



Kuaishou Releases 2025 ESG Report, Deepening Green Operations and Expanding ESG Practices with AI

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Kuaishou Technology (“Kuaishou” or the “Company”; HKD Counter Stock Code: 01024 / RMB Counter Stock Code: 81024), a leading content community and social platform, today announced that it has released its 2025 Environmental, Social and Governance (ESG) Report (“the Report”). Over the past year, the Company has continuously integrated ESG principles into its corporate governance, business operations and long-term development, making steady progress across environmental stewardship, social innovation and responsible governance. At the same time, AI is serving as a key enabler for Kuaishou’s sustainable development capabilities by deeply empowering multiple scenarios across the Company’s operations, including content creation, energy conservation and consumption reduction, and safety governance.

Advancing Green Operations, Social Responsibility and Foundational Safety Capabilities in Tandem

In the environmental category, Kuaishou continued to advance green operations and its low-carbon transformation. In 2025, the average PUE of Kuaishou Smart Cloud Ulanqab Data Center was 1.20; green electricity usage accounted for 93.0% of its annual total electricity consumption, avoiding a total of 309,721.8 tonnes of carbon dioxide emissions. In its office operations, the Company’s Beijing headquarters premises completed the introduction of municipal reclaimed water, which is expected to cover approximately 20% of the total water demand of non-potable water in restrooms, primarily for toilet flushing. Its Beijing headquarters office building also earned LEED Platinum certification in 2025.

Technological innovation is also becoming an important pillar supporting Kuaishou’s low-carbon transformation. At Kuaishou Smart Cloud Ulanqab Data Center, an AI-powered intelligent control system for air conditioning completed the development of five algorithm modules, with some pilot modules delivering an energy savings rate of 4.3%, saving 139,000 kWh of electricity in 2025. As the Company’s green technology and green operations continue to deepen, the construction of Kuaishou’s data center gained further industry recognition. It received multiple national and industry awards during the year, including designation as a 2025 National Green Data Center, recognition among China’s Top 100 Enterprises in Green Electricity Consumption, and a winner of the 2025 China Data Center Intelligent Computing Industry Green Development Typical Case Award.

For data security, Kuaishou continued to strengthen its foundational capabilities. As of the end of 2025, Kuaishou had obtained ISO 27001 (Information Security Management System), ISO 27701 (Privacy Information Management System) and ISO 27017 (Cloud Service Information Security Management) certifications, covering over 90% of its business operations. The Company also received a three-star rating from the CCIA for Data Security and Personal Information Protection Social Responsibility. In 2025, Kuaishou completed tiered protection evaluations for 23 systems, and over 35,000 employees participated in information security training and assessments throughout the year.

In social responsibility, Kuaishou continued to expand its platform’s social value through initiatives to protect minors, public welfare investments and digital inclusion. In the field of minor protection, the number of manual review rules under Minor Mode increased to over 120. Through independent algorithms, optimization of content pools and dedicated operations, the platform continued to increase the supply of educational, knowledge-based, and positive and healthy content.

In 2025, Kuaishou donated approximately RMB75.29 million to public welfare initiatives and logged 28,648 hours of voluntary service. Specifically, Kuaishou’s “Future Enlightenment Classroom” initiative improved digital teaching conditions in rural schools by funding digital classrooms, organizing technology-focused summer camps, offering AI-related courses, and empowering frontline teachers with AI tools. To date, the program has established 40 digital classrooms and deployed over 2,000 computers across eight provinces and regions. The “Happy Lecture Hall” initiative continued to provide digital skills training for women, seniors, young entrepreneurs, people with disabilities and other groups. By the end of 2025, the program expanded to cover over 50 counties and cities nationwide, helping nearly 2 million people develop “short video + live streaming” digital technology skills. It has also built shared livestreaming rooms in eight provinces, enabling more people to participate in the digital economy. In addition, the “Intangible Cultural Heritage (ICH) Learning Academy” project continued to focus on helping inheritors living in remote areas or facing difficulties in their livelihoods or challenges in sustaining their craft. To date, the program has systematically assisted more than 100 inheritors by increasing their income and enhancing their capabilities, extending coverage to more than 200 rural schools and communities, and benefiting over 60,000 individuals.

