KUAISHOU

Kuaishou Technology

(A company controlled through weighted voting rights and incorporated in the Cayman Islands with limited liability)

Stock Code: 01024 (HKD Counter) 81024 (RMB Counter)

ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT 2024

Contents

Environmental, Social and Governance Report

ABOUT THE REPORT

This is the fifth environmental, social and governance ("**ESG**") report (the "**Report**") published by the Company to communicate with stakeholders on the Group's ESG philosophy, initiatives and performance, and to respond to stakeholders' requirements.

Reporting Period

Unless otherwise specified, the Report covers the Group's performance on ESG matters during the Reporting Period.

Reporting Boundary

Unless otherwise specified, the Report covers all subsidiaries and Consolidated Affiliated Entities within the Group.

Sources of Data

Unless otherwise specified, the information disclosed in the Report is derived from the Group's internal official documents and filing reports, internal statistics and relevant official, publicly available information and records.

Basis of Preparation

The Report has been prepared with reference to the *Appendix C2 Environmental, Social and Governance Reporting Guide of the Stock Exchange (the "**ESG Reporting Guide**")* and in accordance with "materiality", "quantitative", "balance" and "consistency" principles set out in the *ESG Reporting Guide*.

Principle of materiality: Through materiality assessment, we identify and evaluate the ESG issues that are important to our business and internal and external stakeholders. The Report mainly contains disclosures that align with the results of the materiality assessment. Please refer to the sub-section headed "Materiality Analysis" in the Report for further details regarding the process of materiality assessment.

Principle of quantitative: We have disclosed the quantitative KPIs and set up quantitative performance targets where appropriate. The quantification standards, methodologies, assumptions and/or calculation tools for KPIs and source of conversion factors used in the Report are explained in the corresponding sub-sections (where applicable).

Principle of balance: The Report aims to provide a balanced presentation of the Group's ESG efforts in various aspects, including environment, employees, product responsibility and community.

Principle of consistency: The preparation of the ESG Report is consistent with that of the previous years. Changes in report preparation that may have a meaningful impact on the Report's comparability with reports from previous years are explained in the corresponding sub-sections.

Environmental, Social and Governance Report

STATEMENT FROM THE BOARD

The Board of Kuaishou attaches great importance to the impact of ESG matters on the Group's risk management and sustainable development, and is committed to achieving a balanced development of the economy, society and environment. We continue to enhance our competitiveness, and strive for more robust and sustainable growth. Kuaishou has established a comprehensive three-tier ESG governance structure to ensure the thorough oversight and effective management of ESG matters. The Board, as the highest decision-making body for ESG matters, oversees the implementation of ESG-related matters and continuously strengthens the ESG governance capabilities of the Company through regular coordination of ESG related works and identification of key ESG risks and opportunities. Under the authorization of the Board, an ESG Working Group has been set up under the Corporate Governance Committee to coordinate and drive the implementation of ESG initiatives across various functional departments, ensuring that adequate resources are allocated for the implementation of such ESG initiatives. The ESG Working Group holds quarterly internal meetings on climate change issues, conducts annual climate change risk assessments, and reports to the Board in a timely manner.

Kuaishou values the expectations and requirements of stakeholders, and regularly organizes internal and external activities to engage with them to identify and assess key ESG issues. During the Reporting Period, we held 2 Corporate Governance Committee meetings to discuss and evaluate ESG-related issues, and conducted knowledge trainings for the Board on ESG issues such as anti-corruption and climate change, effectively enhancing the Board's decision-making capabilities and risk management proficiency regarding ESG issues. Considering the broader macro-environment and Kuaishou's growth strategy, the Corporate Governance Committee reviews and deliberates on the Group's ESG risks and opportunities and provides an annual summation of important ESG management matters and projects. We have established environmental objectives, and the Board and Corporate Governance Committee are responsible for continuous supervision and regular review of the progress of such objectives. Kuaishou remains attuned to industry trends and regulatory requirements, ensuring that ESG practices align with sustainable development goals. We emphasize ESG-related risk assessments through annual risk assessment reviews, and continuously strive to enhance the quality and transparency of ESG disclosures, ensuring comprehensive and accurate ESG information for stakeholders, thereby fostering Kuaishou's sustainable development and long-term value creation.

The Report details the progress and achievements of Kuaishou's ESG management in 2024, which complied with all applicable "comply or explain" provisions as set out in Part C of the *ESG Reporting Guide*. In accordance with the terms of reference of the Corporate Governance Committee, the Board authorized the Corporate Governance Committee as the designated body to oversee ESG management. The Corporate Governance Committee reviewed and approved the Report on March 24, 2025. Looking ahead, we will continue to collaborate with all stakeholders to contribute to Kuaishou's initiatives for promoting global sustainable development.

Environmental, Social and Governance Report

ESG KEY PERFORMANCE

Addressing Climate Change

- In 2024, Kuaishou disclosed its Scope 3 greenhouse gas emissions for the first time, totaling **1.2591** million tonnes of CO_2 equivalent.

- In 2024, Kuaishou's self-built data center purchased a total of **411,779.0** MWh of green electricity and green power certificate, accounting for **87.1%** of its annual electricity consumption, thereby avoiding a total of **220,960.6** tonnes of CO_2 equivalent emissions.

- In 2024, Kuaishou's total fresh water consumption in Beijing offices decreased by **11.5%** compared to 2023, while the per capita fresh water consumption decreased by **12.6%**. In addition, its total electricity consumption decreased by **7.4%** compared to 2023, and the electricity consumption per square meter also decreased by **14.6%**.

- In 2024, Kuaishou achieved **100%** harmless treatment of electronic waste in all offices.

Green Operation

- Our new headquarters office building in Central Mobile Intelligence District in Beijing obtained LEED-EB (Building Operation and Management) Platinum Certification.

- Through digital transformation and upgrading, the penetration rate of Kuaishou's electronic contracts has reached **97.5%**.

Environmental, Social and Governance Report

Data Security and Privacy Protection

- In 2024, Kuaishou obtained multiple information security management system certifications, including ISO 27001 information security management system, ISO 27701 privacy information management system and ISO 27017 cloud service information security management system, covering **100%** of our business lines.

- In 2024, Kuaishou continued to conduct trainings on data security and privacy protection for all employees (including full-time and part-time employees, new employees, dispatched labor and interns) with over **20,000** participants, and the cumulative number of participants has reached over **120,000**.

- In March 2024, Kuaishou received the Three-Star Certificate for Social Responsibility Evaluation of Data Security and Personal Information Protection from the Data Security Working Committee of the China Cybersecurity Industry Alliance (CCIA). In August 2024, Kuaishou received the Data Security Construction Capability Certification from the Digitalization Working Committee.

Intellectual Property Rights Protection

- As of December 31, 2024, Kuaishou filed **12,967** patent applications domestically and abroad in total, among which, **6,358** patents were granted. Kuaishou has obtained **10,195** domestic and foreign registered trademarks and **7,232** copyright registrations. The "Kuaishou" trademark has been repeatedly recognized as a well-known trademark.

- In 2024, Kuaishou became one of the first companies selected for "Thousand Enterprises and Hundred Cities" trademark and brand value enhancement action organized by the National Intellectual Property Administration, and successfully obtained the national standard certification of *Enterprise Intellectual Property Compliance Management System Requirements* (GB/T 29490–2023) issued and implemented by the State Administration for Market Regulation and the National Standardization Administration. It also newly received **2** "China Patent Awards" granted by the National Intellectual Property Administration.

Environmental, Social and Governance Report

Platform Responsibilities

- In 2024, Kuaishou led and participated in **180** international, national, industry and group standards setting in the fields of personal information protection, data security, anti-phone scam, protection of minors, and artificial intelligence, etc., 16 of which were led by Kuaishou, with **51** standards that Kuaishou participated in being published, 7 of which were led by Kuaishou.

- In 2024, Kuaishou developed and deployed over **120** anti-fraud risk control models, automatically identifying and intercepting **96.5%** of fraudulent activities.

- In 2024, Kuaishou gathered feedback from over **350,000** users, achieving an **86.0%** annual comprehensive satisfaction rate across all channels and a **97.2%** satisfaction rate with human customer service by phone.

- In 2024, Kuaishou led and participated in the development of **over 10** standards related to Youth Mode construction and the protection of minors' personal information.

Environmental, Social and Governance Report

Employees' Development

- As of December 31, 2024, female employees represented **44.0%** of our full-time employees, **31.6%** of managerial roles, and **34.8%** of newly promoted managers.

- As of December 31, 2024, Kuaishou employed full-time employees from **11** countries and **32** ethnic groups, with nearly **7.5%** from China's ethnic minority groups.

- In 2024, due to active efforts in employer image, organization of talent management, and campus branding, Kuaishou received widespread external recognition. The Company was honored with titles such as "Global Talent Magnet Employer" by various human resources organizations, including LinkedIn.

- Kuaishou Middle School offers themed courses on technology research and development, product operations, management skills, general skills, essential courses for new talents, engagement encyclopedia, and other topics, available to **100%** of employees. As of December 31, 2024, Kuaishou Middle School provided a total of **4,275** courses.

- In 2024, Kuaishou organized **17** "First Aiders" training sessions. Over the past **5** years, more than **5,150** employees nationwide have obtained first aid certifications through **94** training sessions conducted across **19** cities. The program has covered all key positions of on-site suppliers.

Environmental, Social and Governance Report

- In 2024, **2** anti-corruption training sessions were conducted for the Board of Directors.

- In 2024, a total of **16,343** new employees completed online legal education trainings, achieving a coverage rate of **100%**.

- In 2024, **1** additional online anti-corruption reporting channel was launched, bringing the total number of reporting channels to **10**.

- As of December 31, 2024, **6,028** suppliers signed the *Integrity Commitment Letter* with the Company, an increase of **22.0%** from 2023.

Environmental, Social and Governance Report

Supply Chain Management

- In 2024, Kuaishou has successively optimized its system of service agreements and commitment letters, introducing a GPA[1] template and ensuring the protection of both parties' rights in various collaboration scenarios. As of December 31, 2024, the GPA signing rate for market procurement suppliers reached **100%**.

- Kuaishou formulated the *Supplier Admission Commitment Letter* and required all suppliers admitted to sign and comply with it, the core principles of which included labor and human rights protection, employee health and workplace safety protection, environmental protection, anti-corruption and data security and privacy protection and so on.

Social Responsibility

- In 2024, Kuaishou donated approximately RMB **47.41 million** through our public welfare projects, and dedicated **37,482.0** hours to public welfare projects.

- In 2024, a total of **6.187 million** videos containing environmental-related keywords under the topics with # were published on the Kuaishou platform, amassing a total of **14.54 billion** views. Additionally, **497,000** videos containing gender equality-related keywords under the topics with # were released, with an accumulation of **1.24 billion** views.

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[1] GPA refers to General Purchase Agreement

Environmental, Social and Governance Report

ESG GOVERNANCE

Kuaishou has integrated ESG principles into its daily operations, kept optimizing the three-tier ESG governance structure, comprising the "governance level", "management level", and "execution level". The Company has clarified the work responsibilities and goals of each level, and systemically carried out ESG governance work.

Governance level	Board and Corporate Governance Committee	The Board serves as the highest governing body for ESG matters. The Corporate Governance Committee, as the highest decision-making body for ESG under the Board, is responsible for overseeing the Company's ESG management, reviewing and deciding on major issues related to ESG and climate change, formulating medium- and long-term development strategies and goals, reviewing the achievement of ESG goals, and reporting to the Board on the progress and results of ESG management.
Management level	ESG Working Group	The ESG Working Group serves as the management body for ESG matters under the Corporate Governance Committee. Under the leadership of the Corporate Governance Committee, it coordinates and guides the implementation of ESG practices across departments, promotes the execution of ESG initiatives, evaluates the achievement of ESG goals, and reports regularly on the work progress to ensure the efficiency and sustainability of the Company's ESG initiatives.
Execution level	Departments forming the ESG Working Group	The departments forming the ESG Working Group are responsible for cooperating with the ESG Working Group, implementing and promoting the Company's ESG affairs, reporting work progress to the ESG Working Group regularly, and ensuring effective execution of ESG initiatives.

