



## **WEIMOB INC.**

Incorporated in the Cayman Islands with limited liability  
Stock Code: 2013.HK

# **ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT 2023**

## **WEIMOB INC.**

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# About ESG Report

This report is the 6th "Environmental, Social and Governance Report 2023" issued by Weimob Inc. (hereinafter referred to as the "ESG Report", "this report"). It discloses to stakeholders the company's environmental, social and governance practices and achievement aspects in the business process.

This report is written in both Chinese and English. In case of discrepancies, the Chinese version shall prevail.

## Scope of Reporting

This report covers Weimob Inc. and its subsidiaries (hereinafter referred to as "Weimob", "Weimob Group" and "we"). The KPIs disclosed cover major office premises in Shanghai, Nanjing, Beijing, Guangzhou, Shenzhen, Xi'an, Sichuan and Wuhan.

## Reporting Period

The report covers the period from 1 January 2023 to 31 December 2023 (hereinafter referred to as "the reporting period" and "this report"). For content that occurred outside this scope, it will be noted where relevant.

## Release Schedule

This report is published in April 2024 annually, with 2018 being the first publication.

## Contact Information

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## Reporting Standards References

- Appendix 27 to the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited (SEHK) Environmental, Social and Governance Reporting Guidelines
- United Nations 2030 Sustainable Development Goals (SDGs)
- International Sustainability Standards Board (ISSB)
- Global Reporting Initiative Standards (GRI Standards)
- The TCFD framework proposed in the Climate-related Disclosures Rules of The Stock Exchange of Hong Kong Limited (HKEX)

## Report Accessibility

This report is publically available online, it can be viewed and downloaded from the our website ([www.weimob.com](http://www.weimob.com)) and the HKEX news Website ([www.hkexnews.hk](http://www.hkexnews.hk))

## Data Reliability Guarantee

The data in this report are sourced from statistical reports and relevant documents. As Weimob's primary operating location is in Shanghai, GHG emission data were reviewed by Shanghai Energy Conservation and Emission Reduction Centre Co., Ltd (SECERC)<sup>1</sup>. The Board assures all contents are truthful and accurate, with no false or misleading information and accepts responsibility.

In preparing this report, we adhered to the principles of materiality, quantitative, balance, and consistency.

"Quantitative": This report discloses quantitative KPIs, with explanations of standards and methodologies.

"Balance": This document offers an impartial reflection of Weimob's activities in an unbiased and balanced manner, illustrating Weimob's comprehensive efforts in ESG.

"Consistency": We have ensured consistency across reporting periods for the same indicators, modifications are displayed in the report's footnotes.

Note 1: The SECERC is selected by the Shanghai Municipal Commission of Economy and Informatisation to provide carbon-related services in Shanghai.

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# ENABLING SUSTAINABLE GROWTH

## Letter from the CEO

As we celebrate Weimob's tenth anniversary in 2023, it marks a significant milestone in our journey. Over the past decade, we have grown from a small entity to a formidable force, continuously advancing and thriving.

From a team of 16 partners to a robust workforce of over 4,500 staff, underpinned by an R&D investment exceeding RMB 2.5 billion. Throughout these years, our dedication to customer-centricity has guided us through the evolving market and technological landscapes.

This past decade has been transformative, not only for us but also for the millions of businesses we've empowered through digital transformation, leading to the creation of over 1,000,000 jobs and contributing more than RMB 700 million in taxes. Our evident success regarding growth and achievements were inseparable from the support of our valuable partners.

Amid this journey, I often ponder: "What are Weimob's origins, and where will we head towards?"

Reflecting on our industry advantages and future trajectory, Weimob today stands as a leader across talent, product, technology, market share, and capital market engagement. Despite current challenges in the SaaS market, the irreversible trend of digitisation continues. With innovations in cloud computing, big data, and AI transforming sectors, we saw vast opportunities for future growth. Both domestic and international markets still harbour infinite opportunities for innovation and development. Only by "persisting in the long run and returning to value" can we navigate through economic cycles.

Standing at the milestone of a decade, Weimob Group remains committed to our founding principles while embracing new opportunities and challenges.

In 2023, Weimob Group initiated a significant organisational upgrade, transitioning from a horizontal business operating segment group structure, to a hybrid structure of operating segment-specific subsidiary group structure. This transition further promotes independent accounting, decision-making, and development within each business system, thoroughly exploring different operational mechanisms and market possibilities. We've established Compliance Committees and various professional committees to enhance decision-making, management, and execution of ESG governance within the group. Meanwhile, Weimob will continue to focus on research and development capabilities, modular coordination functions, strategic investment management, and

innovative industry incubation, providing better support and services to our subsidiaries, creating more value increment.

During this year, Weimob also underwent a comprehensive brand evolution. We've redesigned our logo, revisited and introduced our new ethos: "Enabling Sustainable Growth". This transformation highlights our dedication to fostering high-quality development and sustainable growth.

My vision for sustainable growth revolves around two main aspects: prioritising customer-centric approaches and focusing on long-term compounding benefits. Specifically, Weimob consistently considers and prioritises the interest of our stakeholders.

In 2023, we actively explored sustainable development and green initiatives in the field of ESG. In terms of Governance, Weimob established the Compliance Committee, which oversees four dedicated sub-committees: Business Conduct, Employee Conduct, Data Security, and Integrity and Self-discipline Committee. It is with great honour that I assume the role of Chairman of the Compliance Committee. On the Environmental front, the foundation work for Weimob's headquarter building was completed in 2023. It is expected to reach completion by the end of 2024 and to be operational by 2025. This headquarter building is one of the first ultra-low-energy projects in Shanghai and the first in Baoshan District, capable of saving approximately 1.6 million kilowatt-hours of electricity annually and reducing carbon emissions by about 1,338 tonnes. Regarding Social responsibility, Weimob Group continues to engage in philanthropy and investments to uphold its corporate duties.

Standing at a brand new starting point, our guiding principle remains "Let Growth Persist." We are dedicated to providing corporate clients with ongoing growth, increasing the value of their customers, enhancing operational efficiency, empowering their channels, boosting the effectiveness of their brands, and continuously innovating our business models. We aim to exceed the expectations of our customers, partners and every member of the Weimob team who has placed their trust in us.

Together, let us embrace greater opportunities and challenges that await Weimob. In the decade ahead, let us pursue grander ambitions and move forward together, advancing together towards sustainable growth!

# MILESTONES OF WEIMOB

Weimob Group, founded in 2013 and with the stock code 2013.HK, is a leading cloud-based business and marketing solutions provider in China. Committed to offering decentralised digital transformation through SaaS products and end-to-end growth services, Weimob empowers businesses to achieve sustainable growth.

We provide a plethora of applications and product services to numerous businesses, offering digital solutions tailored to e-commerce, supermarket fresh produce, commercial real estate, group purchasing, and other industries. With a decade of business practice, Weimob has constructed the WOS New Business Operation System, creating a decentralised business infrastructure for enterprise digital transformation. Through a multi-terminal integrated product service matrix, Weimob facilitates intelligent business operations for merchants. Our integrated services and PaaS platform encourage smart operations and collaboration within the ecosystem, aimed at improving the diversity and quality of services offered to merchants.

Weimob is dedicated to assisting enterprises in digital upgrading through its products and services. We endeavour to advance business innovation via digital technology, aiming to enhance business intelligence.

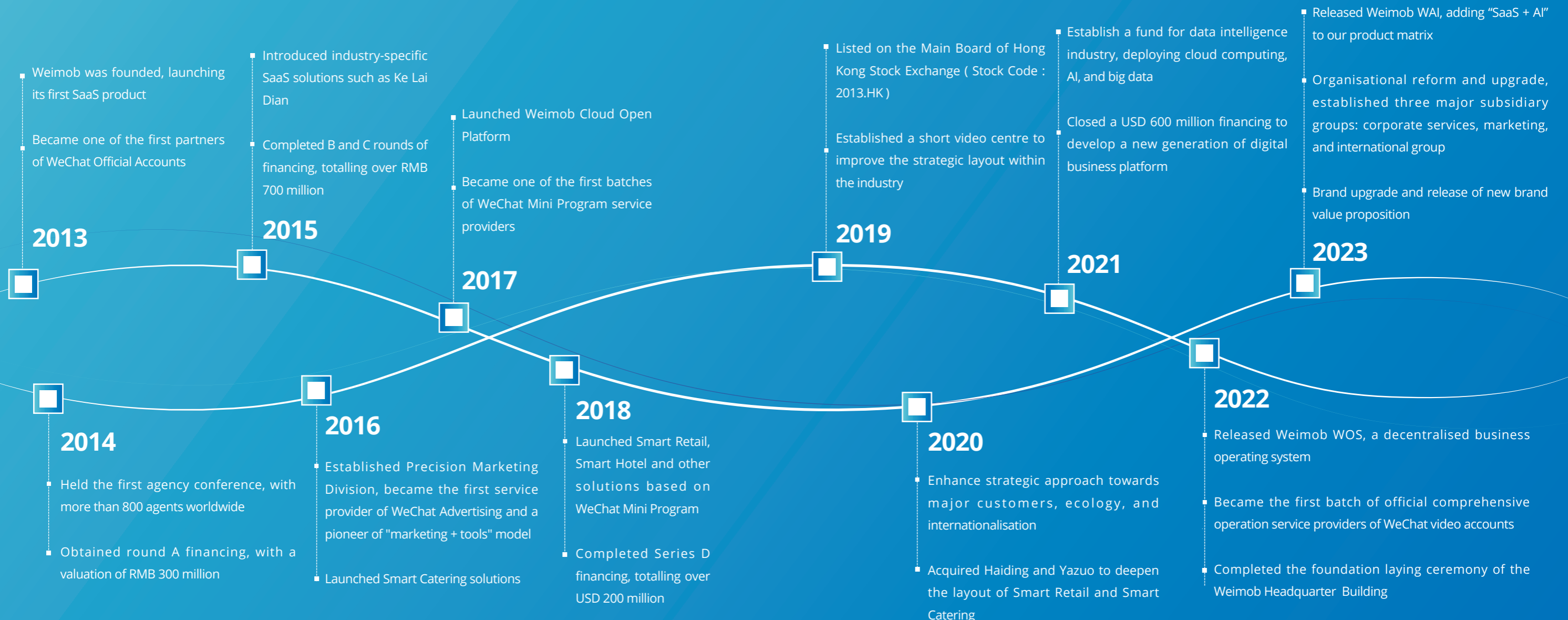


## WAI For Business Decision Making

Since its launch, Weimob WAI has enhanced its functionalities, integrating closely with Weimob Retail and Store solutions to boost merchant efficiency in private domain operations.

By linking Weimob WAI with Weimob Data, AI Analysis capabilities have advanced, allowing merchants to tailor business reports across scenarios via Weimob's extensive charting options.

WAI swiftly generates business visuals and, through natural language, offers analysis and optimisation tips for informed market strategies and operational decisions.




# OUR VALUES



**Our Mission**  
Driving business innovation through digital transformation

Making business smarter



**Our Culture**  
Simplicity  
Freedom  
Equality



**Our Vision**  
Becoming the best partner for enterprise digital transformation



**Our Ethos**  
Integrity  
Co-innovation  
Customer-first  
Embracing change

# WEIMOB AT A GLANCE

**2013**

Founded

**140,000+**

Customers (2023.11)

**10 yrs**

Expertise

**1,600+**

Service Providers (2023.11)

**2019**

Listed on HKEX

**10+**

National Offices (2023.11)

**RMB 2.23 Billion**

Revenues (2023)

**4,584**

Employees (2023.12)

Weimob Building, 258 Changjiang Road,  
Baoshan District, Shanghai, China  
Headquarter

**440**

Intellectual Property (2023.12)

# WEIMOB 2023 HONOURABLE AWARDS

**"2023 ESG Innovative Practices in Listed Companies"**

— Securities Daily

**"Release of Social Responsibility Report"**

— Shanghai Federation of Industrial Economics

**Selected as an Outstanding Case Study in "China Listed Companies ESG Research Report (2023)" Bluebook"**

— Shanghai Federation of Industrial Economics

**"'14th 5-year' National Key Research and Development Programme of China" Low-carbon Building Demonstration Project**

— Zero-carbon Building Control Metrics and Key Performance Research and Application Team

**"2022 Shanghai Municipal-level Enterprise Technology Centre"**

— Shanghai Municipal Commission of Economy and Informatization

**"Shanghai Key Service Listed Unicorn Enterprises"**

— China SME Development Promotion Centre of Ministry of Industry and Information Technology (China)

**Robust Level (Level 3) of Data management Capability Maturity Model (DCMM)**

— Shanghai Municipal Commission of Economy and Informatization

**Weimob Youth Social Responsibility Association**

— Youth Team "2022 Shanghai Youth May Fourth Medal" - Selection and Commendation Committee of Shanghai Youth May 4<sup>th</sup> Medal

**Regional Channel - 2023 Outstanding New Partner**

— Kuaishou

**Effect Channel --2023 Outstanding New Partner**

— Kuaishou

**Annual Video-commerce Service Provider**

— Kuaishou

**Magnetic Engine -- 2023 Top 10 Outstanding New Partner**

— Kuaishou

**2022 Tencent IN Award**

— Kuaishou



## Selected as an Outstanding Case Study in the "China Listed Companies ESG Research Report (2023)" Bluebook

This Bluebook as a highly authoritative annual publication in the social sciences domain, is a joint effort by the SRSDO Committee of the Chinese Institute of Business Administration, Beijing Rongzhi Corporate Social Responsibility Institute, and the China Federation of Industrial Economics, marking it's 16th consecutive publication year.



## 2023 ESG Innovative Practices of Listed Companies

The WOS Business Operating System represents a pioneering approach in decentralised digital commerce through the SaaS model. This innovation significantly diminishes digital upgrade costs and operational resources. Weimob has empowered nearly a million customers, enhancing efficiency, reducing resource consumption, and fostering a shift towards low-carbon operations and digital progress among businesses.



## Release of Social Responsibility Report

The 2022 Shanghai Corporate Social Responsibility Report Release Conference, organised by the Shanghai Federation of Industrial Economics and the Shanghai Federation of Economic organisations, was held on October 31, 2023. During the 11 years, the SCSRRRC has witnessed growing attention from enterprises and organisations towards social responsibility within the field of ESG. There is a general consensus on the importance and practice of social responsibility, thereby publishing performance in fulfilling social responsibilities regularly, exerting positive impacts on the quality of enterprise development.



## '14th 5-year' National Key Research and Development Program of China Low-carbon Building Demonstration Project

The 2022 Shanghai Corporate Social Responsibility Report Release Conference, organised by the Shanghai Federation of Industrial Economics and the Shanghai Federation of Economic organisations, was held on October 31, 2023., marks 11 years of increasing ESG commitment from businesses. This consensus on social responsibility, with regular performance publications, enhances enterprise development quality.



## Robust Level (Level 3) of Data management Capability Maturity Model (DCMM)

Under the leadership of the Ministry of Industry and Information Technology, the DCMM standards were introduced, covering eight core capability areas: data strategy, data governance, data architecture, data application, data security, data quality, data standards, and data lifecycle.

# KEY ACHIEVEMENTS IN ESG INITIATIVES FOR 2023



- Calculate Scope 3 carbon emissions scientifically based on GHG Protocol for the first time
- Set Carbon Neutral Target Year and the target to reduce emissions by **50%** by 2035
- Release the 2023 TCFD Report, conducting Climate-related Risk and Opportunity (CRO) analysis for the first time
- Invest in ultra-low energy buildings continually, with over **RMB 0.5 billion** investment in current overall project



- Establish the Compliance Committee
- Conduct the first ESG and Climate-related Risk and Opportunity (CRO) training



- **100%** signing of the Weimob Integrity Management Agreement by suppliers
- Establish the Data Security Committee, coordinating the overall work of enterprise data security

## ESG Governance

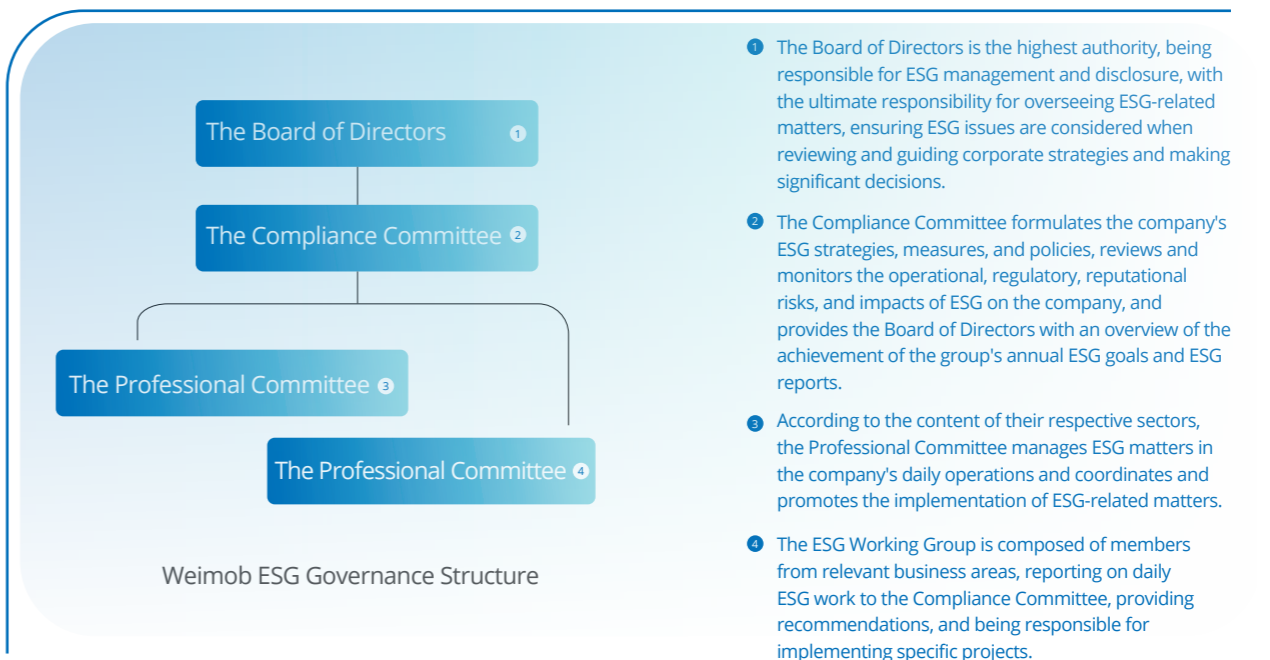
We continuously improve our ESG management system, promote harmonious integration between the company, the environment, and the society, and create sustainable corporation value. Meanwhile, we respond to stakeholders' environmental, social, and governance requirements for to stakeholders' sustainability-related requirements for the company from multiple perspectives.

### ESG Governance Structure

To enhance our governance framework and meet strategic goals, we refined our ESG governance during the report period, ensuring ESG management's seamless integration into our corporate governance for sustained, quality growth. In 2023, we inaugurated the Compliance Committee, creating a three-tier ESG governance architecture comprising the Board, the Compliance Committee, with professional committees alongside the ESG Working Group. The Compliance Committee Chair oversees compliance and ESG activities, with the ESG Working Group executing compliance and ESG strategies. Through methods such as reporting work progress to the Compliance Committee and attending annual meetings, we promote the governance of the compliance and ESG management within the company, and establish a long-term sustainable development matrix for internal compliance and ESG of the company.

The Compliance Committee, chaired by Chairman and CEO Sun Taoyong, includes 7 executives, among them 3 executive directors. It oversees 4 professional committees dedicated to ESG governance, with plans to expand. Meetings occur semiannually for the Compliance Committee, and quarterly for professional committees.

We are refining ESG governance approaches, intensifying ESG risk and opportunity assessments to develop strategies that meet stakeholder expectations, thereby ensuring the smooth realisation of the company's sustainable development goals.





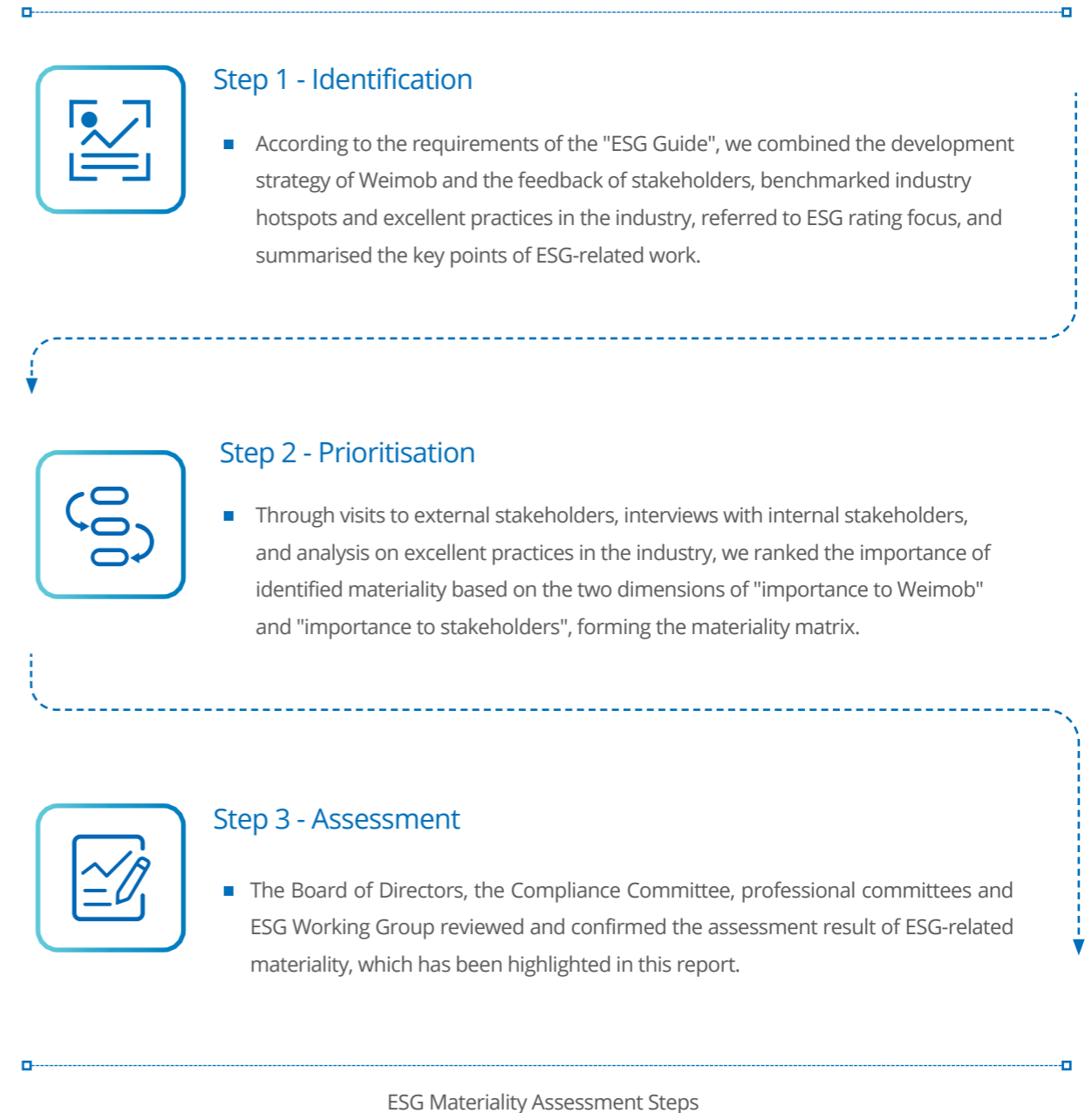
## Stakeholder Communication

In the process of continuously promoting sustainable development, we deeply understand that the opinions and expectations of stakeholders have an important impact on the operation and development of the company. We have established normalised communication mechanisms with stakeholders through various forms, for example, listening to their voices actively, understanding their expectations and needs, and accepting their supervision.

