strictly adheres to relevant laws and regulations, including the *Bidding Law of the People's Republic of China*（《中华人民共和国招标投标法》）and the *Anti-Unfair Competition Law of the People's Republic of China*（《中华人民共和国反不正当竞争法》）, upholding the principles of openness, fairness, impartiality, and transparency in its open procurement practices to create a supply chain environment of integrity and transparency.

The Company integrates integrity and compliance principles into its procurement practices. During the contract signing stage, all suppliers are required to sign the *Anti-Commercial Bribery Agreement*（《反商业贿赂协议》）, which clearly defines the ethical red lines for the procurement process to prevent commercial bribery and unfair competition. In parallel, Keep conducts regular business ethics and compliance training for its procurement personnel to strengthen their awareness of integrity, self-discipline, and risk prevention, ensuring that all procurement activities are conducted legally, compliantly, and fairly, thereby effectively safeguarding the Company's legitimate rights and interests.

In 2025,

A total of **403** suppliers signed the *Anti-Commercial Bribery Agreement*（《反商业贿赂协议》）, achieving a **100%** signing rate.



Driving Efficient Operations and Co-creating a Low-carbon Future



Material sustainability issues covered

- Emissions Management
- Use of Materials
- Energy Management
- Addressing Climate Change

In response to the national goals for carbon peaking and carbon neutrality, and to actively implement the macroeconomic policy of promoting comprehensive green transformation and green consumption, Keep has fully integrated the low-carbon concept into its corporate operations and development. Through measures such as implementing green packaging, optimizing logistics energy efficiency, and establishing a resource recycling system, we continuously reduce the environmental impacts of our own operations and collaborate with value chain partners to jointly explore a sustainable development path that synergizes business growth with environmental benefits.



Addressing Climate Change

Climate change is a defining issue for the future. Keep is profoundly aware that we must unite every force along the value chain to achieve the goals of carbon neutrality and carbon peaking. Based on our core business and industry foresight, we have constructed and are continuously refining a climate governance framework, proactively managing climate-related risks and opportunities, constantly enhancing corporate resilience, and transforming the challenge of addressing climate change into a new opportunity to drive the sustainable development of our brand.

Climate Governance Structure

The Company has now established a top-down ESG governance structure to systematically advance the management of various sustainability topics, including climate change. For specific management mechanisms, please refer to the "Sustainability Management" chapter.

Climate Risks and Opportunities

To address the potential significant short, medium, and long-term [8] operational and financial impacts of climate change, Keep identifies and assesses climate change-related risks and opportunities based on the GRI Standards, UN SDGs, and the HKEX's ESG Reporting Code, in conjunction with policy trends, laws and regulations, market trends, and the Company's business strategy. These are then integrated into the Company's closed-loop risk and opportunity management system to enhance our capacity to respond to climate change and empower the Company's sustainable development.



[8] The time horizons for short-term, medium-term, and long-term are defined as follows: short-term (within 1 year), medium-term (1 to 5 years), and long-term (over 5 years).

Risk Type	Risk Description	Risk Response
Physical Risks		
Acute Risk	• Extreme weather events such as extreme high temperatures, extreme precipitation, river floods, and coastal floods may lead to damage to the Company's office premises and warehouse facilities, destruction of materials, and operational interruptions, thereby increasing additional capital expenditure and operating expenses. • Extreme weather may lead to production disruptions, damage to equipment and raw materials, and logistical obstructions for suppliers, affecting the Company's procurement efficiency and costs, thereby increasing the Company's operating expenses.	• We proactively consider climate impacts in our production and operations, ensuring the stable operation of office facilities and equipment by maintaining and regulating indoor environments, such as air conditioning systems, to reduce the negative impact of extreme weather on the Company's daily operations. • We ascertain our suppliers' power supply guarantees and cooling measures in advance and adjust production schedules according to the climatic characteristics of the operating locations, such as moderately advancing the production tasks for new autumn products to avoid peak summer electricity consumption. We have also established a safety stock for core products to buffer against the risk of supply interruptions. • We utilize the order consolidation function of our self-developed Order Management System (OMS) for shipments from the same warehouse to respond flexibly to logistics fluctuations. Our logistics supplier portfolio is optimized to enhance transport efficiency and quality at critical junctures. Furthermore, we promote the geographical diversification of our suppliers and warehouses to fundamentally disperse regional climate risks. • We assess the specific climate risks (such as typhoons and floods) of our tier-one suppliers and collaborate with them to take defensive measures, promptly replenish risk warehouse supplies, and regularly conduct warehouse disaster prevention drills.
Chronic Risk	• Water shortages and drying trends increase the demand for and associated costs of energy and water resources. This cost pressure is transferred to the Company and its suppliers, increasing operating expenses and affecting business stability.	• We have formulated energy and water conservation policies, adopted high-efficiency energy-saving and water-saving equipment, and conducted energy and water conservation training, awareness campaigns, and capacity-building activities for all employees. • To ensure the stability and security of the supply chain, we provide supplier training based on standards such as the *Factory Introduction Review Report* (《工厂导入审核报告》) and the *Factory Delivery Capability Review Report* (《工厂交付能力审核报告》) to enhance suppliers' professional capabilities in climate risk identification and management.

Keep's Climate Risk Identification and Response

Risk Type	Risk Description	Risk Response
Transition Risks		
Policy and Regulation	• Under the influence of the "carbon peaking and carbon neutrality" goals, increasingly stringent carbon emission and energy consumption control policies may lead to rising electricity costs for the Company and its suppliers, thereby increasing the Company's operating expenses from both electricity cost and raw material procurement cost perspectives.	• We closely monitor carbon emission policy trends and assess their impact on Keep's production and operational activities, reducing energy consumption and emissions by installing and upgrading energy-saving equipment, phasing out high-energy-consumption assets, and promoting green office practices. • Through regular communication and professional team assessments, we have deeply integrated ESG risk management into our supplier management to ensure supply chain compliance and stability.
Market	• The preference and demand in the downstream market for low-carbon product design, environmentally friendly materials, and green packaging are forming a clear trend, which will directly increase the Company's costs associated with raw materials, product development, and procurement.	• We are deepening our green product design, integrating low-carbon and environmental protection concepts into every stage of product material selection, packaging, warehousing, and logistics to achieve low-carbon management throughout the product life cycle.
Reputation	• The Company's carbon reduction performance directly affects the evaluation and trust from regulatory authorities, investors, and users. Continuously strengthening emission reduction efforts and maintaining information transparency are necessary investments to uphold a good corporate social image and maintain investor confidence.	• We prepare and publish our annual ESG reports with reference to the *HKEX's Environmental, Social and Governance Reporting Code*（《环境、社会及管治报告守则》）, the GRI Sustainability Reporting Standards, and the United Nations Sustainable Development Goals. Starting from 2024, through the "sustainability" section[9] on the Keep official website, we have regularly disclosed information on corporate governance, product innovation, green development, supply chain management, responsible products, social contributions, responsible operations, employee engagement, and sustainability updates to meet the information needs of various stakeholders and enhance the transparency and proactive communication of the Company's ESG management information.

Keep's Climate Risk Identification and Response

[9] URL for the "ESG" section on Keep's official website: https://www.calorietech.com/sustainableDevelopment?lang=zh-CN&open_in_browser=true

Opportunity Type	Opportunity Description	Opportunity Response
Market	• According to the *China E-commerce Green Development Report*（《中国电子商务绿色发展报告》）, over 70% of consumers in China prioritize green and environmentally friendly products or brands. The concept of low-carbon consumption is gradually gaining traction, and green sports are progressively becoming a trend.	• We meet users' green consumption demands by launching self-generating smart hardware products such as smart bikes, rowing machines, and elliptical trainers, and by using recycled and bio-based materials to develop sportswear and equipment. • By organizing marathon events and promoting inherently low-carbon sports courses like walking, cycling, and outdoor running, we are building a differentiated green brand image and fostering a highly active "green sports" community.
Resource Efficiency	• By embedding circular economy and low-carbon concepts into the entire product life cycle management, we can effectively reduce waste generation and resource consumption, thereby lowering raw material procurement costs and carbon emissions. Promoting the recycling, refurbishment, reuse, or material disassembly and recovery of end-of-life products not only helps to extend product life and reduce environmental pollution but also enables efficient resource circulation. This approach reduces corporate operating costs while enhancing supply chain resilience and strengthening long-term brand competitiveness.	• We sort and process returned and used products. Reusable products are handled through an internal subscription model, which reduces waste generation while lowering logistics and disposal costs. For items with recycling value, such as marathon medals and yoga mats, we collaborate with professional recycling agencies to achieve the reuse of materials like metal and rubber.

Keep's Climate Opportunity Identification and Response

As an internet-based sports technology company, Keep has a low level of exposure to climate-related risks and opportunities. During the reporting period, the Company's financial position was not significantly affected by climate-related risks or opportunities. Looking ahead, the Company will gradually undertake scenario analysis, emission reduction target setting, and other related efforts based on its actual operating conditions.

Climate KPI Performance

To support sustainable development, Keep has integrated climate action into its corporate development strategy, systematically reducing carbon emissions through green design, production, and operations. In 2025, based on our operational realities, we adjusted the statistical scope for environmental data to cover our workplaces in five regions, including Beijing, Shanghai, Guangzhou, Shenzhen, and Hangzhou.

Performance KPIs	Unit	2025
Total GHG emissions[10] (Scope 1, 2)	Tons of CO_2 equivalent	476.74
GHG emissions (Scope 1, 2) per employee	Tons of CO_2 equivalent per person	0.70



Implementing Green Operations

Keep integrates green and low-carbon concepts into its corporate operational processes. We continuously advance the low-carbon transformation of links such as green packaging, warehousing, and logistics, and collaborate with our partners to practice sustainable development. We also constantly deepen internal green operations, advocate for a green office environment, and enhance the environmental awareness of all employees. During the reporting period, we did not have any incidents of violation of environmental laws and regulations.

Green Packaging and Logistics

We integrate a low-carbon philosophy into our product packaging and logistics warehousing, actively exploring green packaging and logistics partnerships with third parties to collaboratively reduce resource consumption and environmental impact throughout the Value chain, thereby promoting green operations and sustainable development.

[10] Based on operational characteristics and the materiality principle, the Company's primary gas emissions during the reporting period were greenhouse gas emissions from purchased electricity. the Company's greenhouse gas emissions inventory mainly comprises carbon dioxide, with greenhouse gas accounting presented in carbon dioxide equivalent. The emission calculation factor references the national average carbon dioxide emission factor for electricity as per the Announcement on the Release of 2023 Electricity Carbon Dioxide Emission Factors published by the Ministry of Ecology and Environment and the National Bureau of Statistics. Due to adjustments in the Company's business operations, the statistical scope for 2025 greenhouse gas emissions data has been revised to cover the five leased office buildings in Beijing, Shanghai, Guangzhou, Shenzhen, and Hangzhou.

Green Packaging

To fulfil its commitment to sustainable development, Keep regards the packaging stage as a crucial driver for the low-carbon transformation of its Value chain, fully implementing the principles of "greening, reducing, and recycling" for packaging material usage through methods such as shipping products in their original packaging, using environmentally friendly materials, designing with single material, lightweighting packaging, and recycling packaging materials.

At the source

We prioritize procuring FSC-certified[11] paper-based packaging materials and recyclable, low-gauge plastic packaging for our self-branded fitness products, establishing an environmental foundation from the procurement stage.



In terms of design optimization

We replace small packages with larger and consolidated ones, eliminate plastic seals on packaging, and substitute components like plastic shaker bottles and plastic envelopes with eco-friendly alternatives such as paper cartons and boxes to continuously promote packaging lightweighting. Concurrently, we actively advance the integrated design of product packaging and logistics packaging to increase the proportion of items shipped in their original packaging, thereby reducing the use of secondary packaging materials during distribution.

To reduce pollution during the process

We are gradually replacing color box printing with monochrome printing, which has effectively reduced ink consumption and related pollution.



Keep's Packaging Material Use Performance in 2025

Packaging Material Use KPIs	Unit	2025
Total packaging material usage	Tons	839
Packaging material usage per unit of sales	Tons / 10,000 products	0.36



11 FSC (Forest Stewardship Council) refers to the Forest Stewardship Council, established in 1993, whose certification ensures that forest products such as logs, wood pulp, and rubber originate from sustainably managed forests. The production processes for FSC-certificated products must adhere to several strict requirements to meet the FSC's standards for being environmentally appropriate, socially beneficial, and economically viable.

Low-Carbon Warehousing and Logistics

Keep collaborates with third-party logistics suppliers who share our low-carbon philosophy to jointly deepen the development of green warehousing and logistics systems, driving the low-carbon transformation of the value chain. We continuously optimize our self-developed Order Management System (OMS) and transportation network, adhering to the principle of "shipping from large warehouses and prioritizing proximity", and implementing centralized distribution and intelligent dispatching. At the same time, we have adopted methods such as supplier drop-shipping and consolidated shipments from nearby suppliers, which have effectively enhanced logistics efficiency and resource utilization rates, reducing energy consumption and carbon emissions in warehousing and logistics.

Keep's Highlighted Initiatives for Green Warehousing and Logistics

Optimizing Transportation Network Management

- The intelligent order management system automatically consolidates orders with the same delivery address, reducing shipments frequency and saving packaging materials and transportation energy consumption.
- We continuously optimise the transportation network, prioritising collaboration with logistics providers that use low-carbon such as electric shuttle vehicles to reduce carbon emissions from line-haul transport.

