



## **Kuaishou Releases 2024 ESG Report: Harnessing Technology to Build a More Connected, Sustainable Future**

2025.04.25

Kuaishou Technology (“Kuaishou” or the “Company”; HKD Counter Stock Code: 01024 / RMB Counter Stock Code: 81024), a leading content community and social platform, was pleased to release its 2024 Environmental, Social, and Governance (ESG) Report (“the Report”) on April 25, 2025, detailing its year-long progress in advancing environmental stewardship, social innovation and responsible governance over the past year. Kuaishou’s series of impactful ESG practices have earned recognition and an upgrade from MSCI, a leading international ESG rating agency, upgrading Kuaishou from a “BBB” to an “A” rating, making it a leading performer in the industry.

### **Empowering Millions with Inclusive Digital Technology Through Social Welfare Initiatives**

As a digital gateway for over 700 million users, Kuaishou has embedded inclusive growth and social responsibility into its core operations, using technology to drive positive change and effectively boosting social wellbeing development through social welfare projects, including educational and disability assistance. According to the Report, in 2024, Kuaishou’s social welfare projects donated approximately RMB47.41 million to social welfare initiatives and logged 37,482 hours of voluntary service.

In educational support, Kuaishou’s “Future Enlightenment Classroom” initiative brought over 80 educational experiences and underserved students to Beijing to engage in a public welfare summer camp. The “Future Enlightenment Classroom” digital classroom project, in collaboration with Beijing Women & Children Development Foundation and other organizations, provided IT, AI and programming courses to 19 schools. By the end of 2024, Kuaishou Charity had supported over 500 schools in remote areas through assistance in music, sports, and IT. In total, more than 700,000 children and young people benefited.

Kuaishou also continued to be a force for employment. According to the “Research Report on High-quality and Sufficient Employment Driven by Short Video and Live Streaming Platforms (2024)” issued by the China Institute for Employment and Livelihood Studies at the Renmin University of China on February 26, 2025, Kuaishou’s platform generated 43.2 million jobs in 2024 and helped create 174 new job occupations.

In particular, Kuaishou has deeply empowered the industry upstream and downstream, creating a sizable number of jobs with its distinctive “live-streaming+” ecosystem, underpinned by the e-commerce live-streaming businesses. For every RMB100 million in Gross Merchandise Volume (GMV), an estimated 1,200 jobs are created.

With the “Happy Lecture Hall” initiative, Kuaishou provided short video and livestreaming training to over one million people, including rural streamers, women, young entrepreneurs, people with disabilities, and eldercare professionals across 40 counties and cities nationwide, enabling them to benefit from digital advancements.

Simultaneously, the platform supported cultural preservation through its “Intangible Cultural Heritage (ICH) Learning Academy.” This initiative helps traditional craft and performance masters enhance their skills and grow their businesses and audiences while raising public awareness of traditional art. Phase one of this initiative, which includes campus and community programs and copyright collaborations, reached over 20 ICH inheritors across Shanxi, Gansu and Qinghai provinces. Its teaching venues are set to expand to cover 50 rural schools and communities, benefitting more than 15,000 individuals.

### **Enhancing Platform Trust Through Robust Data Security and Standardization**

To provide users with high-quality digital experiences and services, Kuaishou has consistently strengthened its data security and user privacy protection capabilities, enhanced intellectual property protection, and actively engaged in collaborations to improve the platform’s standardization ecosystem.

In 2024, Kuaishou secured ISO 27001 (Information Security Management System), ISO 27701 (Privacy Information Management System) and ISO 27017 (Cloud Service Information Security Management System) certifications, reflecting comprehensive data and cloud security practices covering 100% of its business operations. Moreover, all employees completed mandatory annual online training on data security knowledge and practices with a 100% exam pass rate, reinforcing its internal data security culture.

In the field of minor protection, Kuaishou has contributed to drafting the “Cybersecurity Standard Practice Guidelines – Technical Requirements for Children’s Mode on Mobile Internet” released by the National Cybersecurity Standardization Technical Committee. In addition, the Company has actively upgraded its minor’s mode, optimizing real-name authentication for minors, and launched multiple education awareness campaigns. To further safeguard minors, Kuaishou has launched initiatives such as the “Seedling Protection Action Plan” and the “Green Growth: e-Guardian for Minors” programs. These campaigns leverage diverse content formats, including live-streaming, offline salons, and themed short plays to promote online safety awareness among minors.

Focusing on intellectual property protection, in 2024, Kuaishou was one of the first enterprises in the National Intellectual Property Administration’s “Thousands of Enterprises and Hundreds of Cities” Trademark Brand Value Enhancement Program and won two “China Patent Awards.” By the end of 2024, Kuaishou had filed a total of 12,967 domestic and international patent applications, with 6,358 granted.