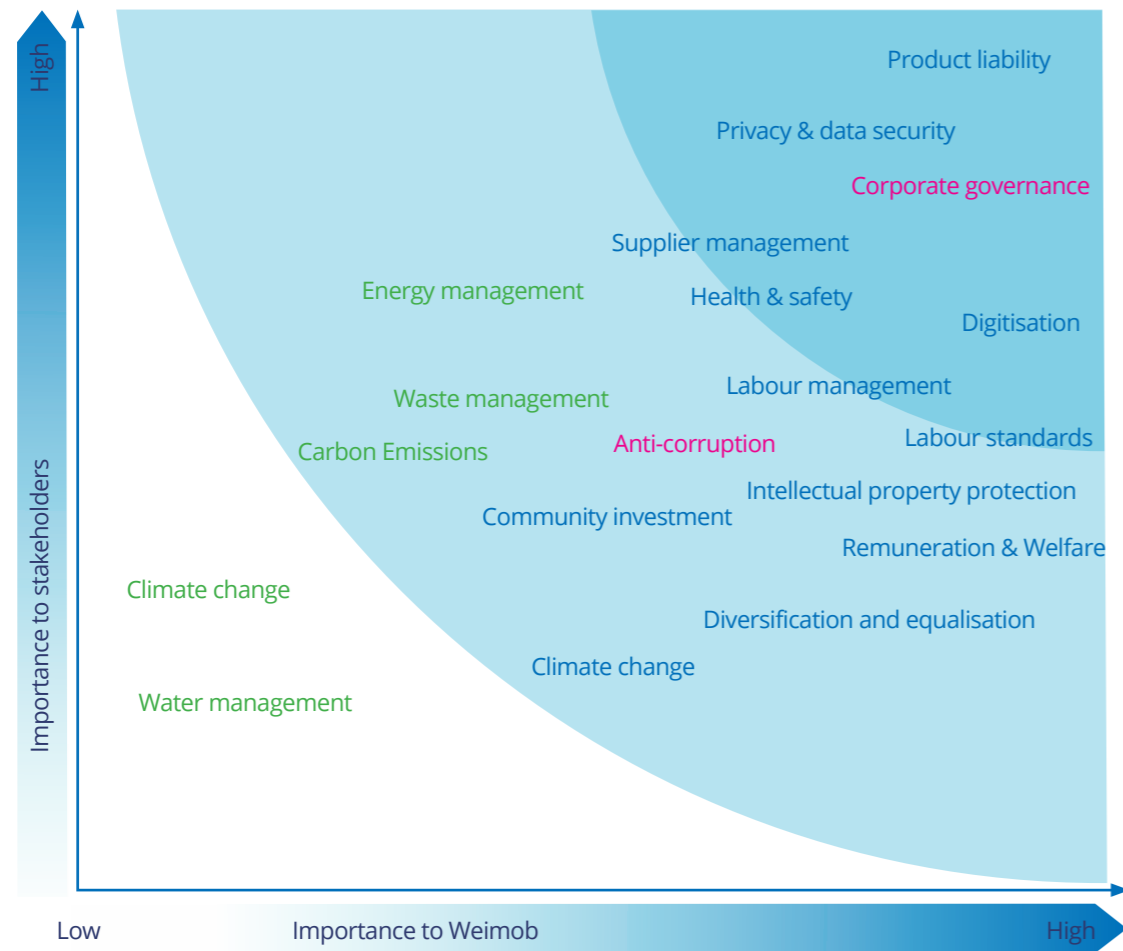
Stakeholders	Expectations and Requirements	Communication Mechanisms
<b>Government</b>	<ul style="list-style-type: none"> <li>• Law and discipline observation</li> <li>• Tax payment in accordance with laws</li> <li>• Local development supporting</li> </ul>	<ul style="list-style-type: none"> <li>• Daily management</li> <li>• Conferences and communications</li> <li>• Supervision and inspection</li> </ul>
<b>Shareholders</b>	<ul style="list-style-type: none"> <li>• Shareholders return and information disclosure</li> <li>• Investor relations</li> <li>• Corporate governance</li> <li>• Risk control</li> </ul>	<ul style="list-style-type: none"> <li>• Shareholder meeting</li> <li>• Information disclosure</li> <li>• Investor relations activities</li> </ul>
<b>Employees</b>	<ul style="list-style-type: none"> <li>• Salaries and welfare protection</li> <li>• Good working environment and development platform</li> <li>• Fair opportunity for promotion and development</li> </ul>	<ul style="list-style-type: none"> <li>• Dual-channel career system</li> <li>• Performance appraisal management measures</li> <li>• Employee activities</li> <li>• Weimob university</li> <li>• Healthy and safe working environment</li> </ul>
<b>Customers</b>	<ul style="list-style-type: none"> <li>• High-quality products</li> <li>• High-quality services</li> <li>• Customer rights protection</li> </ul>	<ul style="list-style-type: none"> <li>• Contract performance</li> <li>• Customer service centre standards</li> <li>• Customer satisfaction survey</li> </ul>
<b>Business Partners</b>	<ul style="list-style-type: none"> <li>• Commitment</li> <li>• Fair, open, and just procurement</li> <li>• Win-win development</li> </ul>	<ul style="list-style-type: none"> <li>• Compliance procurement</li> <li>• Contract fulfillment</li> </ul>
<b>Environment</b>	<ul style="list-style-type: none"> <li>• Promote environmental protection</li> <li>• Protect ecological balance</li> <li>• Address climate change</li> </ul>	<ul style="list-style-type: none"> <li>• Emission and waste reduction</li> <li>• Energy conservation and waste reduction</li> <li>• Risk identification</li> </ul>
<b>Community</b>	<ul style="list-style-type: none"> <li>• Improve community environment</li> <li>• Support community welfare</li> </ul>	<ul style="list-style-type: none"> <li>• Charitable donations</li> </ul>

## Materiality Assessment

We highly value the feedback and recommendations of stakeholders on sustainable development issues. In 2023, we reviewed and adjusted key issues based on the "Identification - prioritisation - Assessment" three-step process, and refined the key issue matrix in 2023.



Based on the identification work this year, Weimob has a total of 19 ESG materialities, of which 5 materialities remain high importance, including Product Liability, Privacy & Data Security, Corporate Governance, Digitisation, Health & Safety. We will strengthen the management and disclosure of materialities with high importance in terms of system, management measures, etc.



Weimob 2023 ESG Materiality Assessment Results

Pink: Governance      Blue: Social      Green: Environmental

### Report Structure

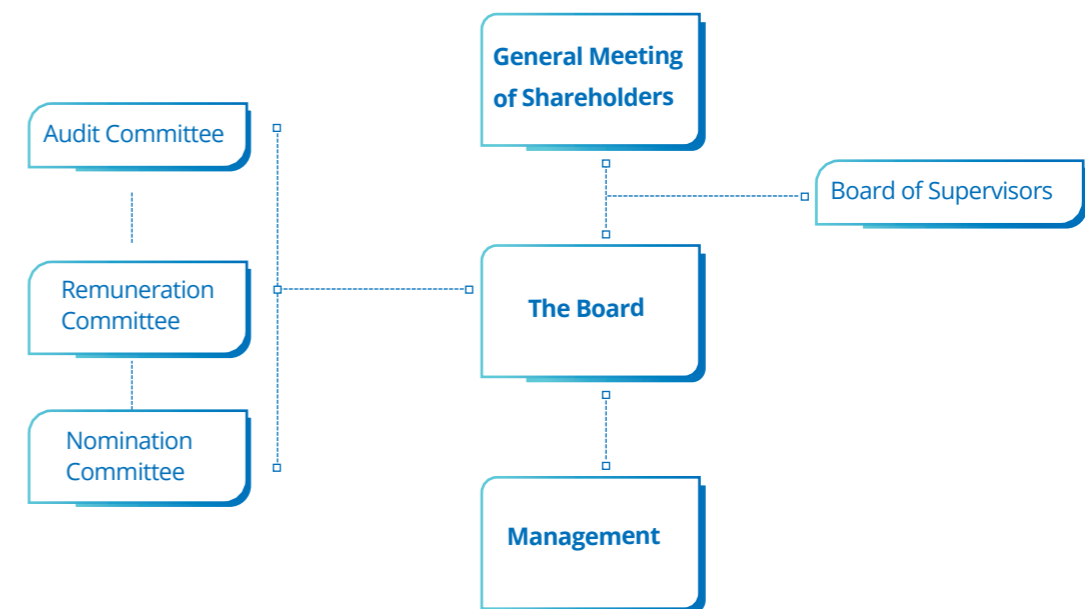
SDGs	Chapter	Materiality	Weimob's Commitment
	Improving corporate governance	<ul style="list-style-type: none"> <li>· Corporate Governance</li> <li>· Anti-corruption</li> </ul>	<ul style="list-style-type: none"> <li>▪ Operate with integrity in accordance with applicable laws and regulations, protect shareholders and stakeholders' rights, and strengthen corruption-free construction</li> </ul>
	Moving towards sustainable climate and environment	<ul style="list-style-type: none"> <li>· Carbon emissions</li> <li>· Energy management</li> </ul>	<ul style="list-style-type: none"> <li>▪ Strengthen the awareness of climate risk prevention</li> <li>▪ Reduce carbon emissions</li> <li>▪ Decrease energy consumption and GHG emissions</li> </ul>
		<ul style="list-style-type: none"> <li>· Waste management</li> <li>· Climate change</li> <li>· Water management</li> </ul>	
	Striving towards sustainable labour relations	<ul style="list-style-type: none"> <li>· Health &amp; safety</li> <li>· Labour management</li> </ul>	<ul style="list-style-type: none"> <li>▪ Provide employees with a diverse, equal, and inclusive work environment</li> <li>▪ Empower employees for career development</li> </ul>
		<ul style="list-style-type: none"> <li>· Labour standards</li> <li>· Remuneration &amp; welfare</li> <li>· Development and training</li> <li>· Diversification and equalisation</li> </ul>	
	Accelerating towards sustainable operational growth	<ul style="list-style-type: none"> <li>· Supplier management</li> <li>· Intellectual property protection</li> </ul>	<ul style="list-style-type: none"> <li>▪ Support customers in digitisation</li> <li>▪ Protect customer privacy and information</li> <li>▪ Improve product quality and service</li> <li>▪ Contribute to industry development</li> </ul>
		<ul style="list-style-type: none"> <li>· Privacy &amp; data security</li> <li>· Product liability</li> </ul>	
	Contributing towards a better and sustainable society		<ul style="list-style-type: none"> <li>▪ Adhere to public welfare investment</li> <li>▪ Help improve the living standards of minority communities</li> <li>▪ Reduce regional inequality</li> </ul>
		<ul style="list-style-type: none"> <li>· Community investment</li> </ul>	

## CONTINUOUS IMPROVEMENT OF CORPORATE GOVERNANCE

## The Board of Weimob

### Board Statement

The Group strictly abides by Articles of Association and *Codes of Corporate Governance* in the appendix 14 of the *Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited*. A corporate governance structure with distinct responsibilities and a balance of power has been established to guarantee scientific and logical decision-making, ensuring efficient company operations. Our commitment to these guidelines underpins the company's steady growth and the protection of shareholders and stakeholders' rights. (For comprehensive details on the Board of Directors and Committee members at the reporting period's end, please see "Appendix 1 - Performance Data - Corporate Governance - Board and Committee Members.")

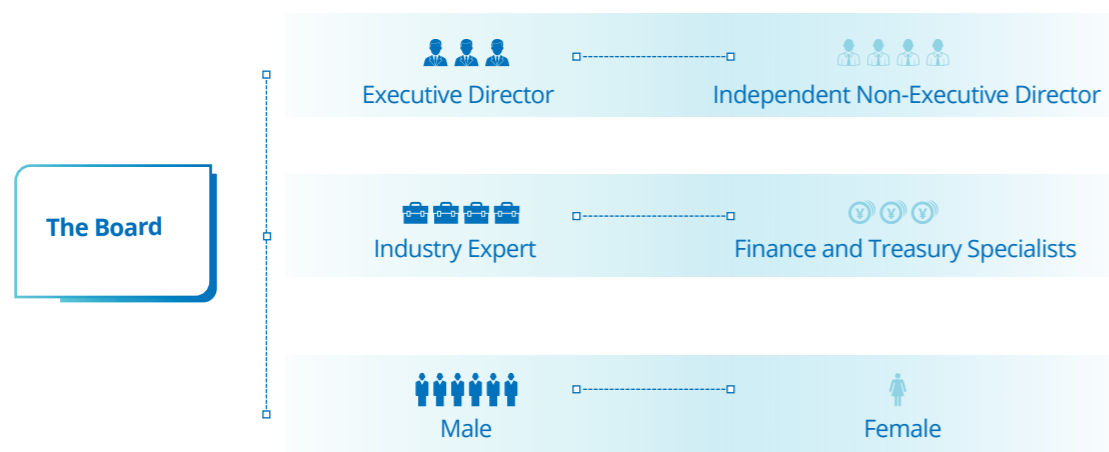


Weimob Governance Structure

The Board of Directors serves as the highest governing body responsible for ESG management and public disclosure. In the future, the company will establish clear ESG objectives, including but not limited to: 1) Carbon neutrality action plans and targets; 2) Strategies for creating a diverse, equitable work environment and talent development; 3) Ensuring safe, reliable, and responsible products and services; 4) Goals and creation for sustainable social value.



## Board Diversity



Weimob's Board of Directors Composition Diagram

The Board of Directors is chaired by the Company's founder, Mr. Sun Taoyong, and consists of industry experts, financial experts and treasury experts, all of whom have a deep understanding and awareness of Weimob, the SaaS and marketing industries in which Weimob operates, and are well equipped to help create greater value for all stakeholders.

Our Director Nomination Policy requires that the nomination of directors be considered not only in terms of their own professionalism, skills, knowledge, competence, experience and compliance requirements, but also in the context of the Board's structure, size and balance of diversity.

As at the end of the reporting period, the Board comprised seven members, including three executive directors and four independent non-executive directors. The appointment of a female independent non-executive director, --- Ms. Xu Xiaou, to the Board in May 2023, is an important demonstration of our commitment to valuing the leadership of our female executives, and our continued efforts to enhance the independence and diversity of our Board.

In the future, the Company will consider increasing the number of technical experts, risk management experts, and experts in compliance, as well as increasing the proportion of independent non-executive directors and female directors, in order to enhance the independence and diversity of the Board.

### Audit Committee

Independent Director as Chairman

- The Committee comprises **100%** independent non-executive directors and is independent of the Company's management.
  - **2/3** of the members have experience in finance and treasury.
- Overseeing the company's financial reporting system, risk management and internal control system.

### Remuneration Committee

Independent Director as Chairman

- **2/3** of the Committee members are independent non-executive directors, independent of the Company's management.
  - The Committee consists of **1** finance expert and **2** industry experts.
- Remuneration committee makes recommendations on remuneration policy and structure, and reviews the performance of directors and executives.

### Nomination Committee

Executive Director as Chairman

- **2/3** of the Committee are independent non-executive directors, independent of the Company's management.
  - The Committee consists of **2** finance experts and **1** industry expert.
- The Nomination Committee makes suggestions to the Board of Directors, aligning with the company's strategy, diversity policy, and the evolving opportunities and challenges encountered. Remuneration committee makes recommendations on remuneration policy and structure, and reviews the performance of directors and executives.

The Structure of Weimob Committees

## Directors' Performance of Duties

During the reporting period, the Directors actively participated in the meetings of the Board and various committees of the Company, fully performed their duties as Directors, and put forward many constructive proposals in respect of the Company's strategies and corporate governance, which promoted the steady development of the Company and the enhancement of its governance level.

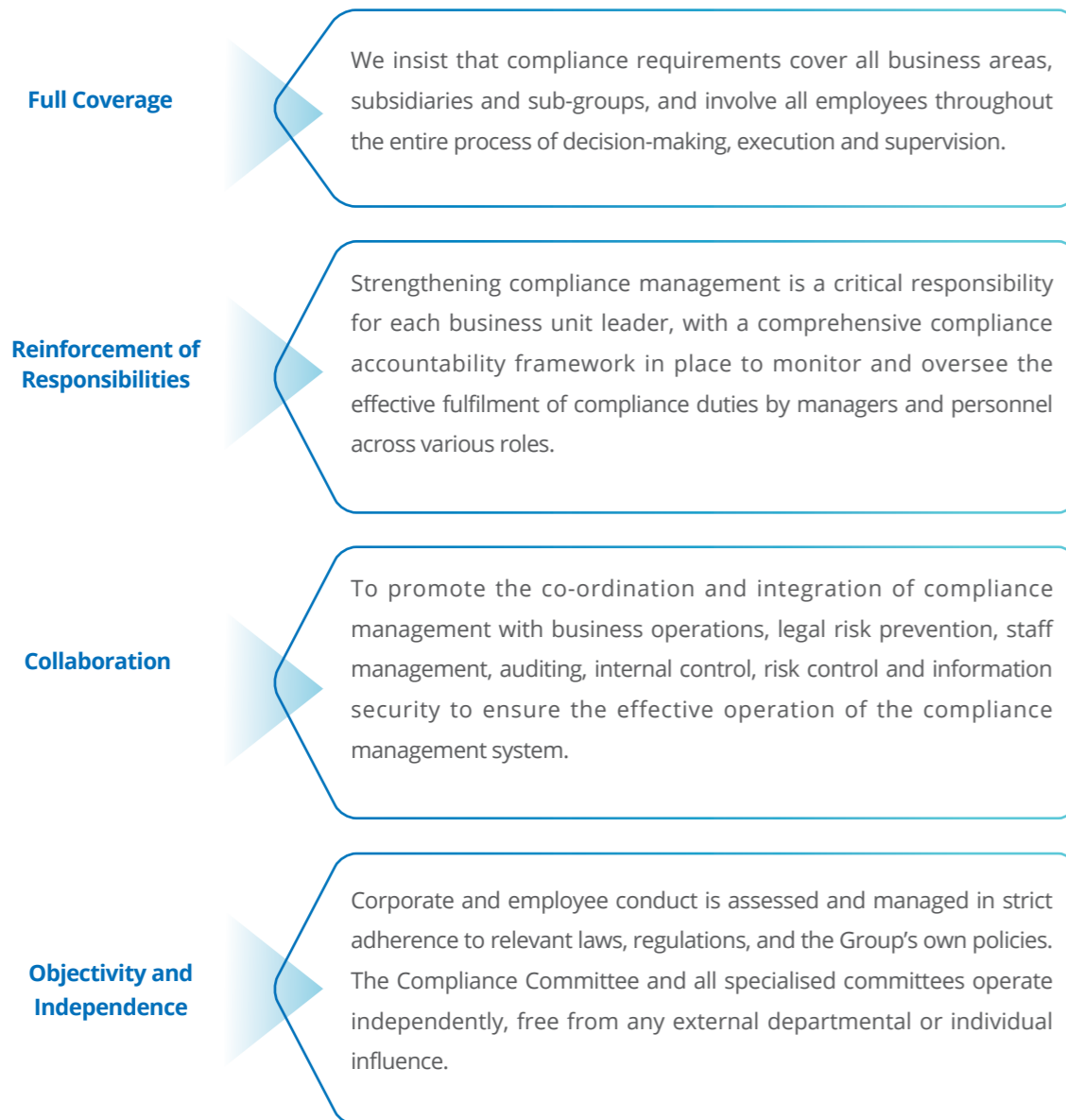
During the reporting period, Weimob held 6 meetings of the Board of Directors, 2 meetings of the Audit Committee, 2 meetings of the Remuneration Committee and 2 meetings of the Nomination Committee, with a Director attendance rate of 100%. (For details of the directors' performance as at the end of the reporting period, please refer to the Corporate Governance Chapter of our 2023 Annual Report.)



## Compliance Governance Compliance Committee

In order to strengthen Weimob Group's internal compliance management, effectively prevent and control compliance risks, and carry out organised and planned management activities for companies and employees, including system formulation, risk identification, compliance review, risk response, accountability, assessment and evaluation, and compliance training, we formally established the Compliance Committee in August 2023.

In accordance with GB/T 35770/ ISO 37301:2021 *Compliance Management System Requirements and Guidelines for Use*, the Compliance Committee has started the compliance work of Weimob Group (including its subsidiaries, wholly-owned companies, holding companies, and shareholding companies), and has followed the following four basic principles in its work:



There are several professional committees established under the Compliance Committee, including the Business Conduct Committee, the Employee Conduct Committee, the Data Security Committee and the

Integrity and Self-Discipline Committee, and the four professional committees mainly perform the following compliance management duties:





Integrity and Self-Discipline Committee

- Conduct thorough investigations into suspected breaches of duty, including commercial bribery, misappropriation, theft, improper benefit transfer, ultra vires actions, misrepresentation of performance, nepotism, and misallocation of Group funds;
- Set up an accountability system for fraud. Make disciplinary decisions on employees who have violated the law;
- Hold managers accountable for their ineffective performance of duties and dereliction of duty; investigate the legal responsibility of employees suspected of committing crimes in accordance with the law;
- Develop integrity supervision. Inspect and supervise departments and subordinate units in the implementation of the work of integrity building and making monitoring recommendations.

The Compliance Committee compiles an annual report detailing its activities, presented for review at the year-end formal Compliance Committee meeting, where the Chairman and Vice-Chairman share

their insights. This report, upon consideration and endorsement, is appropriately disseminated across the entire Group.

### Anti-Corruption and Integrity Governance

Weimob prioritises its reputation and integrity, striving to uphold corporate governance and ethical standards in line with our stakeholders' expectations.

Weimob has been strictly abiding by the *Criminal Law of the People's Republic of China*, the *Anti-Unfair Competition Law of the People's Republic of China*, the *Anti-Trust Law of the People's Republic of China*, the *Anti-Money Laundering Law of the People's Republic of China*, etc. We have also formulated the "Management System for Conflict of Interests", the "Management System for Handling of Gifts", and set out the basic principles and norms of business ethics that the employees need to abide by in the "Employee Handbook"



Weimob joined the Enterprise Anti-Fraud Alliance



Weimob joined the Trust and Integrity Enterprise Alliance

### Integrity Oversight Management

The Weimob Group Integrity Management System sets out Weimob's ethical business practices and stipulates that all employees, including regular employees, executives, consultants, board members, trainees, dispatched employees, outsourced employees and temporary employees must comply with it voluntarily.

100% employees signed the Employee Integrity Management Agreement

100% suppliers signed the Weimob Group Integrity Management Agreement

In accordance with the provisions of the integrity management system, Weimob's new employees are required to sign the "Employee Integrity Management Agreement", and comply with the "Management System for Conflict of Interests", the "Management System for Handling of Gifts" and the "Employee Handbook" in relation to the relevant provisions on employee conduct. During the cooperation with partners, both parties are required to sign the "Weimob Group Integrity Management Agreement". Currently, the proportion of suppliers signing the "Weimob Group Integrity Management Agreement" has reached 100%.