Improving Green Warehousing Operations

- For large items such as intelligent fitness equipment, we have established a model of centralised dispatch from our own warehouses located near the factories to reduce transit; for complementary fitness products, we promote a drop-shipping model where goods are delivered directly from the factory to the user, avoiding secondary transportation.
- Our leased warehouses have fully adopted electric forklifts, lowering on-site operational energy consumption.

Promoting Full-Chain Reduction of Packaging Materials

- We use single-sheet electronic waybills and recyclable woven transit bags, while also optimising the materials used for logistics packaging boxes to reduce paper consumption without compromising packaging strength.
- A recovery process for surplus warehousing materials has been established, allowing excess packaging materials to be reused for purposes such as after-sales transportation.

Green Office

Keep strictly complies with the requirements of laws and regulations such as the *Environmental Protection Law of the People's Republic of China*（《中华人民共和国环境保护法》）, the *Energy Conservation Law of the People's Republic of China*（《中华人民共和国节约能源法》）, and the *Law on the Prevention and Control of Environmental Pollution by Solid Wastes of the People's Republic of China*（《中华人民共和国固体废物污染环境防治法》）. We implement a green development philosophy by enhancing energy efficiency and reducing the consumption of resources like paper, energy, and water, thereby lowering carbon emissions and our impact on the environment and natural resources during operations.

Energy Management

We attach great importance to energy and carbon emissions management, formulating energy-saving and consumption-reduction control plans based on the Company's strategic development and operational realities. Through various measures and capacity building, we continuously enhance our internal energy management, raise employee awareness of energy conservation and carbon reduction, and cultivate a green workplace. Our energy consumption primarily stems from daily operations, including electricity used by equipment and facilities such as air conditioning, lighting, computers, exhaust fans, pantry water heaters, and revolving doors in the lobby of our office buildings.

In 2025, we continued to advance our energy-saving and emission-reduction efforts, optimizing office efficiency and reducing carbon emissions from daily operations through multiple energy-saving measures such as flexibly adjusting the operation of electrical equipment in office areas, modifying air conditioning usage, and conducting patrols and inspections. During the reporting period, the energy consumption intensity at our Beijing office decreased by 8%, successfully meeting the 2025 energy-saving target. For 2026, the Company aims to maintain a generally stable overall energy consumption level, continuing to enhance energy efficiency while achieving steady business growth.

Keep's Energy Management Key Initiatives in 2025

Lighting Equipment

- We use energy-saving and environmentally friendly lighting fixtures and promptly replace old downlights in the corridors of public areas to reduce energy consumption.
- A lighting simplification initiative has been implemented, involving the removal of some redundant light fixtures in public areas and light strips in conference rooms, while ensuring adequate illumination levels are maintained.
- Following the patterns of natural daylight, the operating times for the logo's advertising lights are dynamically adjusted.
- It is required that lighting equipment in unoccupied office areas be turned off to prevent unnecessary electricity consumption.

Air Conditioning Equipment

- The operating times and cooling and heating temperatures of the air conditioning systems are flexibly adjusted based on the season and outdoor temperature.
- During evenings and on non-working days, the air conditioning systems throughout the building are switched off uniformly; in cases of overtime work, air conditioning in specific areas is activated on an as-needed basis.

Other Equipment

- After 10 p.m. during evenings and on non-working days, equipment such as exhaust fans in the restrooms and pantries on all floors is uniformly switched off.
- The instant water heaters in the pantries are switched on or off flexibly according to the actual external temperature to achieve energy savings and reduce consumption.
- The operating hours of the lobby's revolving doors are regulated.

During the reporting period,

Total energy consumption [12] of the Company was **898.49** MWh

Energy consumption was **1.32** MWh per employee

Water Management

Keep's water consumption is mainly for drinking and restroom use. We are continuously improving our refined water management by installing or replacing water-saving equipment to enhance water use efficiency. We also actively promote water conservation awareness among our employees and have established an inspection system, with maintenance personnel regularly checking the water supply system to promptly prevent wastage, leaks, and drips. During the reporting period, we encountered no issues regarding water withdrawal and use.

In 2025, the Company achieved its goal of keeping water consumption no higher than the 2024 level and has set an annual control target for 2026 to ensure that water consumption across all national workplaces does not exceed the 2025 level.

During the reporting period,

Total water consumption[13] of the Company was **6,940** cubic meters

Water consumption was **10.16** cubic meters per employee



[12] Based on operational characteristics and the materiality principle, the main energy consumed by the Company during the reporting period was outsourced electricity. Due to adjustments in the Company's business operations, the statistical scope for 2025 energy consumption data has been revised to include the five leased office buildings in Beijing, Shanghai, Guangzhou, Shenzhen, and Hangzhou.

[13] Due to adjustments in the Company's business operations, the statistical scope for 2025 water resource consumption data has been revised to include the five leased office buildings in Beijing, Shanghai, Guangzhou, Shenzhen, and Hangzhou.

Waste Management

Keep's waste primarily consists of photoreceptor drums, toner cartridges, batteries, and general domestic waste. In accordance with institutional documents such as the *Solid Waste Management Regulations*（《固体废弃物管理规定》）, and considering the hazardous nature and recyclability of waste, we have established different sorting, disposal, and recycling methods for non-hazardous waste like general domestic waste generated in daily office operations, as well as for the small quantities of hazardous waste such as photoreceptor drums, toner cartridges, and batteries, ensuring all waste is properly handled.

During the reporting period, the Company's actual emissions of hazardous waste and non-hazardous waste decreased by 9% and 20% respectively compared to 2024, successfully achieving the 2025 target of a 3% reduction in solid waste. Building on this, we have set a goal for 2026 that solid waste emissions across all national workplaces will not exceed the 2025 level, in order to continuously promote the reduction, detoxification, and resource-oriented disposal of solid waste.

Keep's Waste Sorting, Disposal, and Recycling Initiatives in 2025

Hazardous Waste Disposal

The Company commissions professionally qualified third-party material recovery suppliers to dispose of and recycle hazardous waste such as photoreceptor drums, toner cartridges, and batteries.

Non-hazardous Waste Disposal

The property management of the office buildings leased by the Company is responsible for the segregated disposal of non-hazardous waste, including domestic refuse.

Keep's Solid Waste Discharge in 2025

Waste Management KPIs		Unit	2025
Hazardous waste[14]	Total discharge	Kg	10.40
	Discharge intensity	Kg / Person	0.02
Non-hazardous waste[15]	Total discharge	Tons	59.66
	Discharge intensity	Tons / Person	0.09



[14] The Company's hazardous waste primarily includes waste photosensitive drums, used toner cartridges, and waste batteries. Due to adjustments in the Company's business operations, the statistical scope for 2025 hazardous waste emissions data has been revised to include the five leased office buildings in Beijing, Shanghai, Guangzhou, Shenzhen, and Hangzhou.

[15] The Company's non-hazardous waste primarily includes domestic waste, office consumables, and office equipment. Due to adjustments in the Company's business operations, the statistical scope for 2025 non-hazardous waste emissions data has been revised to include the five leased office buildings in Beijing, Shanghai, Guangzhou, Shenzhen, and Hangzhou.

Keep is committed to reducing waste generation at the source and unlocking the value of secondary resource utilization by establishing recycling and reuse mechanisms. In 2025, the Company optimized its processes for managing product returns, exchanges, and obsolete products, enhancing resource efficiency while mitigating environmental impact.

Value recovery from returns and exchanges

By optimizing sorting processes and standards and establishing sales channels, we enabled usable products to be recirculated through internal purchasing channels, thereby reducing the quantity of scrapped products.

Recycling of metal materials

We partnered with professional recycling agencies to recover and smelt used medals, achieving the resourceful regeneration and circular use of materials such as zinc alloy. In 2025, the Company recycled approximately 30,000 medals and recovered about 6 tons of zinc alloy.

Marketing products recovered for reuse

By establishing a streamlined process for recycling and sorting exhibition items, we promoted multiple uses and reducing single-use consumption and waste. In 2025, the Company recovered nearly 1,800 marketing exhibition products, valued at over RMB 300,000.



Fostering Talent Growth and Building an Inclusive Workplace



Material sustainability issues covered

- Employee Rights and Benefits
- Employee Development
- Employee Health and Safety

Keep is committed to lawful and compliant employment practices, fully safeguarding employee rights and benefits, and providing comprehensive welfare alongside a healthy and safe working environment. We are dedicated to cultivating a diverse, equal, and inclusive workplace atmosphere, broadening channels for employee communication, and implementing systematic training, assessment, and incentive mechanisms to support employee career development, enhance their sense of belonging, and achieve mutual growth for both employees and the Company.



Strengthening the Protection of Employee Rights and Benefits

Keep upholds an employment philosophy of "fair screening, merit-based selection, dedicated service, and quality focus" to fully protect employee rights and benefits. On the basis of compliant recruitment processes, we provide employees with a comprehensive compensation and benefits system and a talent development mechanism. We actively cultivate a fair, safe, and harmonious working environment, ensuring that the legitimate rights and interests of every employee are respected and protected, thereby empowering their career development.

Compliant Employment

Keep strictly adheres to the *Labor Law of the People's Republic of China*（《中华人民共和国劳动法》）, the *Labor Contract Law of the People's Republic of China*（《中华人民共和国劳动合同法》）, and other applicable labor laws and regulations in all its operating locations. We rigorously manage the compliance of our daily employment practices and proactively prevent human rights risks. The Company has formulated a series of internal rules and regulations, including the *Employee Manual*（《员工手册》）and the *Recruitment Management System*（《招聘管理制度》）, to standardize talent recruitment and management processes and to continuously optimize our employment framework, thereby ensuring compliant operations and enhancing managerial efficiency. A robust supervision and violation handling mechanism has been established by the Company. Any behavior that violates employment policies and regulations will be held strictly accountable in accordance with our rules, and necessary remedial measures will be promptly provided to the affected personnel. As of the end of the reporting period, the Company had not experienced any negative incidents involving child labor or forced labor.



Keep's Compliant Employment Management Measures

Rigorous Screening and Verification of Candidate Identity

- During the employee hiring process, the Company conducts detailed checks on candidates' qualifications and background through a structured interview procedure.
- Prior to employment, we verify candidates' valid identification documents, such as ID cards and graduation or student certificates, to ensure the authenticity of information regarding age and academic qualifications and to maintain employment compliance.

Upholding Principles of Fairness and Non-Discrimination

- The Company selects candidates based solely on the professional competencies required for the position, ensuring that employment decisions and treatment are not influenced by factors such as age, race, gender, nationality, or physical condition.

Adhering to the Principle of Mutual Selection

- For candidates who have been selected and meet the hiring criteria, the Company strictly adheres to the principles of mutual selection, equality and fairness, completing formal onboarding procedures and signing labour contracts based on mutual agreement, thereby fundamentally preventing forced labor and ensuring full respect for individual choice.

Providing Compliant Compensation and Benefits

- In accordance with the labour laws and regulations of the regions where our employees are located, we provide them with the compensation and benefits and leave they are entitled to, ensuring that everyone who joins Keep receives compliant compensation and benefits.

Primary Indicator	Secondary Indicator	Unit	2025
Total number of employees		Person	683
By gender	Female	Person	384
	Male	Person	299
By age group	30 and below	Person	252
	Over 30	Person	431
By geographical region	China (including Hong Kong, Macao and Taiwan)	Person	683
	Other countries and regions	Person	0
By employment type	Full-time employees	Person	645
	Other employees	Person	38
Total employee turnover rate [16]		%	12.16
By gender	Female	%	10.41
	Male	%	14.01
By age group	30 and below	%	12.85
	Over 30	%	11.81
By geographical region	China (including Hong Kong, Macao and Taiwan)	%	12.16
	Other countries and regions	%	0

Employee Employment Statistics in 2025

16 Employee turnover rate formula: number of full-time employees who voluntarily resigned during the reporting period / (number of full-time employees at the end of the reporting period + number of full-time employees who left the Company during the reporting period).

Employee Compensation and Performance Management

The Company has established a sound remuneration system that aligns with its corporate strategy and operational development, implementing market-competitive employee compensation in its operating locations, and carrying out equity incentive programs and performance appraisals to effectively motivate employee value contribution, fully stimulate the intrinsic drive for the Company's sustained development, and substantively support business growth and advancement.

Compensation Management

In accordance with the *Remuneration and Benefits Management System*（《薪酬福利管理制度》）, Keep establishes a differentiated remuneration structure based on various job roles and industry characteristics to provide employees with total compensation that is both market-competitive and internally equitable. The Company dynamically optimizes its remuneration strategy through regular market salary surveys, ensuring that employee compensation levels remain at the forefront of the industry and fully reflect the value and contributions of our staff. Concurrently, to retain and incentivize key talent, we implement equity incentive programs for high-performing, high-potential core employees to stimulate their enthusiasm for work, share in the developmental achievements, and foster long-term motivation.

Performance Appraisal

To effectively implement its corporate strategy, Keep continuously optimizes its performance management mechanism. At the system level, we revised the *Performance Management System*（《绩效管理制度》）during the reporting period, refining performance grades and further clarifying performance standards. At the process level, starting from 2025, the Company conducts a systematic employee performance evaluation at the end of each year, directly linking appraisal results to promotions, bonus distribution, and salary adjustments. We employ a standardized appraisal process of "employee self-assessment – supervisor evaluation – mutual confirmation – target adjustment" and adapt evaluation metrics according to job characteristics. Following the appraisal, the Company provides employees with a one-on-one performance feedback communication channel to ensure the process is transparent and fair, thereby safeguarding the continuous improvement of organizational effectiveness.