Board

Supervision and review — Periodic report

Corporate Governance Committee

Decision-making — Periodic report

ESG Working Group

Resource assurance — Attainment feedback

Departments forming the ESG Working Group

Kuaishou's ESG Governance Structure

Environmental, Social and Governance Report

Board Diversity

The Board of Kuaishou has implemented the Board Diversity Policy to enhance the effectiveness of the Board and uphold a high standard of corporate governance. When reviewing and assessing candidates for Director position, the Nomination Committee of Kuaishou considers a range of diversity perspectives with reference to Kuaishou's business model and specific needs, including gender, age, language, cultural and educational background, professional qualifications, skills, knowledge, industry and regional experience and length of service. As of December 31, 2024, the Board consisted of 2 executive Directors, 4 non-executive Directors, and 3 independent non-executive Directors, including 1 female Director.

For details regarding Kuaishou's Board Diversity Policy in 2024, please refer to the section headed "Corporate Governance Report — Board Diversity Policy" of the annual report.

COMMUNICATION WITH STAKEHOLDERS

Kuaishou highly values the opinions and suggestions of its stakeholders and has established multi-channel communication mechanisms to actively listen to feedback from users, employees, Shareholders and investors, suppliers/partners, government and regulatory bodies, media and non-governmental organizations (NGOs) and communities. We strive to understand and respond to the expectations and requirements of internal and external stakeholders, continuously enhance corporate information transparency, and create sustainable value for all stakeholders. The table below identifies our major stakeholders along with their expectations and requirements, as well as communication and response mechanisms implemented by Kuaishou:

Expectations and Requirements from Stakeholders, Communication and Responses

Stakeholders	Expectations and Requirements	Communication and Responses
Users	• Good user experience with products • A healthy Internet environment • Continuous improvement of product and service quality • Emphasis on customer communication and feedback • Commitment to the protection of minors	• Developing new technologies and improving products to meet user needs • Fostering a healthy community ecosystem • Protecting user privacy • Carrying out theme-based activities to communicate with users • Continuously optimize features and technologies for the protection of minors
Employees	• All-round protection of rights and interests • Compensation, welfare and employee care • Offering training that provides objective and fair career development opportunities • Corporate culture embracing diversity • Creating good working environment • Employee communication	• Establishing an employee protection system • Providing professional development training and coaching for employees • Carrying out employee-care activities • Improving the working environment • Providing employee feedback channels

Environmental, Social and Governance Report

Stakeholders	Expectations and Requirements	Communication and Responses
Shareholders and investors	• Compliant operations • Timely, accurate and transparent corporate information compliance disclosure • Stable operations and reasonable return on investment	• Announcing financial results and other business information in an open, transparent and timely manner • Holding Shareholders' general meetings, "Investor Day" events, investor meetings and roadshows regularly to communicate with Shareholders and investors • Giving prompt reply to the enquiries of Shareholders and investors
Suppliers/partners	• Long-term and in-depth cooperation • Timely access to information • Mutual support and growth	• Promoting compliant and valuable cooperation • Carrying out regular supplier surveys and interviews to strengthen communication and exchange
Government and regulatory bodies	• Compliance with laws and regulations • Paying taxes in accordance with law • Helping the government improve social issues (underprivileged groups etc.)	• Boosting the local economy, promoting rural economic development and supporting rural revitalization • Assisting the operations of government social media accounts to spread positive impact • Collaborating on projects to help government bodies fix social issues • Resolutely opposing money laundering, corruption, monopolistic practices and unfair competition
Media and NGOs	• Open and transparent information • Active cooperation • Innovative forms of charity activities • Facilitating charity promotions	• Active involvement in media communication • Cooperation in promoting charity projects • Establishing strategic partnerships with multiple charity organizations • Leveraging Internet technology to enable new modes of charity • Increasing media exposure for charity initiatives

Environmental, Social and Governance Report

Stakeholders	Expectations and Requirements	Communication and Responses
Society	• Rural revitalization • Inclusive digital technology • Contributions to social public welfare	• Implementing rural revitalization initiatives and primary-level governance empowerment initiatives to support local economic development • Launching social responsibility projects such as child and minors protection, care for the elderly, employment assistance for the disabled, support for veterans, emergency rescue, post-disaster reconstruction and donations • Carrying out education and science learning programs, intangible cultural heritage promotion, environmental protection, support for industries and other charitable activities

In 2024, Kuaishou further deepened its ESG governance and practices, actively responding to stakeholders' demands through diversified communication channels, further enhancing ESG transparency and external recognition. To meet stakeholders' diverse needs for ESG information, we optimized and upgraded the ESG section of our official website, comprehensively showcasing Kuaishou's ethos, initiatives, policy documents and reports related to sustainable development, while also updating ESG ratings and award information. In terms of capital market communications, we organized our second Kuaishou Investor Day, utilizing an innovative ESG themed outdoor exhibition to disclose the Group's major progress and performance on material issues such as green operations, green procurement, data security and privacy protection, and actively addressed the concerns of domestic and international investment institutions regarding Kuaishou's ESG initiatives. For supply chain management, we strengthened ESG training and evaluation for suppliers, encouraging them to improve their ESG performance. Additionally, through employee satisfaction surveys, we gained deeper insights into employee needs, continuously refining internal governance and employee care systems. Recognizing our outstanding ESG performance, Kuaishou has been honored with several ESG awards, including the "ESG Excellence Awards 2024 for Hong Kong Listed Companies ". Through ongoing stakeholder engagement, Kuaishou's ESG practices have gained widespread recognition, laying a solid foundation for the Company's sustainable development.

**ESG-Themed Outdoor Exhibition Area at Kuaishou 2024 Investor Day**

Environmental, Social and Governance Report

MATERIALITY ANALYSIS

Kuaishou engages with key stakeholders through various channels and identifies and prioritizes significant ESG issues by referencing regulatory disclosure requirements, industry policies and trends, and the focus areas of rating agencies. We follow the process below for materiality analysis:

1. Identification of material issues: Based on the *ESG Reporting Guide* and relevant listing rules, we identify issues closely related to Kuaishou through peer benchmarking and media monitoring, summarizing and updating the issues accordingly.

2. Engagement of stakeholders: We collect feedback on the importance of issues through emails, WeChat official accounts, system notifications, and surveys, consolidating stakeholder suggestions.

3. Verification and adjustment of matrix: Considering industry trends, peer benchmarking, and issues highlighted by the capital market, we consult with the Board, Corporate Governance Committee, ESG Working Group and its constituent departments, as well as employees, to adjust and confirm the material issues.

4. Confirmation: Finalize key issues across various domains and prepare the ESG report accordingly.

The content of each issue will be detailed in the Report. The Analysis Results of Material Issues in 2024 are shown in the diagram below.

Matrix of Material ESG Issues of Kuaishou in 2024

Matrix of Material ESG Issues of Kuaishou in 2024
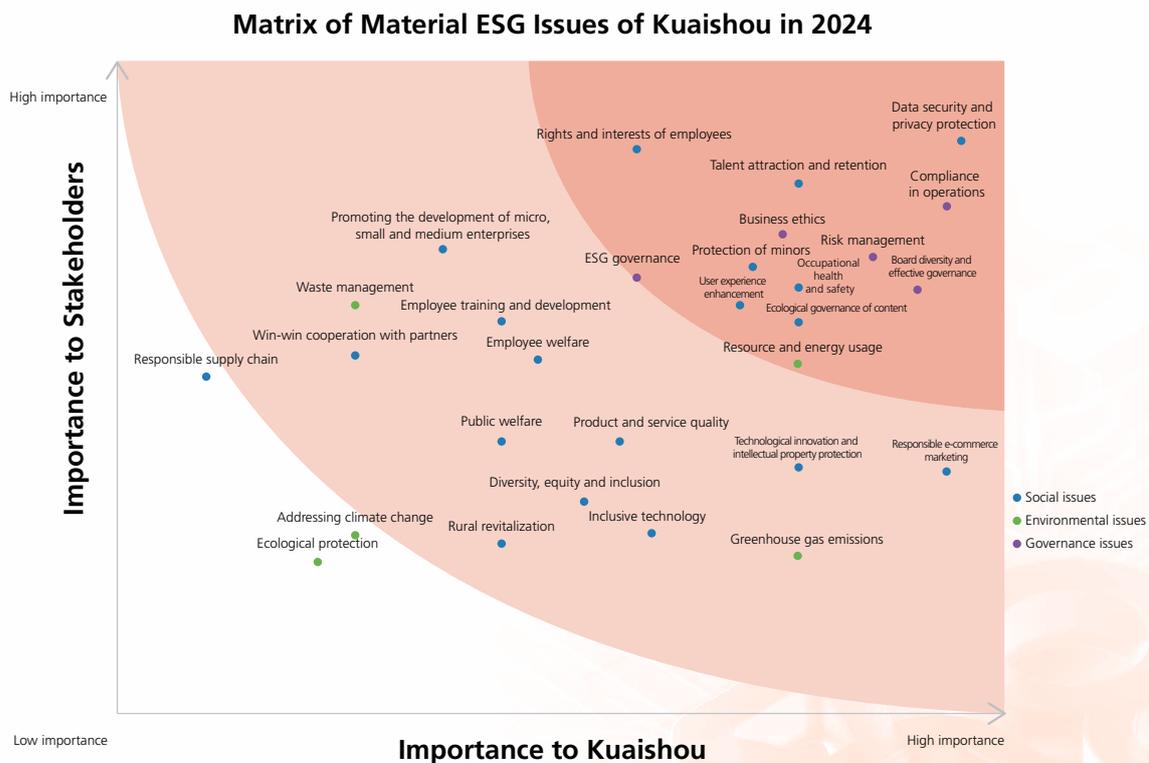
Environmental, Social and Governance Report

RISK MANAGEMENT

Kuaishou has strengthened its risk management and established a risk management system led by the Board. The Board is fully responsible for assessing and determining the nature and extent of risks that may prevent the Company from achieving its strategic goals, and for establishing and maintaining an effective risk management system. The Audit Committee is responsible for continuously monitoring the implementation of risk management policies, reviewing the internal control system, and comprehensively advancing the construction of the risk management system. The management pays attention to establishing and continuously improving the risk management and internal control system, and has strengthened the Company's internal control, internal audit and other functions during the Reporting Period. The "Three Lines of Defense" model has been formally adopted as the organizational structure for risk management and internal control.

For details on Kuaishou's risk management in 2024, please refer to the section headed "Corporate Governance Report — Risk Management and Internal Controls" of the annual report.

Environmental, Social and Governance Report

1. ENVIRONMENT

In response to global climate challenges, Kuaishou actively responds to the call for ecological civilization and commits to addressing climate change, embracing the new concept of green development through concrete actions. Kuaishou is dedicated to integrating sustainable operations into every aspect of its daily business, implementing environmental protection measures, advocating for energy conservation and emission reduction, and contributing to building a greener, low-carbon, and harmonious society.

1.1 Climate Change Response

Kuaishou actively supports China's strategic goals of "Carbon Dioxide Peaking and Carbon Neutrality", continuously strengthening its capacity to address climate change and improving its environmental management system. Referencing the framework and recommendations of the *IFRS S2 — Climate-related Disclosures* issued by International Sustainability Standards Board (ISSB) and the guidelines under the "Climate-related Disclosures" set out in Part D of the *ESG Reporting Code* of the Hong Kong Stock Exchange, Kuaishou analyzes and discloses physical and transitional climate-related risks impacting its business, develops risk management action plans, and effectively enhances its ability to respond to climate change risks while seizing green development opportunities.