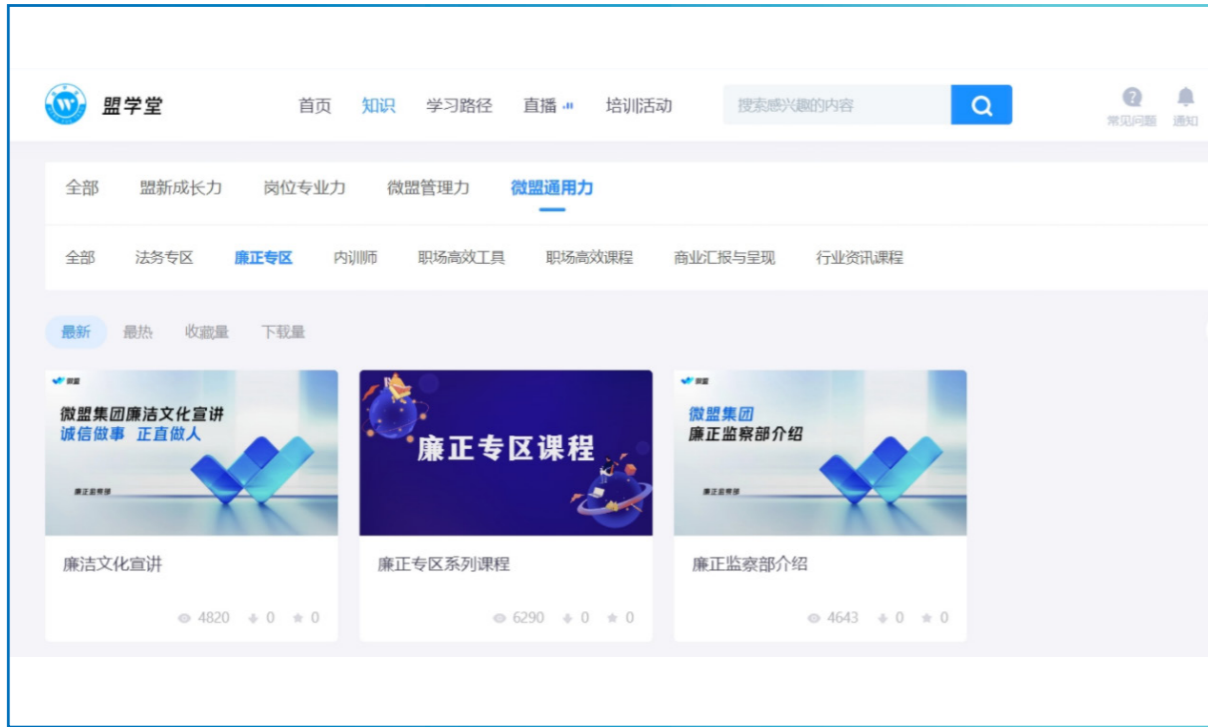
### Business Ethics Training and Awareness Cultivation

Weimob conducts business ethics training through a combination of online and offline methods, continuously enhancing employees' awareness of anti-corruption and creating a clean and positive corporate atmosphere. At the same time, we regularly promote integrity and the dissemination and construction of compliance culture. We have set up specific compliance training for board members and executives to strengthen their awareness of integrity in performing duties.

Weimob's ethics training, both online and offline, fosters a culture of integrity, complemented by specialised compliance training for senior leaders to enhance duty performance with integrity.

To enhance Weimob's ethical culture, we established an Integrity Section within the "Meng" School's general strength training sector. This includes insights from integrity oversight departments, lectures on ethical culture, and a range of integrity courses. To date, over **15,000** viewers have engaged, with **100%** of junior management participating.

Weimob marks December 8th annually as Integrity Day, aligning with the eve of International Anti-corruption Day. The inaugural online event on December 8th, 2023, led by the Anti-corruption Supervision Department, garnered commendable employee acclaim. Future plans include diversifying these events to encourage participation and reinforce our culture of integrity and discipline.



Integrity section of "Meng" school

Case

Integrity Day activities



The winner of the online game in the Integrity Day will be awarded

From December 8th, 2023 to December 13th, 2023, we conducted the online game on the Integrity Day. According to the statistics, the cumulative views of the interactive game has exceeded 7,200 times, with 633 participants in "15 Questions about Integrity", 430 participants in "Eliminate Fraud", and 424 participants in "Lucky Wheel".



The online game page on the Integrity Day

Number of Reports

The Anti-corruption Supervision Department

received a total of 42 reports  
19 cases were anonymous  
23 cases were with in real name

Whistleblowing Handling

The Anti-corruption Supervision Department

achieved a 100% response rate and an 80% investigation rate. Due to some reported employees leaving their

positions, 20% of reports have not been investigated and will be treated as leads for future reference.

Inspection

During the reporting period, the Anti-corruption Supervision Department conducted inspections

Collected 849 questionnaires with a coverage rate of 100% and offline presentations in

Changsha, Shenzhen, and Hefei

Whistleblowing Management

Employees across the Group are required to raise a concern if any of our activities are being undertaken in a manner that may not be legal or ethical and are supported if they do so. Our Speak Up Policy makes clear that retaliation against any employee who raises a concern is prohibited. Where concerns are raised, they are investigated in an appropriate and independent manner. We have also disclosed our Code of Ethics and Business Conduct, alongside whistleblowing channels and other relevant information on our website and management platform. We undertake thorough verification upon receiving a report, furnish feedback, and earnestly address any violations.

Whistleblower Hotline: 021-6619 8110 / 133 1178 7110

Whistleblower Email: jubao@weimob.com

Whistleblower Address: Weimob building, No.258 Changjiang Road, Baoshan District, Shanghai



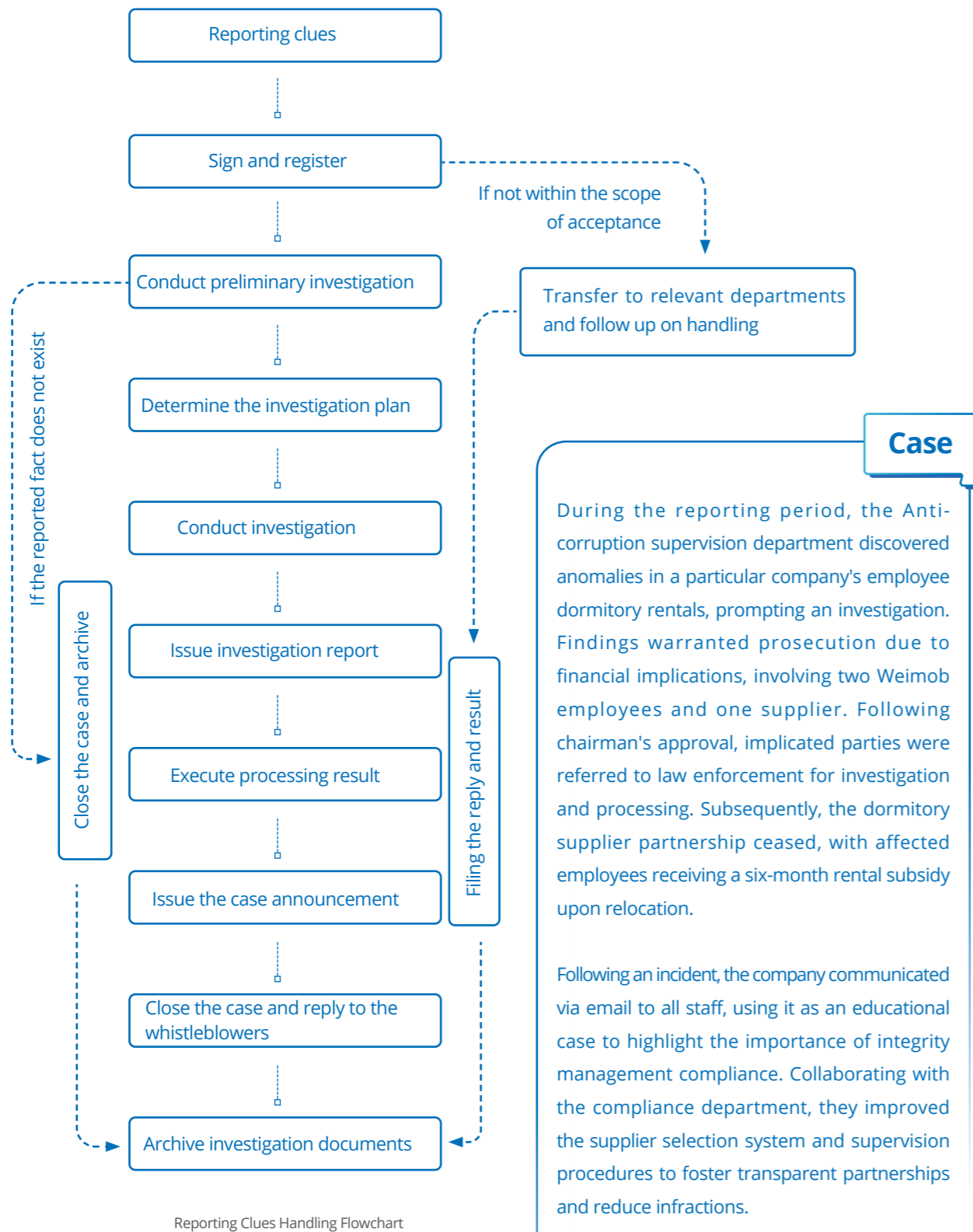
Weimob Integrity Reporting Page



Weimob's Internal Instructions for Whistleblowing



### Whistleblower Management Process



### Strategic management

The Management Committee is fully responsible for the formulation, management, and supervision of the company's strategies. There are a total of 8 members of the Management Committee, with the Chairman being Sun Taoyong, the Chairman and CEO of the company, and the remaining 7 being the main executive members of the company.

In response to dynamic market conditions and intense competition, enterprises encounter significant challenges in adaptation. Weimob employs a strategic management model emphasising rapid iteration and timely adjustments to enhance responsiveness and cope with market volatility, fostering improved adaptability and competitiveness.

Weimob's strategy is guided by its mission and vision, involving analysis of external factors and internal resources to determine entry into new sectors, through mergers, acquisitions, or independent R&D. In independent R&D, high-quality resources are invested, and special project teams ensure smooth progress. Strategic track selection incorporates insights from senior management and practical experience from all employee levels.

During strategically significant projects, the project leader arranges progress meetings every 1-2 weeks to ensure efficient management. Monthly, the project leader reports to business executives for timely updates and adjustments. Business executives submit quarterly summaries to the CEO, offering a comprehensive overview of project status and trends. The Strategic Investment Department remains closely engaged throughout the project cycle, ensuring cohesive information and comprehensive understanding, thus supporting project progression.

Currently, the company mainly focuses on strategic investments in technology and service sectors externally. These investments in technology and service sectors externally. These investments boast strong organisational resilience, facilitating rapid adaptation to changing environments.

In pursuing growth, we seek a favourable industry environment and mutual development opportunities. During the reporting period, Weimob's successful strategic investment in Acewill<sup>2</sup> integrated customer resources and digitalisation expertise, boosting synergy in the digital catering market.

Note 2: Acewill Information Technology Co., Ltd. is a digital catering service provider, with digital system brands such as Rundian, Dianping Weishenghuo, Tianzixing, Canxingjian, Canxingyun, and Pinzhi, covering all catering business scenarios.



# MOVING TOWARDS CLIMATE SUSTAINABILITY STRIVING FOR SUSTAINABILITY: TOWARDS CLIMATE AND ENVIRONMENTAL RESILIENCE



## Responding to Climate Change

In 2023, Weimob acknowledged the criticality of climate change, committing to proactive engagement with its challenges and opportunities.

Emphasising innovation and leadership in sustainable industry practices, we adopted the *Task Force on Climate-Related Financial Disclosures* (TCFD) recommendations, enhancing our evaluation and management of climate-related risks and opportunities regarding governance, strategy, and risk management, with clear metrics and targets. This initiative underpins our goal to establish a comprehensive climate change management framework and bolster our climate change mitigation efforts.

### Governance

The Board of Directors at Weimob holds ultimate responsibility for addressing climate change risks and opportunities. To oversee ESG management, including climate risk identification, assessment and management, this responsibility has been delegated to the Compliance Committee. The Compliance Committee provides regular reports to the Board on climate change matters. Furthermore, we have established a climate change governance system led by the Group's management, coordinated and supervised by the Compliance Committee, and implemented by the ESG working group. This system aims to comprehensively promote the implementation of our climate strategy and climate risk management. For a visual representation of our climate change governance structure, please refer to the "Weimob ESG Governance Structure" diagram.

In order to effectively manage climate-related risks in our business operations, we have developed climate change policy with climate change mitigation and adaptation strategies. We will regularly review our climate change policy to ensure its alignment with our sustainability strategy and to stay updated on evolving climate landscape.



Strategy

We have incorporated climate risk identification and management into our risk management system, continuously conducting comprehensive identification and assessment risks and opportunities of climate change. In 2023, we conducted our first climate risk assessment and scenario analysis to identify significant physical and transitional risks related to our business operations. We also assessed the associated impacts and opportunities, and developed corresponding measures aligned with our company's strategy and development.

**Physical Risks**

To assess physical risks, we utilised climate projections from the *Intergovernmental Panel on Climate Change* (IPCC) under the RCP8.5 scenario, and the time point for this scenario analysis is set at 2050. Our climate risk assessment examined various business aspects to identify the most relevant climate risks, including acute and chronic events.

**Transitional Risks**

Transitional risks refer to risks associated with the transition to a low-carbon economy. These risks are generally influenced by four main factors: legal, market, reputation and technology. We conducted a low-carbon scenario analysis based on the IPCC RCP 2.6 scenario to evaluate transitional risks.

The following are the key climate risks and opportunities identified by Weimob:

Risks

	Transitional Risks	Potential Impact	Time Horizon
<b>Policy and Legal</b>	As climate-related regulations and disclosure requirements become more stringent, businesses need to adapt to stricter climate governance rules. These regulations can directly impact their business models	Non-compliance with relevant laws and regulations can potentially damage a company's value. Additionally, the introduction of new government policies supporting low-carbon transition can impact high-emission economic activities of businesses, potentially leading to increased operating costs	Long term

	Transitional Risks	Potential Impact	Time Horizon
<b>Market</b>	New energy procurement related issues	Addressing the challenges in the development of the new energy supply market can lead to increased operating expenses and rising costs associated with the procurement of green electricity	Medium to long term
<b>Reputation</b>	As public concern for climate change and low-carbon issues continues to grow, businesses that fail to align their models with the low-carbon economy may risk damaging their reputation thus affecting evaluations from rating agencies	Losing customer trust can result in customer churn and increase the cost of communicating with stakeholders to maintain reputation	Long term
<b>Technology</b>	Technological advancements and service offerings that demonstrate superior environmental performance, such as energy-efficient equipment and cloud infrastructure, can provide a competitive advantage	Investing in hardware equipment upgrades and early retirement of old equipment can lead to increased costs. Similarly, the costs associated with research and development of new technologies may also rise. Additionally, losing technological advantages can result in customer churn	Medium to long term
	Shifting to remote work	The transition towards online work methods can bring higher IT security risks, such as operational disruptions and data breaches	Long term



	Physical Risks	Potential Impact	Time Horizon
<b>Acute</b>	Floods, extreme weather events, droughts, rising sea levels, and storm surges	These events pose threats to the safety and health of employees. They can also lead to operational disruptions in corporate infrastructure and data centres, impacting the execution capability of critical business processes. Additionally, there is a risk of property loss or depreciation	Medium to long term
<b>Chronic</b>	Water scarcity, temperature fluctuations, increasing energy demand, and rising sea levels	The impact of climate change on the operational environment can lead to increased operating costs. Water scarcity, in particular, can result in higher expenses for procuring alternative water sources. For SaaS companies that rely on servers, water scarcity may further increase the operational costs associated with server maintenance and cooling	Medium to long term

### Opportunities

	Opportunities	Potential Impact	Time Horizon
<b>Product and services</b>	The rise of the low-carbon product market presents businesses with opportunities to optimise their product strategies, enhance technological capabilities, and expand their service offerings. This market provides a platform for businesses to align their products with sustainability objectives, cater to the increasing demand for environmentally friendly solutions, and differentiate themselves from competitors. It offers a chance for businesses to innovate, develop new technologies, and broaden their range of services to meet the evolving needs of customers focused on reducing carbon emissions and promoting sustainability	Utilising SaaS as a tool to improve carbon efficiency and reduce energy consumption can help companies achieve their sustainable development goals. From a strategic perspective, it enables businesses to offer a wider range of green development solutions to customers, thereby enhancing the company's reputation, increasing demand for products and services, and generating additional revenue	Medium term

	Opportunities	Potential Impact	Time Horizon
<b>Market</b>	The introduction of policies related to carbon neutrality, clean energy, and environmental subsidies plays a guiding role in the market and benefits companies in exploring new markets and business opportunities	Developing climate change-related strategies is crucial for capturing new market opportunities. Implementing diversified business models that meet consumer expectations can facilitate entry into new markets and increase revenue	Medium term
<b>Resource efficiency</b>	Providing low-emission SaaS services	Continuously promoting the concept of green operations through energy-saving technologies, purchasing green electricity, generating self-sustaining green electricity, and implementing resource recycling and reuse methods can improve resource and energy efficiency, thereby reducing operational costs	Long term

Note: Short term refers to 3-5 years; medium term refers to 5-10 years; long term refers to more than 10 years.

**Risk Management**

We conduct comprehensive risk analysis to identify potential risks, assess their likelihood and impact, and categorise them accordingly on a yearly basis. We are currently integrating the identified risks and researching climate-related mitigation strategies to enhance our resilience.

To effectively manage the potential impacts of climate change on our business, we continuously optimise the processes for identifying and assessing climate-related risks. Additionally, we plan to improve the underlying risk assessment procedures and provide education and awareness training at the operational level to strengthen our risk identification mechanisms.

**Metrics and Targets**

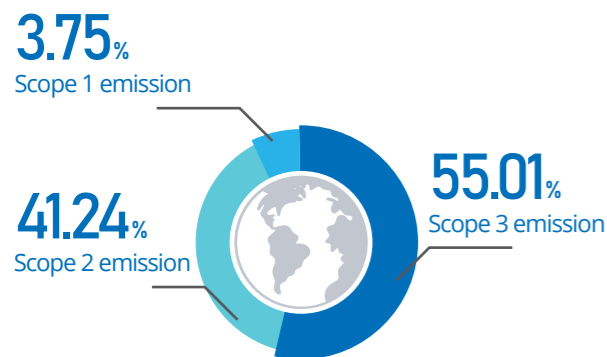
To measure and manage climate-related risks and opportunities, we have established corresponding carbon dioxide (CO<sub>2</sub>) reduction targets. We are committed to reducing our carbon emissions and minimising our operational carbon footprint.

In 2023, for the first time, we completed the calculation, reporting, and disclosure of Scope 3 greenhouse gas emissions in addition to Scope 1 and Scope 2 emissions. Since then, key indicators related to climate including energy and resource usage are monitored on a regular basis.



## Energy and Emissions Management

### Greenhouse Gas (GHG) and Energy Consumption in 2023

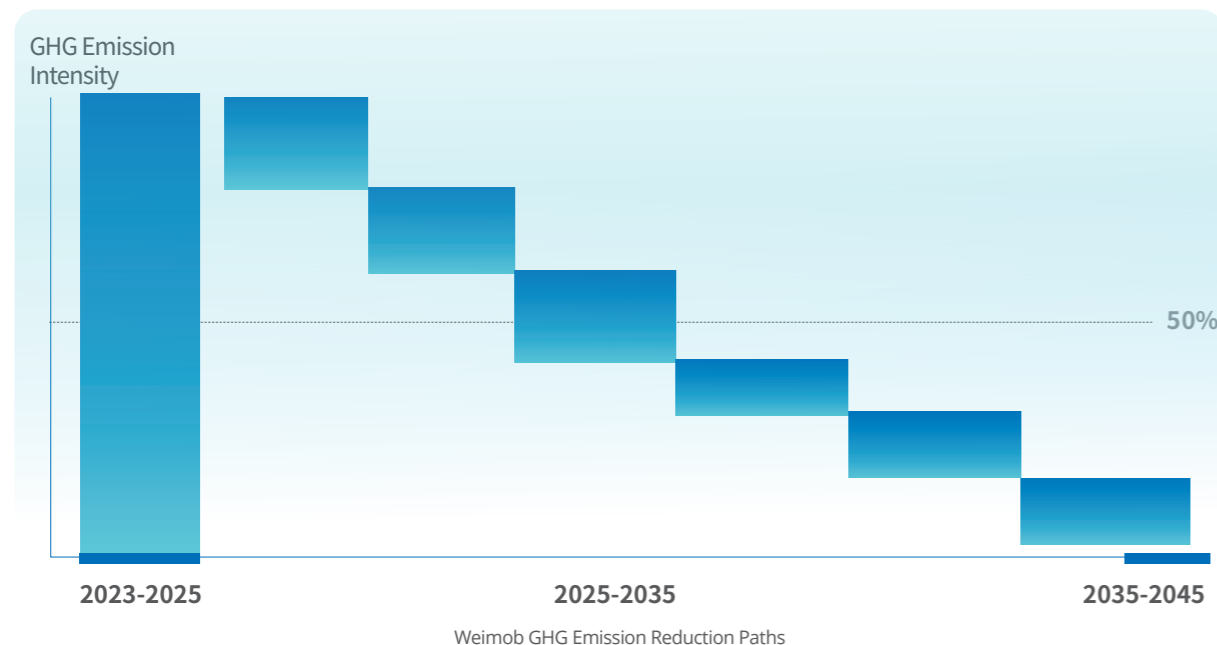


Composition of the GHG Emissions by Scope in 2023 at Weimob

In terms of green development, 2023 was a proactive and significant year for us. We strictly followed the requirements of the *GHG Protocol Accounting Standard* and engaged a third-party service organisation to define our organisational boundaries, assess emission sources, and establish a greenhouse gas emissions inventory. We made comprehensive measurements for Scope 1, Scope 2, and Scope 3 emissions to the best of our ability. After verification, the total greenhouse gas emissions for Weimob Group in 2023 were 4,298.56 tCO<sub>2</sub>e.

### The Pathway to Net Zero

Based on the emission inventory and analysis conducted in 2023, and considering Weimob's emission sources and future plans, we have set the following targets: to peak emissions in 2024, achieve a **50%** reduction by 2035, and reach carbon neutrality by 2045. These targets reflect our commitment to addressing climate change and transitioning towards a low-carbon future. We will continue to implement measures and strategies to achieve these goals and contribute to a sustainable and carbon-neutral economy.



In 2023, the organisational boundaries for Weimob's greenhouse gas inventory included 13 companies in Shanghai, Shenzhen, Beijing, Nanjing, Xi'an, Guangzhou, and Wuhan. After detailed calculations, we observed a decreasing trend in the total emissions for Scope 1 and Scope 2, while the emissions intensity for Scope 1 and Scope 2 increased slightly due to a reduction in our workforce in 2023.

We remain committed to reducing carbon emissions and energy consumption in line with our emission reduction targets. Through concrete actions, we will fulfill our green commitments and contribute to environmental protection.

The specific emission data for 2023 can be found in the "Weimob Group 2023 Greenhouse Gas Emissions Report"<sup>3</sup>, which is publically available on our official website.

Note 3: The download link for the "Weimob Group 2023 Greenhouse Gas Emissions Report" is available at <https://group.weimob.com/pages/esg>.

Type	Unit	2021	2022	2023
<b>Direct GHG emissions (Scope 1)</b>				
Total emissions	tCO <sub>2</sub> e	34.52	28.04	161.06
<b>Indirect GHG emissions (Scope 2)</b>				
Total emissions	tCO <sub>2</sub> e	2,829.59	2,930.04	1,772.64
<b>Other indirect GHG emissions (Scope 3)</b>				
Total emissions	tCO <sub>2</sub> e	/	/	2,265.46
<b>Emissions for Scope 1 and Scope 2</b>				
Total emissions	tCO <sub>2</sub> e	2,864.11	2,958.08	1,933.70
Emission density	tCO <sub>2</sub> e/person	0.49	0.47	0.68
Emission intensity	tCO <sub>2</sub> e/million RMB	1.07	1.61	0.87
<b>Total GHG emissions (Scope 1, Scope 2, and Scope 3)</b>				
Total emissions	tCO <sub>2</sub> e	/	/	4,298.55
Emission density	tCO <sub>2</sub> e person	/	/	1.51
Emission intensity	tCO <sub>2</sub> e/million RMB	/	/	1.93

Note: Other indirect GHG emissions (Scope 3) include the following emission sources: business travel (transportation such as air travel, hotels, etc), employee commuting, office supplies, water consumption, and waste disposal.



Our energy usage in 2023 is as following:

Type	Unit	2021	2022	2023
Direct energy consumption	MWh	141.19	114.71	148.87
Indirect energy consumption	MWh	3,990.15	4,132.36	4,104.64
Total energy consumption	MWh	4,131.34	4,247.07	4,253.51
Energy consumption intensity	MWh / person	0.71	0.68	1.49
Total water consumption	t	37,261.99	37,674.00	32,246.08
Water consumption intensity	t / person	6.38	6.00	11.31

Note: 1. The energy consumption is presented in megawatt-hours (thousand kilowatt-hours), with conversion factors taken from Table 1 of the *Accounting Methods and Reporting Guidelines for Greenhouse Gas Emissions in Public Building Operation Enterprises* appendix published by the *National Development and Reform Commission of China*, which includes default values for fossil fuel-related parameters (Table 1) and default values for fuel density (Table 2).