Keep's Performance Appraisal Process



Employees conduct a self-appraisal of their annual performance results based on their individual circumstances.

The supervising manager appraises the employee's annual performance results.

Based on the self-appraisal and performance results, the employee and the direct supervisor jointly review and confirm the appraisal outcome, supplementing any missing information where necessary.

Future goals are formulated and adjusted based on the results of the performance appraisal, incorporating feedback from both the employee and the manager.

Employee Communication

Keep has systematically constructed an employee feedback mechanism to ensure smooth communication and organizational health. We have established diverse and regular communication channels for employees and strengthened the management listening mechanism to continuously gather employee feedback and concerns to enhance employee satisfaction. In 2025, the Company held a face-to-face communication session with the CEO, sent out a CEO all-staff letter, and introduced a new anonymous feedback channel called "Direct Voice" to enhance two-way communication between the CEO, the senior management team, and employees.

Furthermore, the Company commissions an independent third-party institution annually to conduct an anonymous organizational capability survey, which extensively solicits employee opinions on dimensions such as strategic capability, organizational capacity, and employee engagement. The results of these surveys provide an important basis for the Company's strategic refinement and management optimization.

Keep's Management Communication Mechanism

Management Communication Mechanism

CEO and Senior Management Team

Annual Events: Through company-wide events such as 520 KIPPIES DAY and a celebration marking the second anniversary of Keep's listing and the achievement of its first-half profit target, the Company creates opportunities for direct interaction between employees and senior management, helping to communicate corporate culture and build alignment across the workforce.

CEO All-Hands Letters: During the reporting period, the Company issued two CEO letters to all employees to mark the 10th anniversary of Keep's founding. These letters reviewed the Company's achievements over the past decade and outlined plans for the next ten years, thereby enhancing strategic transparency between senior management and employees.

"Direct Voice" Anonymous Channel: The Company has established an anonymous channel through which employees can provide direct feedback to the senior management team, ensuring that employee suggestions and opinions are effectively communicated to senior leadership.

General Management Level

Daily Work: The Company encourages employees to have regular one-on-one communication with their supervising managers, and employees can provide feedback or make suggestions directly to their managers via Feishu, email, or in-person meetings.

Targeted Surveys: The Company conducts an annual organisational capability survey, inviting employees to anonymously evaluate their supervising managers. This provides managers with comprehensive and objective feedback, helping them to enhance their work performance and management skills.



Poster for the "Direct Voice" Anonymous Feedback Channel

Case: Celebration for Keep's Second Listing Anniversary and Achievement of First-Half Profitability Targets

To foster direct communication between the CEO and employees, build consensus, and share achievements, Keep held a special celebration to mark its second listing anniversary and the attainment of its first-half profitability goals. This event, serving as a significant occasion for cultural transmission, strategic alignment, and team motivation, comprised three core segments: the "KipNess Free Challenge", "Face-to-Face with Mr. Wang", and the "Victory Celebration Tea Break".

- KipNess Free Challenge: through three challenges—the plank endurance race, push-up speed race, and burpee limit race—employees were encouraged to draw strength from the spirit of sport and push their limits through self-challenge.
- Face-to-Face with Mr. Wang: the CEO engaged in a direct dialogue with employees, summarizing the Company's decade of achievements and outlining the strategic vision for the new phase. He clarified that in the next ten years, Keep will focus on data, algorithms, and large AI models as its core competencies, developing in a healthy and rapid manner around the two core logics of workout science and workout aesthetics.
- Victory Celebration Tea Break: exquisite refreshments and beverages were provided to reward employees for their hard work and dedication, creating a venue for cross-departmental communication and celebration to build momentum for future collaboration.



"Face-to-Face with Mr. Wang" Event

The Company maintains a "zero-tolerance" policy towards any form of workplace discrimination and harassment, explicitly defining such behavior as a serious disciplinary offence in the *Employee Manual*（《员工手册》）. The Company has established comprehensive grievance and reporting mechanisms, allowing employees to report incidents of misconduct, either by name or anonymously, to the Human Resources Department and the Risk Control Department via a dedicated email address and telephone line. Upon receiving a report, the Human Resources Department and the Risk Control Department will promptly conduct an independent and impartial investigation and verification of the matter and handle it in accordance with company policy, thereby effectively safeguarding the legitimate rights and interests of every employee and defending a healthy, equal, and respectful workplace environment.



Employee Benefits

The Company is committed to building a diverse employee welfare and security system. On the basis of complying with the laws and regulations of its operating locations strictly and making full contributions to social insurance and the housing provident fund for all employees, we provide a more extensive range of employee benefits across multiple dimensions, including basic security, financial subsidies, and health support, to enhance employees' sense of belonging and well-being.

Keep's Standard Employee Benefits

Financial Subsidies

The Company provides a diverse range of welfare subsidies, including transportation allowances, meal allowances, paid annual leave, paid sick leave, marriage bonuses, maternity bonuses, post-probation shopping vouchers, and birthday welfare vouchers.

Health and Wellness

- The Company purchases supplementary medical insurance for its employees and provides a channel for them to purchase additional supplementary medical and commercial insurance for their spouses, children, and parents at preferential rates.
- The Company has added new categories to its medical examination plans, refining the schemes for employees based on the high-incidence diseases and key health concerns relevant to different employee groups.
- The Company also offers professional services such as on-site doctor consultations and both online and offline mental health counselling, comprehensively safeguarding the health of employees and their families and effectively reducing their medical burdens.

The Company advocates a healthy and sustainable way of working, supporting employees in achieving a balance between professional development and personal life. We have established 24-hour fitness centers at our workplace locations, allowing employees to exercise at their convenience. In 2025, leveraging the Keep App platform, the Company created an exclusive sports community for all employees called the "Kippies Club", which hosted a total of 8 sports activities throughout the year, including the 520 Team Warm-up Challenge, the 10th Anniversary Challenge, the International Women's Day "Her Power" event, and a 21-day consecutive workout challenge, all designed to enrich employees' leisure time. Additionally, we distributed specially designed Mid-Autumn Festival gift boxes to all staff, containing a range of practical and high-quality sports gear such as a custom canvas bag, a waterproof backpack, a packable bucket hat, a lightweight running belt, and a quick-dry cooling towel, conveying festive greetings while encouraging everyone to embrace an active and healthy lifestyle.

Case: Keep's 10th Anniversary Event

To celebrate Keep's 10th anniversary, the Company planned and launched a 10th Anniversary Challenge and a "Story of Ten Years' Light" cultural exhibition in February 2025. The challenge featured three 10-km sports events: "A Decade of Walking", "A Decade of Running", and "A Decade of Wheeling". Employees could choose one of these three activities and complete a cumulative distance of 10 km within the specified time to finish the race and receive corresponding rewards. Concurrently, the Company set up the "Story of Ten Years' Light" themed exhibition within the workplace, presenting Keep's ten-year journey through six major sections displayed in different areas of the office. This 10th-anniversary event, through a combination of a sports challenge and a cultural exhibition, provided employees with an immersive experience of the Company's progress and spirit over the decade, deepening their understanding of and identification with the corporate culture.



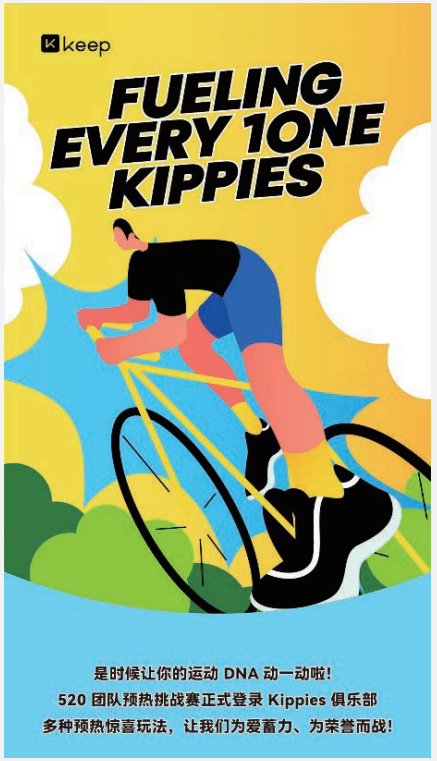
Poster for Keep's 10th Anniversary Challenge



Keep's 10th Anniversary Exhibition

Case: 520 Kippies Day Sports & Music Festival

In 2025, we comprehensively upgraded "520 Kippies Day". In the lead-up to the event, we launched the 520 Team Warm-up Challenge through the "Kippies Club", encouraging employees to complete a 5.20-km walking, running, or cycling task in teams, stimulating cross-departmental collaboration and community interaction through check-ins, sharing, and points competition. On 20 May, the Company enhanced the experience by creating the "520 Sports & Music Festival", which integrated sports, music, and celebration, featuring fun competitions such as a high-energy tug-of-war and a "team version" 5.20km run. For the first time, we introduced the "Music Extravaganza Show" and "Voice of the User" segments, providing a stage for employees to showcase their musical talents and inviting users to share their stories with Keep. The entire "520 Kippies Day" series of activities, extending from online challenges to an offline festival, used sports and music as a bond to deepen teamwork and foster internal cohesion and cultural identity.



Poster for the 520 Team Warm-up Challenge



The 520 Sports & Music Festival



The "Team Version" 5.20km Run

The Company values the employee rights and benefits of female employees, providing maternity and nursing leave in accordance with the law, and has established nursing rooms to offer convenience for breastfeeding employees. On Women's Day in 2025, we hosted a knowledge-sharing session and a "caring market" under the theme "Practice Her Power", while also launching a themed online challenge. These diverse cultural activities were aimed at thanking female employees for their outstanding contributions in the workplace and inspiring every woman to find her own balance and brilliance between her career and personal life.



Case: "Her Power" Series of Activities

During International Women's Day in 2025, Keep launched the " Her Power" 2025 Girls' Day Online Endurance Challenge. This event featured three types of exclusive 38-minute endurance challenges: Tranquility (yoga and meditation), Explosion (fat-burning combat), and Coordination (rhythmic workouts), creating a customized arena of energy for Keep's female employees in the spirit of sport. Female employees who registered and completed any one of the challenges received rewards such as a "38° Hot Practice" virtual badge and beauty products. Additionally, we organized a K Sharing session themed "Her Power: Stepping into the Strength Zone and Rewriting the Body Narrative". During this session, professional trainers systematically explained the multifaceted benefits of strength training for women, focusing on how to design scientific training plans to make exercise more efficient and safer. Through these activities, we aimed to encourage our female employees to unleash their vitality and focus on their physical and mental balance.



Poster for the " Her Power" 2025 Girls' Day Online Endurance Challenge



Poster for the "Her Power" Internal K Sharing Session



In 2025, Keep received multiple accolades for its Employer Brand development, winning both Liepin's "2025 Client Success Award"（2025客户成功奖）and Maimai's "2025 Favored Employer of the Year "（2025年度职得去雇主）. These awards signify that the Company's sustained investment in talent attraction, development, and retention has yielded remarkable results and garnered positive feedback from both employees and the market.



Liepin's "2025 Client Success Award"



Maimai's "2025 Favored Employer of the Year" Award

Empowering Employee Career Development

Keep places talent pipeline development at the core of its organizational growth, establishing a systematic talent cultivation and promotion mechanism that provides employees with continuous learning resources and clear advancement pathways through diverse training programs and well-defined career tracks, thereby helping them achieve long-term professional goals and building a versatile and highly collaborative workforce.

Talent Promotion

The Company has formulated and refined its employee promotion management systems and measures to ensure fairness and credibility, fully rewarding employees for their contributions and efforts. A centralized promotion review is organized annually, allowing eligible employees to participate through a unified internal promotion platform. To guarantee the objectivity and impartiality of the evaluations, the Company establishes promotion review committees for different professional functions, which comprehensively assess candidates based on multiple dimensions including years of service, performance, professional capabilities, general competencies, and development potential. The final list of promotions is submitted to the Company's management for approval before officially taking effect.

Career Development and Training

Keep firmly believes that employee growth is a key driver of organizational progress and has accordingly constructed an employee training system that is deeply integrated with the Company's strategy and individual development. Based on employee levels, job functions, and career paths, we offer training programs such as new employee orientation, management training, business-line specific training, and internal sharing sessions to continuously broaden our team's professional horizons. Concurrently, by building online learning platforms and tools and fostering cross-departmental communication, the Company actively cultivates an open and progressive learning ecosystem, comprehensively empowering employee growth and career development and injecting sustained momentum into the symbiotic growth of individuals and the organization.

Keep's Employee Training System

New Employee Training

- The Company provides new employees with a blended learning model combining an "online self-study platform + offline Newcomer Journey", enabling them to quickly understand the Company's profile, evolution, cultural stories, management principles, and business segments.
- For campus recruits, we have designed a "general education + professional empowerment" development path to facilitate their smooth transition from campus to the workplace and support their rapid growth.

Business Line Training

- Each business line organises online or offline departmental learning programmes based on its specific functions and business characteristics, with content covering compliance requirements, cutting-edge industry trends, and internal best practices to continuously enhance the team's professional capabilities and business perspective.

Management Level Training

The Company provides tiered leadership training programmes for its management personnel:

- Junior Managers: Focusing on fundamental management skills training, these courses help junior managers systematically translate management awareness into improved key managerial behaviours.
- Middle and Senior Managers: Through the KBA programme, strategic and organisational capabilities are enhanced from the dual perspectives of business leadership and organisational leadership.
- Executive Team: Professional executive team coaches are engaged to continuously refine their team leadership capabilities.