- *Governance*

  The Board of Kuaishou, as the highest decision-making body for corporate governance, holds ultimate responsibility for climate change-related matters. To ensure the effective implementation of ESG management, the Board has authorized the Corporate Governance Committee, chaired by an independent non-executive Director, to assume full responsibility for the supervision and guidance of ESG strategy, including key areas such as the identification of climate risks, the development of the assessment and management system, and the continuous supervision and review of the formulation and progress of climate-related goals. The Corporate Governance Committee provides the Board with professional advice and decision-making support on climate change issues through a bi-annual reporting mechanism. At the operational level, the ESG Working Group is responsible for daily monitoring and assessment of climate-related risks, systematically identifying potential climate-related risks and opportunities,

Environmental, Social and Governance Report

facilitating the compliant implementation of climate action plans, and managing the Group's climate-related information disclosures. The Company arranges briefings and trainings on climate-related topics to the Board on a semi-annual basis to help it gain a climate-related professional understanding and competency.

The ESG Working Group, comprised of individuals in charge of various functions, conducts regular climate change discussions and risk assessments. During the Reporting Period, the ESG Working Group held quarterly meetings to delve into strategic climate-related issues, policy trends, and industry best practices, ensuring that the Group's climate governance remains up-to-date. Additionally, the ESG Working Group established an annual climate risk assessment system, using quantitative analysis and scenario analysis to comprehensively evaluate climate-related risks and opportunities. The assessment results are compiled into professional reports for review by the Corporate Governance Committee. The ESG Working Group conducts an annual review based on the achievement of the goals and the performance of the highlights. The Company has an evaluation mechanism and different forms of incentive mechanisms to assist the Board in fulfilling its responsibilities and to ensure the implementation and effectiveness of the relevant measures.

- ***Strategy***

Kuaishou attaches great importance to global climate change. By actively identifying and addressing climate-related risks and opportunities, continuously adjusting our business development and resources allocation, formulating response measures and regularly evaluating the effectiveness of those measures, we aim to promote sustainable development for both Kuaishou and society.

Climate risk and opportunity assessment

In 2024, Kuaishou adopted the climate scenario analysis for the first time, combined with the prediction of natural environment and economic and social changes under different warming conditions by authoritative institutions, as well as the climate-related risks and opportunities identified by Kuaishou, to further sort out the climate risks and opportunities faced by data centers and workplaces under different time cycles[2]. Taking into account the feedback from business units on the probability of occurrence and impact of risks and opportunities, the Company evaluated and prioritized the level of risks and opportunities to assist Kuaishou in developing more comprehensive response measures and enhancing the climate resilience.

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[2] Taking into account the core business plan, the time frame of social low-carbon development goals, climate-related disclosure standards and management recommendations and other factors, we set the time frame to be within one year after the end of the Reporting Period, including one year (short-term); 1 year to 5 years after the end of the Reporting Period, including 5 years (mid-term); more than 5 years after the end of the Reporting Period (long-term), in order to make a reasonable assessment of the climate impact on Kuaishou's business development in different time periods.

Environmental, Social and Governance Report

Results of assessment on the climatic physical risks

Regarding physical risks, cyclones and extreme precipitation (acute risks), as well as the rising average temperatures and drought (chronic risks) resulting from climate change, may have a potential business and financial impact on Kuaishou, but the overall risk level is relatively low. The following table summarizes the main physical risks identified, their impact, and some of the counter measures:

Risk Category		Potential Impact on Business and Value Chain	Potential Financial Impact	Time Frame	Risk Control Measures
Acute Risks	Cyclones Extreme precipitation	• Extreme weather conditions such as cyclones and extreme precipitation may damage the office buildings and self-built and leased data centers, increase additional maintenance expenses and may cause asset losses; • Extreme weather conditions may prevent employees from commuting to work, which may result in disruption to operation, thus involving breach of contract, compensation and legal liability.	Higher operating expenses Decline in asset value Decrease in operating income	Short-term, mid-term and long-term	• When choosing a site for our leased data center, we make full reference to the historical data of local natural disasters, and prioritize weather-friendly locations within the North China Plain; • We formulate emergency management, prevention and response plans for extreme natural disasters, incorporate disaster prevention drills into the operation and maintenance systems of Kuaishou Smart Cloud data center in Ulanqab ("**Kuaishou's self-built data center**") and leased data centers, and conduct them on a regular basis; • We extend our natural disaster emergency management system to lessors of our data centers, and share our emergency management measures with lessors for integration into their daily operation management. We establish a work-from-home mechanism to minimize the number of employees required to be on duty to narrow the scope of impact.

Environmental, Social and Governance Report

Risk Category		Potential Impact on Business and Value Chain	Potential Financial Impact	Time Frame	Risk Control Measures
Chronic Risks	Rising average temperatures	Rising average temperatures may adversely affect the operation and maintenance of the Company's self-built and leased data centers, including: • Reducing the service life of self-built and leased data center equipment and increasing the cost of equipment replacement; • Increased energy and water consumption for heat dissipation and cooling of self-built and leased data centers, resulting in increasing operating costs and higher carbon emissions.	Higher operating expenses Higher capital expenditure	Mid-term and long-term	• Self-built and leased data centers prioritize natural cooling source technologies and areas with abundant green energy to reduce energy consumption due to cooling; • We select suitable refrigeration/cooling technologies according to local conditions. For example, medium-temperature chilled water systems are employed in North China to improve the water supply temperature of cooling water, thus reducing the energy consumption of mechanical refrigeration.
	Droughts	Exacerbated water shortages due to the increased duration and frequency of droughts may have an impact on the operation of Kuaishou's self-built and leased data centers, including: • Increasing the use of other cooling facilities will result in higher energy demand and higher operating costs; • Reduced cooling efficiency will affect the operational stability of self-built and leased data center equipment.	Higher operating expenses Decrease in operating income	Short-term, mid-term and long-term	• Self-built data center continuously monitors environmental temperature in real time by adopting energy-saving control technology. This enables the automatic shutdown of energy-intensive air-conditioning equipment, activating airflow exchange units when appropriate. This approach optimizes use of nature cooling sources in the Inner Mongolia region; • We introduce and develop advanced technologies to improve the utilization rate of reclaimed water in the cooling process, while continuing to explore and implement more efficient water-saving technologies.

Environmental, Social and Governance Report

In terms of transition risks, the main risks identified by Kuaishou are policy and legal risks, technical risks and reputational risks arising from the transition to low-carbon society, but the overall risk level is relatively low.

Risk Category		Potential Impact on Business and Value Chain	Potential Financial Impact	Time Frame	Risk Control Measures
Policy and Legal Risks	Enhanced responsibility for emissions reporting and increased compliance requirements for energy saving and carbon reduction	• Requirements of international and domestic regulatory agencies and capital markets for disclosing enterprise climate-related data have been continuously upgraded. Meanwhile, in order to cooperate with the implementation of carbon trading, carbon tax and environmental protection tax, the government has increased the requirements for the accuracy of carbon emission data declared by enterprises, which may generate compliance risks; • Under the "Dual Carbon" target initiative in China, the state continues to introduce and update policies and measures to control energy consumption and carbon emissions, which puts forward higher PUE[3] and energy-saving requirements on the data center industry, this may lead to increased compliance and operating costs.	Higher operating expenses Higher compliance costs	Short-term, mid-term and long-term	• We conduct ongoing research on policies to manage risks, strengthen communication with stakeholders, and actively respond to the requirements of various stakeholders; • We continue to promote refined energy management, establish an energy metering, analysis and control system, and compile and regularly disclose various energy efficiency data.

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[3]   PUE, namely Power Usage Effectiveness, is an index to evaluate the energy efficiency of the data center. PUE is the ratio of all energy consumed by the data center to the energy consumed by its load, that is, PUE = total energy consumption of the data center/energy consumption of IT equipment. The total energy consumption of the data center includes energy consumption of IT equipment and energy consumption of refrigeration, power distribution and other systems. The PUE value is greater than 1, and the closer the value is to 1, it consumes the less energy, and the better the energy efficiency level.

Environmental, Social and Governance Report

Risk Category		Potential Impact on Business and Value Chain	Potential Financial Impact	Time Frame	Risk Control Measures
Technology Risks	Cost of transition to low-emission technologies/ failure to successfully invest in new technologies	• In order to effectively respond to the relevant policies, failure to invest in or develop new low-carbon technologies may result in financial losses.	Higher operating expenses Higher capital expenditure	Short-term, mid-term and long-term	• We examine the viability of new technology investments and their compatibility with Kuaishou's business. New technologies must be proven compatible and have passed technical experiments, factory-level testing and pilot scale application before entering large-scale application, so as to avoid financial losses caused by unnecessary technology research and development failures; • We encourage the adoption of low-carbon and energy-saving new technologies in leased data centers, and adopt such measures to our self-built data center upon the completion of technical validation; • We set up the Carbon Neutrality Special Committee and participate in the Open Technology Alliance to work with industry leaders and share technologies related to data center energy conservation and carbon reduction with the members, in an effort to promote the low-carbon transition of the industry.

Risk Category		Potential Impact on Business and Value Chain	Potential Financial Impact	Time Frame	Risk Control Measures
Reputation Risks	Increased concerns or negative feedback from stakeholders	• Extreme weather events, such as extreme precipitation and cyclones, and chronic climate change, such as rising average temperature may affect the continuous operation of Kuaishou's self-built and leased data centers. This may result in concerns and negative feedback from stakeholders (e.g. investors) regarding the stability of Kuaishou's business; • Under the "Dual Carbon" target initiative, energy conservation and emission reduction of data centers have become a key concern for regulators and investment institutions. High energy consumption in data centers may raise stakeholder (e.g. the government and investors) concerns regarding Kuaishou's operational efficiency and commitment to compliance.	Higher operating expenses Higher capital expenditure Decrease in financing sources	Short-term, mid-term and long-term	• We set an energy goal of "realizing 100% clean energy use in self-built data center by 2030" to strengthen the confidence of Kuaishou's stakeholders; • According to the requirements of regulatory authorities, we improve the accuracy and comprehensiveness of the disclosure of carbon emission data and energy consumption data to reduce the concerns and negative feedback of Kuaishou's stakeholders; • We formulate extreme natural disaster emergency management plans, natural disasters prevention plans (manual) and a summary of contingency measures for emergencies to minimize the impact of climate change on Kuaishou's operations, reducing the concerns and negative feedback of Kuaishou's stakeholders; • We encourage investors in leased data centers to increase investment in energy-saving and emission reduction technologies, and give priority to cooperating with green data centers to improve the operational efficiency of Kuaishou's leased data centers, so as to meet the compliance requirements.

Environmental, Social and Governance Report

Climate-related opportunities

Low-carbon development also presents opportunities for Kuaishou to enhance resource efficiency, utilize low-emission energy, and offer green products and services. Among these, the additional revenue and carbon emission reductions resulting from engaging in renewable energy trading have a significant positive impact on Kuaishou's operations. Kuaishou will actively implement relevant measures to seize these potential opportunities.