Furthermore, in standardization development, Kuaishou was awarded the Outstanding Contribution Prize by the China Cybersecurity Industry Alliance (CCIA) in 2024 and was selected as one of the first pilot units in the National Cybersecurity Publicity Week for “Data Security Standards Enhancement Program.” Kuaishou has engaged in the formulation of over 180 national and industry standards, and also actively promotes the implementation of these standards by regularly promoting compliance standards to ensure employees stay abreast of the key standardization developments.

### **Technology Advancing Green and Low-Carbon Operations**

In response to the global climate challenge, Kuaishou actively responds to the call for ecological civilization, taking practical actions to carry out the green operations philosophy.

Kuaishou actively participated in the annual environmental data disclosure initiative by CDP (formerly the Carbon Disclosure Project) and achieved a "B" rating in its climate questionnaire for two consecutive years.

Furthermore, Kuaishou consistently integrates sustainable operations into its daily business practices. On one hand, it drives green and low-carbon initiatives through technological innovation. On the other hand, it actively promotes energy conservation and emissions reduction, adhering to green operations. In 2024, Kuaishou's self-built data center, Kuaishou Smart Cloud Ulanqab Data Center, purchased a total of 411,779 MWh of green electricity and green power certificates, accounting for 87.1% of its annual electricity consumption, thereby help reducing carbon dioxide emissions by 220,960.6 tons and effectively lowering the Company's overall carbon footprint.

Kuaishou's self-built data center has pioneered the adoption of an indirect evaporative cooling system in water-saving operation mode, achieving significantly lower water consumption compared to conventional industry solutions. By implementing water-free integrated pumps and high-voltage direct current (HVDC) technologies, Kuaishou maximizes the use of natural cooling resources, thereby substantially reducing energy consumption and water usage. Additionally, through the development of medium-voltage integrated power modules and sodium battery technologies, Kuaishou is actively exploring next-generation simplified UPS solutions to provide technical capabilities for future low-cost, compact, and high-density AI application scenarios.

In the office environment, sustainability was also front and center. Electricity consumption at the Company's Beijing Office Premises dropped by 7.4%, while fresh water usage declined by 11.5%. Kuaishou also transitioned all employee shuttle buses to clean energy. In recognition of these efforts to ensure a healthy, energy-efficient and environmentally friendly workplace that meets international standards, its Beijing headquarters premises earned LEED-EB Platinum certification for operations and maintenance in February 2025.

Kuaishou is committed to safeguarding employees' equal rights, fostering a fair work environment and helping its people grow. Through a diverse training system, Kuaishou had provided 4,275 courses for employees by the end of 2024, supporting individual growth and career development. The Company's efforts to promote equity and inclusion earned it a spot on LinkedIn's 2024 list of "Global Attractive Employers."

Kuaishou remains committed to harnessing technology to build a more connected and sustainable future. Through its continued ESG efforts, Kuaishou is ensuring that every connection in the digital era becomes a driving force in building a more inclusive, sustainable, and human-centered future.

## **About Kuaishou**

Kuaishou is a leading content community and social platform in China and globally, committed to becoming the most customer-obsessed company in the world. Kuaishou uses its technological backbone, powered by cutting-edge AI technology, to continuously drive innovation and product enhancements that enrich its service offerings and application scenarios, creating exceptional customer value. Through short videos and live streams on Kuaishou's platform, users can share their lives, discover goods and services they need and showcase their talent. By partnering closely with content creators and businesses, Kuaishou provides technologies, products, and services that cater to diverse user needs across a broad spectrum of entertainment, online marketing services, e-commerce, local services, gaming, and much more.

## **Forward-Looking Statements**

Certain statements included in this press release, other than statements of historical fact, are forward-looking statements. Forward-looking statements generally can be identified by the use of forward-looking terminology such as "may", "might", "can", "could", "will", "would", "anticipate", "believe", "continue", "estimate", "expect", "forecast", "intend", "plan", "seek", or "timetable". These forward-looking statements, which are subject to risks, uncertainties, and assumptions, may include our business outlook, estimates of financial performance, forecast business plans, growth strategies and projections of anticipated trends in our industry. These forward-looking statements are based on information currently available to the Group and are stated herein on the basis of the outlook at the time of this press release. They are based on certain expectations, assumptions and premises, many of which are subjective or beyond our control. These forward-looking statements may prove to be incorrect and may not be realized in the future. Underlying these forward-looking statements are a large number of risks and uncertainties. In light of the risks and uncertainties, the inclusion of forward-looking statements in this press release should not be regarded as representations by the Board or the Company that the plans and objectives will be achieved, and investors should not place undue reliance on such statements. Except as required by law, we are not obligated, and we undertake no obligation, to release publicly any revisions to these forward-looking statements that might reflect events or circumstances occurring after the date of this press release or those that might reflect the occurrence of unanticipated events.

## **For investor and media inquiries, please contact:**

Kuaishou Technology  
Investor Relations  
Email: [ir@kuaishou.com](mailto:ir@kuaishou.com)