General Learning Platform

- Through the "Sanjieke" online learning platform, we provide over 7,000 professional courses across various fields, including AIGC, data analytics, and technology development, with a total duration exceeding 30,000 hours, meeting the learning needs of employees at all stages of their careers.
- A K Sharing best practice platform has been established, inviting outstanding employees to share internal business experience, external best practices, and the in-depth thinking and industry insights behind them, thereby promoting the accumulation of experience and inspiring collective wisdom.

In 2025, Keep established an employee AI capability development system aimed at empowering all staff to embrace the artificial intelligence revolution. In terms of training programs, the Company launched the *KBA course AI Business Innovation and Capability Building*（《AI商业创新与能力建设》）for middle and senior managers, encouraged all business lines to introduce AI-related courses tailored to their specific operations, and organized numerous K Sharing sessions on best practices focusing on topics such as large model applications and AI image generation. At the same time, we have set up specialized courses on our online learning platform covering AIGC applications and AI large model intelligent marketing applications. We have also developed two AI Agent tools: AI Coach, an AI leadership coach, provides managers with personalized leadership coaching and action plans through practical application scenarios to solve management challenges; the AI Learning Application Assistant offers all employees a systematic repository of AI transformation learning resources and cutting-edge information, facilitating the application of AI skills in daily work to enhance employee efficiency and quality.

In 2025, the Company received Sanjieke's "2025 Corporate Learning Pioneer Award – Creative Digital Learning Operations Award"（2025企业学习先锋奖 - 数字化学习运营创意奖）for its diverse operations on the online learning platform, signifying that our practices in empowering employee development through digital learning have achieved significant success.



Sanjieke's "2025 Corporate Learning Pioneer Award – Creative Digital Learning Operations Award"



Employee Training-Related Indicator		Unit	2025
Total number of employees trained		Person	670
Average training hours per employee		Hour	48
Percentage of employees trained by gender	Male	%	98
	Female	%	98
Average training hours by gender	Male	Hour	48
	Female	Hour	48
Percentage of employees trained by employee category	Management level [17]	%	80
	Non-management level	%	100
Average training hours by employee category	Management level	Hour	45
	Non-management level	Hour	48

Employee Training-Related Indicators

[17] Management level employees refer to the core senior management team and the core management group, while non-management employees refer to full-time employees other than the core senior management team and the core management group.

Caring for Employee Health and Safety

Occupational Health and Safety Management System

Keep has always prioritized the occupational health and safety of its employees, strictly adhering to laws and regulations such as the *Law of the People's Republic of China on the Prevention* and *Control of Occupational Diseases*（《中华人民共和国职业病防治法》）, the *Regulations on the Administration of Sanitation in Public Places*（《公共场所卫生管理条例》）, the *Regulation on Work-Related Injury Insurance*（《工伤保险条例》）, and the *Measures for the Supervision and Administration of Employer's Occupational Health Surveillance*（《用人单位职业健康监护监督管理办法》）, while continuously optimizing its occupational health and safety management system. To clarify the duties and authorities of relevant departments in managing occupational health and safety and to ensure comprehensive implementation, Keep has established a dedicated safety management committee and has formulated a series of robust occupational health and safety management policies, including the *Workplace Safety Responsibility System*（《安全生产责任制度》）, *Workplace Safety Inspection System*（《安全生产检查制度》）, *Emergency Handling Procedures*（《突发事件处理规程》）, and *Workplace Safety Rewards and Punishment System*（《安全生产奖惩制度》）, all designed to safeguard the physical and mental well-being of employees and ensure a safe working environment.

2025

Number of workdays lost due to work-related injuries during the reporting period

0 Day

Number of work-related injury incidents during the reporting period

0 Case

Number of work-related fatalities in the past three years

0 Person



Occupational Health and Safety Management Measures

Keep has always placed great importance on the safety management of its office environment. To ensure the timely detection and rectification of safety hazards and hygiene issues, the Company conducts inspection rounds every two hours during workdays at all its workplaces nationwide to guarantee that the office environment meets safety and hygiene standards. All of the Company's workplaces are equipped with public first-aid kits and automated external defibrillators (AEDs); AED equipment is inspected every six months, and the supplies in first-aid kits are checked weekly. In terms of fire safety, Keep provides fire-fighting equipment for all workplaces and implements monthly inspections of fire extinguishers. For workplaces located on higher floors, the Company has equipped them with smoke masks.

Keep is also dedicated to protecting the occupational health of its employees. The Company has purchased additional commercial insurance and supplementary medical insurance for its staff, and has further refined its health check-up plans beyond the standard annual examinations to help employees identify potential health risks. Regarding mental well-being, the Company has expanded the coverage of its mental health counselling services, inviting senior general practitioners and psychological counsellors to provide on-site guidance services every month. They assist employees by interpreting medical reports, offering advice on medication for family members, and addressing issues related to managing emotional stress and handling family relationships, thereby safeguarding the physical and mental health and vitality of our employees.

Fostering a Culture of Occupational Health and Safety

The Company has formulated emergency response plans tailored to the specific conditions of each workplace and regularly organizes emergency drills to enhance employees' self-protection and teamwork capabilities in urgent situations. Furthermore, employees and building service personnel (including security and cleaning staff) periodically receive safety training organized by the Company to improve their ability to handle emergencies. In addition to offline safety training, the Company consistently disseminates safety knowledge through its internal subscription channels, strengthening the corporate safety culture and raising employees' safety awareness.



Strengthening Long-Term Governance and Building a Solid Foundation



Material sustainability issues covered

- Corporate Governance
- Business Ethics
- Data Security & Privacy

Keep has always regarded standardized and transparent corporate governance as a crucial cornerstone of sustainable development. The Company has established a comprehensive governance structure, continuously strengthening compliance management and risk prevention and control, and implementing business ethics and integrity principles throughout its entire operations. Simultaneously, it consistently strengthens the information security and privacy protection system, creating a secure and trustworthy operating environment that provides a solid guarantee for the Company's long-term steady growth.

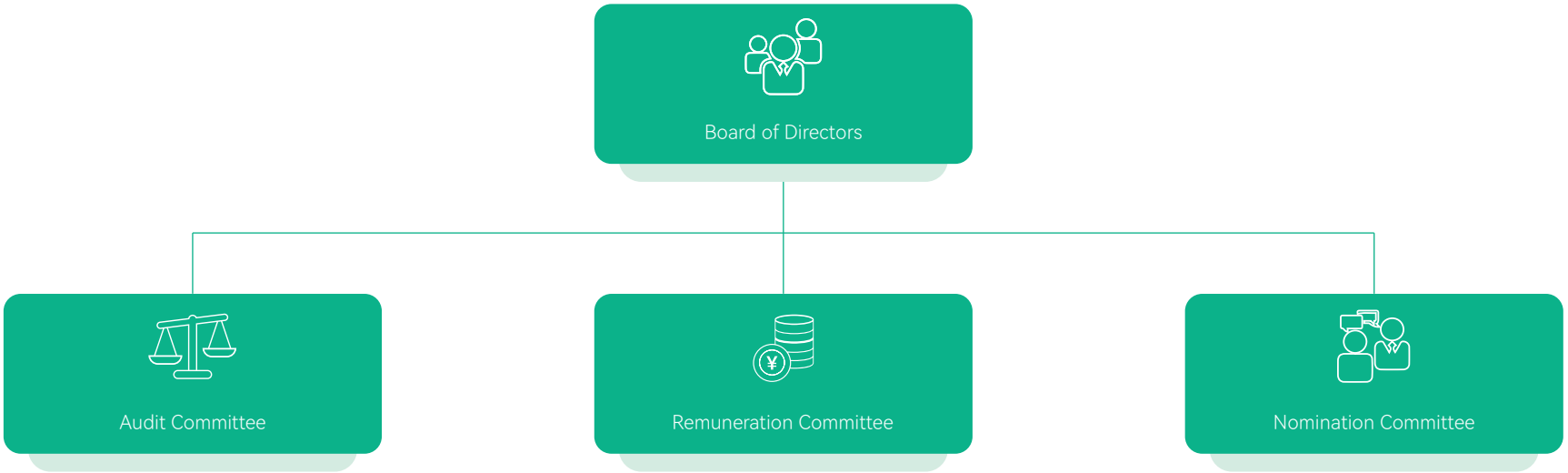


Corporate Governance Structure

Keep strictly complies with the *Company Law of the People's Republic of China*（《中华人民共和国公司法》）, the *Securities Law of the People's Republic of China*（《中华人民共和国证券法》）, the *Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited*（《香港联合交易所有限公司证券上市规则》）, and other relevant laws, regulations, and regulatory requirements, establishing a robust corporate governance system and standardized policies, continuously optimizing its governance structure, and strengthening the foundation for steady operations.

The Company's Board of Directors has established three specialized committees: the Audit Committee, the Remuneration Committee, and the Nomination Committee. Each committee operates independently according to its respective terms of reference, assisting the Board of Directors in fulfilling its supervisory and decision-making functions. These committees consistently leverage their professional expertise and perform their duties with diligence and dedication, providing support for the Company's steady operations and long-term development. For detailed information on the Company's corporate governance practices in 2025, please refer to the "Corporate Governance Report" section of Keep's 2025 Annual Report.

Corporate Governance Structure



Keep continuously enhances its Board governance structure, striving to build a Board system that is diverse, independent, and professional, thereby consistently improving its corporate governance standards and laying a solid foundation for sustainable development. During the director selection process, the Company comprehensively considers multiple factors, including gender, age, cultural background, educational background, and professional experience. Directors are elected based on the principles of fairness and impartiality, ensuring that Board members possess diverse perspectives and the competencies to perform their duties, which provides effective support for the Company's informed decision-making and risk response.

As of the end of the reporting period, Keep's Board of Directors comprised 6 directors, including 3 independent non-executive directors, one of whom is female. The Board members exhibit a high degree of diversity in their professional backgrounds and industry experience, with expertise spanning fields such as computer science, information technology, mechatronic engineering, business administration, and accounting. This provides professional support for the Company's strategic decision-making and governance practices.

Adhering to Business Ethics

Keep strictly abides by the *Anti-Monopoly Law of the People's Republic of China*（《中华人民共和国反垄断法》）, the *Anti-Unfair Competition Law of the People's Republic of China*（《中华人民共和国反不正当竞争法》）, the *Interim Provisions on Banning Commercial Bribery*（《关于禁止商业贿赂行为的暂行规定》）, the *Anti-Money Laundering Law of the People's Republic of China*（《中华人民共和国反洗钱法》）, and other relevant laws and regulations, continuously improving its business ethics management system to foster a fair, just, and honest business environment, and resolutely preventing and eliminating all forms of bribery and corruption.

Code of Business Ethics

Keep has formulated and strictly implements the *Anti-Corruption System*（《反腐败制度》）, the *Conflicts of Interest Management System*（《利益冲突管理制度》）, the *Employee Manual*（《员工手册》）, the *Integrity and Self-Discipline Manual*（《廉洁自律手册》）, the *Trade Secret Management System*（《商业秘密管理制度》）, and other business ethics management policies, which define the fundamental codes of conduct that employees must follow and clearly stipulate the procedures for the prevention, investigation, and handling of corruption risks. In 2025, the Company updated its *Employee Manual*（《员工手册》）to further refine the guidelines for daily conduct. All policy documents are publicly available on the internal office portal, ensuring that all employees can access them at any time, which guarantees the standardization and practicality of their implementation.

The Company's Risk Control Department is responsible for the overall coordination of business ethics-related work, including policy formulation, risk auditing, whistleblowing handling and investigation, and promoting and training on integrity culture. Risk Control Department collaborates with business units and relevant functional departments to form a "Three Lines of Defense"（三道防线）mechanism with clear responsibilities, continuously enhancing the effectiveness of the anti-corruption management system.

The "Three Lines of Defense" for Risk Management

First Line of Defense

Business Departments

Assume primary responsibility for business risk management, responsible for identifying, controlling, and managing risks throughout the pre-event, during-event, and post-event stages.

Second Line of Defense

Relevant Functional Departments

Conduct business reviews and provide risk alerts from their respective professional functional perspectives, offering professional support and supervision for business risks.

Third Line of Defense

Risk Control Department

Identify potential risks through independent audits and monitoring, enhance internal control mechanisms, and prevent risk incidents.

Business Ethics Management Initiatives

To effectively mitigate business ethics risks, the Company regularly conducts risk scans across all business departments, employees, and business partners to identify potential risk points and non-compliant behavior. In this process, the Company further selects high-risk business partners for business ethics audits to promptly detect and rectify improper conduct, thereby ensuring the steady operation of the business.

The Company attaches great importance to internal integrity management, having formulated and strictly implemented the *Conflicts of Interest Management System*（《利益冲突管理制度》）, while normalizing company-wide conflict of interest declarations. In 2025, all employees completed their conflict of interest declarations and signed the *Statement of Commitment to Integrity and Self-Discipline*（《廉洁自律承诺书》）, which helps the Company systematically identify and prevent potential risks of improper benefit transfer and continuously strengthens the foundation of integrity and compliance.