Opportunity Category		Potential Impact on Business and Value Chain	Potential Financial Impact	Time Frame	Measures to Seize Opportunities
Resource Efficiency	Reducing Water Usage and Consumption	• Accelerating the adoption of multiple energy-saving and water-saving initiatives in office areas and self-built and leased data centers, improving the WUE[4] and PUE of data centers, can reduce resource consumption and costs; • Industry-leading WUE and PUE can strengthen the confidence of regulators and investors in the Company's proactive response to climate change, enhancing corporate reputation.	Decrease in operating costs Increase in financing channels	Short-term, mid-term and long-term	• The self-built data centers utilize water-saving modes during the operational phase. In response to the water scarcity in Ulanqab, an innovative indirect evaporative cooling equipment water-saving operation mode was pioneered (A Data Center Air Conditioning Control System and Control Method), which significantly reduced water consumption compared to similar technical solutions in the industry; • Through the research and development of cutting-edge data center technologies, the adoption of waterless integrated fluorine pump technology, high-voltage direct current (HVDC), and other technologies maximizes the use of natural cooling sources. While reducing energy consumption, compared to traditional chilled water cooling systems, this approach can achieve annual water savings of approximately 4.7 million tonnes.
Energy Sources	Utilizing Low-Emission Energy	• Energy-saving measures are integrated throughout the entire lifecycle of Kuaishou's self-built and leased data centers, including site selection, design, and operation. By leveraging renewable energy sources tailored to local conditions, the reliance on fossil fuels is reduced, promoting the transition of data centers toward low-carbon and clean energy. This approach lowers operational expenses and enhances corporate reputation.	Decrease in operating costs	Short-term, mid-term and long-term	• Kuaishou's self-built data center in Inner Mongolia, which is rich in clean energy, will maximize the use of natural cooling sources, wind energy, and solar power. There is a high proportion of renewable energy power in the grid; • The Company will continue to actively engage with local governments where its self-built data centers are located to secure clean energy at more favorable prices, reducing the cost of clean energy procurement. This industry-leading performance aims to meet the expectations of investors and government regulators.

[4]   WUE, namely Water Usage Effectiveness, is an index to evaluate the water consumption efficiency of the data center. WUE is the ratio of the water consumed by the data center to the energy consumed by its load, that is, WUE(L/kWh) = water consumption of the data center/energy consumption of IT equipment.

Environmental, Social and Governance Report

Opportunity Category		Potential Impact on Business and Value Chain	Potential Financial Impact	Time Frame	Measures to Seize Opportunities
Products and Services	Conducting green power trading	• We locate our self-built data center in areas with more abundant clean energy, more relaxed energy consumption indicators and more favorable policy support, so as to obtain more clean electricity and indicators. In the future, we will use abundant clean electricity for green electricity trading, and develop energy conservation and emission reduction projects into carbon emission reduction projects to obtain emission reduction benefits.	Increase in revenue	Mid-term and long-term	• We continue to integrate the national integrated data center planning, fully consider the new energy resources in the selected areas, assess the local government's support for renewable energy development and related policies, and prioritize the selection of areas with better conditions for clean power development to build low-carbon data centers; • We continue to develop clean electricity projects and explore opportunities to trade electricity from clean energy to expand emission reduction benefits.
Adaptation	Enhancing adaptation to the impact of climate change	• We adopt a number of energy conservation and emission reduction measures to cope with climate change transition risks and enhance climate resilience; • We implement various measures such as developing extreme weather contingency plans to reduce the impact of climate physical risks on our operations.	Decrease in operating costs	Short-term, mid-term and long-term	• We formulate the *Catalog of Emergency Measures for Typical Emergencies,* the *Emergency Plan for Fuel Leakage Fault* and other relevant documents, set up emergency plans, and carry out emergency drills to mitigate the impact of physical risks of climate change on Kuaishou's business; • We develop and apply low-carbon technologies in our self-built data center, maximize the use of natural cooling sources, wind energy, solar energy and low-power equipment, improve energy efficiency and increase the proportion of new energy utilization.

Environmental, Social and Governance Report

Climate Resilience

To gain a detailed and comprehensive understanding of Kuaishou's risk levels under different climate scenarios, we have taken into account factors such as the concentration of risks, the magnitude of impact, and the availability of data. This year, by integrating analyses from both internal experts of Kuaishou and external industry specialists, Kuaishou has prioritized a detailed assessment of the financial impacts caused by acute physical risks and policy risks under both low-carbon emission and high-carbon emission scenarios for its self-built data centers. This assessment aims to thoroughly understand Kuaishou's capacity to respond to climate risks under various scenarios.

Risk and Opportunity Categories		Time Frame[5]	Climate Scenario Selection[6]
Physical Risks	Acute Risks	2030, 2050	The SSP2-4.5[7] and SSP3-8.5[8] scenarios, as published by the Intergovernmental Panel on Climate Change (IPCC).
Transition Risks	Policy Risks	2030, 2050	The "Net Zero 2050"[9] and "Current Policies"[10] scenarios, as published by the Network of Central Banks and Supervisors for Greening the Financial System (NGFS).

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[5]   The years 2030 and 2050 respectively encompass the projected data for Kuaishou's business scale from 2025 to 2030 and from 2025 to 2050, as well as the data on the changes in external climate scenarios in 2030 and 2050. This data is utilized to assess the potential impacts of climate physical and transition risks on the Company's short-term, medium-term, and long-term operations and finances.

[6]   When selecting scenarios, Kuaishou considers the following factors: 1) the time period in the scenarios aligns with Kuaishou's strategic planning time horizon, and 2) the climate factors included in the scenarios effectively describe the potential climate pressures Kuaishou may face in the future.

[7]   SSP2-4.5 (refers to the low-carbon emission scenario used by Kuaishou to assess physical risks): This scenario describes carbon emissions peaking by 2040, followed by a subsequent decline, with steady economic development.

[8]   SSP3-8.5 (refers to the high-carbon emission scenario used by Kuaishou to assess physical risks): This scenario describes a continuous rise in carbon emissions on a global scale, accompanied by uneven economic development.

[9]   Net Zero 2050 (refers to the low-carbon emission scenario used by Kuaishou to assess transition risks): Countries and regions worldwide implement stringent climate policies and take swift action; technological advancements evolve rapidly; CDR (carbon dioxide removal technologies) is utilized to accelerate decarbonization; net CO_2 emissions reach zero by 2050; and the use of clean electricity experiences significant growth.

[10]   Current Policies (refers to the high-carbon emission scenario used by Kuaishou to assess transition risks): Countries and regions worldwide maintain the climate policies currently in place. Technological development progresses slowly; the application of CDR technologies (carbon dioxide removal technologies) remains at a low level; and carbon emissions continue to rise until 2080.

Environmental, Social and Governance Report

Scenario Analysis Results

Risk Assessment Description	Key Assumptions	Impact Level on Financial Indicators			
		Low-Emission Scenario		High-Emission Scenario	
		2030	2050	2030	2050
Potential asset value losses to Kuaishou's self-built data center due to heavy rain and flooding.	• The geographical location of the self-built data center remains unchanged through the target years; • The Company's existing response measures remain unchanged.	Low	Low	Low	Low
Additional clean energy usage costs resulting from response to energy-saving and emission reduction requirements for the self-built data center.	• Kuaishou can successfully achieve the goal of 100% clean energy usage in the self-built data center by 2030 through green electricity trading and green power certificate procurement; • The Company can successfully achieve its PUE reduction targets; • The cooling energy consumption of Kuaishou's self-built data center will increase due to rising average temperatures.	Low	Low	Low	Low

In terms of acute physical risks, under the assumption that Kuaishou's self-built data center has no significant changes in its current geographical locations and business models, although asset losses due to heavy rain and flooding show a slight upward trend in the medium and long term, they do not pose significant financial impacts. According to the assessment and analysis, although losses resulting from extreme weather events cannot be entirely avoided, we have established a series of natural disaster prevention systems and emergency plans for our data centers, including the *Kuaishou IDC Infrastructure Natural Disaster Prevention System* and the *Data Center Typhoon and Rainstorm Emergency Plan*, so as to continuously improve the emergency notification mechanism for extreme weather events, and considered historical occurrences of extreme climate events during site selection to minimize related negative climate impacts to the greatest extent possible.

In terms of technological risks, based on the development of clean electricity in the place where Kuaishou's self-built data center is located, successfully achieving the goal of 100% clean energy usage by 2030 will require green electricity and green power certificate procurement. Considering the increase in cooling electricity consumption due to rising average temperatures at the location where it operates and the gradual reduction in PUE, Kuaishou's additional operating costs for maintaining 100% green electricity usage show an upward trend in the medium and long term but do not pose significant financial impacts. Although Kuaishou will incur certain additional costs for the clean energy transition, we can better meet the increasingly stringent energy-saving and emission reduction policy requirements, and accelerate the exploration and implementation of clean electricity trading, so as to enhance its corporate reputation through creating a low-carbon and energy-saving corporate image while achieving carbon emission reduction benefits.

Environmental, Social and Governance Report

- *Risk Management*

  We have fully integrated climate risk management into our corporate environmental management system. Based on our actual business conditions and in combination with scenario analysis results, industry analysis, and recommendations from external experts, we have proactively identified and examined potential risks and development opportunities arising from various climate-related factors. For the identified risks and opportunities, taking into account feedback from various departments, we prioritize them based on their likelihood of occurrence and potential financial and operational impacts, develop targeted response measures, and regularly monitor climate-related risks to progressively improve our resilience in responding to climate change following Kuaishou's "three lines of defense" internal control model. In 2024, the Board and the Corporate Governance Committee assessed the climate-related risks, including acute physical risks, chronic physical risks, policy and legal risks, technology risks and reputation risks and proposed viable counter measures with different time scales.

- *Metrics and Targets*

  Kuaishou has set climate change-related targets covering clean energy adoption, energy efficiency optimization, water resource management and greenhouse gas emission reduction, as well as environmental goals such as waste reduction, based on the analysis results of climate risks and opportunities, and regularly monitored the progress of key climate and environmental related metrics and targets.

  In 2024, Kuaishou initiated carbon verification and compliance work. In accordance with the management requirements of the Beijing Municipal Ecology and Environment Bureau, Kuaishou successfully applied for additional carbon emission allowances of 17,906 tonnes in Beijing, not only meeting the total carbon emission compliance demand for 2023, but also achieving an allowance surplus of 2,268 tonnes, demonstrating our achievements in low-carbon operations.

Progress on Environmental Goals

Category	Overall Goal	Progress and Implementation Measures in 2024
Clean energy use	• By 2030, Kuaishou's self-built data center will achieve 100% renewable energy usage.	• **Progress:** In 2024, Kuaishou's self-built data center purchased a total of 411,779.0 MWh of green electricity and green power certificate, accounting for 87.1% of its annual electricity consumption, thereby avoiding a total of 220,960.6 tonnes of CO_2 equivalent emissions and effectively minimizing the Company's overall carbon footprint. • **Implementation measures:** Kuaishou continuously promoted the exploration of distributed new energy sources and large-scale integrated projects of source, grid, load, and storage; and increased the renewable energy usage ratio through a combination of green electricity trading and green power certificate procurement.

Environmental, Social and Governance Report

Category	Overall Goal	Progress and Implementation Measures in 2024
Energy conservation	• By the end of 2028, the electricity consumption per square meter in Beijing offices will be reduced by 8% (based on 2023 levels).[11] • Our self-built data center maximizes energy efficiency and achieves an energy saving performance outpacing the national energy consumption target of the 14th Five-Year Plan, as well as the requirements for power usage effectiveness (PUE) of data centers stipulated by local branches of National Development and Reform Commission.	• **Progress:** In 2024, Kuaishou's total electricity consumption in Beijing offices decreased by 7.4% compared to 2023, while the electricity consumption per square meter decreased by 14.6%. Kuaishou's energy saving and consumption reduction targets have seen early results. In 2024, the lowest level of PUE of Kuaishou's self-built data center can reach as low as 1.139. • **Implementation measures:** Office premises optimized lighting and air conditioning usage plans based on usage scenarios to reduce equipment operation and lighting hours, enhanced energy usage monitoring; set up a national energy consumption dashboard, analyzed quarterly and annual data comparisons to promptly correct deviations, and turned off unnecessary power in real time by implementing a smart office transformation. The self-built data center used high-efficiency equipment, phased out high-energy-consuming equipment, increased the use of clean energy, vigorously promoted the application of liquid cooling server technology, and adopted a large-scale combination of municipal electricity and high-voltage DC power supply.