2. Weimob's water usage is sourced entirely from municipal water supply. Due to the nature of our business, we do not use packaging materials. Therefore, KPI A2.5, which measures the total amount of packaging materials, is not applicable and will not be disclosed in this report.

### Energy-saving Measures

We actively adhere to the concept of green development and strictly comply with environmental laws and regulations such as the *Environmental Protection Law of the People's Republic of China* and the *Energy Conservation Law of the People's Republic of China*. We have formulated the *Weimob Group Environmental Protection and Energy Management System* to enhance our environmental management standards and promote resource conservation.

We actively adhere to the concept of green development and strictly comply with environmental laws and regulations such as the *Environmental Protection Law of the People's Republic of China* and the *Energy Conservation Law of the People's Republic of China*. We have formulated the "Weimob Group Environmental Protection and Energy Management System" to enhance our environmental management standards and promote resource conservation.



A digital online learning and development platform exclusively for internal staff of Weimob

We have established air conditioning regulations to ensure the comfort and health of employees in the work environment while maximising energy savings. According to these regulations, the air conditioning is available from June to September during the summer and from December to March of the following year during the winter. The air conditioning operates from 8:30 to 19:30 on weekdays. In extremely cold or hot weather conditions, the company may adjust the air conditioning settings to ensure the health and safety of employees.

For requesting the use of air conditioning during overtime work, the group has established a detailed application process. The application must be submitted at least one day in advance and requires a minimum of 20 people working on the same floor. If the number of applicants is insufficient, the company will consider consolidating the overtime workers on the same floor. The administrative department will turn on the air conditioning after the application is approved to ensure a comfortable working environment for the overtime employees.

Regarding the use of water and electricity, the company regularly investigates abnormal usage and has established corresponding usage regulations to ensure the rational use of resources and energy conservation.

### Green building

During the reporting period, we have completed the structural design of the new Weimob's headquarter building. The new headquarter is designed as a super low-energy consumption building and the design work officially started in 2021. The total investment for the entire building is approximately RMB 1 billion, with a total area of 38,927m<sup>2</sup>. Currently, more than half of the investment has been completed, and it is expected to be officially put into use in the first half of 2025.

The new Weimob headquarter combines passive and active energy-saving techniques and incorporates the use of renewable energy. By improving the performance of the building envelope, enhancing the efficiency of the mechanical and electrical systems, selecting energy-saving equipment, and implementing energy consumption monitoring, the building achieves the requirements for super low-energy consumption. Renewable energy is utilised through a solar photovoltaic power system with a total installed capacity of 34.2kWp, which is expected to reduce building energy consumption by at least 15%.

The new Weimob headquarter building will directly reduce both direct and indirect emissions in our future operations, aligning with China's carbon peaking and carbon neutrality goals, supporting the temperature targets of the Paris Agreement, and significantly reducing reliance on traditional energy sources. This will improve resource utilisation efficiency and reduce operational management costs.

Approx. RMB **1 billion**  
Scale of investment in construction

**38,927** m<sup>2</sup>  
Total area

**34.2 kWp**  
Installed capacity of solar photovoltaic power generation system

**15%+**  
Reduced building energy consumption



The 10th National Net Zero Energy and Zero Carbon Building Conference

In 2023, the Weimob headquarter building project was honoured as one of the demonstration projects for the "Low Carbon Building" category at the 10th National Net Zero Energy and Zero Carbon Building Conference, organised by the *Super Low Energy Consumption Building Branch of the China Association of Building Energy Efficiency*. This conference was part of the "Zero Carbon Building" technology demonstration project under the National Key Research and Development Programme during the 14th Five-Year Plan period. The Weimob headquarter building project is one of the only two projects in Shanghai to receive this prestigious recognition.

Passive	Active	Renewable energy
<ul style="list-style-type: none"> <li>Energy saving measures for the building</li> <li>Energy saving measures for building envelope</li> <li>Building air tightness control measures</li> <li>Heat bridge control measures for building envelope</li> </ul>	<ul style="list-style-type: none"> <li>Heating, air-conditioning, and fresh air system solutions</li> <li>Electricity energy saving programme</li> <li>Domestic hot water system Energy consumption</li> <li>monitoring and control</li> </ul>	<ul style="list-style-type: none"> <li>Renewable energy solutions</li> </ul>

Energy Saving Technologies for the New Weimob Headquarter Building

## Waste Management

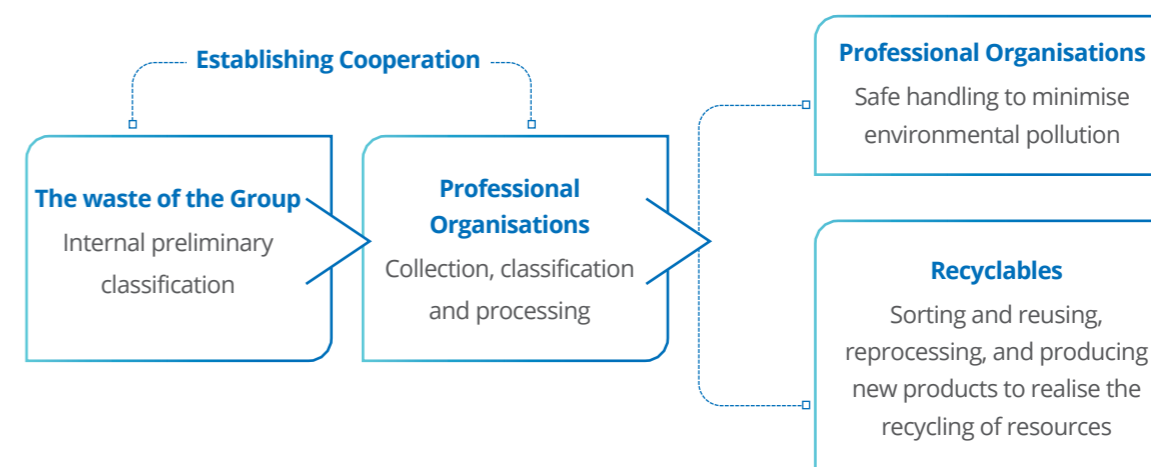
We strictly adhere to national laws and regulations such as the *Water Pollution Prevention and Control Law of the People's Republic of China* and the *Solid Waste Pollution Prevention and Control Law of the People's Republic of China*. These laws are integrated into our daily management practices. We have established a series of management systems to effectively control the discharge of pollutants and waste. The waste generated by our operations mainly consists of municipal solid waste, a small portion being waste of toner cartridges and ink cartridges. These waste materials do not have a harmful impact on the environment.

As of the end of the reporting period, the emissions and waste generated, excluding greenhouse gases, are as follows:

Type	Unit	2021	2022	2023
Nitrogen oxide (NO <sub>x</sub> ) emissions	kg	102.10	84.15	104.55
Sulfur dioxide (SO <sub>2</sub> ) emissions	kg	0.24	0.19	0.23
Particulate matter (PM) emissions	kg	9.78	8.06	9.73
Harmless waste emissions	t	367.47	275.90	212.80
Harmless waste density	t/person	0.06	0.04	0.07
Harmless waste intensity	t/million RMB	0.14	0.15	0.10

Note: Weimob's operations do not involve the use or generation of hazardous waste as defined by national regulations, such as petroleum products, chemical waste, or hazardous chemicals. Additionally, during the reporting period, there was no generation of waste electronic equipment. Therefore, KPI A1.3, which measures the total quantity of hazardous waste generated, is not applicable in this report.

We regularly clean and manage waste, implementing classification and recycling practices to minimise our negative impact on the environment. We actively participate in garbage sorting and have implemented measures such as separating dry and wet waste to reduce environmental impact. Additionally, we are committed to water conservation and resource recycling. This includes recycling and properly disposing of office supplies, furniture, and electronic waste. We have established partnerships with professional waste management organisations, being responsible for collecting, sorting, and processing various types of waste generated in our operations. These organisations efficiently sort and recycle recyclable materials such as paper, plastic, and glass, while safely disposing of hazardous waste and reducing environmental pollution.



Weimob's Waste Management Process



### Sustainable Procurement

We actively promote the concept of sustainable procurement and greening of our supply chain. We place great importance on incorporating green and environmentally friendly principles into our procurement practices. When making purchasing decisions, we consider factors such as energy efficiency, the use of environmentally friendly and reusable materials, the use of clean energy, and water consumption. We prioritise the procurement of energy-saving, water-saving, and material-saving products. We also prioritise the use of energy-saving products listed in the government procurement catalog and prohibit the purchase of energy-consuming products that have been phased out by the government. We are committed to implementing a green and environmentally friendly supply chain.

#### Case



Weimob's Lunar New Year Gift Box for Employees

In 2023, we utilised recyclable and renewable materials, such as r-ABS (recycled acrylonitrile butadiene styrene) and 3D printing technology, to create an environmentally friendly and recyclable Lunar New Year gift box. The "dragon" phone stand included in the gift box is made from over **350+kg** of recycled materials, resulting in a reduction of approximately **486+kg** of emissions, saving **2,020+kWh** of energy, and reducing landfill volume by **10.5m<sup>3</sup>**. The design of this eco-friendly Lunar New Year gift box also incorporates renewable materials, reflecting our commitment to environmental sustainability. This initiative represents our concrete practice of embracing the concept of sustainable development and conveys our brand philosophy of "Enabling Sustainable Growth" to our users.



## FOSTERING SUSTAINABLE LABOUR RELATIONS



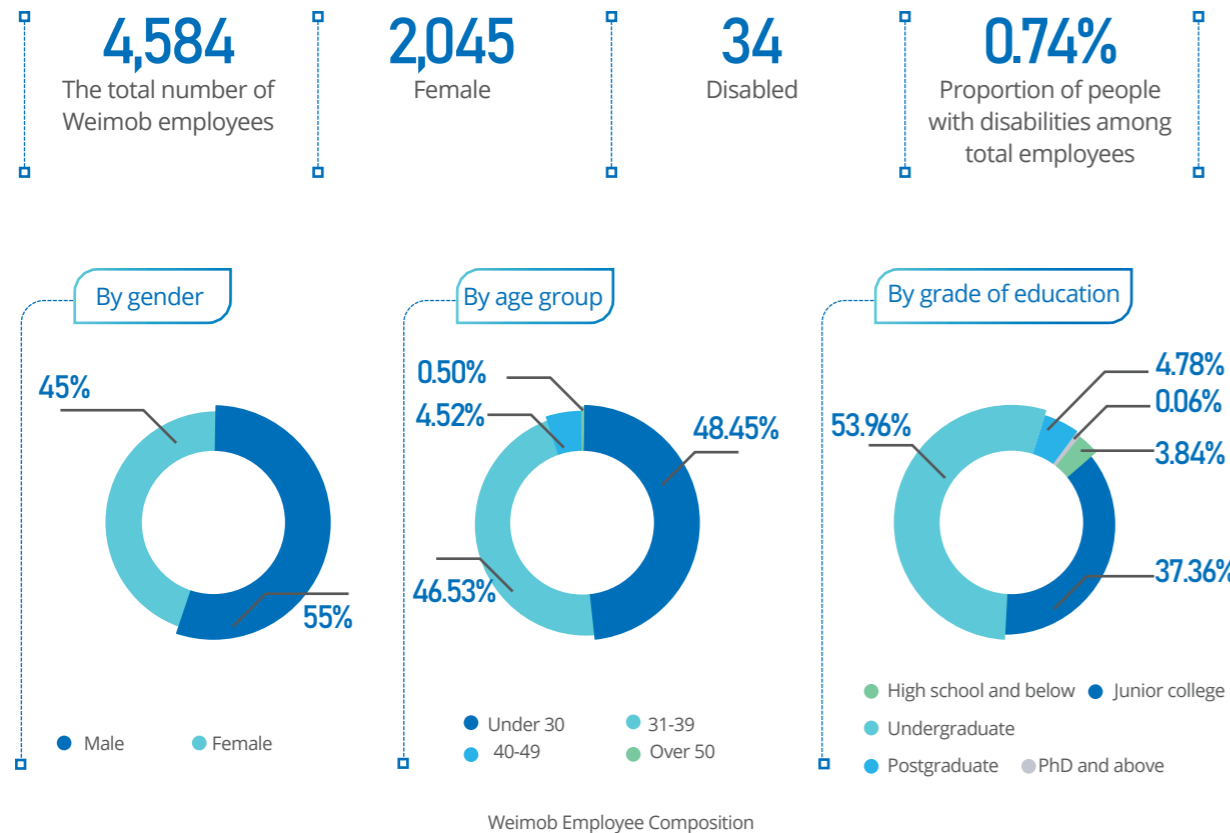
We advocate for strict adherence to policies concerning equality and voluntary employment, in line with the *Labor Law of the People's Republic of China*, the *Labor Contract Law of the People's Republic of China*, the *Social Insurance Law of the People's Republic of China*, the *People's Republic of China on the Protection of Women's Rights and Interests*, the *State Council Order No. 364 Regulations on Prohibition of the Use of Child Labor*, the *Special Provisions on Labor Protection of Female Employees*, etc. Our human resource management systems includes Employee Handbook and the Recruitment Management System, designed to safeguard the rights and interests of our employees.

Our Employee Handbook mandates proof of identity for recruitment to ensure all employees are over 18. Non-compliance with this requirement will lead to immediate termination of employment. Our policy advocates for a five-day workweek within regular hours. Any necessary overtime requires CEO approval. Other than overtime compensation, we also provide compensatory time off (TOIL).

## Diversity, Equality and Inclusion

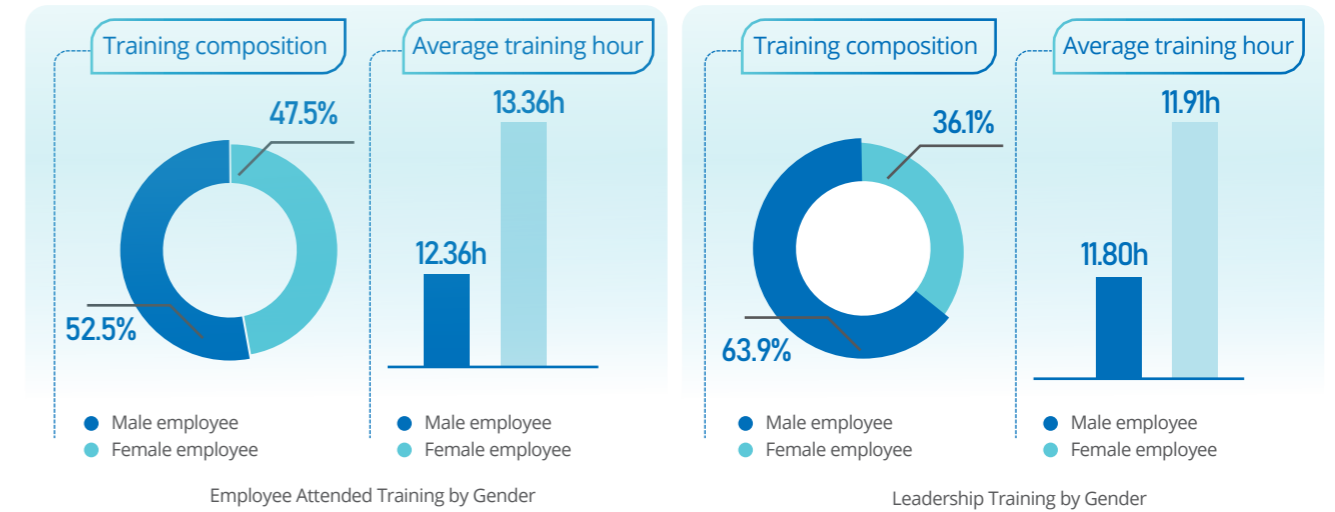
By fostering an inclusive and diverse workplace atmosphere and offering competitive remuneration packages and career development prospects, we continuously attract talent from diverse backgrounds and with various areas of expertise.

Please refer to "Appendix 1: Performance Index - Social - Human Resources KPIs - Employee Composition".



## Empowering Women

Focusing on the advancement of women, our workforce comprises 45% female employees. As a result, our corporation remains dedicated to cultivating a supportive working environment for our female staff. This commitment includes providing dedicated lactation rooms and organising carefully planned activities and benefits annually in honor of International Women's Day. Furthermore, we rigorously implement leave policies such as prenatal check-up leave, maternity leave, breastfeeding leave, and parental leave, steadfastly safeguarding the rights and interests of women.



## Employee Welfare

We offer a variety of employee benefits to all employees of Weimob, aiming to improve work-life balance and foster a stronger sense of belonging.

### Wellbeing

In addition to statutory insurances, Weimob offers supplementary commercial insurance, annual health checks, 24-hour gyms, billiard rooms, clubs, extracurricular activities, holiday celebration events and paid sick leave.

### Work-life Balance

Weimob provides flexible working hours and ensures employees' entitlements to various types of paid leave, including annual, personal, sickness, wedding, funeral, family, maternity, paternity and parental leave.

### Additional Benefit

Weimob provides nursery rooms, self-service cafes, leisure bars, afternoon tea, and birthday benefits.

Employee Benefits



### Long-term Employee Award

The award recognises enduring loyalty and service, aiming to enhance members' sense of affiliation and identification with Weimob. The award varies according to the duration of service, accompanied by the presentation of badges to recipients.

Years of Service	Over 3 Years	Over 4 Years	Over 5 Years
Honorary Title	Yucong	/	Chiji
No. of Employees	534	314	246



Badge of honour

### Benefits for Women

—Weimob celebrated International Women's Day in 2023



Pictures of Women's Day events



### Employee Benefits

— Holiday gifts

We prepare delicate gifts for our employees during holidays, often accompanied with group activities such as games.



Mid-autumn Gifts



Dragon-boat Festival Gifts

### Activities

— Badminton club

Weimob encourages the establishment of various cultural and sports clubs to enrich employee's lives beyond work. Currently our members have voluntarily established clubs for badminton, fitness and yoga. Notably, the Badminton club organised **44** events throughout the year, with an average attendance of **60** individuals per event, resulting a cumulated attendance of **2,640** participants.

## Communication with Employees

We value our employee's feedback and actively seek to improve their working environment and experience. Our team has established and maintained various communication channels to create an open and transparent atmosphere. Senior management periodically holds large-scale internal networking events. During these activities, the senior leaders of the company will directly explain the company's strategic plan to employees and share management's decision-making ideas and business progress. In 2023, Weimob held two large-scale networking events with a total of approximately 300 participants. In addition to major communication activities, Weimob provides each employee with an exclusive human resources business partner as a communication channel. This provides employees with a flat communication bridge and all-round support and care.

## Health and Safety

Weimob strictly abides by basic laws and regulations such as the *Production Safety Law of the People's Republic of China*, the *Law of the People's Republic of China on the Prevention and Control of Occupational Diseases*, and the *Fire Protection Law of the People's Republic of China* during our operations, and strives to create a safe and healthy working environment for our employees.

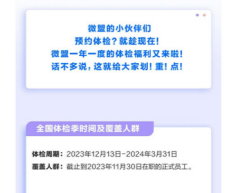
### Prioritising employee's physical and mental health

We attach great importance to the physical well-being of our employees and have implemented various health welfare programs.

- To enhance our employee's health protection, we acquired additional commercial insurance and customised an annual physical examination programme tailored to their job requirements. Following the examination, general practitioners will analyse the results and provide individual consultation.
- To promote employee wellness, the company provides a 24-hour gym and pool room. Employees can choose to exercise in either gym or billiard room to maintain their physical and mental health based on their time.
- Weimob has created a smoke-free office environment by implementing the No-Smoking Management Regulation. These regulations prohibit smoking and the use of e-cigarettes indoors. To ensure effective implementation, the company has established a supervision and reporting channel that monitors office air quality. This measure is taken to protect the health and safety of all employees.

### Ensuring a safe office environment

- To guarantee a secure work environment for our employees, we have created the Work Procedure for Fire Equipment Maintenance. A third-party security and fire protection engineering company is responsible for maintaining and updating fire protection facilities every six months and issuing relevant reports. Additionally, we have formed a fire volunteer team consisting of volunteer employees from various departments.
- The team conducts fire protection advocating activities within the company, such as daily safety inspections, regular internal training, and guidance on the use of fire protection equipment. The goal is to comprehensively improve the company's fire safety level. The company also provides volunteers with annual theoretical and practical training to enhance their professional capabilities. Additionally, we conducted fire drills with both company and property security staff to enhance our emergency response capabilities. Weimob's work-related injuries during the reporting period are as follows:



2023 Weimob Physical Examination Notice

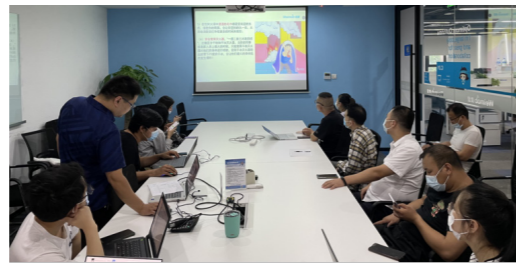


Notice of Offline Interpretation of Physical Examination Report

Case



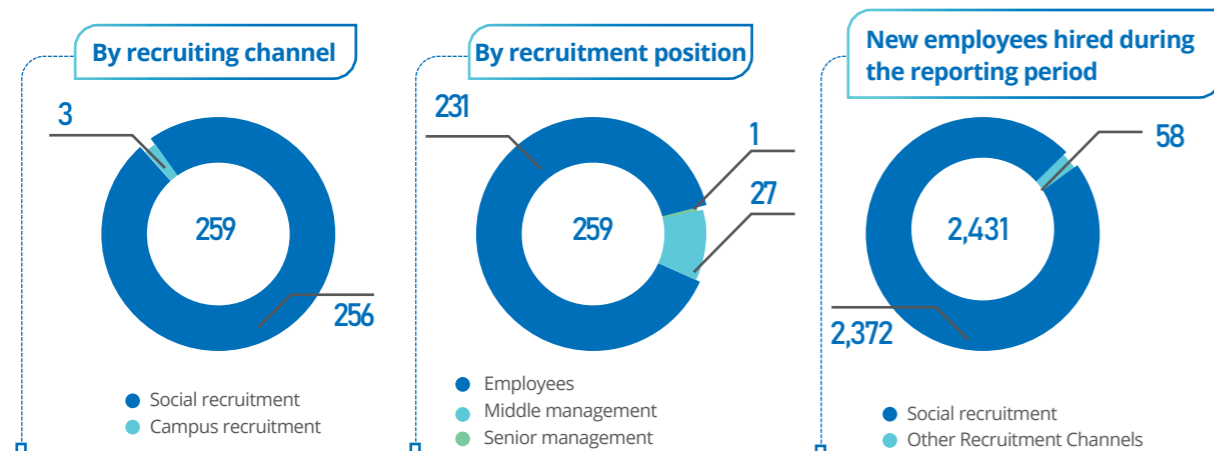
Voluntary Fire Drill



Voluntary Fire Team Training

Talent recruitment

We adhere to the principle of "open recruitment, equal competition, merit-based recruitment, prioritising recruitment of internal candidates", and align with the organisational structure. During the reporting period, our recruitment efforts were mainly focused on supplementing to meet the demand for positions. In order to improve the efficiency of recruitment, we have adopted a multi-channel parallel approach, including recruiting websites, community platforms and internal recommendations, etc.