In managing external collaborations, the Company actively works with its partners to build an ethical and standardized business environment, integrating integrity and compliance requirements into the entire process of day-to-day management. The Company uniformly attaches the *Anti-Commercial Bribery Agreement*（《反商业贿赂协议》）to contracts signed with suppliers, explicitly prohibiting conflicts of interest, commercial bribery, and other such behaviors, and provides whistleblowing channels to its partners. At the same time, the Company requires new suppliers to sign the *Statement on On-site Supplier Audit Integrity*（《供应商现场审核诚信声明》）during the on-site admission audit stage. This helps them fully understand and comply with the Company's *Anti-Corruption System*（《反腐败制度》）and other related requirements from the outset of the partnership, jointly upholding business ethics standards throughout the collaboration. For suppliers found to have engaged in serious violations of integrity requirements, such as corruption, the Company will blacklist them and terminate the collaboration.

Business Ethics Whistleblowing Mechanism

Keep maintains a zero-tolerance stance towards misconduct such as bribery, extortion, and fraud. The Company has established a whistleblowing management mechanism that covers both internal employees and external partners, offering multiple reporting channels including telephone, email, post, and online communication platforms. These channels are disclosed through the employee manual, the supplier platform, and the corporate website to ensure that reporting routes are accessible and unobstructed.

Whistleblowing reports are independently received, investigated, and handled by the supervision team of the Risk Control Department, which reports directly to the Audit Committee on a regular basis to ensure the independence and objectivity of the handling process. The Company encourages real-name reporting and strictly protects the confidentiality of whistleblower information, strictly prohibiting any form of retaliation. For violations confirmed through investigation, the Company will take disciplinary action, including warnings and dismissal, in accordance with relevant policies. Cases suspected of criminal offences will be referred to judicial authorities for legal action.



In 2025, there were no significant violations involving corruption or fraud reported against the Company or its employees.

Fostering a Culture of Integrity

Keep continuously promotes the development of a culture of integrity by conducting business ethics training and awareness activities. These initiatives guide directors, senior management, employees, as well as suppliers and partners, to deeply understand and consciously practice the Company's principles of integrity, thereby fostering a corporate cultural atmosphere of honesty and uprightness. In 2025, we employed various training methods to ensure full coverage and effectiveness.

The Company communicates anti-fraud policy requirements to Directors and members of the Audit Committee through regular reports and internal Audit Committee meetings, ensuring that the governance layer maintains full awareness of and prioritizes integrity standards. To ensure employees understand and comply with business ethics management regulations, The Company requires all new hires to sign the *Employee Manual*（《员工手册》）, the *Confirmation Letter of Company Regulatory Framework*（《公司规章制度确认函》）, and the *Statement of Commitment to Integrity and Self-Discipline*（《廉洁自律承诺书》）. Through ongoing integrity and compliance training and cultural promotion activities, integrity requirements are integrated into the daily code of conduct for employees.

In 2025,

Conducted **3** business ethics training sessions for Directors, with **6** Directors participating, achieving a **100**% coverage rate.

Conducted **3** business ethics training sessions for employees, with over **600** participants, achieving a **100**% coverage rate.

Achieved a **100**% signing rate among employees for the *Statement of Commitment to Integrity and Self-Discipline*（《廉洁自律承诺书》）.

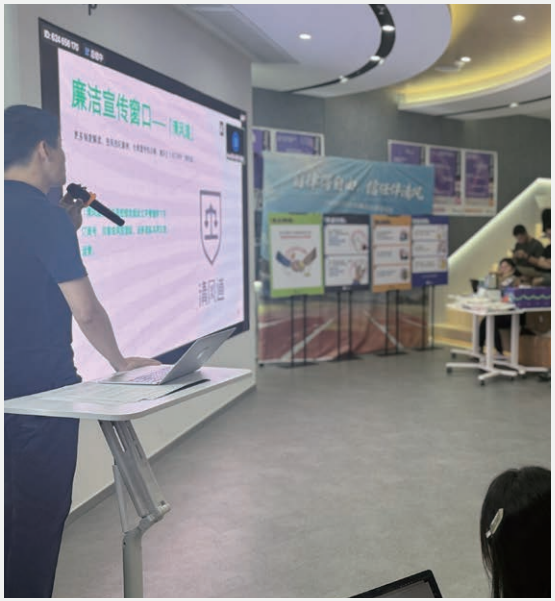


Integrity and Compliance Training

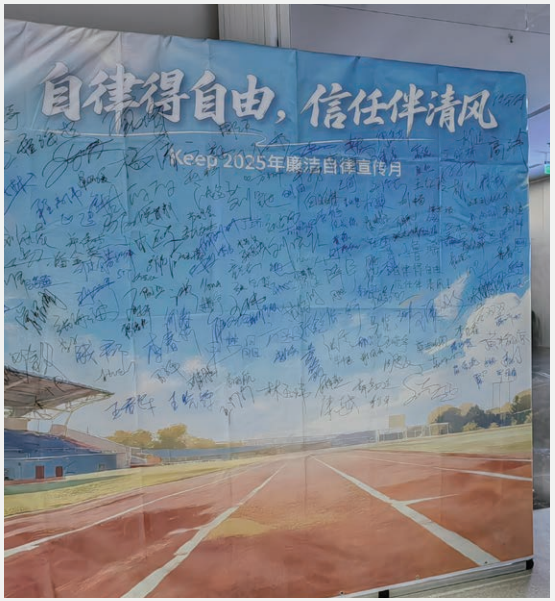
In 2025, The Company organized new employee induction training themed around business ethics and anti-fraud and held a series of "Integrity and Discipline Promotion Month" activities covering all employees. These initiatives aimed to strengthen the risk prevention and compliance capabilities of all staff, further consolidating the achievements in building a culture of integrity.

Case: Keep's "Integrity and Discipline Promotion Month" Campaign

In 2025, Keep conducted an "Integrity and Discipline Promotion Month" campaign for all staff, including full-time employees and interns. Themed "Self-Discipline Brings Freedom; Trust Brings Integrity", the campaign adopted an engaging interactive format of "task-based card collection and prize draws". In-person training sessions were held in Beijing, Hangzhou, and Shenzhen, complemented by a mandatory online integrity and discipline examination, in which 100% of all employees participated. At the conclusion of the event, employees actively signed a commitment wall to demonstrate their dedication to integrity and self-discipline.



The "Integrity and Discipline Promotion Month" Training Session



The Integrity and Discipline Commitment Signing Wall

Promotion of Integrity Culture

The Company utilizes its internal subscription account, "Way of Integrity"（清风道）, to periodically share content related to integrity and compliance with all employees, advocating for values of honesty and self-discipline. In 2025, The Company continued to strengthen the promotion of "Keep's 4 Red Lines of Integrity"（廉正4条红线）, focusing on four types of misconduct: conflicts of interest, misappropriation of assets, commercial bribery, and falsification, thereby clarifying disciplinary boundaries and reinforcing restrictions on employee conduct.



Promotional Poster for "Keep's 4 Red Lines of Integrity"

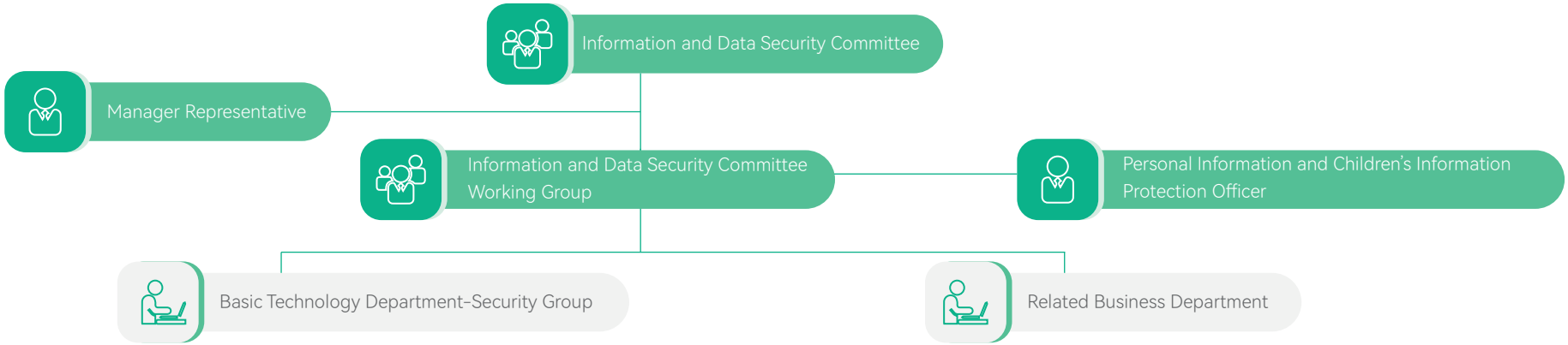
Protecting Information Security and Privacy

Keep regards information security and personal privacy protection as a crucial foundation for fulfilling its corporate responsibilities and ensuring long-term steady operations. The Company strictly complies with relevant legal requirements, including the *Cybersecurity Law of the People's Republic of China*（《中华人民共和国网络安全法》）, the *Personal Information Protection Law of the People's Republic of China*（《中华人民共和国个人信息保护法》）, and the *Measures for the Determination of the Collection and Use of Personal Information by Apps in Violation of Laws and Regulations*（《App违法违规收集使用个人信息行为认定方法》）. It continuously advances the development of its information security and privacy protection systems and strengthens its technical and managerial measures, dedicating itself to building a secure and trustworthy digital environment to provide solid protection for users' data security and privacy rights.

Information and Data Security Management System

Keep has established an Information and Data Security Management Committee, which is led by the Chairman of the Board of Directors and Chief Executive Officer, to centrally lead and coordinate all work related to information security and privacy protection. A working group under the committee is responsible for the specific implementation of the committee's guidelines and decisions. The Company has also appointed a Personal Information and Children's Information Protection Officer, who is specifically responsible for executing and supervising protection measures for personal and minors' information. A collaborative mechanism has been established between the Company's Security Department and relevant business and functional departments to jointly promote the implementation of information security and privacy protection requirements across all business segments, ensuring the long-term secure operation of each business unit.

Keep s Information and Data Security Management Structure



The Company regularly assesses the applicability and effectiveness of its information security and privacy protection policies. Taking into account changes in laws and regulations in its operating locations and product feature iterations, it promptly revises and improves the relevant systems. We have formulated and implemented policy documents such as the *Privacy Policy*（《隐私政策》）[18], the *Minor User Agreement*（《未成年用户协议》）[19], the *Juvenile Protection Agreement and Instructions for Guardians*（《青少年守护协议及监护人须知》）, the *Children Personal Information Protection Policy and Instructions for Guardians*（《儿童个人信息保护政策及监护人须知》）[20], the *General Principles for Data Security Management System*（《数据安全管理制度总纲》）, and the *Data Use Specifications*（《数据使用规范》）to systematically regulate the protection of personal information, the protection of minors' information, and data usage practices.

18 *Privacy Policy*: https://m.gotokeep.com/fd-page/document/show?param=privacy

19 *Minor User Agreement*: https://show.gotokeep.com/minors

20 *Children Personal Information Protection Policy and Instructions for Guardians*: https://show.gotokeep.com/children

In 2025, Keep's system passed the Multi-Level Protection Scheme (MLPS) Level 3 re-evaluation, while the official website and enterprise systems newly achieved MLPS Level 2 certification. Concurrently, the Company passed the annual audit for the ISO 27001 Information Security Management System and completed the certification for the new version of the ISO 27701 Privacy Information Management System. These management systems provide 100% coverage of key business segments, including Keep's software development, system operation and maintenance, and the design, manufacturing, management, and sales of smart hardware.


DNV

MANAGEMENT SYSTEM CERTIFICATE

This is to certify that the management system of
Beijing Calorie Information Technology Co., Ltd.
Commercial Building, No. 9 Wangjing Street, Chaoyang District, Beijing, P.R. China
and the sites as mentioned in the appendix accompanying this certificate

has been found to conform to the Information Security Management System standard:
ISO/IEC 27001:2022

This certificate is valid for the following scope:
The Information Security Management System Covers Keep Software Development and Maintenance, Keep Intelligent Hardware (SPINNING) Design, Manufacturing Management and Sales. This is in Accordance with the Statement of Applicability Version 2.0

DNV

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ISO 27001 Information Security Management System Certification


DNV

MANAGEMENT SYSTEM CERTIFICATE

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Beijing Calorie Information Technology Co., Ltd.
Commercial Building, No. 9 Wangjing Street, Chaoyang District, Beijing, P.R. China
and the sites as mentioned in the appendix accompanying this certificate

has been found to conform to the Privacy Information Management System standard:
ISO/IEC 27701:2019

This certificate is valid for the following scope:
The Privacy Information Management System Covers Keep Software Development and Maintenance, Keep Intelligent Hardware (SPINNING) Design and Sales. The Management Role is PII Controller. This is in Accordance with the Statement of Applicability Version 2.0

This certificate depends on the validity of the ISO/IEC 27001 certificate number: 569366-2022-AIS-RGC-UKAS

ISO 27701 Privacy Information Management System Certification

In accordance with the *Provisions on the Administration of Algorithm-generated Recommendations for Internet Information Services*（《互联网信息服务算法推荐管理规定》） and the *Provisions on the Administration of Deep Synthesis of Internet Information Services*（《互联网信息服务深度合成管理规定》）, jointly issued by regulatory authorities such as the Cyberspace Administration of China, Keep had completed the filing of two algorithms as of the end of the reporting period: (1) Personalized Push Notification Algorithm: Keep Media Information Recommendation Algorithm, File No. 11010574880700224001 5; and (2) Generative Synthesis Algorithm: Keep Sports Assistant Algorithm, File No. 11010574880700124001 9.