[11] The goal for energy conservation was updated compared to 2023, because most employees worked at home in 2021, resulting in the relatively low per capita energy consumption, and officially resumed to work in the offices after 2023. Additionally, Kuaishou officially moved into its new headquarters in Beijing in late 2023. Setting 2023 as the base year can more accurately reflect the comparison before and after the energy saving and emission reduction in Kuaishou's old and new workplaces.

Environmental, Social and Governance Report

Category	Overall Goal	Progress and Implementation Measures in 2024
Water conservation	• By the end of 2028, the per capita fresh water consumption in Beijing offices will be reduced by 8% (based on 2023 levels).[12] • New data center park will recycle 100% of rainwater and air-conditioning condensate.	• **Progress:** In 2024, Kuaishou's total fresh water consumption in Beijing offices decreased by 11.5% compared to 2023, while the per capita fresh water consumption decreased by 12.6%. Air conditioning condensate recovery systems were adopted for Kuaishou's self-built and operational data centers. In newly built data centers, water-free air conditioning systems were adopted on a large scale, and the reclaimed water pipeline network was upgraded to enable the use of reclaimed water for landscaping irrigation across the campus. • **Implementation measures:** Kuaishou implemented municipal pipeline renovations and promoted water recycling projects such as reclaimed water reuse in major office premises. Rainwater harvesting systems were installed in the self-built data center, the cooling systems were upgraded to use reclaimed water, and air conditioning condensate was recovered. For new projects, water-free air conditioning solutions were widely adopted, and a dual-control technology for water and electricity was applied, with digital management systems used to monitor water usage changes regularly.
Waste discharge reduction	• 100% harmless treatment of electronic waste will be achieved in all offices. • Waste sorting will be implemented in Beijing offices on an annual basis. • 100% of waste lead-acid batteries in self-built data center will be harmlessly treated by qualified vendors; waste hard drives will be 100% harmlessly disposed of after erasing. • Green procurement will be implemented and green procurement standards will be incorporated into supplier management.	• **Progress:** In 2024, Kuaishou achieved 100% harmless treatment of electronic waste in all offices. In 2024, Kuaishou implemented waste sorting in Beijing offices. Kuaishou's self-built data center established rigorous waste recycling systems, ensuring that all waste was handed over to suppliers for closed-loop and harmless treatment. • **Implementation measures:** Kuaishou implemented harmless waste treatment, with all waste treated through closed-loop processing by suppliers, and continuously promoted the implementation of waste sorting programs. Kuaishou continued to advance the Electronic Equipment Buyback Program for employees. Kuaishou required all listed suppliers to sign and comply with the ESG-related core principles outlined in the *Supplier Admission Commitment Letter*.

[12] The goal for water conservation was updated compared to 2023, mainly because most employees worked at home in 2021, resulting in the relatively low per capita water consumption, and officially resumed to work in the offices after 2023. Meanwhile, Kuaishou moved into its new headquarters in Beijing in late 2023. Setting 2023 as the base year can more accurately reflect the comparison before and after the energy saving and emission reduction in Kuaishou's old and new workplaces.

Category	Overall Goal	Progress and Implementation Measures in 2024
Greenhouse gas emission reduction	• Kuaishou will actively respond to national dual carbon goals and practice green operations.	• **Progress:** In 2024, Kuaishou actively practiced green operations, continuously promoted greenhouse gas emission reduction, and successfully applied for additional carbon emission allowances after the application for the adjustment of additional carbon emission allowances for facilities was approved. In 2024, Kuaishou's self-built data center purchased a total of 411,779.0 MWh of green electricity and green power certificate, accounting for 87.1% of its annual electricity consumption, thereby avoiding a total of 220,960.6 tonnes of CO_2 equivalent emissions and facilitating the Company in reducing overall carbon footprint. • **Implementation measures:** Kuaishou conducted carbon emission examination in Beijing offices; applied waste heat recovery technology in the self-built data center and established a carbon emission monitoring platform.

1.2 Green Operations

Kuaishou actively practices comprehensive green and low-carbon concepts, continuously innovating and improving green operations management, optimizing resource efficiency, enhancing waste management capabilities, and reducing pollutant emissions. At the same time, we implement water-saving solutions aligned with Kuaishou's industrial scale and operational types to avoid water waste. Upholding green and low-carbon principles, we contribute to ecological civilization and strive to build a sustainable ecosystem that is green, low-carbon, and circular.

1.2.1 Energy Management

Kuaishou strictly complies with 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 continuously improve internal systems like the *Kuaishou Energy Management Strategies*, clarifying energy management responsibilities and adopting the PDCA[13] cycle to enhance our energy management system. Through multiple measures to promote efficient energy use, including green retrofits of electrical equipment in offices and self-built data centers, we continuously strengthen our green competitiveness.

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[13]   PDCA refers to "Plan - Do - Check - Act".

Environmental, Social and Governance Report

- *Office energy management*

To fulfill its commitment to energy conservation and emission reduction, Kuaishou has established clear energy management goals and is steadily advancing their achievement through the implementation of various innovative measures.

Following the official launch of offices in Beijing, including Kuaishou's headquarters in Central Mobile Intelligence District (CMID) and the Wanjia Denghuo Building, at the end of 2023, we implemented multiple energy-saving initiatives in these office spaces, achieving significant results. Optimization projects for lighting and air conditioning systems were carried out in the CMID and Wanjia Denghuo offices. Adjustments were made to restroom mirror lights, elevator hall lighting, public area lighting, and underground garage lighting, reducing equipment operation and lighting hours. These measures are estimated to save 260,000 kWh of electricity annually. By optimizing the operation hours of air conditioning systems, including fresh air units, restroom exhaust fans, and electric air curtains, the CMID and Wanjia Denghuo offices are projected to save approximately 480,000 kWh of electricity per year. Additionally, we renovated office gyms, adding handheld showers to the overhead showers in the shower stalls to reduce the use of cold water in the shower stalls, as well as to reduce the use of gas and boiler water, resulting in a 10.0% energy saving at the CMID gym and a 34.0% energy saving at the Wanjia Denghuo gym compared to the previous year following the renovation.

Furthermore, in 2024, Kuaishou launched a smart meeting room project, implementing an IoT[14]-based intelligent strategy to integrate and manage data from smart hardware, addressing the fine-grained resource management of over 1,000 meeting rooms. Energy-saving measures such as intelligent lighting control, upgraded multimedia device automation, and synchronized meeting room booking and ventilation systems have effectively improved operational efficiency and reduced costs. Additionally, Kuaishou's commuting buses achieved 100% coverage with new energy vehicles. By fully adopting clean energy transportation, the Company effectively reduced primary energy consumption and lowered carbon emissions.

Kuaishou consistently integrates energy-saving concepts into its corporate culture and daily operations. During the Reporting Period, we distributed eco-friendly Dragon Boat Festival gift boxes to all employees. These gift boxes use RPET[15] material instead of conventional PET material, which has a carbon emission reduction ratio of 60.9%, and has been verified to reduce carbon dioxide emissions by a total of 106.4 tonnes. The material has obtained the carbon emission reduction accounting certificate. Through internal ESG communications and the gift box packaging, we promoted low-carbon awareness and actively cultivated a green office culture among employees. Additionally, we advocated for paperless office practices, significantly promoting electronic contract signed to reduce paper usage. Through digital transformation and upgrading, the penetration rate of Kuaishou's electronic contracts has reached 97.5%, which effectively reduces paper consumption while operational efficiency is significantly improved.

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[14]   IoT refers to Internet of Things.
[15]   RPET, namely Recycled PET Fabric, is a kind of materials produced by recycling and reprocessing used PET products (such as plastic bottles).

Environmental, Social and Governance Report

**Kuaishou's Dragon Boat Festival Gift Box and
Carbon Emission Reduction Accounting Certificate**

Kuaishou actively conducts internal and external audits for environmental management. In 2024, a leased data center of Kuaishou obtained ISO 14001 Environmental Management System certification. Additionally, Kuaishou deeply integrates green building concepts into the planning and operation of office spaces. By introducing advanced sustainable energy management systems, including intelligent daylight regulation systems and high-efficiency lighting equipment, we have significantly improved energy efficiency in office spaces. Our new headquarters office building in CMID in Beijing obtained LEED (Building Operation and Maintenance) Platinum Certification in February 2025. In addition, our leased office building in Hong Kong SAR achieved LEED (Building Operation and Maintenance) Platinum Certification, while our leased office building Center 66 in Wuxi received LEED (Building Operation and Maintenance) Gold Certification, striving to create a healthy, energy-efficient and environmentally friendly workspace that meets international standards for our employees.

- *Energy management in data centers*

Kuaishou complies with national policies such as the *Guiding Opinions regarding Accelerating the Construction of a Coordination and Innovation System for the Nationwide Integrated Big Data Center*, the *Overall Layout Plan for the Construction of Digital China*, and the *Implementation Opinions on Deepening the Implementation of "East-To-West Computing Resource Transfer" Project and Accelerating the Construction of the Nationwide Integrated Computing Network*. We have revised and enhanced internal regulations, including the *Kuaishou IDC Infrastructure Energy Consumption Management System*, deeply integrating green and low-carbon concepts into the entire lifecycle management of self-built and leased data centers. We have established a comprehensive waste heat recovery system, maximizing resource utilization of Kuaishou's self-built and leased data centers during daily operations by converting waste heat into usable energy through advanced heat recovery technologies, significantly enhancing energy efficiency. In terms of operational management, Kuaishou's self-built and leased data centers have adopted multiple innovative measures, including optimizing cooling systems, implementing intelligent energy consumption monitoring, and upgrading energy-saving equipment, effectively reducing unnecessary energy consumption.

Environmental, Social and Governance Report

Kuaishou closely follows national green energy policies, actively increasing the proportion of renewable energy usage in self-built data centers through a combination of green electricity trading and green power certificate procurement. In 2024, Kuaishou's self-built data center purchased a total of 411,779.0 MWh of green electricity and green power certificate, accounting for 87.1% of its annual electricity consumption, thereby avoiding a total of 220,960.6 tonnes of CO_2 equivalent emissions and effectively minimizing the Company's overall carbon footprint.

Green Energy-Saving Technologies and Solutions
Used in Kuaishou's Self-Built and Leased Data Centers

Green Technology/Solution	Energy-Saving Results
Advanced Cooling Technologies	• Kuaishou self-developed a 72KW liquid-cooled cabinet and liquid-cooled dry coolers, achieving ultra-high-density liquid cooling with near-zero water consumption. • Kuaishou's self-developed integrated waterless fluoropump air conditioning system has been deployed on a large scale with hundreds of units, supporting over 35MW of IT equipment. At scale, it is expected to save 1.2 million tonnes of water and 90 million kWh of electricity, significantly enhancing resource utilization efficiency. • Kuaishou's self-developed split fluoropump air conditioning system supports large-scale single-building cooling needs and is compatible with ultra-high-density air-cooling scenarios. Kuaishou is also exploring air-liquid hybrid solutions to further enhance system flexibility and energy efficiency. • A leased data center of Kuaishou adopted a centralized chilled water air conditioning system and plate heat exchangers, utilizing lower outdoor temperatures during transitional or winter seasons to provide cooling, reducing chiller operation time and energy consumption. • A leased data center of Kuaishou implemented a phase-change multi-split air conditioning system, reducing heat transfer components and improving heat exchange efficiency, better utilizing outdoor cooling sources and reducing mechanical cooling time, achieving a lower PUE.
Power Supply Innovations	• Kuaishou developed a medium-voltage integrated power module and sodium battery technology, achieving 98.3% power supply efficiency, effectively supporting small-volume, high-density AI applications. The Company is exploring new simplified UPS solutions to meet future AI computing demands for low-cost, high-efficiency, compact, and rapid deployment. When fully implemented, it is expected to save over 17 million kWh of electricity annually. • A leased data center of Kuaishou launched a microgrid project in 2024, deploying an intelligent microgrid energy management platform to provide green power through an integrated wind-solar-storage generation system.