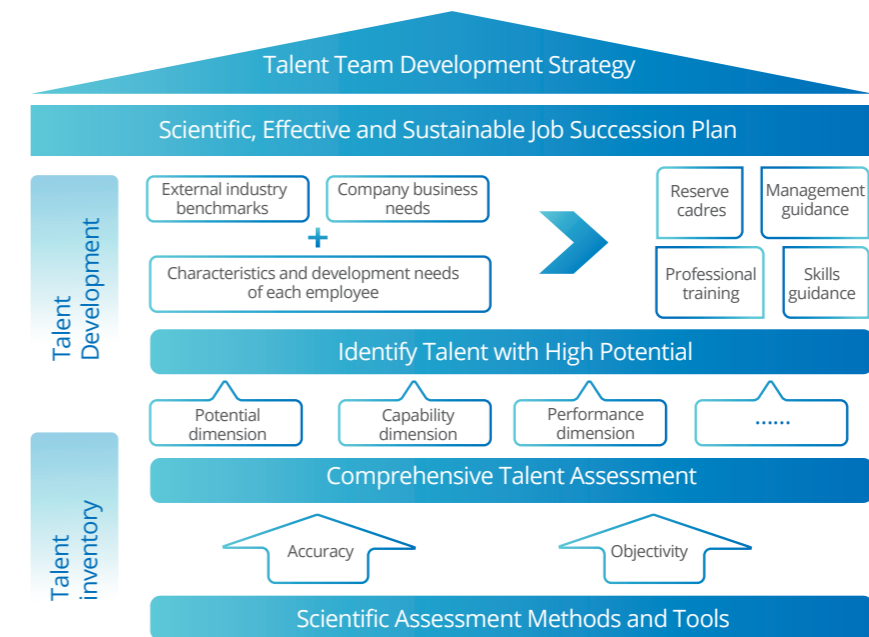
Weimob Recruitment Positions and Personnel in 2023

Talent Development Strategy

To cope with the economic downturn, we have downsized our workforce. However, we recognise that talent is the most valuable resource in a highly competitive market. Therefore, we are committed to perfecting our talent cultivation and capability enhancement programs. We actively launch various types of training to enhance the professional skills and comprehensive quality of our employees. Our goal is to provide training to as many employees as possible.

Talent Team

- In terms of talent development, we always maintain a forward-looking vision and rigorous approach. The goal of the Talent Team cultivation is to foster the professional skills of team members. Through regular training and learning, team members continuously improve their professional standards and master the latest technology and knowledge.
- To better discover and cultivate internal talents, we regularly conduct talent inventories. After completing the talent inventory, we identify high-potential employees based on the results to categorise members in the talent pool.
- Weimob continuously evaluates the talent pool to ensure the team is always in optimal condition. By comparing external benchmarks, we first determine the level of our talent team and then provide personalised development suggestions based on each employee's characteristics and career needs.
- Additionally, we integrate business requirements to plan or make adjustments to ensure that our talent strategy aligns with the organisational strategy. Through these measures, Weimob has established a scientific and effective succession plan for key management positions, providing robust support for the organisation's long-term development.



Talent Team Development Strategy Diagram

**Operation Wild Goose**

Weimob's Human Resources Department launched the Operation Wild Goose, a programme designed to strategically cultivate high-quality product managers who will support the product R&D team. This programme is a comprehensive commercial product manager elite training project. Our commitment is to efficiently develop participants' deep understanding of our products through a rigorous and comprehensive curriculum, as well as scientific and orderly training mechanisms that help them quickly recognise and accurately apply their knowledge and skills.

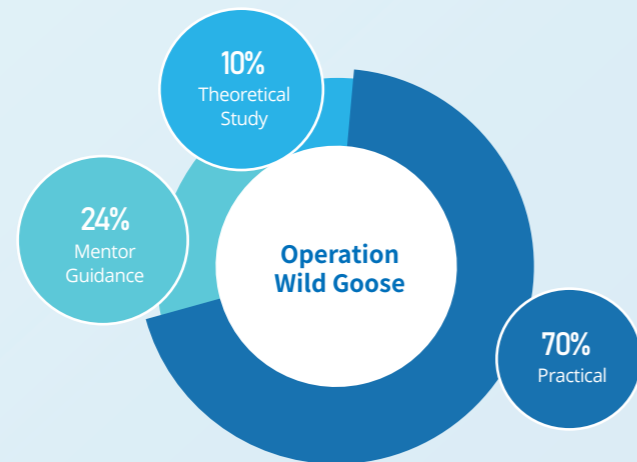


Operation Wild Goose training site



Opening Ceremony of Operation Wild Goose

Operation Wild Goose enhances participants' professional skills through personalised guidance from experienced instructors and targeted job rotations. After gaining experience through practical projects, employees with product talent can stand out on the Weimob platform and become well-rounded product managers capable of independent action. This effectively enriches and strengthens the backbone of the entire production and research team.



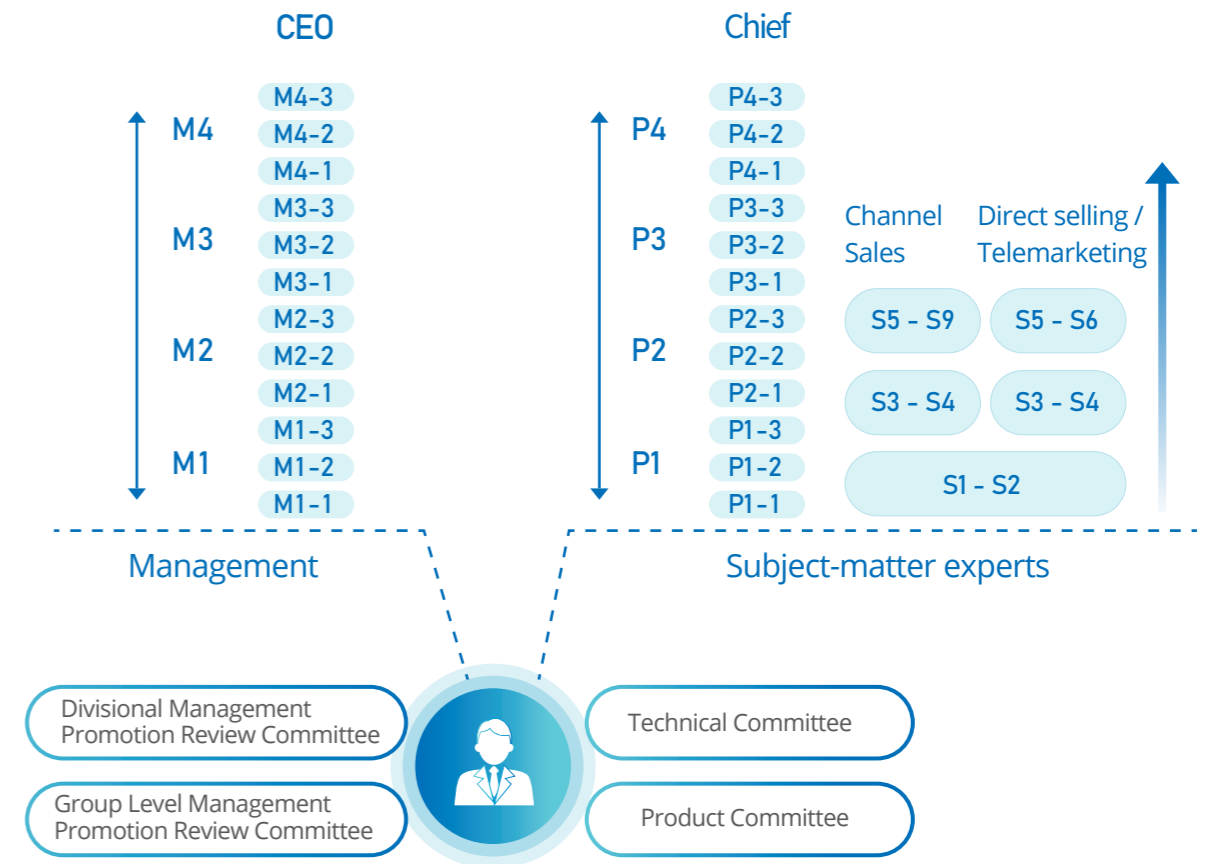
Operation Wild Goose Curriculum Structure

**Talent Development Channel**

We have designed a dual-channel development model for employees that covers two development paths: management and professional. The goal is to encourage employees' potential, provide them with more opportunities for self-realisation, and fully utilise their abilities.

As employees reach a certain stage of growth, the company will conduct a comprehensive promotion evaluation of employees, and help employees determine their future development direction based on their personal ability advantages in management or professional aspects, based on employees' wishes and our talent training plan. We have an internal promotion period every year. The Human Resources Department will issue corresponding notices to clarify the promotion nomination requirements and the specific promotion process. After passing the evaluation of the Technical Committee, Product Committee and Promotion Rating Committee, candidates will be promoted in the corresponding channel.

Our goal is to build an objective environment suitable for the growth of human resources through the dual-channel development model, so that all Weimob employees can find a development path that suits them. By doing so, employees can make progress and grow in their careers while realising their individual value.



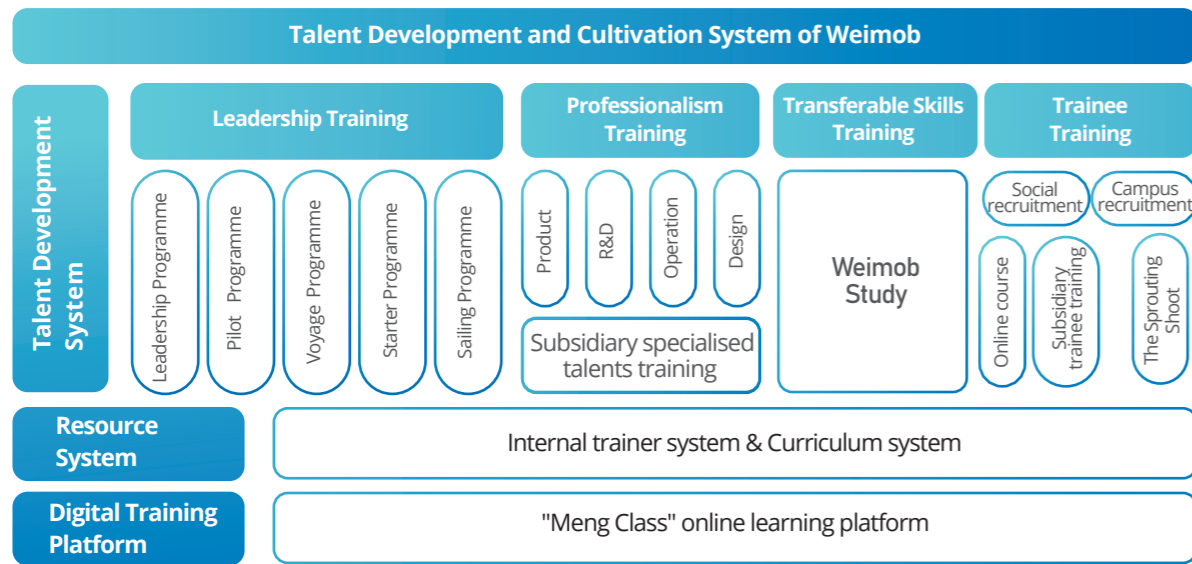
Weimob Dual-channel Development Model

Note: The position levels (M/P/S) disclosed above do not correspond on a hierarchical level

## Talent Development System

Weimob values the growth and development of every employee and continuously enhances our talent training system to meet the needs of employees in different positions. Our unique training centre, Weimob Class provides an all-encompassing, multi-level training platform for employees to grow from newcomers to departmental leaders and explore various career development paths.

Weimob Class utilises the online learning platform, internal trainer system and talent development course system, and uses targeted group training projects and talent team training projects as carriers to create a scenario-based talent training system.



Talent Development and Cultivation System of Weimob

### Digital Training Platform — Online Learning Platform -"Meng" Class

"Meng" Class is an online learning and development platform designed for Weimob employees. The platform is integrated with Weimob Group's core business and strategic development needs. It aims to improve employee's professional skills and comprehensive qualities in multiple fields, including products, technology, and services, through a systematic, professional, and practical training course system. Currently, "Meng" Class offers almost 4,000 online courses that cover a wide range of topics, including onboarding for new employees, job-specific characteristics and processes, leadership development, and practical case studies. In the reporting period, 21,510 individuals accessed and studied these courses online.

### Resource system — Weimob Internal Trainer System

We adhere to the training system of "internal as the main part and external as the supplement" and believe that only internal employees can accurately grasp the knowledge and skills required for each position and understand their points and challenges. Therefore, we are committed to discovering and cultivating outstanding internal employees to serve as internal lecturers. We encourage employees to transform knowledge and practical experience into valuable course content, promote team growth and prosperity, and achieve knowledge sharing.

Internal trainers are divided into three levels: Weimob Lecturer, Weimob Gold Medal Lecturer, and Weimob Senior Guest Lecturer. During the reporting period, we have had a total of 300 internal employees become Weimob Lecturer. More than 50 of them have been awarded the title of Weimob Gold Lecturer due to their teaching achievements, teaching quality and student feedback.

### Targeted Invitation

#### Weimob Senior Guest Lecturer

The senior guest lecturers are mainly consisted of external industry experts or internal senior managers, and is generated through targeted invitations. Weimob's senior guest lecturers have cutting-edge conceptual insights and unique strategic perspectives, which can effectively promote the implementation and development of the company's overall talent strategy.

50+

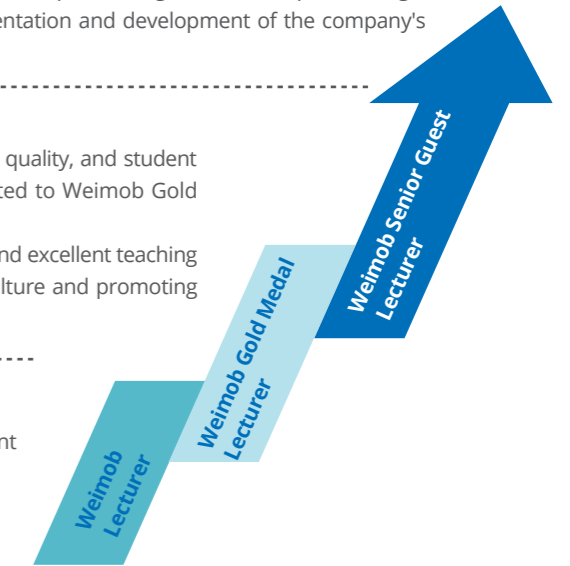
#### Weimob Gold Medal Lecturer

Lecturers will be selected based on their teaching results, quality, and student feedback. Those who meet these criteria will be promoted to Weimob Gold Medal Lecturers. Gold Medal lecturers possess solid professional qualities and excellent teaching abilities, and also play a key role in building corporate culture and promoting knowledge sharing.

300

#### Weimob Lecturer

Convert own knowledge and experience into course content and provide internal training and knowledge sharing



Weimob Internal Trainer system

### Talent Development System

We offer courses in four dimensions: Trainee, Universality, Professionalism, and Leadership, striving to provide employees with comprehensive and multi-level career development support. Our training system ensures that employees receive comprehensive and in-depth training to improve every aspect of their career.

### Trainee Training

#### The Sprouting Shoot

This programme emphasises not only the development of technical skills but also the promotion of cooperation, innovation, and cultural integration of the employees from campus recruitment. It lays a solid foundation for the transition from student to professional roles.



The Sprouting Shoot Training Event



Professionalism Training

Targeted Training Programme

Weimob Group has developed a special training programme called the 'COC Operation 985 Programme' for its core group of operational talents. The programme aims to broaden the industry vision of the operation team and enhance their professional skills to a new

<p>Industry insights and in-depth analysis, refined customer management, data-driven operations, efficient event planning and execution, and excellent project management and other key areas.</p>	<p>Utilise a range of effective teaching techniques, including group discussions, real-life case simulations, interactive Q&amp;A sessions, and more, to improve students' comprehension and mastery of key concepts.</p>	<p>By utilising various methods, such as group independent learning and task experience based on actual positions, talents can reinforce the material learned in the classroom.</p>
<p><b>Series of thematic courses</b></p>	<p><b>Various teaching methods</b></p>	<p><b>Self-reinforcement after class</b></p>

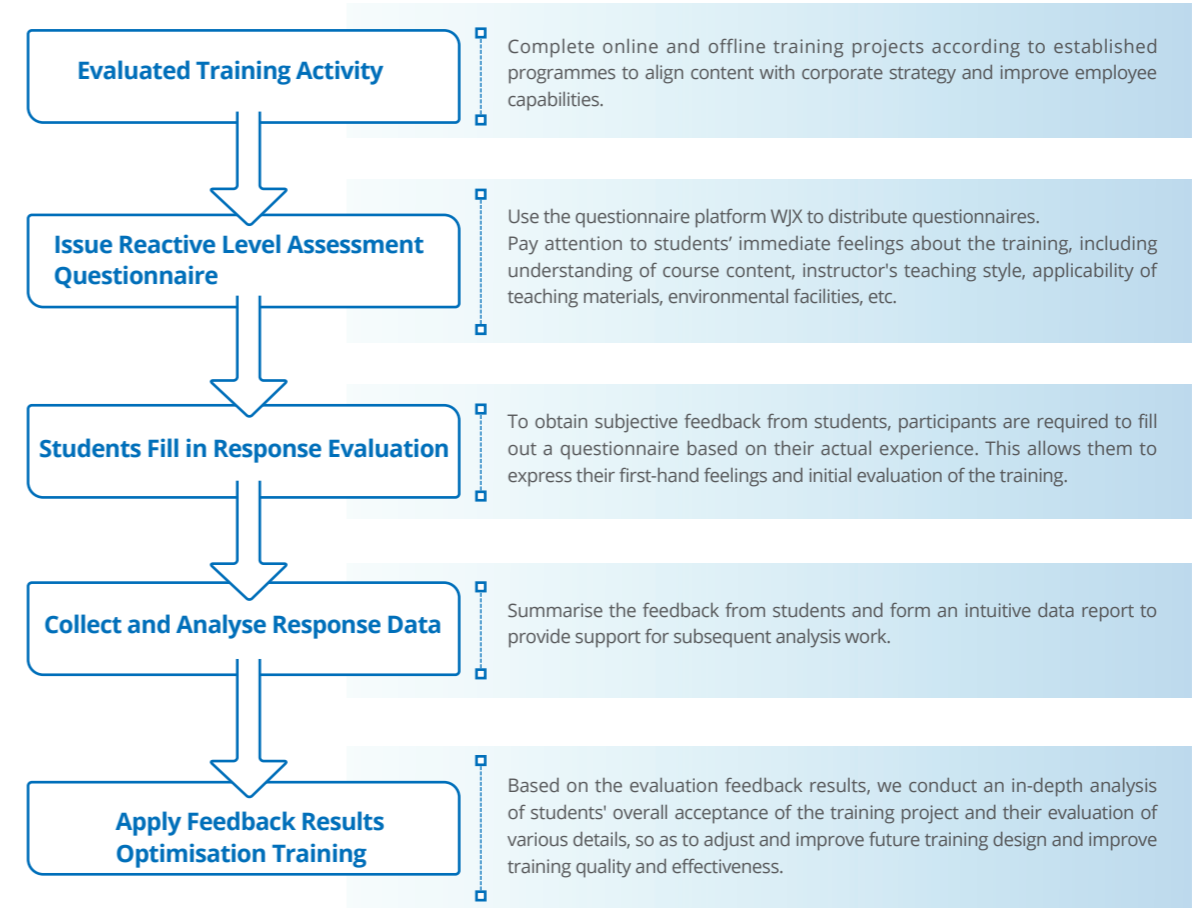
"COC Operation 985 Project" Teaching Content



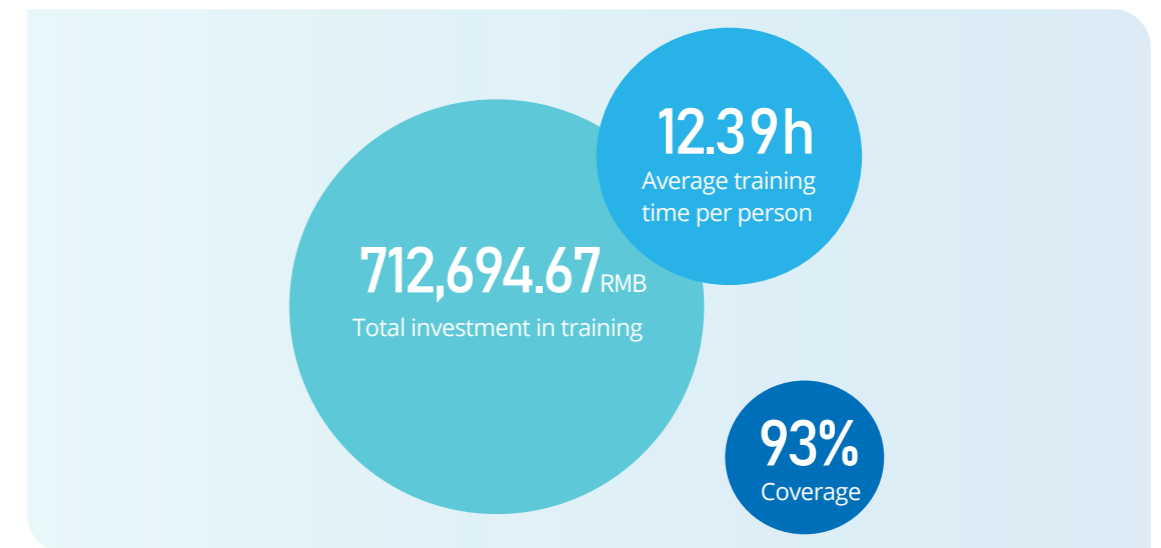
"COC Operations 985 Project" Graduation Photo

Training Effect Feedback

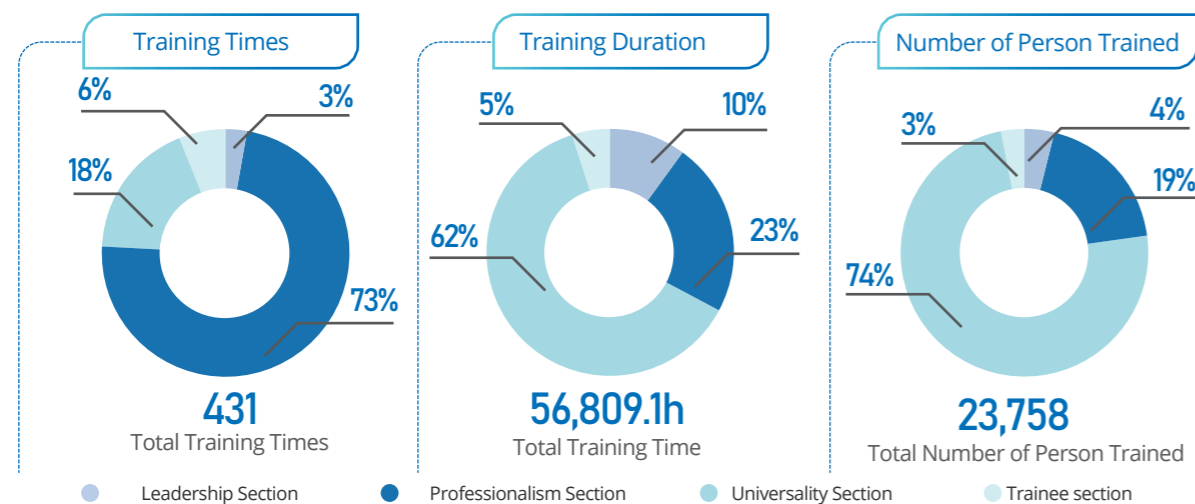
In Weimob Group's training management system, the training feedback process draws on the Ovaska evaluation model. The specific operations are as follows:



Training Effect Feedback System



Training Performance Data



For detailed training performance data of each sector, please see "Appendix 1 Performance Index- Society - Human Resources KPIs- Training Data"

### Evaluation System

- We primarily utilise performance appraisals to evaluate employee performance. This system assists employees in clarifying their responsibilities and goals, evaluating their results, and continuously improving their self-worth. The assessment results are an important basis for measuring employees' abilities and work performance, and play a crucial role in promotion, motivation, and training. The assessment is divided into quarter and annual periods. Target assessment applies to the management department, while efficiency assessment applies to the operating department. Assessment methods include level-by-level and democratic assessments, with the latter organised and implemented by the company.
- We carry out employee performance appraisals in accordance with the Weimob Performance Appraisal Management Policy and provide timely feedback and communication to employees participating in the appraisal to promote their improvement and progress.
- Performance appraisal is closely related to salary incentives. Company salary consists of basic salary, performance salary, annual bonus and welfare subsidy. The results of performance appraisal will affect compensations and annual bonus.
- Weimob has established an equity incentive system in accordance with relevant laws and regulations and actual conditions. The system aims to reward outstanding employees who meet specific conditions, promoting progress and shared development. During implementation, Weimob has established strict conditions for granting equity incentives, targeting only core employees who align with the company's values and demonstrate outstanding performance.