Integrating AI Across Multiple Scenarios to Increase ESG Impact

AI was a central theme of Kuaishou’s ESG Report. In 2025, Kling AI generated over 600 million videos, with a creator base exceeding 60 million. As a key enabler of Kuaishou’s enhanced sustainable development capabilities, AI has been consistently integrated into various application scenarios, including content creation, operational efficiency improvements for advertisers and e-commerce merchants, energy conservation for data centers, data security, anti-money laundering, fair hiring and risk management, etc.

In June 2025, the Criminal Investigation Bureau of the Ministry of Public Security and the National Anti-Fraud Center jointly launched the “Whole-of-Society Anti-Fraud, Youth in Action” publicity campaign. During the campaign, Kuaishou’s Kling AI released an AI-generated anti-fraud short film on the internet, Crazy Toolman. The film vividly reveals the tactics and methods of telecom network fraud through a story of deception in the animal kingdom, while also demonstrating the innovative application value of AI video generation technology in public affairs such as anti-fraud campaigns.

In data security and AI governance, Kuaishou continued to strengthen its foundational capabilities. On the governance front, the Company further enhanced its policy and regulatory framework for AI. During the reporting period, Kuaishou formulated and implemented a series of internal policies, including the *Labeling Management System for Content Generated by AI*, *Large Model and AIGC Application Security Specifications*, and *Large Model Security Specifications*. In addition, Kuaishou’s large model development and service platform obtained the ISO 42001 (AI Management Standard) certification and completed the filing according to GB/T 45654-2025 *Cybersecurity technology – Basic Security Requirement for Generative AI Service* in 2025.

Meanwhile, AI is delivering value across a broader range of business and organizational scenarios. Data shows that AI-assisted tools in Kuaishou's e-commerce product release link helped prevent more than 2.67 million product removals from the shelves, preserving over RMB38 million in GMV for merchants. In the fourth quarter of 2025, Kuaishou hosted the "Kuaishou All-Staff AI Application Challenge," accumulating 168 verified AI business application practices, further embedding AI applications in organizational scenarios.

Strengthening Governance Mechanisms and Organizational Capabilities to Reinforce Long-Term Value Creation

Kuaishou continued to refine its governance mechanisms, further integrating ESG requirements into supplier management, business ethics management, and organizational development, among other areas, to solidify the foundation for long-term value creation.

In supply chain management, Kuaishou incorporated ESG requirements into supplier admission, evaluation and management processes. All admitted suppliers signed the *Supplier Admission Commitment Letter*, and during the year, the Company conducted performance assessments and acceptance evaluations for 468 suppliers, representing a year-on-year increase of 70.8%. In business ethics and integrity development, Kuaishou improved its integrity and compliance training system. Online training coverage for new employees reached 100%, and participation in company-wide integrity assessments reached 98.9%.

At the employee and organizational level, Kuaishou places strong emphasis on talent development, embedding it across recruitment, training and career development to build a sustainable, growth-oriented employee ecosystem. In 2025, Kuaishou received 10 recruitment-related awards, including LinkedIn's "2025 Global Talent Magnet Employer." The annual employee Net Promoter Score (eNPS) reached 89.5% for its HR services, representing a year-on-year increase of 5.2%. Kuaishou's internal online training platform, "Kuaishou Middle School," delivered a total of 4,767 courses during the year, with total training hours reaching 1.16 million. In addition, Kuaishou published its *Employee Diversity Policy* and the *Board Diversity Policy*, further fostering a more diverse, inclusive and mutually respectful working environment.

As it continued to advance its environmental, social and governance practices, Kuaishou has also strengthened its performance across major third-party ESG rating systems. In 2025, Kuaishou achieved upgrades in major rating systems: its S&P Global Corporate Sustainability Assessment (CSA) score increased from 33 to 46; and its Hang Seng ESG Rating was upgraded from A- to A. These improvements reflect Kuaishou's ongoing investment in its sustainability framework, responsible practices and governance capabilities, and underscore its growing recognition from the market.

Kuaishou will continue to integrate ESG principles across governance, operations and innovation to continuously expand the role of AI in enabling sustainable development, harnessing technology to build a more connected future and creating long-term value.

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.

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