Green Technology/Solution	Energy-Saving Results
Waste Heat Recovery Systems	• Kuaishou's self-built data center implemented an innovative waste heat recovery product, which has been patented. This product addresses the gap in waste heat recovery for distributed air conditioning systems, achieving self-sufficient heating within the campus and reducing energy and CO_2 consumption. • A leased data center of Kuaishou adopted a water-source heat pump heat recovery system, recycling heat from wastewater to reduce energy consumption and CO_2 emissions.

Kuaishou continues to increase its R&D investment in the field of green technology innovation, enhancing resource utilization efficiency and optimizing energy recovery rates through independent research and technological advancements. In 2024, the lowest level of PUE of Kuaishou's self-built data center reached as low as 1.139. In the same year, Kuaishou achieved significant milestones in energy-saving technologies, filing 3 new technology patents: *Cooling Equipment*, *Cooling System and Cooling Control Method*, *A Technical Solution for Optimizing Airflow Delivery in Integrated Fluorine Pump Units,* and *Integrated Intelligent Dry Cooling Solution*. Additionally, Kuaishou actively participated in the development of multiple industry standards, including contributing to the revision of national standards such as GB50174–2017 *Data Center Design Standards, General Specifications for Cold Plate Liquid Cooling Units in Data Centers*, and *Technical Specifications for Cold Plate Liquid Cooling Systems in Data Centers*, as well as industry standards like the *Technical Regulations for Liquid Cooling Systems in Data Centers*. Furthermore, Kuaishou joined the Liquid Cooling Professional Committee of the Information and Communication Industry Intellectual Property Alliance and became a member of the OCTC[16] and OCP[17] Open Compute China Community, further driving technological innovation and standardization within the industry. Additionally, a leased data center of Kuaishou received the LEED (Building Design and Construction) Gold Certification in 2024.

1.2.2 *Water Resource Management*

Kuaishou continues to strengthen water resource management, complying with the *Water Law of the People's Republic of China* and other relevant laws and regulations. We have developed and improved internal documents, including the *Kuaishou Energy Saving and Consumption Reduction Management Policy* and the *Reclaimed Water Usage Management Policy*. By introducing intelligent water monitoring systems and water-saving technologies, we strictly manage the entire process from water extraction and usage to sewage treatment. Additionally, we rigorously control water consumption, actively promote water recycling projects such as reclaimed water reuse, and enhance the construction and management of sewage treatment facilities, significantly improving water resource utilization efficiency and avoiding water waste and pollution. These efforts laid a solid foundation for the sustainable development of the Group and the surrounding community environment.

During the Reporting Period, Kuaishou implemented multiple initiatives to promote water conservation measures in both office premises and self-built and leased data centers, effectively ensuring the execution and implementation of water-saving policies.

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[16]   OCTC, Open Compute Technology Committee
[17]   OCP, Open Compute Project

Environmental, Social and Governance Report

Kuaishou's 2024 Water Conservation Initiatives

Office premises	- Implemented water pressure balance renovation projects: Standardized water supply pressure between high and low floors by installing pressure regulation devices, effectively reducing water consumption in lower-floor areas. - Comprehensively promoted the installation of water-saving aerators: While ensuring cleaning effectiveness, significantly reduced water usage per handwash through foam technology, enhancing the efficiency of water resource utilization. - Established a regular water volume monitoring and verification mechanism: Employed smart water meters and data collection systems to enable real-time monitoring and analysis of water usage, providing data support for water resource management decisions. - Improved the inspection and maintenance system for water supply facilities: Through preventive maintenance and rapid response mechanisms, eliminated water waste caused by water leakage.
Self-built and leased data centers	- Installed 3 sets of integrated sewage treatment equipment. - Established a water recycling system to systematically treat and recycle domestic sewage for secondary reuse. - Implemented a reclaimed water recycle project: Treated reclaimed water is used for landscape irrigation or, after secondary reverse osmosis treatment, for cooling water systems. In 2024, over 40.0% of the cooling water in a leased data center of Kuaishou came from reclaimed water. - Built a 1,800 cubic meter rainwater collection pool for daily landscape irrigation in the park.

Case: Workplace Reclaimed Water Recycle System Renovation Project at Kuaishou's CMID in Beijing

As a key initiative in the Company's water resource management, the workplace reclaimed water recycle system renovation project at Kuaishou's CMID in Beijing was completed in December 2024 and the upgrade and renovation of the municipal pipeline system is expected to be officially operational in 2025. Once operational, the project will enable 100% of non-washing water in office restrooms to be sourced from reclaimed water, significantly enhancing water recycling efficiency. The initiative is estimated to save RMB10,000 per month in water costs, making a positive contribution to the sustainable use of regional water resources.

1.2.3 Emissions Management

Kuaishou strictly follows the national environmental protection laws and regulations, such as the *Law of the People's Republic of China on the Prevention and Control of Environmental Pollution by Solid Waste* and the *Discharge Standard of Pollutants for Municipal Wastewater Treatment*, as well as waste management policies. In 2024, Kuaishou revised internal regulations, including the *Kuaishou Domestic Waste Management Regulations*, and implemented systematic management measures such as source reduction, classified collection, and standardized disposal to effectively advance comprehensive waste management.

Environmental, Social and Governance Report

Kuaishou has fully implemented a waste classification management system across its nationwide offices, assigning dedicated personnel to oversee waste sorting and supervision, and promptly reporting waste classification execution to relevant departments. This initiative has significantly improved waste management efficiency and resource recovery rates. For hazardous waste, Kuaishou has established strict disposal procedures, entrusting professional third-party organizations with national certification qualifications to handle the waste in a standardized manner, thereby minimizing the environmental impact. Additionally, Kuaishou continuously improves its IT equipment disposal system and optimizes the disposal processes for consumables to reduce resource waste and further refine waste management system.

Major Types of Kuaishou Waste

Non-hazardous waste	Domestic waste, kitchen waste, office waste
Hazardous waste	Toner cartridges for printers, used batteries, used antifreeze from diesel generators, used motor oil

Kuaishou has established a comprehensive resource closed-loop management system, achieving waste reduction, resource recovery, and harmless treatment through the formulation of solid waste utilization plans.

Kuaishou's Waste Recycling Initiatives

Recycling of waste in office premises	• Kuaishou has launched a "Used Electronic Device Repurchase" program within the Company, allowing its employees to choose to repurchase their electronic devices such as laptops, system units, computers, monitors, tablets from the Company after reaching the specified usage period. This initiative promotes the recycling and reuse of electronic devices, effectively extends the lifecycle of electronic products, and reduces the generation of electronic waste. In 2024, Kuaishou's employees repurchased a total of 4,310 electronic devices through this program.
Recycling of waste in self-built and leased data centers	• Kuaishou's self-built data center has established rigorous waste recycling systems, including the *Solid Waste Management System for Ulanqab (Kuaishou) Data Center*, with detailed records. During the Reporting Period, 50 batteries were replaced and professionally recycled by battery manufacturers. • Kuaishou continuously refines the *Management Mechanism of Disposal of IT Equipment and Components in Data Centers* issued by the Department of Infrastructure to regulate and ensure the closed-loop management of resources in self-built data centers. • Kuaishou has established a battery waste recycling system in its major leased data centers. In some of these data centers, Kuaishou has implemented battery recycling programs, with all recycled batteries professionally processed by battery manufacturers to ensure environmentally friendly disposal.

Environmental, Social and Governance Report

Kuaishou places high importance on noise pollution management, strictly adhering to the *Law of the People's Republic of China on the Prevention and Control of Environmental Noise Pollution* and other relevant laws and regulations in respect of environmental protection, and integrating noise management into its environmental management system. Kuaishou prioritizes the protection of the ecological environment around project sites, implementing systematic noise control measures to ensure the noise generated from the operation of our self-built and leased data centers is strictly controlled within the limits prescribed by regulatory requirements. Additionally, Kuaishou has undertaken noise reduction renovations in a leased data center, including the installation of high-efficiency noise barriers and advanced sound-absorbing and sealing materials, to reduce equipment noise and minimize its impact on surrounding communities.

1.2.4 Biodiversity Protection

Kuaishou consistently upholds the principle of balancing business and ecology, adopting eco-friendly operational practices. In 2024, the Company launched biodiversity-themed educational training, covering all employees. At the same time, we conducted biodiversity assessments and mitigation measures across all production and operational scenarios to minimize impacts on local and surrounding ecosystems.

In self-built and leased data center areas, Kuaishou actively implements multiple biodiversity protection measures, focusing on the potential impacts of operational activities on surrounding communities and ecosystems. Targeted measures are taken to promote harmonious coexistence between communities and nature. Kuaishou conducts comprehensive testing of exhaust gases, wastewater, groundwater, and noise to ensure all indicators comply with national standards, effectively reducing pollution of air, water, and soil, and protecting local biodiversity. Exhaust gas testing significantly reduces the direct harm of harmful gases to vegetation and wildlife, preventing pollutants from spreading through the atmosphere and affecting broader ecosystems. At the same time, through wastewater testing, Kuaishou ensures that the discharged water meets quality standards, preventing toxic substances from entering water bodies and protecting aquatic life and habitats. In addition, by regularly monitoring the quality of groundwater, Kuaishou ensures the sustainable use of groundwater resources, further reducing ecosystem disturbances. These measures provide strong support for regional biodiversity protection.

Biodiversity Protection Measures

Implementation Phase	Protection Measures
New site planning and construction phase	• Implement the "Three Simultaneities" system, requiring pollution prevention facilities to be designed, constructed, and operationalized simultaneously with main projects; • Develop environmental risk emergency response plans and submit them to relevant regulatory authorities for record; • Clarify ecological protection clauses and environmental responsibilities with construction contractors; • Conduct regular ecological environment monitoring in protected areas.
Site operation phase	• Formulate environmental protection management measures for the operational phase; • Implement environmental monitoring, pollution prevention, ecological compensation, and restoration measures.

During the Reporting Period, Kuaishou's operational areas (including self-built data centers and office premises) did not receive any environmental-related administrative penalties.

Environmental, Social and Governance Report

1.3 Key Environmental Indicators

Indicators	Unit	2024 [18]
Total greenhouse gas emissions (Scopes 1 and 2)[19]	ten thousand tCO_2e	**27.61**
Emissions (Scope 1)	ten thousand tCO_2e	0.21
Emissions (Scope 2 location-based)[20]	ten thousand tCO_2e	27.40
Emissions (Scope 2 market-based)[21]	ten thousand tCO_2e	5.78
Per capita greenhouse gas emissions (Scopes 1 and 2)	tCO_2e/person	9.98
Total greenhouse gas emissions (Scope 3)[22]	ten thousand tCO_2e	**125.91**
Category 1: Purchased goods and services	ten thousand tCO_2e	3.05
Category 2: Capital goods	ten thousand tCO_2e	29.03
Category 3: Fuel and energy-related activities	ten thousand tCO_2e	4.79
Category 6: Business travel	ten thousand tCO_2e	1.72
Category 7: Employee commuting	ten thousand tCO_2e	1.04
Category 8: Upstream leased assets	ten thousand tCO_2e	86.28

[18] In 2024, the scope of all the data for key environmental indicators was adjusted. Except for emissions (scope 3), the remaining key environmental performance indicators only covered Kuaishou's self-built data center and all the operational offices. As a result, there were significant changes in the data compared to 2023.

[19] Greenhouse gas emissions accounting is based on the operational control principle and is a measurable material source category of Scope 1 and Scope 2 greenhouse gas emissions within Kuaishou's organization and reporting scope in FY2024. Greenhouse gas emissions are calculated in accordance with the *Greenhouse Gas Protocol* and are presented in carbon dioxide equivalents.