As a leader in smart fitness, Keep actively participates in the development of national, industry, and group standards related to information security. In 2025, as a member of the "Digitalization Work Committee", the "Telecommunication Terminal Industry Association", and the "TC260 China Information Security Standardization Technical Committee", The Company participated in the formulation and review of data security-related standards. While continuously enhancing its own compliance management, it also contributes to the overall improvement of the industry's information security governance capabilities.

Information and Data Security Development

Protection of Personal Information

To continuously enhance its data security protection level, Keep consistently increases its investment of resources in the information security field, refines its cybersecurity technology framework, and implements data lifecycle management requirements. The Company has built a multi-layered defense system by deploying various technical measures, including web application firewalls, host security anomaly monitoring, data encryption and desensitization, network access control, and endpoint security protection. These measures comprehensively enhance its information security defense capabilities and effectively reduce risks such as data breaches.

Keep strictly adheres to relevant laws and regulations and, based on the principles of "legal and legitimate, clear purpose, choice consent, minimum necessary, controllable throughout the process, dynamic control and consistent in rights and responsibilities", continuously refines its data collection and usage rules, strengthens data security risk prevention, and diligently safeguards information security and user privacy. In 2025, The Company conducted a comprehensive inventory and encryption of its data assets to enhance protection levels.

In terms of safeguarding user rights, Keep fully respects and protects users' legal rights with respect to their personal information, including the right to inquire, update, change, export, delete, withdraw consent, and cancel their accounts. The Company clearly informs users of these rights through its public privacy policy and provides in-app portals for personal information access, inquiry, and correction. Furthermore, dedicated email channels (feedback@keep.com and privacy@keep.com) have been established to promptly address and respond to user privacy requests, ensuring their legitimate interests are protected.

Keep continuously improves its information security management system covering the entire data lifecycle, clarifying the management principles and security requirements for each stage, including the collection, transmission, storage, use, sharing, and destruction of personal information, thereby building a robust barrier for information security protection.

Data Collection	The Company clearly informs users of the scope, purpose, and relevant security measures for data collection. It standardizes the channels, standards, processes, and methods for data collection to ensure that all collection activities are lawful and compliant.
Data Transmission	The Company employs security technologies such as firewalls combined with encryption algorithms to ensure the security of networks and tools during data transmission. Concurrently, we have formulated the *Data Classification and Rating Guideline*（《数据分类分级指南》）and adopt differentiated transmission methods for data of different levels to mitigate the risk of data loss or tampering.
Data Storage	Accounting for factors such as data security level, importance, volume, and frequency of use, the Company implements domain-based and tiered storage. It ensures the security of stored data through measures like encryption technology and access controls.
Use of data	During the data use stage, the Company comprehensively considers the user's role, business needs, and timeliness requirements. Adhering to the principle of least privilege, it defines access permissions and ensures data security during access and export through identity authentication and access controls.
Data Sharing	The Company commits not to share, transfer, or disclose users' personal information to third parties without authorization, except where otherwise stipulated by laws and regulations or with the prior express consent of the user.
Data Deletion and Destruction	The Company promptly deletes personal information that users have actively cancelled or requested to be deleted. It has also established a data destruction effectiveness evaluation mechanism and conducts regular sample verifications to reduce the risk of information residue and leakage.

Information and Data Security Incident Response

To address potential data security risks, Keep has established a relatively comprehensive information security incident response mechanism. The Company has formulated the *Information Security Incident Management System*（《信息安全事件管理制度》）, the *Contingency Plan for Network Emergencies*（《网络突发事件应急预案》）, the *Contingency Plan for Data Security Incident*（《数据安全事件应急响应预案》）, and a specific *Contingency Plan for Data Leakage*（《数据泄漏应急预案》）. These documents serve to standardize the handling procedures for different types of information security incidents and enhance the overall level of emergency management.

The Company organizes information security emergency drills at least twice a year to test the effectiveness of its contingency plans and response measures, and to continuously enhance its ability to respond to and handle unforeseen data security incidents. Keep has established an SRC (Security Response Centre) and collaborates regularly with external security experts to assess system and data security risks. In the event of a potential sensitive data leak, the Company will immediately trigger its emergency response mechanism to swiftly locate the source of the problem, analyze the cause of the incident, promptly repair system vulnerabilities, and take targeted measures to prevent similar incidents from recurring.

In 2025, the Company's Security Department, in collaboration with relevant business and functional departments, conducted emergency drills for data security incidents. These drills simulated scenarios such as user data leakage and third-party breaches of confidentiality agreements to further strengthen the emergency response capabilities of all departments, enhance the professionalism of cybersecurity management, and raise data security risk prevention awareness in key positions.

In 2025,

The Company conducted **28** data leakage and security incident emergency drills.

No data security or user privacy leakage incidents occurred.

Information and Data Security Audit

Keep continuously refines its information security risk prevention and control system by regularly conducting internal and external information security audits. These audits comprehensively assess the Keep App and related application systems from multiple dimensions, including compliance, cybersecurity, data security, and business system availability and stability. Rectifications based on audit findings are promptly implemented. In 2025, the Company implemented 1 internal and 2 external information security audits, and all risks identified during the audit processes have been fully rectified and addressed.

Type	Measures	Frequency	Scope of Coverage
Internal Audit	In compliance with system requirements and national standards, specialized assessments of data security risks are conducted, involving systematic risk analysis and focused review of the implementation of internal system specifications and data security throughout the data life cycle.	1	Keep's systems (including upstream and downstream information service systems) and data
External Audit	Systematic information security audits are conducted by third-party agencies, including Multi-Level Protection Scheme (MLPS) Level 2/3 assessments, as well as ISO 27001 and ISO 27701 certification audits.	2	



Supplier Information Security Management

In accordance with the *Supplier Security Management Policy*（《供应商安全管理制度》）, Keep implements information security management for suppliers throughout the entire cooperation cycle, ensuring that information security risks are controlled at every stage, from onboarding and collaboration to service termination.

Supplier Admission: We assess suppliers using the *Supplier Information Security Audit Form*（《供应商信息安全审核表》）, focusing on whether they have obtained relevant management system certifications such as ISO 27001 and ISO 27701, and on the completeness and effectiveness of their information security management framework and institutional measures. A comprehensive score is given based on this assessment to ensure they meet the Company's information security compliance requirements.

Before Service: We require suppliers to sign binding agreements such as *Data Processing Agreements*（《数据处理协议》）and *Non-Disclosure Agreements*（《保密协议》）, which clearly define the rights and obligations of both parties regarding data processing, use, and protection.

During Service: We strictly control supplier account permissions and network access, and regularly assess their information security risks.

Service Termination: Upon termination of a supplier's service, we promptly terminate all related third-party personnel accounts and access rights to comprehensively protect the Company's and users' data security.

Information Security Training and Awareness

Keep continuously improves its *Data Security Training Management System*（《数据安全培训管理制度》）by building a tiered and tailored information security training framework. This system provides targeted training for employees across different roles, functions, and experience levels, promoting the comprehensive implementation of information security and privacy protection requirements throughout the Company.

Keep's Information Security Training System

New Employee Orientation Training

We provide foundational information security training during induction to clarify the Company's core requirements and code of conduct regarding data security and privacy protection, helping them establish a compliance mindset.

All-Employee Training

Through online and offline channels, we educate all employees on key topics, including sensitive data identification, usage standards for high-sensitivity data, access management, and data loss prevention.

Specialized Position Training

Using a "training + examination" format, we conduct specialized sessions for core development, Operations and Maintenance, and business support roles. Content covers data security operations, sensitive data handling protocols, prevention of high-sensitivity data leakage, and data security auditing.

Daily Awareness Campaigns

Through internal subscription accounts, we regularly publish articles on key areas such as data security, office network safety, secure use of emails and cloud documents, and AI usage security, providing reminders and cautionary alerts based on typical cases.

Empowering National Health and Fostering a Vibrant Society



Material sustainability issues covered

- Contribution to Community

Upholding its mission and vision to "Fueling Every Workout, Keep the Neighborhood Energetic"（激发每一次运动，让世界充满活力）, Keep actively fulfils its social responsibilities. Through three key pillars—cultural heritage, health advocacy, and public welfare practices, we integrate the spirit of sports with social value, revitalizing culture, promoting health concepts, and building positive energy through our actions.



Safeguarding Intangible Cultural Heritage Treasures

In 2025, Keep actively responded to the national cultural strategy by entering into a strategic partnership with the China Intangible Cultural Heritage Safeguarding Association and became a council member of the association. With a distinctive "sports + intangible cultural heritage" model, we planned and launched a series of cross-sector integration initiatives. Focusing on intangible cultural heritage items like Wing Chun and Lion Dance, we promote the living inheritance of traditional culture in fitness settings through documentaries, online courses, and follow-along workout videos. This not only imbues our brand with unique cultural significance but also brings new vitality to intangible cultural heritage protection.

Promoting Wing Chun Culture

In April 2025, Keep launched its first documentary short film in the intangible cultural heritage traditional sports series, *The Vanishing Daughter of Wing Chun*（《咏春消失的女儿》）. The film features the story of university student Guo Ziyu's journey in inheriting Wing Chun, showcasing the resilient strength within traditional martial arts culture and highlighting the active role of the younger generation in preserving intangible cultural heritage. Coinciding with the documentary's launch, Keep released a Wing Chun follow-along workout course, transforming traditional Chinese martial arts into an accessible form of exercise for the public, thereby promoting cultural heritage while fostering diversity in sports.



Keep Becomes a Council Member of the
China Intangible Cultural Heritage Safeguarding Association



Promotional Image for the Wing Chun Documentary

Promoting the Lion Dance Custom

In August 2025, Keep released the second short documentary in its intangible cultural heritage traditional sports series, *The Lion Blazes the Trail*（《狮子开路》）. The film focuses on Li Yuelan and Wei Chunwan, a female high-pole duo from the Guangxi Normal University Dragon and Lion Dance Team. By showcasing their courage and perseverance in tackling the challenges of high-pole lion dancing, the documentary highlights the new generation's passion for and commitment to preserving traditional culture.

In coordination with the documentary's release, Keep simultaneously launched training courses such as the Lion Dance Fat-Burning Workout. This initiative transforms the lion dance into an engaging training activity for users, fostering public recognition and continuation of the traditional lion dance culture.



Promotional Image for the Lion Dance Documentary

Intangible Cultural Heritage Awards

In 2025, Keep received the Silver Award at the "China Advertising Association China Advertising Industry Awards · 2025 Yellow River Public Service Advertising Awards"（中国广告协会中国广告业大奖·2025公益广告黄河奖银奖）and an award from the "Brandstar | 2025 Planet Awards · Humanities Content List"（品牌星球 | 2025星球奖·人文内容榜单）for its intangible cultural heritage sports promotional film series. These accolades are recognition of Keep's public welfare communication capabilities and highlight the Company's continuous investment and active contributions in the field of intangible cultural heritage preservation.





The Silver Award Trophy from the "China Advertising Association China Advertising Industry Awards · 2025 Yellow River Public Service Advertising Awards" and the Award Certificate from the "Brandstar | 2025 Planet Awards · Humanities Content List"

Leading Nationwide Fitness

In active response to the Healthy China 2030 strategic plan and the call from the National Health Commission's *"Weight Management Year" Activity Implementation Plan*（《"体重管理年"活动实施方案》）, Keep collaborated with various local governments and professional institutions in 2025 to co-host multiple events focusing on scientific fitness, weight management, and healthy lifestyles, effectively raising public awareness of sports and health.

Supporting Rural Sports

To promote the integrated development of becoming a sports power and fostering rural economic construction, Keep collaborated with relevant government departments to launch an online Village Run challenge. This online race format attracted more runners to participate, know the local rural scenery, and increased public interest in the rural economy.

Case: 24KM Tea Fragrance Run Challenge | Village Run in Mingshan, Ya'an

On 11 May 2025, under the guidance of the Department of Rural Social Undertakings Promotion of the Ministry of Agriculture and Rural Affairs and with support from the Mass Sports Department of the General Administration of Sport and the Sichuan Provincial Sports Bureau, Keep participated as an event partner in the "Vibrant Land · 2025 National Harmonious and Beautiful Countryside Health Run (Village Run)" in Mingshan, Ya'an, embarking on a rural health journey that integrated sports, ecology, and culture.

During the event, Keep launched the "24KM Tea Fragrance Run Challenge | Village Run in Mingshan, Ya'an" online race on its app, inviting more runners to virtually traverse the ten-thousand-mu tea plantations of Ya'an, Sichuan, measuring the twenty-four solar terms with their footsteps. Integrating intangible cultural heritage elements and unique features of the event location, Keep designed exquisite finisher badges and certificates, attracting over 90,000 participants to register for the race.



Poster and Description for the Ya'an Village Run Event

Focusing on Weight Management

Keep fully leverages the intelligent health management capabilities of its sports technology platform, collaborating with relevant associations to conduct weight management activities. These initiatives encourage corporate employees to cultivate scientific fitness habits and enhance corporate health awareness through scientific exercise, weight management, and team interaction.

Case: Shenzhen Nanshan District Weight Management Competition

In June 2025, initiated by the IPO Office of the Nanshan District Financial Development Service Centre and in collaboration with the Nanshan District Capital Market Association, Keep launched the "Summer Weight Management Plan and Nanshan District 'IPO Cup' Weight Management PK Competition" for enterprises in the district. An online fat-burning challenge was also introduced, which effectively boosted employee participation and internal cohesion through diverse competition formats such as team weight-loss PKs and fat-burning challenges. Leveraging the technological advantages of its professional online sports platform, Keep provided support such as sports data recording and progress tracking for participating companies, helping employees gradually develop scientific exercise and health management habits. The event attracted nearly a thousand participants from 30 teams.



