
GLOSSARY OF TECHNICAL TERMS

This glossary contains definitions of certain technical terms used in this document in connection with us and our business. These may not correspond to standard industry definitions, and may not be comparable to similarly terms adopted by other companies.

“AI”	artificial intelligence
“big data”	large and diverse data sets able to uncover hidden patterns, unknown correlations, market trends, customer preferences and other useful information assets under new processing model for greater decision-making power, insight and processing optimization capabilities
“CAGR”	compound annual growth rate
“fitness product customer subscribing rate”	the number of users that have purchased our self-branded fitness products on <i>Keep</i> platform in a given month and are subscribing members as at the last day of the month as percentage of the total number of users that have purchased our self-branded fitness products on <i>Keep</i> platform in the given month
“DTC channels”	direct-to-consumer channels, including our self-operated online stores on <i>Keep</i> platform, Tmall, and JD, among others, but excluding third-party wholesale channels, such as JD self-owned stores, and excluding a few direct-to-consumer channels where the Company does not have access to statistics on end fitness product customers
“fitness product customers”	customers who purchase our self-branded fitness products through DTC channels. A customer who makes payments across different DTC channels is counted as multiple fitness product customers
“fitness population”	people who engage in fitness activities more than twice per week
“gross merchandise volume” or “GMV”	the total sales for fitness products, excluding costs involved and returns of self-branded fitness products
“IP”	intellectual property
“membership penetration rate”	the average number of monthly subscribing members as a percentage of the average MAUs of a given period
“monthly active users” or “MAUs”	our users, including paying and non-paying users, who logged in their user accounts on our platform through our mobile app (including through smart TV and other smart devices) at least once in a given month. Same user account on different devices are treated as one user and each account as a distinctive user when calculating our MAUs

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“monthly membership retention rate”	calculated by dividing the number of monthly subscribing members in a specified month that continue to be counted as monthly subscribing members in the following month by the total number of monthly subscribing members in the specified month
“monthly subscribing members”	the individuals who have subscribed to our monthly, quarterly or annual membership packages, excluding individuals with free trial membership, and had an active membership subscription as of the last day of a given month, whether or not the individuals cancel their future membership renewals
“paying users”	include subscribing members, non-subscribing users who pay for our content, fitness product customers, and other customers who purchase our products through non-DTC channels
“professionally generated content” or “PGC”	content developed and produced in-house, consisting of recorded structured courses, recorded video courses and curriculums, as well as live streaming classes
“professional user-generated content” or “PUGC”	content produced by fitness influencers or licensed from third parties, mainly consisting of recorded video courses and curriculums. Live streaming classes produced in-house but demonstrated by influencers are also classified as PUGC
“SPU”	acronym for minimum standard product unit, with a unique identifier for each product with distinct standardized characteristics. For example, each distinct product with different color is considered as the same SPU
“subscribing members”	users who have subscribed to our monthly, quarterly or annual membership packages. Subscribing members do not include (i) individuals who purchase our fitness courses or curriculums only on an a la carte basis, and (ii) individuals who have user accounts and free-trials on our platform but did not contribute revenue to the Group
“users”	the individuals who have user accounts on our platform
“workout sessions”	users’ workout sessions on our platform meeting certain length and completion status criteria: (a) for pre-recorded courses, at least 60% completion status; (b) for live streaming classes, at least two-minute in-class training time; (c) for running, walking or cycling sessions, over twenty seconds and 100 meters of each session recorded

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with our app, or over 400 meters of recorded walking sessions that users choose to upload to our platform. “Workout sessions” and the use of “workout sessions” to substantiate user stickiness are in line with the industry practice