[20] The Scope 2 GHG emissions calculated based on the location-based methodology are mainly derived from indirect GHG emissions from purchased electricity and purchased heat consumed in the operation processes of Kuaishou, and the calculation methodology is based on the *How to Prepare an Environmental, Social and Governance Report — Appendix II: Reporting Guidelines on Environmental Key Performance Indicators* issued by the Stock Exchange, of which, the 2024 electricity emission factor adopts the grid emission factor of 0.5366 tCO_2MWh from the *Announcement on the Release of 2022 Electricity CO_2 Emission Factor* issued by the Ministry of Ecology and Environment on December 26, 2024.

[21] The Scope 2 GHG emissions calculated by the market-based approach are mainly derived from indirect GHG emissions from purchased electricity (excluding market-traded non-fossil energy electricity) and purchased heat consumed in the operation processes of Kuaishou, and the calculation methodology is based on the *How to Prepare an Environmental, Social and Governance Report — Appendix II: Reporting Guidelines on Environmental Key Performance Indicators* issued by the Stock Exchange, of which, the 2024 electricity emission factor adopts the grid emission factor (excluding market-traded non-fossil energy electricity) of 0.5856 tCO_2MWh from the *Announcement on the Release of 2022 Electricity CO_2 Emission Factor* issued by the Ministry of Ecology and Environment on December 26, 2024.

[22] We refer to the *Greenhouse Gas Protocol Corporate Value Chain (Scope 3) Accounting and Reporting Standard (2011)* to identify our Scope 3 greenhouse gas emissions across 15 Scope 3 categories. In 2024, we identified and disclosed for the first time 6 Scope 3 categories that are relevant to our business, with other categories not included because they are not relevant to our business or the data is not material for quantitative purposes.

Environmental, Social and Governance Report

Indicators	Unit	2024 [18]
Comprehensive energy consumption	MWh	520,171.04
Direct energy consumption	MWh	9,296.12
Including: Natural gas[23]	m³	902,426.97
Diesel	tonne	31.60
Direct energy consumption intensity	MWh/person	0.34
Indirect energy consumption	MWh	510,874.92
Including: Purchased electricity	MWh	509,733.53
Purchased heat	GJ	4,111.27
Indirect energy consumption intensity	MWh/person	18.46
Fresh water consumption[24]	ten thousand tonnes	22.63
Per capita fresh water consumption	tonne/person	8.18
Waste water discharge[25]	ten thousand tonnes	13.25
Per capita waste water discharge	tonne/person	4.79
Hazardous waste[26]	tonne	51.16
Per capita hazardous waste	kg/person	1.85
Non-hazardous waste	ten thousand tonnes	0.56
Per capita non-hazardous waste	kg/person	202.64

[23] At the end of 2023, Kuaishou proactively relocated and consolidated its office premises to centralize dispersed resources, enhance resource utilization efficiency, and reduce wastage. Since 2024, Kuaishou's natural gas reporting scope included operational office premises and self-built data centers, resulting in a significant change in natural gas consumption compared to the previous year.

[24] At the end of 2023, Kuaishou proactively relocated and consolidated its office premises to centralize dispersed resources, enhance resource utilization efficiency, and reduce wastage. Since 2024, Kuaishou's fresh water consumption reporting scope included operational office premises and self-built data centers, resulting in a significant change in fresh water consumption compared to the previous year.

[25] At the end of 2023, Kuaishou proactively relocated and consolidated its office premises to centralize dispersed resources, enhance resource utilization efficiency, and reduce wastage. Since 2024, Kuaishou's waste water discharge reporting scope included operational office premises and self-built data centers with the extensive reuse of reclaimed water, resulting in a significant change in waste water discharge compared to the previous year.

[26] At the end of 2023, Kuaishou proactively relocated and consolidated its office premises, during which a batch of electronic products were uniformly disposed of, bringing a one-off impact. Since 2024, Kuaishou's hazardous waste reporting scope included operational office premises and self-built data centers, resulting in a significant change in hazardous waste compared to the previous year.

Environmental, Social and Governance Report

2. SOCIETY

Kuaishou is committed to collaborating with users, employees, and suppliers to build a warm and trustworthy online community, providing users with high-quality experiences, enabling employees to realize their potential, and fostering win-win partnerships with suppliers. Kuaishou places high importance on product quality and service, employee growth and development, corporate ethics and responsibility, supply chain management and standards, and social welfare and contributions, aiming to promote sustainable industry development and create social value.

2.1 Platform Responsibilities

Kuaishou continuously enhances its digital experience and service offerings for users, prioritizing platform data security, user privacy protection, and intellectual property protection. The Company actively engages in industry collaborations to improve platform standardization and ecosystem development, while also focusing on content governance and customer service to foster a safe and healthy online environment, ensuring an optimal user experience.

2.1.1 Safeguarding Data Security

Kuaishou places a strong emphasis on platform data security, strictly adhering to the *Cybersecurity Law of the People's Republic of China*, the *Data Security Law of the People's Republic of China*, the *Provisions on the Administration of Mobile Internet Applications Information Services* and other laws and regulations. The Company formulates and updates internal regulatory documents, including the *Kuaishou Information Security Management Regulations*, the *Kuaishou Employee Information Security Code*, the *Third-party Platform Account Permission Management Standards* and the *Kuaishou Safety Violation Handling Management Regulations*. These documents standardize security practices across all business lines and subsidiaries, clearly defining data security management requirements for both employees and third-party platforms. Kuaishou integrates information security incidents into employee performance evaluations, imposing varying levels of penalties on responsible personnel based on the impact of the incidents. Serious violations may lead to employment termination and inclusion in the Sunshine Integrity Alliance's list of untrustworthy individuals, reinforcing the importance of maintaining a high level of data security awareness at all times. In 2024, Kuaishou revised and improved 1 data security-related regulation and introduced 2 new policies, further strengthening security controls over employees' office terminal devices and the accounts and permissions of third-party platforms within the Company. Kuaishou also clarified the security management requirements throughout the entire lifecycle of data usage and processing, ensuring comprehensive protection of data security.

To ensure the effective implementation of Kuaishou's data security management, we have established an Information Security Management Committee led by members of the Executive Management Committee, which is responsible for developing strategies and reviewing and approving information security policies. A dedicated working group, composed of office staff and relevant business departments, is responsible for the execution of specific tasks, ensuring that work is effectively communicated and steadily implemented. In 2024, Kuaishou obtained several information security management system certifications, including ISO

Environmental, Social and Governance Report

27001 information security management system, ISO 27701 privacy information protection management system and ISO 27017 cloud service information security management system, covering 100% of our business lines. Meanwhile, Kuaishou Advertising and Content Alliance SDK[27] has obtained SDK security certification, providing developers with a more robust and trustworthy software development kit. Furthermore, in 2024, Kuaishou received the Three-Star Certificate for Social Responsibility Evaluation of Data Security and Personal Information Protection from the Data Security Working Committee of the China Cybersecurity Industry Alliance (CCIA), as well as the Data Security Construction Capability Certification from the Digitalization Working Committee. These accolades affirm Kuaishou's domestic leadership in organizational management, system and process integrity, technical tool application, personnel expertise, regulatory compliance, data processing security, risk assessment and mitigation, and emergency response and recovery capabilities.

Three-Star Certificate for Social Responsibility Evaluation of Data Security and Personal Information Protection

Data Security Construction Capability Certification

Kuaishou actively conducts internal and external security inspections related to data security and third-party audits, regularly assessing, preventing and controlling risk points. We perform internal audits on information system operation and maintenance inspections and information security inspections at least once per quarter and perform external independent third-party audits on data security at least once per year. In November 2024, to analyze Kuaishou's data security risks and the safety of processing critical and core data, we engaged the China Academy of Information and Communications Technology (CAICT) to conduct a data security risk assessment on Kuaishou. The comprehensive risk assessment level was rated as excellent, with no data risk items of high risk and above identified. In terms of compliance evaluation, Kuaishou fully meets the requirements for legitimacy and necessity assessment, basic security assessment, and data lifecycle security assessment. In terms of security risk analysis, Kuaishou satisfied all requirements related to network environment and technical measures, management systems and processes, participants and recipients management, and security posture.

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[27]   SDK, Software Development Kit.

Environmental, Social and Governance Report

Additionally, we require merchants handling user personal information or sensitive business data to complete a *Data Security Capability Questionnaire* to assess their data protection capabilities, including data storage and encryption. We also require suppliers or partners handling sensitive personal information to sign the *Data Protection Agreement* and the *Data Compliance Undertaking Letter* to ensure the security of Kuaishou's data. Kuaishou regularly conducts follow-up inspections of third-party suppliers and partners, documenting and evaluating their latest data security protection capabilities and urging those with issues to rectify them promptly to maintain the validity of their data security compliance qualifications.

Kuaishou continuously strengthens its cybersecurity defense capabilities. Guided by internal regulations such as the *Kuaishou Vulnerability Handling Specifications* and the *Kuaishou Security Incident Emergency Response Specifications*, we conduct practical security drills by using contingency platforms to ensure rapid and effective responses to various security risks and threats. Additionally, we conduct cybersecurity level protection filing and evaluation, continuously improving the network security protection system and enhancing the overall level of security protection. In 2024, Kuaishou completed evaluation of level protection for 18 systems, further enhancing our data security management capabilities.

We regularly conduct training on data security, coding security, and other related topics, covering all employees (including full-time, part-time, dispatched labor, and interns) and third-party partners (including contractors and suppliers). This systematic training aims to improve information security awareness, capabilities, and sensitivity to data security risks among employees and partners. In September 2024, to reinforce employee security awareness and knowledge, we required all employees to take information security exams through online courses and exams, achieving a 100% pass rate. Furthermore, we actively encourage and fully support employees involved in data security to pursue professional certifications such as CISP[28], CISSP[29], and the Personal Information Protection Professional Certificate issued by the Institute of Electronic Industry Standardization under the Ministry of Industry and Information Technology, enhancing their expertise and skills in the field.

Kuaishou's Data Security Trainings in 2024

Participants	Content	Training Performance
All employees (including full-time and part-time employees, new employees, dispatched labor and interns)	Including user personal information protection measures, data classification and grading management system, data security incident ratings and corresponding handling measures. New employees are required to participate in and complete information security awareness training and examinations after onboarding.	Over 20,000 participants in 2024, covering over 120,000 employees.
Finance, human resources, main platform technology, commercialization, gaming departments and others	Importance of information security, introduction to information security systems, and managerial security responsibilities and requirements.	A total of 16 offline data security training sessions conducted in 2024, with over 2,000 participants.
Partners (including contractors and suppliers)	Training on personal information protection and mobile application privacy compliance.	Over 130 partners covered in 2024.

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[28]   CISP, Certified Information Security Professional.
[29]   CISSP, Certification for Information System Security Professional.

Environmental, Social and Governance Report

Kuaishou maintains an open, educational and progressive attitude, valuing and actively participating in external exchanges and cooperation opportunities. In 2024, we participated in the standard week meetings and activities of the National Technical Committee 260 on Cybersecurity of Standardization Administration of China, as well as network data security management regulation activities. We also encouraged employees to participate in the Data Security Intermediate Assessor Training under the Data Security Talent Enhancement Program in the telecommunications and internet industry. Through external salon activities, we hosted security technology sharing sessions, fostering platforms for interaction and knowledge exchange with industry experts.

Case: Kuaishou Organized a Series of Security Salon Activities

In 2024, Kuaishou successfully hosted 2 security salon activities: "Zero Trust Without Borders" and "Practicing Compliance Standards, Safeguarding Digital Security." These activities covered topics such as the importance of identity verification in protecting sensitive information, the application and challenges of the zero-trust security model, and the information security threats faced by enterprises. Combining online and offline formats, the activities facilitated in-depth discussions on practical cases and cutting-edge technologies, promoting deep exchanges with industry partners and contributing to industry standardization and normalization.