Performance Evaluation Cycle	Performance Evaluation Candidates	Performance Evaluation Methods
Taking the natural quarter as the performance evaluation cycle	All formal employees of the company	Key Performance Indicators (KPIs) Or Objectives and Key Results (OKR) method
Taking the calendar year as the performance evaluation cycle	The company's various business groups and corresponding production and research groups	Balanced Scorecard (BSC)

Weimob performance Evaluation Methods



## PROMOTING SUSTAINABILITY ON AN ORGANISATIONAL LEVEL





## Supply Chain Management

A robust supply chain management system is a strong support for Weimob's sustainable development. To establish a sound, scientific, long-term, transparent, and honest supplier management mechanism, and to regulate the company's supplier management and promote integrity and self-discipline, Weimob has formulated the "Weimob Group Supplier Management System." This system clearly defines the management standards for the admission review, daily management, and evaluation system for all suppliers.

Our supplier management system aims to ensure that our suppliers meet the necessary criteria and adhere to ethical and sustainable practices. We have established a rigorous supplier evaluation process to assess their performance in areas such as quality, environmental impact, labor practices, and compliance with relevant laws and regulations. By implementing this system, we strive to maintain a responsible and reliable supply chain that aligns with our sustainability goals.

### Supplier Selection

During the supplier admission stage, suppliers are required to fill out forms such as the "Supplier Registration Form" and the "Supplier Information Form" to provide necessary information. In the evaluation process, we comprehensively assess various dimensions including business status, production capacity, quality management system, product quality, and service capabilities to ensure that suppliers not only possess the necessary qualifications but also meet our service requirements. Additionally, we highly value suppliers' performance in areas such as business ethics, environmental responsibility, and social responsibility. Suppliers with environmental or quality certifications are given more attention and priority consideration.

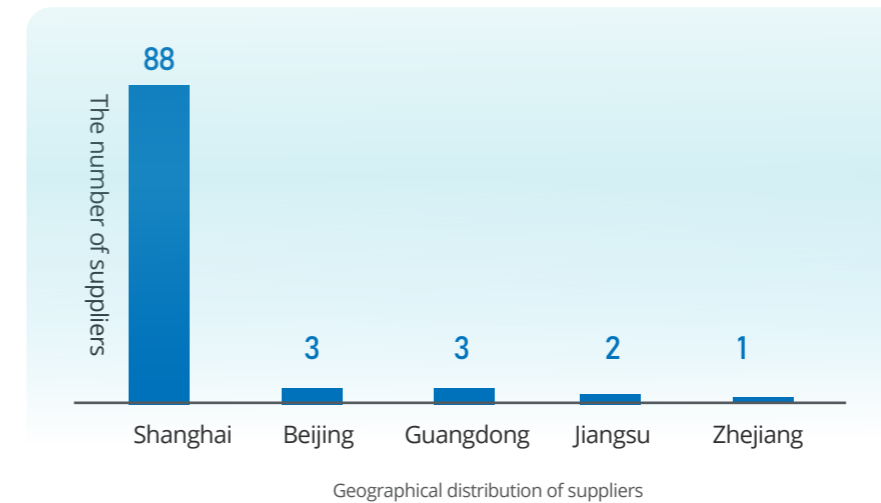
All admitted suppliers are required to sign the "Weimob Group Integrity Management Agreement." **Currently, the signing rate of the agreement has reached 100%.**

### Supplier Management

During our daily operations, we rigorously assess suppliers' performance in product quality, service, pricing, delivery, and cooperation, which is recorded in the "Supplier Exception Record Form". When encountering quality issues or delivery problems, we promptly communicate with suppliers to encourage self-improvement and enhancement. To ensure the accuracy and timeliness of information, we update supplier profiles at least once a year. These measures aim to continuously optimise our supply chain and ensure smooth cooperation with our suppliers.

### Evaluation System

- We adhere to the principles of fairness and impartiality in our evaluation process to ensure that every supplier receives fair treatment and opportunities. We expect our suppliers not only to embrace Weimob's sustainable development principles but also to abide by the "Weimob Group Integrity Management Agreement" and align with our supplier management system.
- We have implemented a tiered management system for suppliers, conducting regular comprehensive evaluations and detailed scoring throughout the cooperation process. For suppliers who fail to meet the standards, we provide targeted improvement suggestions and necessary assistance and support to facilitate their continuous improvement. If a supplier is found to lack the ability or willingness to make necessary improvements, we may make the decision to terminate the partnership.
- In the future, we will further strengthen the assessment and review of suppliers' performance in fulfilling social and environmental responsibilities. We will work alongside our suppliers, foster collaborative partnerships to promote social responsibility and sustainable practices within the supply chain.



## Data and Privacy Security

Data security policy: Risk prevention , Building information security, Enhancing management, Gaining customer trust

We always adhere to the principle of "customer first" and attach great importance to data governance and security. Data security is considered an integral part of our corporate social responsibility. To ensure this, we have established a comprehensive data security management framework and implemented strict data management policies and processes to fully protect the data security of our customers and employees.

We have implemented rigorous measures to maintain the confidentiality and integrity of data information. Given the nature of our business, we do not actively process end-user data through our products or services. Within our scope of business, we have established strict management regulations to ensure the proper handling and protection of the data and privacy information involved. This provides a secure and reliable data environment for our customers and employees.



We strictly adhere to relevant laws and standards such as the "Cybersecurity Law of the People's Republic of China" and the "Information security technology — Baseline for classified protection of cybersecurity" (GB/T 22239-2019). We have obtained ISO/IEC 27001:2013 certification for Information Security Management System and ISO/IEC 27701:2019 certification for Privacy Information Management System. We have also obtained the SaaS Security Capability Inspection Certificate from the China Academy of Information and Communications Technology. Additionally, Weimob has completed the filing for the protection of information system security level (Level 3), ensuring that our data security management meets international and domestic recognised standards.



**The DCMM (Data Capability Maturity Model) Robust (Level 3)**

The DCMM (Data Capability Maturity Model) standard, led by the Ministry of Industry and Information Technology, comprehensively covers eight core capability domains: data strategy, data governance, data architecture, data application, data security, data quality, data standards, and data lifecycle.

During the reporting period, we successfully obtained the Data Management Capability Maturity (Robust Level) Certificate issued by the China Electronics and Information Industry Federation on November 28th, 2023. This achievement was the result of six months of joint efforts.



**Weimob has partnered with Tencent Security to jointly establish the Private Domain Security Lab, aiming to provide comprehensive security solutions for businesses engaged in private domain operations.**

Weimob officially entered a strategic partnership with Tencent Cloud and Tencent Security, jointly establishing the "Private Domain Security Lab". This collaboration aims to strengthen security capabilities across the entire spectrum of business security, foundational security, and data security. Through this partnership, we aim to create an integrated solution for private domain security that covers the entire business operation process, providing comprehensive support for enterprises' digital transformation.



Unveiling Ceremony of the Private Domain Security Lab

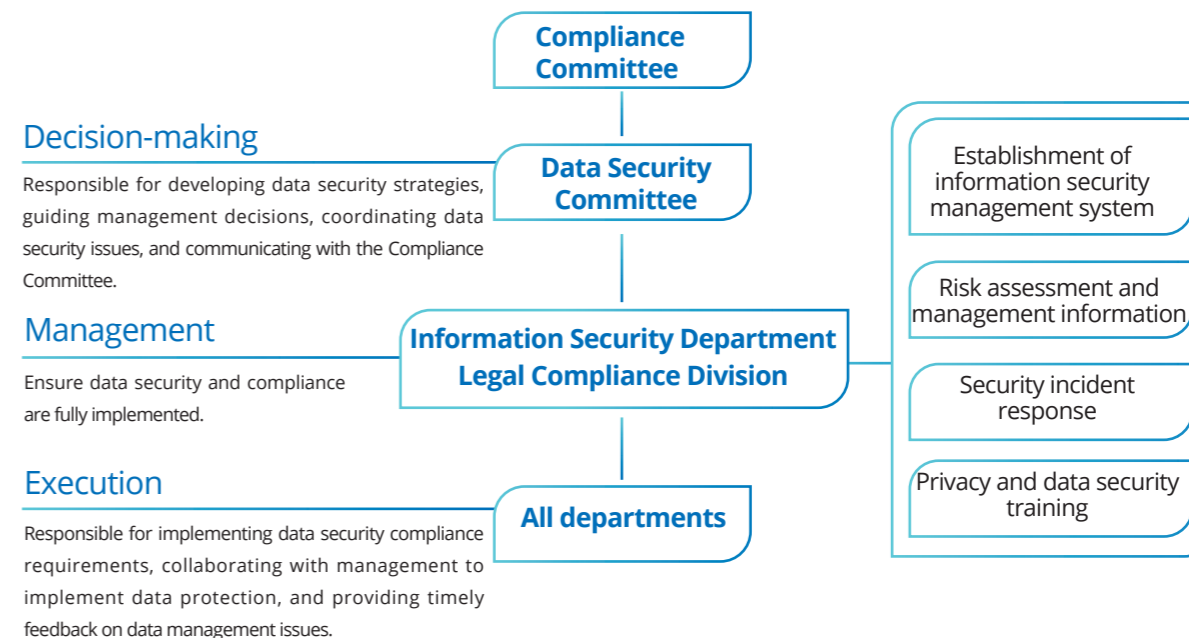
During the meeting, the Private Domain Security Lab unveiled its first collaborative achievement, "Marketing Security," and launched the "Private Domain Acceleration Programme." These initiatives further support enterprises in enhancing their private domain security.

**Data Security Governance**

**Weimob's Data Security Compliance Objectives**

- Compliance with laws and regulations, meeting regulatory requirements;
- Integrating development and security, empowering group strategy;
- Building a robust security and compliance system, mitigating enterprise risks.

To establish a robust data security and compliance framework to support the development and application of Weimob's big data, we have established a Data Security Committee and formulated corresponding action plans.







## Basic Principles of Data Security Governance

### Comprehensive Coverage, Steady Progress

Our data protection measures cover the entire Weimob Group, including all subsidiary groups, wholly-owned companies, holding companies, and equity-participating companies. This includes all formal employees, executives, consultants, and board members, as well as interns, dispatched employees, outsourced workers, and temporary workers who may come into contact with protected data.

The types of data protected include customer data, partner data, operational data, human resources data, office behaviour data, and operational data generated through online or offline channels.

### Clear Responsibilities, Fulfilling Roles

In accordance with the principle of "whoever advocates is responsible, whoever collects is responsible, whoever approves is responsible, and whoever uses is responsible.", we ensure that data management responsibilities are assigned to departments and individuals. Key positions involved should adhere to the principles of "dual roles, separation of permissions, mutual supervision, and necessary authorisation".

### Highlighting Key Areas, Implementing Gradually

We have established clear data classification and protection principles. Through manual and technological means, we conduct data inventories to categorise and classify data. We establish mechanisms for data risk assessment and emergency response, enhancing employee awareness of data security.

## Data Security Management System

The Information Security Department and Legal Compliance Department are the management departments, being responsible for data governance. They oversee data security management, data protection, and data compliance within the company. We have established a series of internal data security management systems, including the Information Security Management Manual, Access Control Management Regulations, Information Asset Security Management Regulations, Physical Environment Security Management Regulations, and Information Privacy Protection Measures. These systems provide comprehensive management of data security, operational security, supplier relationships, and data security incident management.

To control security risks and protect user privacy data, we have developed the Data Security Management Guidelines. This framework categorises privacy data into eight major categories and three levels, and sets different confidentiality levels for data based on different business requirements. This ensures that appropriate security measures are implemented for different types of data.

### Data Collection

We collect user data through open and legal channels, following the principle of minimal requirement. In cases where it is necessary to collect personal information from users for business purposes, the privacy policy approved by the service department should be made public on the company's website, app, etc.

### Data Access Control

We have established strict data access control procedures. Both sensitive and non-sensitive data operations require approval from the management.

### Data Storage

We prohibit the storage of plaintext user passwords and other private data and ensure that sensitive data has backup and recovery mechanisms in place.

### Data Usage

We strictly prohibit unauthorised disclosure of sensitive data and the renting, selling, or providing of personal information to third parties for purposes unrelated to transactions or services.

### Data Decentralisation

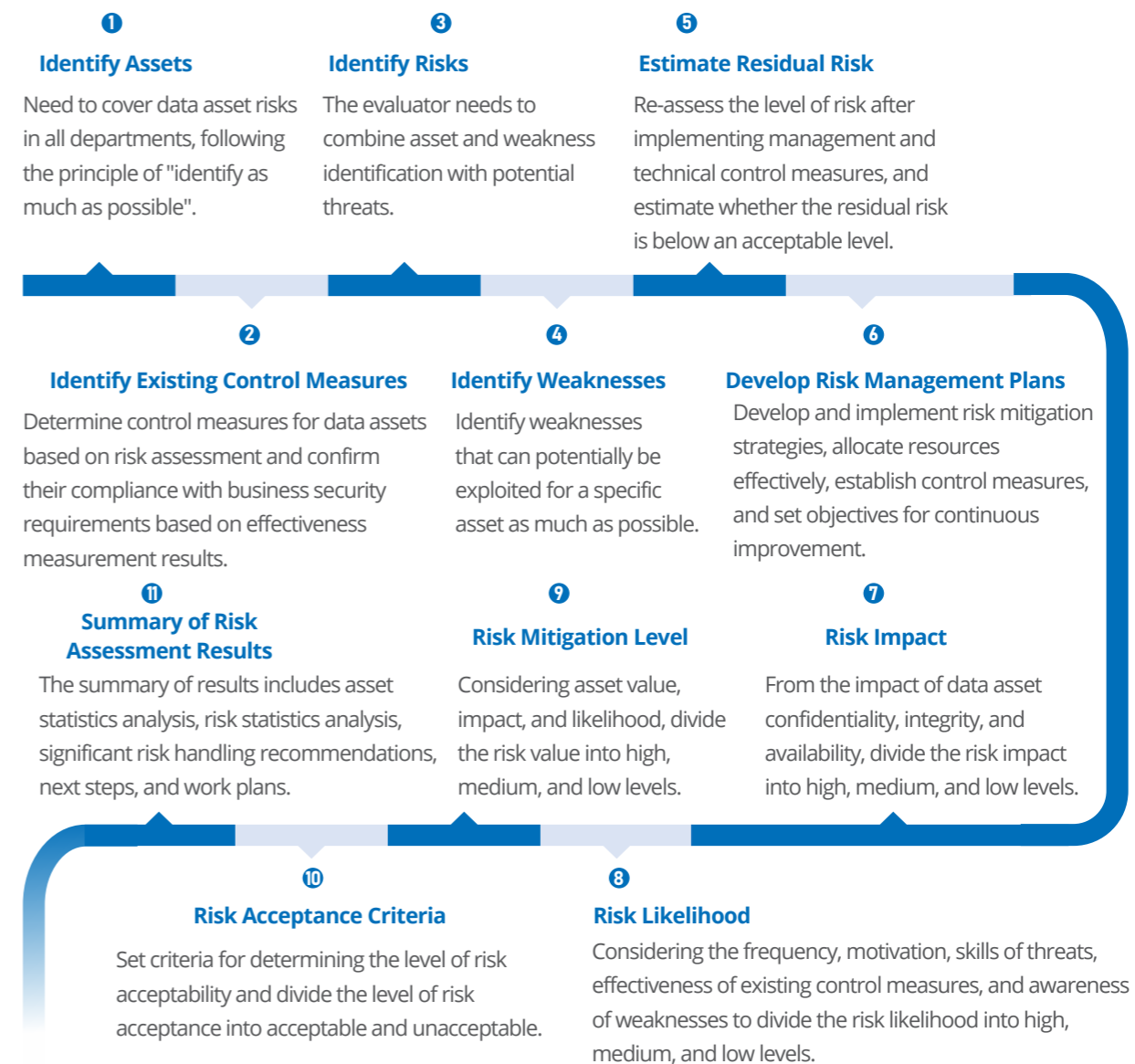
We have established strict data access control procedures. Both sensitive and non-sensitive data operations require approval from the management.

### Data Supervision

The information security department will conduct security checks on data collection, storage, and usage in accordance with regulations, and report the results to the management.

## Risk Assessment and Management

In order to standardise the company's data security risk assessment work and provide guidance and support, we have taken the lead from the Information Security Department to coordinate data security risk assessments across various departments based on the actual situation.



Risk Assessment and Management Process

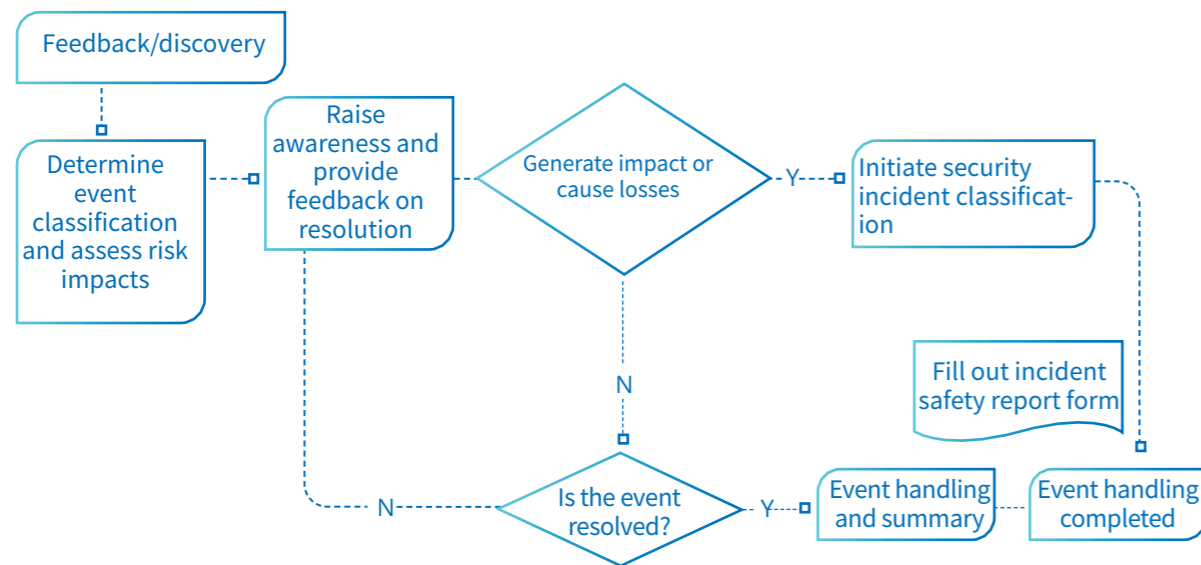


## Security Incident Response

We have divided responsibilities among different departments, based on multiple laws and regulations such as the *Cybersecurity Law of the People's Republic of China* and the *GB/T 20986-2007 Technical Information Network Attack Incident Classification and Grading Guidelines*. According to the causes and manifestations of safety incidents, we have classified them into four categories: network attack incidents, harmful programme incidents, data leakage incidents, and data content security incidents. We have also established a comprehensive Security Incident Response mechanism and formulated a complete data security incident handling process to respond to various potential data security incidents.



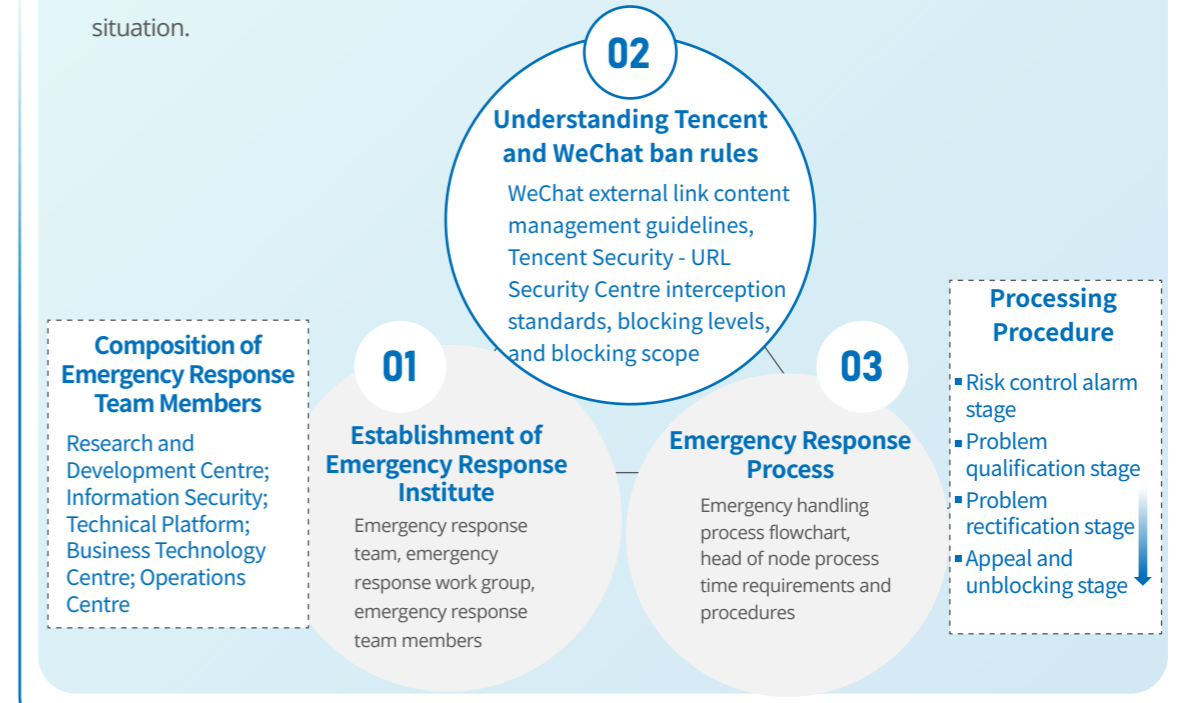
Security Incident Response Mechanism



Security Incident Handling Process Flowchart

## WeChat Ecological Emergency Response Plan

To address the potential business impact within the WeChat ecosystem, we have established an emergency response process and clearly defined the procedures and regulations for domain blocking. This ensures a swift response and effective handling in the event of an emergency situation.



## 2023 Security Attack and Defence Exercise

In order to enhance our ability to respond to security incidents, we regularly participate in city-level drills and cooperate with national-level drills to improve our capabilities in handling security incidents. In 2023, we participated in a total of 7 security attacks and defense drills.

National	Provincial	Industrial	Local
Twice	Twice	Twice	Once
32 person/day	11 person/day	30 person/day	5 person/day
Ministry of Public Security	Provincial Internet Information Office	Operator	District Net Information Office / Net Security



### Privacy and Data Security Training

To deepen employees' understanding of the importance of privacy and data security and ensure their full compliance with the company's security policies and measures, we regularly conduct privacy and data security training courses. We also track and assess the effectiveness of the training to ensure that employees' training outcomes and security awareness are improved. Through training, employees gain a deeper understanding of the importance of data security and gain detailed knowledge of the company's privacy protection policies and their practical application in daily work. This aims to enhance employees' security awareness and sense of responsibility, effectively reduce data breaches and information security risks, and provide a solid foundation for the company's long-term stability and development.

#### Security Training in 2023

Number of sessions  
**12** sessions

Covered number of employees  
**2,000**

### Product Quality

Mission

- | Innovation | Cooperation |
- | Integrity | Win-win |

Product Philosophy

- | Simulate three-dimensional reality |
- | Construct authenticity via Data |

Quality Policy

- | Technology is the foundation of survival | Demand is the source of survival |
- | Quality is the basis of survival | Service is the root of survival |
- | Surpassing is the path of survival |

Quality is the foundation and the path for the survival and development of a company. It is an eternal theme for businesses. In order to enhance our company's quality management level and develop branded software products, we have focused on the quality characteristics of software products. During the reporting period, we have developed a Quality Manual and related quality management system procedures documents in accordance with *GB/T19001-2016 Quality Management System Requirement*. We have also established the organisational structure of Weimob's quality management system.

