



## **Kuaishou MSCI ESG Rating Upgraded to 'BBB'**

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Beijing, China, February 2, 2023 - Kuaishou Technology (HK:1024) (the "Company" or "Kuaishou"), a leading content community and social platform, is pleased to acknowledge today that in the latest annual review by Morgan Stanley Capital International ("MSCI"), a leading international indexing agency, the Company's MSCI ESG rating has been upgraded to BBB. This recognition reflects the Company's sound ESG performance. It is also the first time that Kuaishou has received a BBB rating since it was included in the MSCI ESG Ratings, which represents its leading level of ESG management among its Chinese Internet peers.

The report indicates that Kuaishou's upgraded rating is due to its improvement across the board in all of the five categories, namely corporate governance, corporate behavior, carbon emissions, privacy and data security, and human capital development.

MSCI comments that Kuaishou excels among its peers in terms of human capital development, as it focuses more on the comprehensive career development opportunities of its employees. Kuaishou also collaborates with academic institutions to provide diversified training opportunities to its employees, which allows it to be included among the top enterprises in its sub-sector.

Over the years, Kuaishou has continuously promoted sustainable development and fulfilled its social responsibilities to all stakeholders by leveraging its own business advantages. As a digital community, Kuaishou is also becoming ordinary people's gateway to digital lives by valuing inclusiveness and encouraging high interaction and strong engagement. Each year for the past three years, Kuaishou has helped twenty million creators achieve financial rewards for their talents. Kuaishou is also deeply engaged in rural revitalization, industrial services, knowledge dissemination, and more.

As ESG becomes an increasingly crucial investment strategy in the capital markets, ESG ratings have become an important basis for the capital markets to measure the investment value of listed companies. A higher ESG rating can reflect more robust business management and better governance practices, which also leads to broader market recognition and stronger investor preferences. MSCI ESG Ratings is an ESG evaluation system that is well recognized by global investment institutions, and its rating results are widely used by both domestic and foreign investors in making investment decisions.

### **About Kuaishou**

Kuaishou is a leading content community and social platform with its mission to be the most customer-obsessed company in the world. Kuaishou has relentlessly been focusing on serving its customers and creating value for them through the continual innovation and optimization of its products and services. At Kuaishou, any user can chronicle and share their life experiences through short videos and live streams and showcase their talents. Working together with content creators and businesses closely, Kuaishou provides product and service offerings that address various user needs that arise naturally, including entertainment, online marketing services, e-commerce, online games, online knowledge-sharing, and more.

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

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