Poster for the Shenzhen Nanshan District Weight Management PK Competition

Encouraging Public Fitness

To continuously implement the national strategy for nationwide fitness, Keep collaborated with the Culture, Radio, Television, Tourism and Sports Bureau of Nanshan District, Shenzhen, to organize multiple health runs and fun runs this year. The series of events covered all age groups, enabling participants to improve their physical health while also creating cherished parent-child moments, injecting continuous healthy vitality into the city.

Case: Nationwide Health Run to Welcome the 15th National Games

From 24 October to 21 November 2025, to welcome the 15th National Games of China, Keep collaborated with the Culture, Radio, Television, Tourism and Sports Bureau of Nanshan District, Shenzhen, to launch the "Nationwide Health Run to Welcome the 15th National Games" online running challenge. Participants who completed the race received an exquisite custom-designed medal. The event served as an emotional link between the public and the 15th National Games, amplifying the atmosphere of the sporting spectacle both online and offline, and attracted over 210,000 registered users.



Poster and Medal for the 15th National Games Health Run



Case: Joy Run Series

In 2025, Keep collaborated with the Culture, Radio, Television, Tourism and Sports Bureau of Nanshan District to organize 4 events in its Joy Run series, with a total of nearly a thousand participants. The events, centered around parent-child runs, featured a welcoming competition format and user-friendly route planning, promoting the concept of "pressure-free participation, shared by all". Keep provided technical support for full-course tracking and results certification, allowing families to enjoy exercise in a relaxed and joyful atmosphere and helping to integrate the concept of nationwide fitness into family life.









Photos from the Nanshan District Joy Run Series

Gathering Charitable Efforts

Since 2016, Keep has officially operated the "Red Heart King" charity program, which has now been running for 9 years. We have established a dedicated public welfare fund, formulated the *"Red Heart King" Public Welfare Fund Management Process*（《"红桃K"公益爱心基金管理流程》）, and built a standardized and efficient operational model. We consolidate revenue from employee pantry snack purchases, personal donations, and charity sales, and channel these funds into projects such as material donations and volunteer teaching, widely encouraging employees to participate in charitable activities.

Case: Donating Supplies to Left-Behind Children for a Warm and Happy Childhood

In 2025, Keep sent several employee representatives to Tumen School in Yaodu District, Linfen City, Shanxi Province, to address the living conditions and physical and mental development of local left-behind children, delivering winter care to them. Keep donated 140 warmth packs to the students, which contained 13 types of supplies, including cotton-padded clothes and stationery, to meet their winter living and learning needs. Additionally, Keep provided 140 children's skipping ropes and professional children's physical fitness courses to encourage the children to build their physical strength and cultivate a positive attitude towards life through exercise.

In addition to material support, Keep's employee representatives also conducted a public welfare class at the school on the theme of *The Seven Habits of Happy Kids*（《快乐儿童的七个习惯》）. Through picture book stories and classroom interactions, they helped the children develop an awareness of time management, learn emotional expression, and cultivate good behavioral habits. Later in the initiative, the employee representatives visited the homes of some left-behind children, delivering daily necessities such as rice and oil. More importantly, through face-to-face communication and listening, the simple act of material donation was elevated to heartfelt companionship.





"Red Heart King" Charity Event

ESG Key Performance Indicators

ESG Indicators		Unit	2025
A1 Emissions			
Total hazardous waste discharge		Kg	10.40
Hazardous waste discharge intensity		Kg / Person	0.02
Total non-hazardous waste discharge		Tons	59.66
Non-hazardous waste discharge intensity		Tons / Person	0.09
A2 Use of Resources			
Total energy consumption		MWh	898.49
Energy consumption per employee		MWh / Person	1.32
Total water consumption		Cubic meters	6,940
Water consumption per employee		Cubic meters / Person	10.16
Total packaging material usage		Tons	839
Packaging material usage per unit of sales		Tons / 10,000 products	0.36
B1 Employment			
Total number of employees		Person	683
By gender	Female	Person	384
	Male	Person	299

ESG Indicators		Unit	2025
By age group	30 and below	Person	252
	Over 30	Person	431
By geographical region	China (including Hong Kong, Macao and Taiwan regions)	Person	683
	Other countries and regions	Person	0
By employment type	Full-time employees	Person	645
	Other employees	Person	38
Total employee turnover rate		%	12.16
By gender	Female	%	10.41
	Male	%	14.01
By age group	30 and below	%	12.85
	Over 30	%	11.81
By geographical region	China (including Hong Kong, Macao and Taiwan regions)	%	12.16
	Other countries and regions	%	0
B2 Health and Safety			
Number of work-related fatalities		Person	0
Number of work-related injury incidents		Case	0
Number of workdays lost due to work-related injuries		Day	0

ESG Indicators	Unit	2025
B3 Development and Training		
Total number of employees trained	Person	670
Percentage of male employees trained	%	98
Percentage of female employees trained	%	98
Percentage of management level employees trained	%	80
Percentage of non-management level employees trained	%	100
Average training hours per employee	Hour	48
Average training hours per male employee	Hour	48
Average training hours per female employee	Hour	48
Average training hours per management level employee	Hour	45
Average training hours per non-management level employee	Hour	48
B5 Supply Chain Management		
Total number of suppliers	Supplier	403
Number of suppliers in China (including Hong Kong, Macau, and Taiwan)	Supplier	403
B6 Product Responsibility		
Percentage of total products subject to recalls for safety and health reasons	%	0
Number of complaints received	Case	1,313

ESG Indicators	Unit	2025
B7 Anti-corruption		
Number of directors participating in anti-corruption training	Person	6
Percentage of directors covered	%	100
Number of employee participants in anti-corruption training	Participants	600+
Percentage of employees covered	%	100
Part D: Climate-related Disclosures		
Total GHG emissions (Scope 1, 2)	Tons of CO_2 equivalent	476.74
GHG emissions (Scope 1, 2) per employee	Tons of CO_2 equivalent / Person	0.70

Index Table

HKEX ESG Indicator Index

Mandatory Disclosure Requirements		Pages
Governance Structure	A statement from the board containing the following elements: (i) a disclosure of the Board of Directors' oversight of environmental, social and governance (ESG) matters; (ii) the Board of Directors' ESG management approach and strategy, including the process for evaluating, prioritizing and managing material ESG-related issues (including risks to the issuer's business); and how the board reviews progress made against ESG-related goals and targets with an explanation of how they relate to the issuer's businesses.	P9
Reporting Principles	A description of, or an explanation on, the application of the following Reporting Principles in the preparation of the ESG report.	P1
Reporting Scope	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.	P1

Aspect	Indicator SN	Aspect, General Disclosure and Key Performance Indicators	Pages
Environment			
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.	P60-63
	A1.1	The types of emissions and respective emissions data.	P60-62
	A1.3	Total hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	P62
	A1.4	Total non-hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	P62
	A1.5	Description of emission target(s) set and steps taken to achieve them.	P62-63
	A1.6	Description of how hazardous and non-hazardous wastes are handled, and a description of reduction target(s) set and steps taken to achieve them.	P62-63
A2 Use of Resources	General Disclosure	Policies on the efficient use of resources, including energy, water and other raw materials.	P57-61
	A2.1	Direct and/or indirect energy consumption by type (e.g. electricity, gas or oil) in total (kWh in '000s) and intensity (e.g. per unit of production volume, per facility).	P61

Aspect	Indicator SN	Aspect, General Disclosure and Key Performance Indicators	Pages
A2 Use of Resources	A2.2	Water consumption in total and intensity (e.g. per unit of production volume, per facility).	P61
	A2.3	Description of energy use efficiency target(s) set and steps taken to achieve them.	P60
	A2.4	Description of whether there is any issue in sourcing water that is fit for purpose, water efficiency target(s) set and steps taken to achieve them.	P61
	A2.5	Total packaging material used for finished products (in tonnes) and, if applicable, with reference to per unit produced.	P58
A3. Environment and Natural Resources	General Disclosure	Policies on minimizing significant impacts of the issuer on the environment and natural resources.	P57-63
	A3.1	Description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them.	P57-63
Social			
Employment and Labor Practices			
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.	P65-73
	B1.1	Total workforce by gender, employment type (for example, full- or part-time), age group and geographical region.	P66
	B1.2	Employee turnover rate by gender, age group and geographical region.	P66

Aspect	Indicator SN	Aspect, General Disclosure and Key Performance Indicators	Pages
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.	P77-78
	B2.1	Number and rate of work-related fatalities for each of the past three years including the reporting year.	P77
	B2.2	Lost days due to work injury.	P77
	B2.3	Description of occupational health and safety measures adopted, and how they are implemented and monitored.	P77-78
B3. Development and Training	General Disclosure	Policies on improving employees' knowledge and skills for discharging duties at work. Description of training activities.	P73-75
	B3.1	The percentage of employees trained by gender and employee category (e.g. senior management, middle management).	P76
	B3.2	The average training hours completed per employee by gender and employee category.	P76
B4. Labor 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 labor.	P65
	B4.1	Description of measures to review employment practices to avoid child and forced labor.	P65
	B4.2	Description of steps taken to eliminate such practices when discovered.	P65

Aspect	Indicator SN	Aspect, General Disclosure and Key Performance Indicators	Pages
Operating Practices			
B5. Supply Chain Management	General Disclosure	Policies on managing environmental and social risks of the supply chain.	P48-51
	B5.1	Number of suppliers by geographical region.	P50
	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.	P48-49
	B5.3	Description of practices used to identify environmental and social risks along the supply chain, and how they are implemented and monitored.	P48-51
	B5.4	Description of practices used to promote environmentally preferable products and services when selecting suppliers, and how they are implemented and monitored.	P48-49
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.	P39、47
	B6.1	Percentage of total products sold or shipped subject to recalls for safety and health reasons.	P39
	B6.2	Number of products and service related complaints received and how they are dealt with.	P45
	B6.3	Description of practices relating to observing and protecting intellectual property rights.	P33-38
	B6.4	Description of quality assurance process and recall procedures.	P39-40

Aspect	Indicator SN	Aspect, General Disclosure and Key Performance Indicators	Pages
B6. Product Responsibility	B6.5	Description of consumer data protection and privacy policies, and how they are implemented and monitored.	P85-89
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.	P81
	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.	P82
	B7.2	Description of preventive measures and whistle-blowing procedures, and how they are implemented and monitored.	P81-82
	B7.3	Description of anti-corruption training provided to directors and staff.	P83-84
Community			
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.	P97
	B8.1	Focus areas of contribution (e.g. education, environmental concerns, labor needs, health, culture, sport).	P91-97
	B8.2	Resources contributed (e.g. money or time) to the focus area.	P91-97
Part D: Climate-related Disclosures			P53-57

GRI Standards Index

GRI Standards	Disclosures	Corresponding Sections
GRI 2: General Disclosures	2-1 Organizational details	About Keep
	2-2 Entities included in the organization's sustainability reporting	About Keep
	2-3 Reporting period, frequency and contact point	About Keep
	2-4 Restatements of information	/
	2-5 External assurance	/
	2-6 Activities, value chain and other business relationships	About Keep Building a Sustainable Supply Chain
	2-7 Employees	Strengthening the Protection of Employee Rights and Benefits
	2-8 Workers who are not employees	Strengthening the Protection of Employee Rights and Benefits Building a Sustainable Supply Chain
	2-9 Governance structure and composition	Corporate Governance Structure
	2-10 Nomination and selection of the highest governance body	Corporate Governance Structure
	2-11 Chair of the highest governance body	Corporate Governance Structure
	2-12 Role of the highest governance body in overseeing the management of impacts	Sustainability Management Corporate Governance Structure
	2-13 Delegation of responsibility for managing impacts	Sustainability Management Corporate Governance Structure
	2-14 Role of the highest governance body in sustainability reporting	Sustainability Management
	2-15 Conflicts of interest	Adhering to Business Ethics
	2-16 Communication of critical concerns	Sustainability Management
	2-17 Collective knowledge of the highest governance body	Sustainability Management
	2-18 Evaluation of the performance of the highest governance body	Corporate Governance Structure
	2-19 Remuneration policies	Strengthening the Protection of Employee Rights and Benefits
	2-20 Process to determine remuneration	Strengthening the Protection of Employee Rights and Benefits
	2-21 Annual total compensation ratio	/
	2-22 Statement on sustainable development strategy	Sustainability Management
	2-23 Policy commitments	All chapters
	2-24 Embedding policy commitments	All chapters
	2-25 Processes to remediate negative impacts	All chapters
	2-26 Mechanisms for seeking advice and raising concerns	All chapters
	2-27 Compliance with laws and regulations	All chapters

GRI Standards	Disclosures	Corresponding Sections
	2-28 Membership associations	All chapters
	2-29 Approach to stakeholder engagement	Sustainability Management
	2-30 Collective bargaining agreements	/
GRI 2: General Disclosures	3-1 Process to determine material topics	Sustainability Management
	3-2 List of material topics	Sustainability Management
	3-3 Management of material topics	Sustainability Management
GRI 101: Biodiversity	101-1 Policies to halt and reverse biodiversity loss	/
	101-2 Management of biodiversity impacts	/
	101-3 Access and benefit-sharing	/
	101-4 Identification of biodiversity impacts	/
	101-5 Locations with biodiversity impacts	/
	101-6 Direct drivers of biodiversity loss	/
	101-7 Changes to the state of biodiversity	/
	101-8 Ecosystem services	/