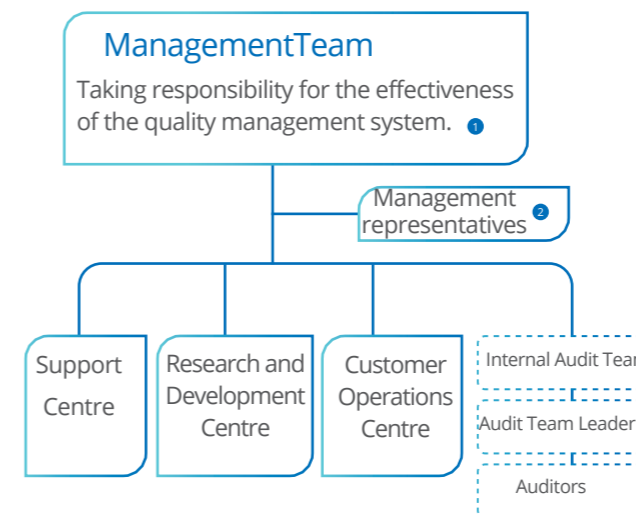
### Product Quality Policy and Management



ISO9001 Quality Management System Certificate



ISO20000 Information Technology Service Management System Certificate

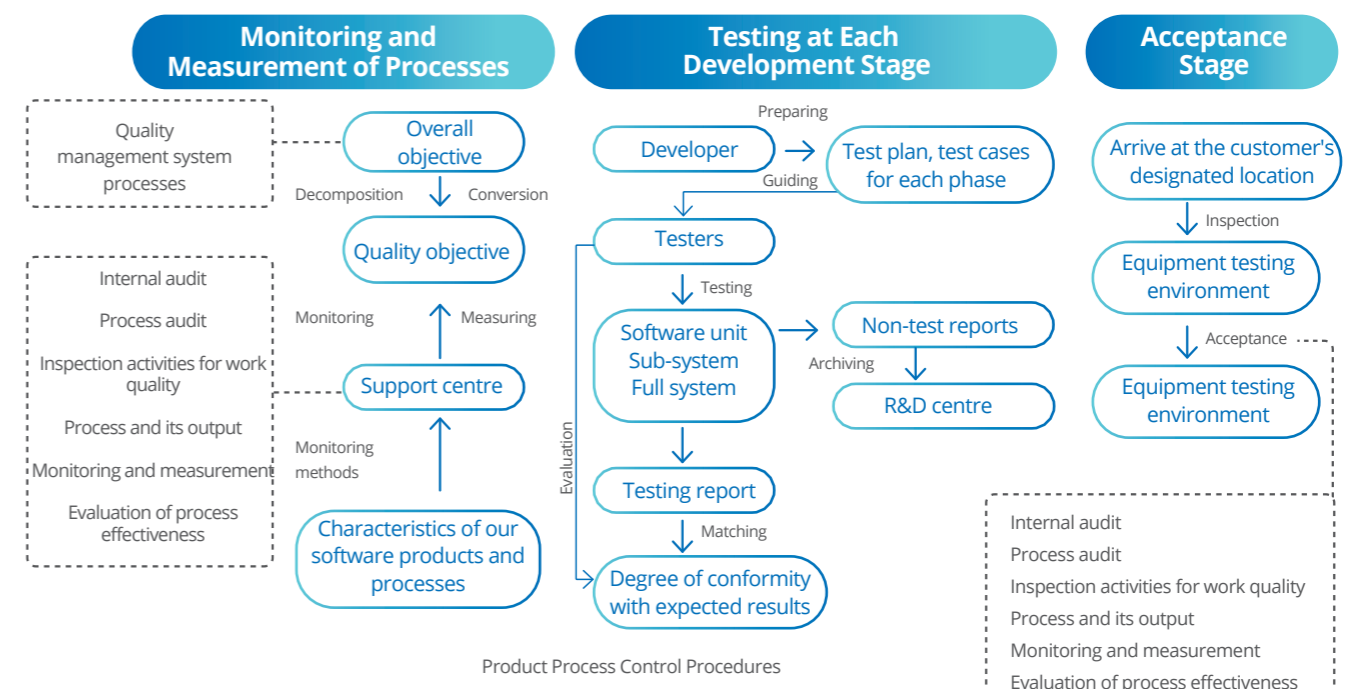


Organisational structure of Weimob quality management system

- The management team is responsible for establishing the quality policy and quality objectives of the quality management system, ensuring their alignment with the company's environment and strategic direction.
- They also integrate the company's quality management system requirements into its business processes, ensure that the quality management system complies with standard requirements and that each process achieves the expected outputs. They report on the performance of the quality management system and identify improvement opportunities. Additionally, they maintain the integrity of the "customer-centric" approach when making changes to the quality management system.
- The audit leader is responsible for developing audit checklists and conducting audits. They write non-conformance reports and internal audit reports based on the results of the internal audit. They also maintain comprehensive records and summaries of the audit process and results.
- The audit team is responsible for creating detailed internal audit checklists and strictly following the audit plan during the internal audit process. They track and verify items that do not meet the requirements.

### Product Process Control

We have established a "Monitoring and Measurement Control Procedure for Processes and Products" to monitor and measure the processes within the quality management system. This ensures that customer requirements are met. We also monitor and measure product characteristics to verify that product requirements are fulfilled.



Product Process Control Procedures



### Continuous Improvement

To achieve continuous improvement, we must take effective corrective, improving, and preventive measures. In the process of implementing the quality policy and achieving quality objectives, we continuously strive to improve the processes of the quality management system.

We actively seek opportunities for system-wide continuous improvement. This is done through the implementation of the quality policy and objectives, review of audit results, data analysis, and implementation of corrective and preventive actions to identify areas for improvement. To facilitate this, we organise departments to plan and develop improvement plans, which are then submitted to management representatives for review.

### Prevention Measures

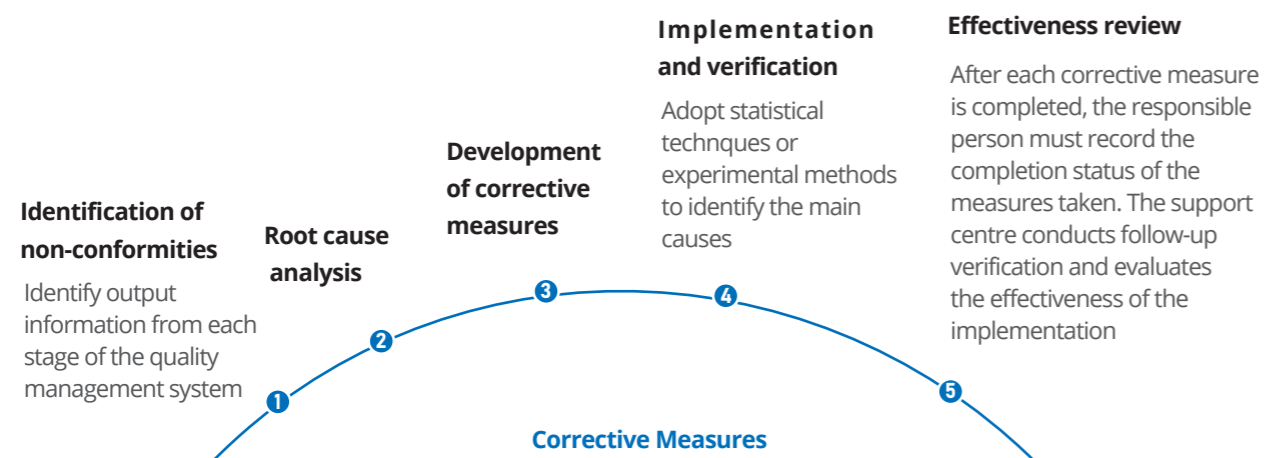
We take proactive measures to prevent non-conformities by timely analysing key content and identifying potential issues. These measures include:

1. Supplier quality statistics, product quality statistics (such as surveys, Pareto charts, etc.), market analysis, customer satisfaction surveys, environmental quality statistics, etc.
2. Previous internal audit reports, management review reports.
3. Records of corrective, preventive, and improvement actions.

When potential non-conformities are identified, the severity and urgency are determined based on the potential impact. The support centre convenes relevant departments to discuss the causes and determine preventive measures and responsible departments. The responsible departments analyse the cause, develop preventive measures, and implement them. The support centre tracks and verifies the effectiveness of the implementation and conducts reviews to evaluate the effectiveness.

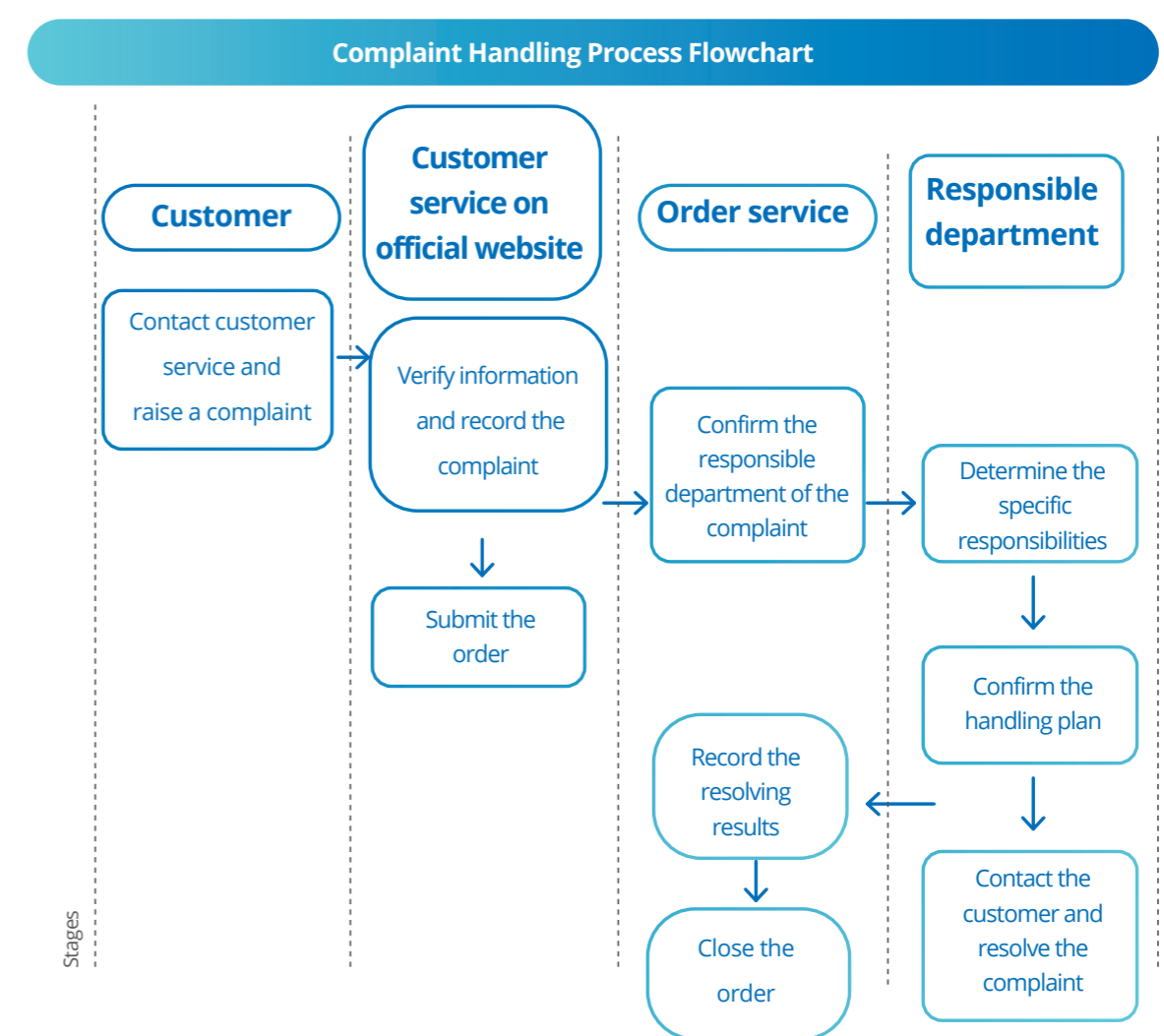
### Corrective Measures

To address existing non-conformities, we take corrective measures to eliminate the root causes and ensure that the non-conformities do not recur. The corrective measures are tailored to the severity and impact of the identified issues.



### Customer Complaint Handling Process

We have always placed a high emphasis on customer experience and service quality. In order to meet the needs of our customers better, we have established a customer complaint handling process to ensure that their rights are protected timely, fairly, and effectively. When customers encounter issues or dissatisfaction, they can choose to file a complaint through channels such as customer service hotlines or online customer support. To ensure the timeliness and effectiveness of complaint handling, we have established a comprehensive process and provide immediate feedback to customers.





### Resolving Product and Service Complaints

Due to the nature of Weimob's business, KPI B6.1, which describes the percentage of products sold or shipped that need to be recalled for safety and health reasons, and KPI B6.4, which describes the quality inspection process and product recall procedures, are not applicable and therefore not disclosed.

100%

Complaint resolution rate in 2023

### Customer Satisfaction

The customer service department monitors data on customer satisfaction or dissatisfaction as a measure of the performance of the quality management system. Consultations and suggestions provided to customers through interviews, letters, phone calls, faxes, etc., are recorded and collected by dedicated personnel. When necessary, a Customer Satisfaction Survey can be sent to customers to assess their satisfaction with the company's products and services, collect relevant opinions and suggestions, and conduct annual visits by managers to investigate customer satisfaction and dissatisfaction.

### Customer Service Training

In order to further improve service quality and deepen customer service personnel's understanding of products and services, we provide training closely related to products and services, enabling the customer service team to stay up-to-date with the latest developments. As of the end of the reporting period, we have developed diverse and multidimensional training programmes that incorporate traditional courses, online learning, practical training, and other forms. These trainings comprehensively showcase product features and service processes, empowering the customer service team to enhance their business capabilities, assist customers in understanding product information effectively, and respond to their service needs promptly.

In the future, we will continue to intensify our customer service training efforts to ensure that our customer service personnel can adapt to market developments and meet customer needs. At the same time, we will also pay attention to industry trends, engage in exchanging and learning with peers, and constantly expand our service areas to enhance service quality.

#### Pre-job Training

Upon joining the company, customer service personnel undergo a 4-week off-the-job training programme. This training aims to help new employees gain a comprehensive understanding of backend operations, practical skills, and common customer issues. After completing the training, employees are required to pass a rigorous assessment to ensure they possess the necessary skills and knowledge.

276 sessions

The training provided by the customer service centre for customer service staff

### On-the-job Training

A series of internal departmental trainings are provided to help on-the-job customer service personnel familiarise themselves with product features and operations. This includes regular business training related to bug resolution and product requirements, as well as periodic trainings on backend functionalities and new product feature differences. These on-the-job trainings aim to continuously enhance the professionalism of customer service personnel and provide better quality service.

1,447 person-times

Customer Service Centre training attendance

### Responsible Marketing

We provide digital solutions to numerous businesses, creating a decentralised business infrastructure for digital transformation and empowering businesses with intelligent operations. When providing marketing services, Weimob always adheres to strict compliance with laws and regulations, and firmly maintains the rules and order of the advertising market. To ensure compliance, Weimob has developed the "Weimob Advertising Compliance Guidelines," which provides clear guidelines for the qualification review of advertisers, content review of advertisements, and the secondary review mechanism for advertisements.

#### Qualification Review of Advertisers

##### Confirmation of advertiser's legitimacy :

Advertisers are required to provide complete qualification documents, including business licences, tax registration certificates, etc.

##### Advertiser review :

The business scope and operating conditions of advertisers are reviewed to prevent the entry of companies involved in adverse industries or with operational risks into the advertising market.

#### Other Business Review

##### Scope of review:

The review includes the qualification of advertisers and content review, advertising placement consultation, programme development, production, and management services.

##### Objective of review:

Weimob aims to ensure the compliance and professionalism of its business operations and provide reliable services to clients.

##### Handling of violations:

If any violations are discovered by the media, Weimob will take decisive action, including terminating the client's contract and imposing penalties on relevant individuals, as a deterrent measure.

#### Content Review

##### Content review standards and process :

Sales and operations staff ensure that the materials align with the actual business qualifications of the clients before they are launched. The materials are rigorously reviewed in accordance with advertising laws and media requirements.

For advertisements related to medical, pharmaceutical, health products, and other special fields, Weimob conducts stricter reviews and requires advertisers to provide supporting documents.

##### Secondary review mechanism :

Third-party tools are used for advertising compliance checks. The risk control team conducts daily inspections, with a focus on in-depth risk control in key industries

Review mechanism of the Weimob Advertising Compliance Guidelines



## Marketing Risk Control

### Marketing Risk Control

To strengthen risk control, Weimob has specifically developed the "Risk Control Review Standards," which clearly defines a list of prohibited terms on the internet. To enhance the identification capabilities of risk control reviewers, the company actively participates in relevant training provided by major platforms to strengthen employees' awareness of risk prevention.

### Improving the capabilities

Weimob conducts professional risk control training for its nationwide branches, combining it with risk control exams from media platforms such as WeChat Mini Program, TikTok, and Little Red Book. These measures help comprehensively enhance employees' risk control awareness and response capabilities, ensuring the stable operation of various business operations

### Continuously improving

Weimob continuously monitors cases of regulatory violations and updates internal risk control standards in a timely manner to adapt to the ever-changing market environment. Through ongoing efforts and improvements, Weimob is committed to providing customers with safer and more reliable services.

**We have developed "Risk Control Review Standards" to strengthen risk control**

**280** per person per day

Number of samples of marketing risk controllers

**20-30** people

Specialised Risk Controllers

## Intellectual Property

Weimob strictly upholds intellectual property rights and respects the contributions of all parties. In order to prevent infringement of intellectual property rights and enhance our market competitiveness at the same time, Weimob has formulated a series of standard documents, such as the Intellectual Property Management System of Weimob Group, the Patent Management System, the Trademark Management System, and the Computer Software Copyright Management System, under the premise of complying with the basic rules and regulations of the *Trademark Law of the People's Republic of China*, the *Patent Law of the People's Republic of China*, and the *Copyright Law of the People's Republic of China*, etc. These measures aim to fortify Weimob's intellectual property protections, standardise management processes, and protect our legal interests.

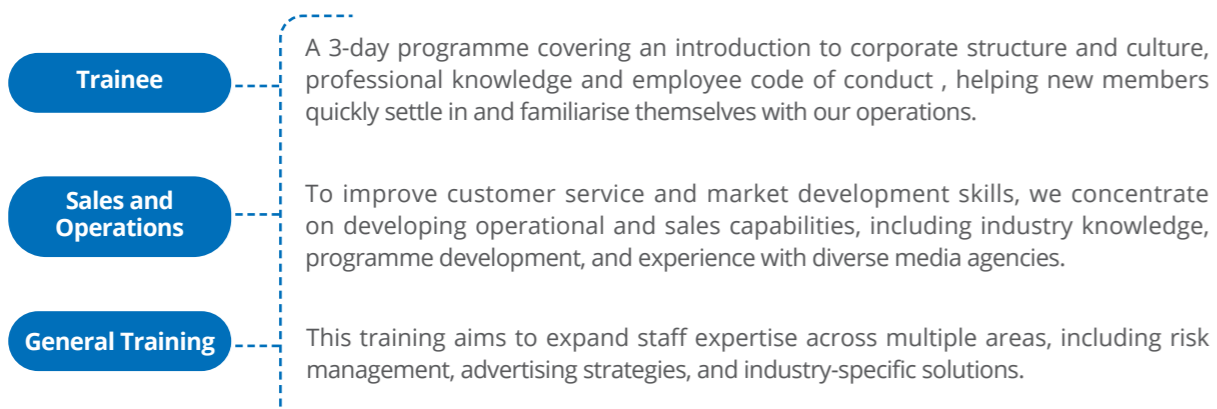
As a technology-driven enterprise, we recognise the importance of innovation in propelling business growth. To encourage innovation, we have implemented a comprehensive "Employee Patent Application Reward Policy". During the reporting period, we have hosted two specialised training sessions on patent application for R&D department, designed to enhance their technical disclosures and patent mining, significantly increasing participation to 200, marking a considerable rise from the previous period.

During the reporting period, the relevant information on Weimob's intellectual property rights is as follows:

	Unit	Number of new patents in 2023	Number of applications submitted in 2023	Cummulated amount of patents
Patent	term	10	84	18
Utility model patent	term	1	0	3
Design patent	term	9	10	15
Software copyright	term	19	/	186
Trademark	term	38	53	218

## Marketing Training

Weimob provides three training programmes for our sales experts aimed at developing our talent to their full potential. These courses incorporated multiple aspects ranging from refining marketing skills to fostering risk awareness during project tendering process, ensuring our employees receive holistic support for their professional growth.



Details of Marketing Training

## CONTRIBUTING TO A SUSTAINABLE SOCIETY



## Voicing for Industry Standards

Weimob was honoured to join the WG3 Data Circulation and Digital Trust working group under the *Shanghai Municipal Information Standardization Technology Committee*, leveraging our expertise in business digitalisation standards. By 2023, we had contributed to the development and publication of two pivotal standards. The first established a model for the digital transformation capability maturity of commercial enterprises, while the latter set assessment methods for digital transformation capability maturity, earning recognition among the top ten Shanghai group standards.

In collaboration with the *China Academy of Information and Communications Technology* and the *Shanghai Advertising Association*, Weimob has also played a key role in the publication of three group standards, including:

1. Guidance for the use of personal information notification and consent for internet advertising;
2. Automatic generation services for AI-based marketing videos;
3. Technical requirements for virtual digital humans in digital marketing.

Additionally, in 2023, we participated in the launch of a pilot demonstration project by the *Shanghai Municipal* focused on decentralised digital transformation standardisation. This initiative marked a significant step toward establishing a comprehensive framework for regional digital transformation, encompassing standard creation, evaluation, and enhancement. The project introduces four standardised systems—Service General Basic, Service Provision, Service Assurance, and Corresponding Job Standards—aimed at capturing innovative practices, facilitating their adoption and proliferation, thereby significantly advancing digital transformation in the industry and fostering sustainable growth.

### 上海市市场监督管理局文件

沪市监标技〔2023〕389号

#### 上海市市场监督管理局关于下达 2023年上海市标准化试点项目计划的通知

序号	试点项目名称	承担单位/参加单位	保证单位	项目编号	重点/一般	领域
31	高效高性能电机智能产线建设及管理标准化试点	上海电机系统节能工程技术研究中心有限公司	普陀区市场监管局	S23-02-018	一般	工业/高新技术
32	中小学理科实验室组合仪器研发制造标准化试点	上海中科教育装备集团有限公司	松江区市场监管局	S23-02-019	一般	工业/高新技术
33	YBX4高效串励磁型三相异步电动机研发与制造标准化试点	上海大境科技有限公司	松江区市场监管局	S23-02-020	一般	工业/高新技术
34	电子天平研发及生产标准化试点	上海天美天平仪器有限公司	松江区市场监管局	S23-02-021	一般	工业/高新技术
35	无机纳米功能性薄膜智能制造标准化试点	纳维威纳米科技(上海)有限公司	杨浦区市场监管局	S23-02-022	一般	工业/高新技术
36	汽车传动轴配套制造数字化转型标准化试点	上海精智实业股份有限公司	杨浦区市场监管局	S23-02-023	一般	工业/高新技术
37	企业去中心化的数字化转型标准化试点	上海微盟企业发展有限公司	宝山区市场监管局	S23-03-001	重点	服务业

Official document released by the Shanghai Municipal Administration for Market Regulation in 2023 regarding the pilot demonstration project





Weimob's headquarter building

A framework for assessing the digital transformation capability maturity of commercial enterprises (published)

Methods for evaluating digital transformation capability maturity within commercial entities (published)

Guidelines on personal information notification and consent in internet advertising (pending evaluation)

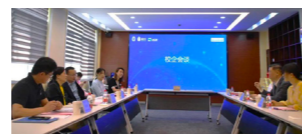
### Investment in Joint Industry R&D Initiatives

Shanghai University Sydney Business School and Weimob Group jointly signed the Industry-Academic-Research Cooperation Base Agreement aims to foster collaboration between university and enterprise, and established a new model for collaboration that integrates industry and university.