GRI Standards	Disclosures	Corresponding Sections
GRI 201: Economic Performance	201-1 Direct economic value generated and distributed	Annual Report
	201-2 Financial implications and other risks and opportunities due to climate change	Addressing Climate Change
	201-3 Defined benefit plan obligations and other retirement plans	Strengthening the Protection of Employee Rights and Benefits
	201-4 Financial assistance received from government	Annual Report
GRI 202: Market Presence	202-1 Ratios of standard entry level wage by gender compared to local minimum wage	/
	202-2 Proportion of senior management hired from the local community	/
GRI 203: Indirect Economic Impacts	203-1 Infrastructure investments and services supported	Leading Nationwide Fitness Gathering Charitable Efforts
	203-2 Significant indirect economic impacts	Annual Report
GRI 204: Procurement Practices	204-1 Proportion of spending on local suppliers	/
GRI 205: Anti-corruption	205-1 Operations assessed for risks related to corruption	Adhering to Business Ethics
	205-2 Communication and training about anti-corruption policies and procedures	Adhering to Business Ethics
	205-3 Confirmed incidents of corruption and actions taken	Adhering to Business Ethics
GRI 206: Anti-competitive Behavior	206-1 Legal actions for anti-competitive behavior, anti-trust, and monopoly practices	Adhering to Business Ethics

GRI Standards	Disclosures	Corresponding Sections
GRI 207: Tax	207-1 Approach to tax	/
	207-2 Tax governance, control, and risk management	/
	207-3 Stakeholder engagement and management of concerns related to tax	/
	207-4 Country-by-country reporting	/
GRI 301: Materials	301-1 Materials used by weight or volume	Implementing Green Operations
	301-2 Recycled input materials used	Implementing Green Operations
	301-3 Reclaimed products and their packaging materials	Implementing Green Operations
GRI 302: Energy	302-1 Energy consumption within the organization	Implementing Green Operations
	302-2 Energy consumption outside of the organization	/
	302-3 Energy intensity	Implementing Green Operations
	302-4 Reduction of energy consumption	Implementing Green Operations
	302-5 Reductions in energy requirements of products and services	Implementing Green Operations
GRI 303: Water and Effluents	303-1 Interactions with water as a shared resource	Implementing Green Operations
	303-2 Management of water discharge-related impacts	Implementing Green Operations
	303-3 Water withdrawal	Implementing Green Operations
	303-4 Water discharge	Implementing Green Operations
	303-5 Water consumption	Implementing Green Operations
GRI 305: Emissions	305-1 Direct (Scope 1) GHG emissions	Implementing Green Operations
	305-2 Energy indirect (Scope 2) GHG emissions	Implementing Green Operations
	305-3 Other indirect (Scope 3) GHG emissions	/
	305-4 GHG emissions intensity	Implementing Green Operations
	305-5 Reduction of GHG emissions	/
	305-6 Emissions of ozone-depleting substances (ODS)	/
	305-7 Nitrogen oxides (NOx), sulphury oxides (SOx), and other significant air emissions	/
GRI 306: Waste	306-1 Waste generation and significant waste-related impacts	Implementing Green Operations
	306-2 Management of significant waste-related impacts	Implementing Green Operations
	306-3 Waste generated	Implementing Green Operations
	306-4 Waste diverted from disposal	Implementing Green Operations
	306-5 Waste directed to disposal	Implementing Green Operations
GRI 308: Supplier Environmental Assessment	308-1 New suppliers that were screened using environmental criteria	Building a Sustainable Supply Chain
	308-2 Negative environmental impacts in the supply chain and actions taken	Building a Sustainable Supply Chain

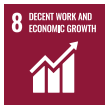
GRI Standards	Disclosures	Corresponding Sections
GRI 305: Emissions	401-1 New employee hires and employee turnover	Strengthening the Protection of Employee Rights and Benefits
	401-2 Benefits provided to full-time employees that are not provided to temporary or part-time employees	Strengthening the Protection of Employee Rights and Benefits
	401-3 Parental leave	Strengthening the Protection of Employee Rights and Benefits
GRI 402: Labor / Management Relations	402-1 Minimum notice periods regarding operational changes	/
GRI 403: Occupational Health and Safety	403-1 Occupational health and safety management system	Caring for Employee Health and Safety
	403-2 Hazard identification, risk assessment, and incident investigation	Caring for Employee Health and Safety
	403-3 Occupational health services	Caring for Employee Health and Safety
	403-4 Worker participation, consultation, and communication on occupational health and safety	Caring for Employee Health and Safety
	403-5 Worker training on occupational health and safety	Caring for Employee Health and Safety
	403-6 Promotion of worker health	Caring for Employee Health and Safety
	403-7 Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	Caring for Employee Health and Safety
	403-8 Workers covered by an occupational health and safety management system	Caring for Employee Health and Safety
	403-9 Work-related injuries	Caring for Employee Health and Safety
	403-10 Work-related ill health	Caring for Employee Health and Safety

GRI Standards	Disclosures	Corresponding Sections
GRI 404: Training and Education	404-1 Average hours of training per year per employee	Empowering Employee Career Development
	404-2 Programs for upgrading employee skills and transition assistance programs	Empowering Employee Career Development
	404-3 Percentage of employees receiving regular performance and career development reviews	Empowering Employee Career Development
GRI 405: Diversity and Equal Opportunity	405-1 Diversity of governance bodies and employees	Corporate Governance Structure Strengthening the Protection of Employee Rights and Benefits
	405-2 Ratio of basic salary and remuneration of women to men	/
GRI 406: Non-discrimination	406-1 Incidents of discrimination and corrective actions taken	Strengthening the Protection of Employee Rights and Benefits
GRI 407: Freedom of Association and Collective Bargaining	407-1 Operations and suppliers in which the right to freedom of association and collective bargaining may be at risk	Strengthening the Protection of Employee Rights and Benefits Building a Sustainable Supply Chain
GRI 408: Child Labor	408-1 Operations and suppliers at significant risk for incidents of child labor	Strengthening the Protection of Employee Rights and Benefits Building a Sustainable Supply Chain
GRI 409: Forced or Compulsory Labor	409-1 Operations and suppliers at significant risk for incidents of forced or compulsory labor	Strengthening the Protection of Employee Rights and Benefits Building a Sustainable Supply Chain
GRI 410: Security Practices	410-1 Security personnel trained in human rights policies or procedures	/
GRI 411: Rights of Indigenous Peoples	411-1 Incidents of violations involving rights of indigenous peoples	/

GRI Standards	Disclosures	Corresponding Sections
GRI 413: Local Communities	413-1 Operations with local community engagement, impact assessments, and development programs	Leading Nationwide Fitness Gathering Charitable Efforts
	413-2 Operations with significant actual and potential negative impacts on local communities	/
GRI 414: Supplier Social Assessment	414-1 New suppliers that were screened using social criteria	Building a Sustainable Supply Chain
	414-2 Negative social impacts in the supply chain and actions taken	Building a Sustainable Supply Chain
GRI 415: Public Policy	415-1 Political contributions	/
GRI 416: Customer Health and Safety	416-1 Assessment of the health and safety impacts of product and service categories	Enhancing Product Quality and Safety
	416-2 Incidents of non-compliance concerning the health and safety impacts of products and services	Enhancing Product Quality and Safety
GRI 417: Marketing and Labeling	417-1 Requirements for product and service information and labeling	Safeguarding Customer Rights and Interests
	417-2 Incidents of non-compliance concerning product and service information and labeling	Safeguarding Customer Rights and Interests
	417-3 Incidents of non-compliance concerning marketing communications	Safeguarding Customer Rights and Interests
GRI 418: Customer Privacy	418-1 Substantiated complaints concerning breaches of customer privacy and losses of customer data	Protecting Information Security and Privacy



UNSDGs Index

Goal	Corresponding Chapter	Our Actions
	·One-Stop Fitness Solutions ·Enhancing Product Quality and Safety ·Strengthening the Protection of Employee Rights and Benefits ·Caring for Employee Health and Safety ·Leading Nationwide Fitness ·Gathering Charitable Efforts	· We provide scientific and intelligent fitness solutions, high-quality products covering all scenarios, and diverse and inclusive sporting events to promote the physical and mental health benefits of exercise for people of all ages. · We promote the joint development of a platform-based sports ecosystem, collaborate with universities and enterprises to create sports groups, and support nationwide fitness. · We have established a diversified employee welfare and benefits system to enhance employee well-being through basic security, financial subsidies, and health support. · We establish a systematic occupational health and safety management system to effectively safeguard employees' physical and mental health as well as the safety of the working environment.
	·Empowering Employee Career Development ·Gathering Charitable Efforts	· We provide employees with various training programs, online learning platforms, tools, and training resources to empower their growth and career development. · We supply quality educational resources and platforms for rural children to help reduce educational inequality.
	·Strengthening the Protection of Employee Rights and Benefits	· We advocate for gender equality and provide employment platforms for individuals of diverse gender identities and religious beliefs.
	·Implementing Green Operations	· We strengthen logistical support and create a clean and hygienic office environment. · We implement water conservation principles, adopt water-saving equipment, and progressively reduce water resource consumption.
	·Strengthening the Protection of Employee Rights and Benefits	·We have established and refined the Company's remuneration system to provide employees with market-competitive salaries and performance-based incentives.
	·Driving Product Innovation	· We continuously advance research and development innovation and strengthen the system for protecting innovation outcomes.
	·Strengthening the Protection of Employee Rights and Benefits ·Leading Nationwide Fitness ·Gathering Charitable Efforts	· We ensure an equitable and harmonious working environment for employees and guarantee fair opportunities and treatment for all. · We provide equal participation opportunities for sports enthusiasts of different ages and abilities through a product matrix covering all athletic demographics and inclusive event designs, thereby reducing inequality caused by geographical, economic, and other factors.

Goal	Corresponding Chapter	Our Actions
	·One-Stop Fitness Solutions ·Implementing Green Operations ·Leading Nationwide Fitness	· We promote green operations and low-carbon logistics to create a sustainable end-to-end process for sports products and contribute to building sustainable and vibrant cities and communities through inclusive online and offline events and collaborative scientific fitness activities.
	·Enhancing Product Quality and Safety ·Safeguarding Customer Rights and Interests ·Building a Sustainable Supply Chain ·Implementing Green Operations ·Protecting Information Security and Privacy	· We have established product quality and chemical safety management systems to eliminate the risks of toxic chemicals, ensuring consumer safety and user experience. · A review and spot-check mechanism for marketing content has been established to ensure the delivery of accurate and transparent product information to consumers. · We incorporate ESG risk management into the supplier access and assessment system to provide a solid guarantee for product quality and supply chain stability. · We explore cooperation with third-party partners on green packaging and logistics to collaboratively reduce resource consumption and environmental impact throughout the upstream and downstream value chain. · The information security and privacy protection system is continuously improved to build a secure and trustworthy digital environment and safeguard user information security and privacy rights.
	·Addressing Climate Change ·Implementing Green Operations	· We have established and continuously improve the climate governance structure to proactively manage climate-related risks and opportunities. · We implement the concepts of green packaging and low-carbon warehousing and logistics to reduce carbon emissions in the upstream and downstream segments of the value chain.
	·Building a Sustainable Supply Chain ·Corporate Governance Structure ·Adhering to Business Ethics	· We adhere to the principles of Open Procurement, require suppliers to sign the *Anti-Commercial Bribery Agreement*（《反商业贿赂协议》）, establish supplier communication channels, and ensure a fair and transparent procurement process. · A responsible, transparent, and effective corporate governance system has been established to enhance the Company's decision-making effectiveness and risk prevention and control capabilities. · We have formulated codes of business ethics, established a reporting mechanism, and promoted the development of a culture of integrity.
	·Building a Sustainable Supply Chain ·Protecting Information Security and Privacy ·Leading Nationwide Fitness ·Safeguarding Intangible Cultural Heritage Treasures	· We improve supply chain management mechanisms, continuously optimize supplier management practices and advance the supply chain's labor standards, business ethics, and green production initiatives. · We participate in the formulation of national, industry, and group standards for information security, collaborating with public sector bodies and industry associations to enhance the industry's information security governance capabilities. · We collaborate with enterprises, institutions, and government departments to jointly advance the development of sports culture and social progress.

Reader Feedback

Thank you for reading the *Keep 2025 Environmental, Social and Governance (ESG) Report*. To provide you and other stakeholders with more valuable information and to help Keep enhance its ESG management capabilities and standards, the Company sincerely welcomes your comments and suggestions on this report. Please send your feedback to us via email at: ir@Keep.com.

1. Which category of stakeholders do you belong to?

○ Customer ○ Government and regulatory authorities ○ Employees

○ Shareholders/Investors ○ Business Partner (e.g., suppliers/distributors) ○ Media

○ Community ○ Non-profit organization/Industry association ○ Other_____

2. Do you believe this report fully reflects Keep's environmental, social, and governance performance?

○ Yes ○ Average ○ No

3. Do you think this report adequately addresses the expectations and requirements of Keep's stakeholders?

○ Yes ○ Average ○ No

4. Do you believe that the quantitative disclosures in this report are objective, truthful, and effective?

○ Yes ○ Average ○ No

5. Do you think the presentation of this report is well-organized and easy to understand?

○ Yes ○ Average ○ No

6. Do you think the layout of this report aids in understanding the relevant information?

○ Yes ○ Average ○ No

7. What content would you like to see that was not disclosed in this report?

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8. What other comments and suggestions do you have regarding Keep's ESG management and this ESG report?

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