The business development of Weimob aligns with Shanghai University Sydney Business School's talent training objectives. Through this in-depth collaboration, we hope to create a win-win cooperation for the university and the enterprise, address the actual needs of enterprises and industries, and add new vitality into the university's system reform, talent training, and discipline construction. We hope to promote the development of the college to a higher level and make contributions to cultivating more outstanding talents and promoting industrial innovation and development.



The industry-university-research cooperation base between Weimob and Shanghai University Sydney Business School was unveiled.



Weimob held school-enterprise talks with Shanghai University Sydney Business School.

### Social Welfare, Technology for Good

#### Weimob 10th Anniversary Charity Sale | We Shape the Future |

Committed to social responsibility and corporate citizenship, Weimob incorporates gratitude, public welfare, and charity into our business development ethos, aligning with "Technology for Good". Celebrating our 10th Anniversary, Weimob hosted a two-day charity market that took one week to prepare, raising over 600 items for sale.

Employees across the group embraced the spirit of "All for One, One for All", actively engaging in Weimob's 10th anniversary charity sale. They established several charity groups, such as the SMG, SCG, CDG and R&D team, generating approximately RMB 15,000 in donations, which will be used in collaboration with *Shanghai Baoshan District Charity Foundation* for future philanthropic activities.



Weimob's 10th Anniversary Charity Event

#### Voluntary Blood Donation in 2023 |

<b>82</b>	<b>48</b>	<b>11,800</b> CC
The number of people who signed up for blood donation	Actual blood donation	Total blood donated



Weimob's Voluntary Blood Donation Charity Event

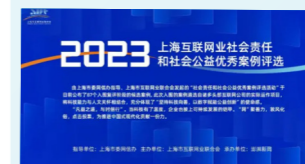
#### Social Welfare Activities |



Weimob's party member actively engage in volunteering at local community, such as visiting senior homes during holidays.



We have also been honoured by Baoshan District and Xuanwei City for being the outstanding case regarding *Rural Revitalization* initiative.







## Investment Propels Advancement and Development

Data security is crucial for fostering national digital competitiveness. Addressing global strategic challenges and promoting the marketisation of data elements are essential steps toward strengthening the data assurance system. It serves as the cornerstone for overcoming the difficulties posed by the advancement of digital technology. In order to aid future businesses and strengthen China's digital competitiveness, Weimob has established two industrial investment funds, the *Shanghai Weixin Venture Capital Centre* and the *Beijing Weizhi Digital Technology Investment Centre*, with an emphasis on "Network and Data Security".

As part of our commitment to fostering sustainable practices, Weimob manages an industrial fund, the *Nanjing Chuangyi Huaying Weimob New Industry Equity Investment Fund*, which primarily supports SaaS enterprises and promising projects. Through this initiative, we aim to facilitate deeper empowerment and business collaboration, provide customers with more comprehensive solutions, and promote the development of China's SaaS market services by building an enterprise ecological cooperation system. These investment initiatives have the potential to drive industry-wide reform, address resource imbalances in certain areas, and promote industrial digitalisation.



Selected Investments by Weimob

### Case

Operated by Zhejiang Yunlian, Wanyao City is a leading online pharmaceutical industrial platform, committed to providing comprehensive services to pharmaceutical manufacturers and their agents. As a pivotal B2B e-commerce platform, it connects various sales entities. It also enables pharmaceutical firms to enhance management and sales operations via its SaaS system, thereby streamlining transactions. Utilising this digital platform, the initiative has notably optimised pharmaceutical distribution regulation, substantially reduced distribution costs and enhanced product accessibility. This subsequently improves the efficiency and effectiveness of the pharmaceutical supply chain.

## APPENDIX 1 Performance Index

### Corporate Governance - Board and Committee Members

Name	Discipline	Gender	Age	Term of Office (Year)	Number of Board Position Held	Independent from Management	Relationship with Management
<b>Board Member Information</b>							
SunTaoyong <b>CEO COB</b>	Industry	Male	36	10	1	No	Founder
Fang Tongshu	Industry	Male	39	5	1	No	Co-founder
You Fengchun	Industry	Male	35	5	1	No	Co-founder
Sun Mingchun	Finance	Male	52	5	1	Yes	
Li Xufu	Finance	Male	57	5	1	Yes	
Tang Wei	Finance	Male	48	5	1	Yes	
Xu Xiaou	Industry	Female	50	<1	2	Yes	
<b>Audit Committee Member Information</b>							
Tang Wei (Chairman)	Finance	Male	48	5		Yes	
Li Xufu (Member)	Finance	Male	57	5		Yes	
Xu Xiaou (Member)	Industry	Female	50	<1		Yes	
<b>Remuneration Committee Member Information</b>							
Li Xufu (Chairman)	Finance	Male	57	5		Yes	
Xu Xiaou (Member)	Industry	Female	50	<1		No	
Sun Taoyong (Member)	Industry	Male	36	10		Yes	
<b>Nomination Committee Member Information</b>							
Sun Taoyong (Chairman)	Industry	Male	36	10		No	
Tang Wei (Member)	Finance	Male	48	5		Yes	
Li Xufu (Member)	Finance	Male	57	5		Yes	

Note: COB refers to Chairman of the Board; CEO refers to Chief Executive Officer.

### Corporate Governance - Directors' Performance of Duties

Director	Required Attendance	Actual Attendance	Attendance Rate
<b>Number of Weimob Board Meetings and Attendance in 2023</b>			
Sun Taoyong	6	6	100%
Fang Tongshu	6	6	100%
You Fengchun	6	6	100%
Huang Junwei	4	4	100%
Sun Mingchun <i>Resigned on May 8, 2023</i>	6	6	100%
Li Xufu	6	6	100%
Tang Wei	6	6	100%
Xu Xiaou <i>Appointed on May 8, 2023</i>	3	3	100%
<b>Number of Weimob Audit Committee Meetings and Attendance in 2023</b>			
Tang Wei (Chairmen)	2	2	100%
Li Xufu	2	2	100%
Sun Mingchun	2	2	100%
<b>Number of Weimob Remuneration Committee Meetings and Attendance in 2023</b>			
Li Xufu (Chairman)	2	2	100%
Sun Taoyong	2	2	100%
Sun Mingchun	2	2	100%
<b>Number of Weimob Nomination Committee Meetings and Attendance in 2023</b>			
SunTaoyong (Chairman)	2	2	100%
Li Xufu	2	2	100%
Sun Mingchun	2	2	100%

## Governance - Business ethics

Anti-fraud	2023	
Number of litigation cases involving corruption	1	(Transferred, not yet closed)

## Environmental

Category	Unit	2021	2022	2023
<b>Emissions</b>				
NO <sub>x</sub> emissions	kg	102.10	84.15	104.55
SO <sub>2</sub> emissions	kg	0.24	0.19	0.23
Particulate matter	kg	9.78	8.06	9.73
<b>Direct GHG emissions (Scope 1)</b>				
Emissions	tCO <sub>2</sub> e	34.52	28.04	161.06
<b>Indirect GHG emissions - owned (Scope 2)</b>				
Emissions	tCO <sub>2</sub> e	2,829.59	2,930.04	1,772.64
<b>Indirect emissions - not owned (Scope 3) <sup>①</sup></b>				
Emissions	tCO <sub>2</sub> e	/	/	2,364.85
<b>Scope 1 &amp; Scope 2</b>				
Total emissions	tCO <sub>2</sub> e	2,864.11	2,958.08	1,933.70
Emission density	tCO <sub>2</sub> e	0.49	0.47	0.68
Emission intensity	tCO <sub>2</sub> e/Mn RMB	1.07	1.61	0.87
<b>Total GHG emissions (Scope 1 &amp; 2 &amp; 3)</b>				
Total emissions	tCO <sub>2</sub> e	/	/	4,298.55
Emission density	tCO <sub>2</sub> e/person	/	/	1.51
Emission intensity	tCO <sub>2</sub> e/Mn RMB	/	/	1.93
<b>Non-hazardous waste</b>				
Total emissions	t / person	367.47	275.90	212.80
Emission density	t / person	0.06	0.04	0.07
Emission intensity	t/Mn RMB	0.14	0.15	0.10
<b>Use of resources</b>				
Direct energy consumption	MWh	141.19	114.71	148.87
Indirect energy consumption	MWh	3,990.15	4,132.36	4,104.64
Total energy consumption	MWh	4,131.34	4,247.07	4,253.51
Energy consumption density	MWh/person	0.71	0.68	1.49
Total water consumption	t	37,261.99	37,674.00	32,246.08
Total water consumption density	t/person	6.38	6.00	11.31

<sup>①</sup> Note: All indirect GHG emissions (Scope 3) include travel (air, hotel, transportations), employees commuting, office supplies, water and waste.

## Social - Human Resource KPIs

Employee Composition	Unit	2021	2022	2023
<b>Employee Composition</b>				
Total number of employees	person	8,562	6,278	4,584
<b>By gender</b>				
Male	person	4,922	3,568	2,539
Female	person	3,640	2,710	2,045
<b>By age group</b>				
≤30	person	5,528	3,456	2,221
31-39	person	2,829	2,591	2,133
41-49	person	192	210	207
≥50	person	13	21	23
<b>By education</b>				
High school and before	person	/	/	176
Junior college	person	/	/	1,713
Undergraduate	person	/	/	2,473
Graduate	person	/	/	219
Postgraduate and beyond	person	/	/	3
<b>By employment type</b>				
Full-time	person	8,482	6,277	4,554
Part-time	person	80	1	2
Intern	person	/	/	10
Contract employee	person	/	/	14
Post-retirement employment	person	/	/	4
<b>By region</b>				
Mainland	person	/	/	4,554
Hong Kong, Macao, and Taiwan	person	/	/	2
<b>Minority</b>				
People with disabilities	person	/	/	34

Recruitment Data	Unit	Number
<b>Recruitment Position in 2023</b>		
Total number	positions	259
<b>By source</b>		
Social recruitment	positions	256
Other Recruitment Channels	positions	3
<b>By position</b>		
High-level	positions	1
Middle-level	positions	27
Primary-level	positions	231
<b>By age group* <sup>②</sup></b>		
≤30	positions	200
31-40	positions	132
≥41	positions	12
<b>New Employee in 2023</b>		
Total number	person	2,431
<b>By source</b>		
Social recruitment	person	2,372
Other Recruitment Channels	person	59
<b>Flexible Employment 2023</b>		
Partnering agency	Co., Ltd	3
Recruitment position	positions	2
Number of recruitment	person	6
Outsourced R&D technical experts	person	11

<sup>②</sup> Note: The criteria for age differs regarding recruitment positions. An example might be, when Position A aims at candidates aged 30 to 40, where Position B caters to those aged 28 to 35. As a result, when consolidating positions by age categories, the total number of positions exceeds the actual total number of recruitment positions.

In light of the prevailing challenges within the SaaS market in 2023, we maintain our steadfast belief in the irreversible trend towards digitisation. With long-term sustainable development as our guiding principle, we have initiated modifications to our organisational structure to enhance our operational efficiency. By optimising the input-output ratio, we are effectively navigating these hurdles through strategic adjustments in resource allocation and workforce optimisation. Throughout this period of adjustment, we are committed to minimising the impact on our employees, implementing internal measures such as a "buffer period" and offering comprehensive compensation plans.

Turnover rate	Unit	2021	2022	2023
Total turnover	person	/	/	4,078
Voluntary turnover	person	/	/	2,852
<b>By gender</b>				
Turnover rate (Male)	%	26.90%	46.20%	46.50%
Turnover rate (Female)	%	26.80%	44.50%	43.40%
<b>By age group</b>				
Turnover rate (≤30)	%	27.20%	41.40%	51.90%
Turnover rate (31-39)	%	26.40%	36.70%	38.00%
Turnover rate (40-49)	%	15.40%	27.80%	24.60%
Turnover rate (≥50)	%	6.50%	4.50%	13.80%

Note: The formula for calculating employee turnover rates in 2022 and 2023 is as follows: Employee turnover rate = Total number of departures within the category for the year / (Closing number of employees in the category for the year + Total number of departures within the same year) \* 100%

The formula for calculating employee turnover rates in 2021 is as follows: Employee turnover rate = Total number of departures within the category for the year / (Closing number of employees in the category for the year + Total number of departures in the category for the year + Total number of new hires in the category for the year) \* 100%

Training Data	Unit	2021	2022	2023
Total number	amount	/	/	431
Total hour	hour	/	/	56,809.10
Total person	person	/	/	23,758
Coverage	%	/	/	93.00%
Average hour	hour / person	/	/	12.39
<b>By gender</b>				
Male	%	45.90%	56.60%	52.50%
Total training hour (Male)	hour	/	/	31,372.80
Average training hour (Male)	hour / person	13.00	13.30	12.36
Female	%	54.10%	43.40%	47.50%
Total training hour (Female)	hour	/	/	27,329.6
Average training hour (Female)	hour / person	11.10	11.90	13.36
<b>By employee type</b>				
High-level		120%	0.90%	0.80%
Average training hour (High-level)		15.50	19.00	17.20
hour / person		4.90%	10.40%	9.20%
Middle-level		10.50	12.00	11.40
Average training hour (Middle-level)		93%	88.70%	90.00%
Primary-level		10.80	12.80	12.30
Total investment in training		/	/	712,694.67

Segment Training Data in 2023	Unit	Leadership	Professionalism	Universality	Trainee development
Total	amount	12	315	78	26
Total hours	hour	5,481.20	12,937.70	35,519.20	2,871.00
Total person	person	1,370	6,615	24,907	957
Coverage	%	100%	90%	100%	100%
Average hour per person	hour / person	11.84	3.33	9.13	3.00
<b>By gender</b>					
Male	%	63.90%	53.50%	52.50%	51.40%
Average training hour (Male)	hour / person	11.80	3.59	8.93	3.00
Female	%	36.10%	46.40%	47.40%	48.60%
Average training hour / person (Female)	hour / person	11.91	3.05	8.84	3
<b>By employee type</b>					
High-level	%	7.60%	0	0	0
Average training hour (High-level)	hour / person	17.20	0	0	0
Middle-level	%	92.40%	0	0	2.20%
Average training hour (Middle-level)	hour / person	11.40	0	0	3.00
Primary-level	%	0%	100%	100%	97.80%
Average training hour (Middle-level)	hour / person	0	3.33	9.13	3.00

Note: Training data comes from internal statistics and records, additionally, certain figures are derived from annual estimates based on routine operational activities accumulated over several years.

### Social — Health & Safety

Safety data	Unit	2021	2022	2023
Number of fatalities attributable to occupational hazards	person	0	0	0
Mortality rate resulting from occupational hazards	%	0%	0%	0%
Number of injuries	person	/	/	10
Workdays lost to occupational injuries	days	137	231	296

## APPENDIX 2 ESG Guidelines Index Table

HKEX Index	ESG Indicator Index	GRI	Chapter
<b>Mandatory disclosure requirements</b>			
	Governance structure (including board statement)		Continuous Improvement of Corporate Governance - the Board of Directors
	Reporting principles		About ESG report
	Reporting boundary		About ESG report
<b>"Comply or explain" provisions</b>			
<b>A Environmental</b>			
Aspect A1: emissions	Relating to air and greenhouse gas emissions, discharges into water and land, and generation of hazardous and non-hazardous waste: (a) the policies; (2) compliance with relevant laws and regulations that have a significant impact on the issuer.	103-2(c-i), 305, 306, 307-1	Striving for Sustainability: Towards Climate and Environmental Resilience
KPI A 1.1	The types of emissions and respective emissions data.	305-1, 305-2,	APPENDIX 1 Performance index - Environmental - Emissions
KPI A 1.2	Direct (Scope 1) and energy indirect (Scope 2) greenhouse gas emissions (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	305-4, 305-6, 305-7	
KPI A1.3	Total hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility)	306-2(a)	Not applicable, Weimob's operations do not involve the emissions of hazardous waste such as petroleum products, chemical waste, or hazardous chemicals regulated by the country, and there was no generation of waste electronic equipment during the reporting period
KPI A 1.4	Total non-hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility)	306-2(b), 306-3	APPENDIX 1 Performance index - Environmental - Emissions
KPI A 1.5	Description of emissions target(s) set and steps taken to achieve them	103-2, 305-5	Striving for Sustainability: Towards Climate and Environmental Resilience - Energy and Emissions Management
KPI A 1.6	Description of how hazardous and non-hazardous wastes are handled, and a description of reduction target(s) set and steps taken to achieve them	103-2, 306-2, 306-4	Striving for Sustainability: Towards Climate and Environmental Resilience - Waste Management
Aspect A2: use of resources		103-2(c-i), 301, 302, 303	Striving for Sustainability: Towards Climate and Environmental Resilience - Energy and Emissions Management
KPI A 2.1	Direct and/or indirect energy consumption by type (e.g. electricity, gas or oil) in total (kWh in '000s) and intensity (e.g. per unit of production volume, per facility)	302-1, 302-3, 302-3	APPENDIX 1 Performance index - Environmental - Use of resources
KPI A 2.2	Water consumption in total and intensity (e.g. per unit of production volume, per facility).	303-1, 303-3, 303-4, 305-5	
KPI A 2.3	Description of energy use efficiency target(s) set and steps taken to achieve them.	103-2, 302-4, 302-5	Striving for Sustainability: Towards Climate and Environmental Resilience - Energy and Emissions Management
KPI A 2.4	Description of whether there is any issue in sourcing water that is fit for purpose, water efficiency target(s) set and steps taken to achieve them.	103-2, 303-3, 303-4, 303-5	
KPI A 2.5	Total packaging material used for finished products (in tonnes) and, if applicable, with reference to per unit produced.	301-1	Not applicable, Weimob's operations do not involve the use of packaging materials due to the characteristics of Weimob's business
Aspect A3: the environment and natural resources	Policies on minimising the issuer's significant impacts on the environment and natural resources	103-2(c-i), 301, 302, 303, 304, 305, 306	Striving for Sustainability: Towards Climate and Environmental Resilience - Energy and Emissions Management
KPI A 3.1	Description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them.	103-1, 103-2, 303-1, 303-2, 304-2, 306-3(c), 306-5	
Aspect A4: climate change	Policies on identification and mitigation of significant climate-related issues which have impacted, and those which may impact, the issuer.	201-2	Striving for Sustainability: Towards Climate and Environmental Resilience - Responding to Climate Change
KPI A 4.1	Description of the significant climate-related issues which have impacted, and those which may impact, the issuer, and the actions taken to manage them.	201-2	
<b>B Social</b>			
Aspect B1: employment	Relating to compensation and dismissal, recruitment and promotion, working hours, rest periods, equal opportunity, diversity, anti-discrimination, and other benefits and welfare: (a) the policies; (2) compliance with relevant laws and regulations that have a significant impact on the issuer.	103-2(c-i), 202, 401, 405, 406, 419-1	Fostering Sustainable Labour Relations
KPI B 1.1	Total workforce by gender, employment type (for example, full-or parttime), age group and geographical region.	102-8, 405-1(b)	APPENDIX 1 Performance index - Social - Human resource - Employee Composition

HKEX Index	ESG indicator	GRI	Chapter
KPI B 1.2	Total workforce by gender, employment type (for example, full- or parttime), age group and geographical region.	401-1	APPENDIX 1 Performance index - Social - Human resource - Turnover rate
Aspect B2: health and safety	Relating to providing a safe working environment and protecting employees from occupational hazard: (a) the policies; (b) compliance with relevant laws and regulations that have a significant impact on the issuer.	103-2(c-i), 403, 419-1	Fostering Sustainable Labour Relations - Health & Safety
KPI B 2.1	Number and rate of work-related fatalities occurred in each of the past three years including the reporting year	403-9	
KPI B 2.2	Lost days due to work injury	403-9	
KPI B 2.3	Description of occupational health and safety measures adopted, and how they are implemented and monitored	103-2, 103-3(a-i), 403-1	Fostering Sustainable Labour Relations - Health and Safety
Aspect B3 Development and Training	Policies on improving employees' knowledge and skills for discharging duties at work. Description of training activities	103-2(c-i), 404-2(a)	Fostering Sustainable Labour Relations - Talent Development
KPI B 3.1	The percentage of employees trained by gender and employee category (e.g. senior management, middle management)	404-1	Appendix 1 Performance Index - Social - Human Resources KPIs - Training Data
KPI B 3.2	The average training hours completed per employee by gender and employee category	404-1	
Aspect B4 Labour Standards	General Disclosure Information on: (a) the policies; and (b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to preventing child and forced labour	103-2(c-i), 408, 409, 419-1	Fostering Sustainable Labour Relations
KPI B 4.1	Description of measures to review employment practices to avoid child and forced labour	103-2, 408,	
KPI B 4.2	Description of steps taken to eliminate such practices when discovered	409	
Aspect B5 Supply Chain Management	General Disclosure. Policies on managing environmental and social risks of the supply chain	103-2(c-i), 204, 308, 414	
KPI B 5.1	Number of suppliers by geographical region	102-9	
KPI B 5.2	Description of practices relating to engaging suppliers, number of suppliers where the practices are being implemented, and how they are implemented and monitored	103-2, 308-1, 308-2, 414-1, 414-2	Promoting Sustainability on an Organisational Level - Supply Chain Management
KPI B 5.3	Description of practices used to identify environmental and social risks along the supply chain, and how they are implemented and monitored	308-2, 414-2	
KPI B 5.4	Description of practices used to promote environmentally preferable products and services when selecting suppliers, and how they are implemented and monitored	103-2, 308-1	
Aspect 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, labelling and privacy matters relating to products and services provided and methods of redress	103-2(c-i), 416-2, 417-2, 417-3, 418-1, 419-1	Promoting Sustainability on an Organisational Level - Data and Privacy Security, Product Quality, Responsible Marketing, Intellectual Property
KPI B 6.1	Percentage of total products sold or shipped subject to recalls for safety and health reasons	102-43, 102-44, 103-2(c-vi), 418-1	Not applicable, due to the nature of Weimob's operations, there are no instances where products need to be recalled due to safety and health issues.
KPI B 6.2	Number of products and service related complaints received and how they are dealt with.		Promoting Sustainability on an Organisational Level - Product Quality
KPI B 6.3	Description of practices relating to observing and protecting intellectual property rights		Promoting Sustainability on an Organisational Level - Intellectual Property
KPI B 6.4	Description of quality assurance process and recall procedures		Not applicable, due to the nature of Weimob's operations, there are no instances where products need to have quality assurance process and recall procedures
KPI B 6.5	Description of consumer data protection and privacy policies, and how they are implemented and monitored	103-2, 103-3(a-i), 418	Promoting Sustainability on an Organisational Level - Data and Privacy Security

HKEX Index	ESG indicator	GRI	Chapter
Aspect 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	103-2(c-i), 205, 205-3, 419-1	
KPI B 7.1	Number of concluded legal cases regarding corrupt practices brought against the issuer or its employees during the reporting period and the outcomes of the cases	205-3	Continuous Improvement of Corporate Governance - Compliance Governance
KPI B 7.2	Description of preventive measures and whistle-blowing procedures, and how they are implemented and monitored.	102-17, 103-2, 103-3(a-i), 205	
KPI B 7.3	Description of anti-corruption training provided to directors and staff	205-2	
Aspect 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	103-2(c-i), 413	Contributing to a Sustainable Society
KPI B 8.1	Focus areas of contribution (e.g. education, environmental concerns, labour needs, health, culture, sport)	203-1(a), 413-1	
KPI B 8.2	Resources contributed (e.g. money or time) to the focus area	201-1(a-ii), 413-1	