"Zero Trust Without Borders" Security Salon Activity

Kuaishou places great emphasis on the efficiency and security of data management. During the Reporting Period, we engaged in data confidentiality governance to strengthen data security management systems and enhance data governance capabilities.

Case: Security Governance of Data Confidentiality Governance

In 2024, Kuaishou enhanced data confidentiality governance, focusing on internal business data and personal information, collaborating with data platforms and various business teams to improve data management efficiency and security. This initiative ensures data integrity and confidentiality, providing robust data support for business development.

- For business teams, we refined data confidentiality guidelines for each team based on data security management regulations.

- For data platforms, we conducted confidentiality review for all data fields stored on the platform.

- For data permissions, we implemented several measures, including permission reclamation, restricting the validity period of individual employees' access to sensitive data, and managing the handover of data permissions when employee resigned or transferred to other departments.

Environmental, Social and Governance Report

2.1.2 User Privacy Protection

Kuaishou places a high priority on user privacy protection, strictly adhering to the *Personal Information Protection Law of the People's Republic of China*, the *Data Security Law of the People's Republic of China*, the *General Data Protection Regulation* of the European Union, the *California Consumer Privacy Act* of the United States, the *General Data Protection Act* of Brazil and other laws and regulations in its global operating regions. During the Reporting Period, we updated internal management standards and application privacy policies, including the *Kuaishou Employee Information Security Code* and the *Kuaishou Privacy Policy*, improved the security management requirements for employees' office equipment, and introduced new internal documents such as the *Data Security and Privacy Assessment Standards* and the *Third-party Platform Account Permission Management Standards* to further strengthen data security and privacy.

To implement information security and personal information protection requirements, Kuaishou established information protection functions to coordinate major issues and tasks related to information security protection. The Information Security Center, as the competent authority for information security, is primarily responsible for the daily management of information security and the development of security assurance capabilities. Additionally, to strengthen the management of data security and personal information protection and address related challenges, the Information Security Committee authorized the establishment of a privacy protection task force and a data security task force. These groups are responsible for coordinating and supervising Kuaishou's data security and personal privacy protection, providing strong support for information security initiatives.

We prioritize the investigation and corrective measures for privacy protection incidents, developing a privacy protection incident investigation SOP[30] In the event of a privacy breach, we promptly handle it in accordance with the *Kuaishou Information Security Incident Emergency Response Specifications*, notify users, and ensure that their personal information is respected and protected to the greatest extent possible. A dedicated team follows up on the investigation, implements risk mitigation measures, and, after the incident is resolved, conducts a review to identify root causes and prevent recurrence.

Kuaishou consistently upholds the "principle of consistency of rights and responsibilities, minimum necessity, security assurance, and informed consent". We process only the essential types and amounts of personal information necessary to fulfill the purpose authorized by the user, only collect personal data from third parties to the extent permitted by law, and delete such personal information in time once the purpose is achieved. In the event of a data breach, users will be notified immediately to ensure the utmost respect for and protection of their personal information. Furthermore, Kuaishou assures that we will not rent, sell, or disclose users' personal information to third parties except to the extent that such information is necessary to facilitate a transaction or service such as e-commerce orders. During the Reporting Period, Kuaishou continued to strengthen the control of personal information collection, covering key sensitive data such as application lists, geolocation, phone permissions, phone address book, clipboard, contact book, photo album (storage), identity information and facial recognition. Using an internal privacy compliance detection platform, we conduct cardinal point testing before app releases to ensure that the collection and use of user data comply with relevant compliance standards, safeguarding user information security and privacy.

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[30]   SOP, Standard Operating Procedure.

Environmental, Social and Governance Report

Kuaishou has established independent privacy policies for all its products, ensuring that all privacy protection policies apply to third-party collaborators. Users are clearly informed about the purposes of information collection, their rights to manage personal data, and options such as access, correction, deletion, withdrawal of consent, cancellation, specific consent, and proxy rights. This ensures that users have full control over their personal information, fostering trust and satisfaction with the platform.

Kuaishou places great importance on data leakage issues. During the Reporting Period, we conducted a series of special governance activities to strengthen control at various data interaction points to prevent data leakage incidents.

Series of Special Governance Activities to Prevent Data Leakage

Download	We prompt employees via pop-ups to collect information about their data download needs and context. We also store relevant logs to enable real-time monitoring and tracing of data usage and flow.
Data transmission	We strictly control the process of data cooperation with third parties. Based on the lifecycle of third-party data cooperation, from introduction to exit, we refined the control process mechanism for data outflow and implemented the control requirements in each business department. We also added assessment points during data transfers, establishing monitoring capabilities to analyze and audit data transmission, effectively identifying potential risks.
Employees' office devices	We embedded security management software into the device connection function, mandating that all devices connected must install this software, significantly improving the coverage of security software on employees' devices.

Case: Highly Sensitive Personal Information Governance Initiative

In 2024, Kuaishou continued to strengthen the protection of sensitive personal information. Through data tagging and identifying capabilities, we developed technologies to identify sensitive personal information such as phone numbers, addresses, and real-name information. We conducted in-depth security risk assessments on all application systems storing sensitive personal information, effectively identifying and addressing potential data security risks. We implemented measures such as desensitized display, storage encryption and authentication, and authority management. Combined with monitoring and auditing, Kuaishou's overall level of sensitive personal information protection has significantly improved.

Kuaishou regularly conducts internal audits and actively participates in external audits and certifications to ensure the compliance and reliability of its personal information protection management system. In 2024, Kuaishou continued to conduct privacy compliance audits for its distribution apps and personal information protection audits, focusing on real-name authentication scenarios in Kuaishou's live streaming business. The audit focused on "processing sensitive personal information," "internal management systems and operational procedures for personal information protection," and "security technology measures," aiming to identify personal information protection issues and security compliance risks. In terms of external certifications, Kuaishou obtained ISO 27701 Private Information Management System certification and ISO 27001 information security management system.

Kuaishou places great emphasis on the potential risks associated with personal privacy information and is committed to building a robust privacy protection system. In response to various privacy security issues that may arise, Kuaishou swiftly takes internal response measures and actively carries out remedial actions. In 2024, we improved Kuaishou's personal information protection system, added corresponding regulations, and implemented relevant mechanisms. Meanwhile, we supplemented the personal information security incident emergency response plan and its management systems to ensure precise and efficient handling of various security incidents. Furthermore, during the Reporting Period, Kuaishou introduced a new emergency response plan for children's personal information incidents, developed corresponding plans, and regularly organized emergency drills for incidents related to minors, so as to continuously enhance its response capabilities through practical simulations, and effectively safeguard users' personal privacy information security.

During the Reporting Period, the Company did not experience any significant privacy or data breaches. Additionally, none of Kuaishou's associated suppliers encountered incidents that resulted in the leakage of privacy or data of Kuaishou's users.

While continuously improving its privacy protection capabilities, Kuaishou also actively promotes the standardization of personal information protection within the industry. Internally, Kuaishou organized employees to participate in PIPP (Personal Information Protection Project) training to enhance their awareness and capabilities in personal information protection, improving overall privacy protection level. Externally, Kuaishou participated in the formulation of the national standard *Data Security Technology Personal Information Protection Compliance Audit Requirements (Draft for Comments)*, contributing to the industry's efforts in personal information protection.

2.1.3 *Protection of Intellectual Property Rights*

Kuaishou is aware that a robust intellectual property (IP) protection system provides a favorable legal environment for industry development and system guarantee for innovation. We strictly comply with laws and regulations such as the *Patent Law of the People's Republic of China*, the *Trademark Law of the People's Republic of China*, and the *Internet Domain Name Management Measures*. We have established internal regulations such as the *Standard Patent Work Manual*, *Patent Quality Control Standards*, *Patent Work Guidelines*, *Trademark Protection Guidelines*, and *Copyright Registration Guidelines* to comprehensively manage Kuaishou's intellectual property.

Kuaishou Intellectual Property Compliance Management System Certification

In 2024, Kuaishou successfully obtained the national standard certification for the *Enterprise Intellectual Property Compliance Management System Requirements (GB/T 29490–2023)* issued and implemented by the State Administration for Market Regulation and the National Standardization Administration. This certification integrates the IP management system into the entire chain of Kuaishou's IP management, covering all aspects and the full lifecycle of business operations and significantly enhancing its systematic capabilities in IP compliance management.

Environmental, Social and Governance Report

Kuaishou adheres to a "dual emphasis on quantity and quality" approach in its intellectual property development strategy. As of December 31, 2024, Kuaishou had filed 12,967 patent applications domestically and abroad in total, among which, 6,358 patents were granted. We have also obtained 10,195 domestic and international trademark registrations and 7,232 copyright registrations. The "Kuaishou" trademark has been repeatedly recognized as a well-known trademark. Additionally, 2 of Kuaishou's patents, including "Message Interaction Method, Device, Electronic Equipment, and Storage Medium", received the "China Patent Award" by the National Intellectual Property Administration for their high technical value and groundbreaking innovation.

Case: Leading Standard Development and Achieving New Breakthroughs in Patent Monetization

Kuaishou's audio and video technology team is committed to the development and innovation of audio and video codec technology standards, actively participating in the formulation of next generation of audio and video international standards of ISO/ITU-T[31] and the AVS3 international standard[32]. In 2024, Kuaishou achieved its first patent monetization achievements through a patent pool, showcasing our solid foundation and innovation capabilities in the audio and video technology field. This also lays a solid foundation for our continued participation in the formulation of international audio and video patent licensing rules and patent pool construction.

Case: Open Licensing of Elderly-Friendly and Disability-Assisting Patents to Promote Technological Accessibility

In 2024, Kuaishou actively responded to the national patent open licensing system and filed 3 patents on elderly-friendly and disability-assisting technologies, making them freely accessible in compliance with the *Special Action Program on Elderly-friendly and Barrier-Free Retrofitting of Internet Applications* and the *Elderly-friendly Design Specification for Mobile Internet Applications*. Additionally, we entered into free licensing agreements with several companies, promoting technology sharing and collective progress in the field of barrier-free technology, thereby contributing to a more inclusive and friendly digital environment.

Case: Kuaishou Reached a Patent Cross-Licensing Cooperation with Semiconductor Chip Giants

In 2024, Kuaishou announced a patent cross-licensing cooperation with a globally renowned semiconductor chip company. This collaboration not only demonstrates Kuaishou's strength in technological innovation and IP protection but also reflects our commitment to optimizing the innovation ecosystem and IP protection environment across the industry chain and the nation.

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[31]   Refers to the new generation of international standards for coding, decoding, transmission and storage of audio and video data jointly developed by the International Standards Organization (ISO) and ITU Telecommunication Standardization Sector (ITU-T).

[32]   AVS3, or Audio Video Coding Standard 3, refers to the third generation of a series of audio and video coding standards independently developed by China.

Trademark and brand building play a crucial role in the modern business environment. In 2024, Kuaishou continued to strengthen its efforts in trademark and brand building, becoming one of the first companies selected for the National Intellectual Property Administration's "Thousand Enterprises and Hundred Cities" trademark and brand value enhancement action. To address trademark infringement, we have established a comprehensive infringement monitoring and rights defense system, regularly clearing the market to avoid user confusion while creating typical cases to effectively deter infringement.

Case: Typical Cases of Defending Kuaishou's Trademark Rights

- The invalidation case of "Kuaishou Laotie" was recognized as one of the "Top 10 Typical Cases of Regulating Malicious Trademark Registration" by the Beijing Intellectual Property Court

- The invalidation case of "Kuaishou A'xiu" was included in the Trademark Protection Casebook by the China Intellectual Property Law Research Association

- "Jungle Speed" trademark invalidation case was selected as one of the "Top 10 Typical Non-Complaint Cases" by Beijing Trademark Association

In November 2024, Kuaishou officially joined the Internet Trademark and Brand Professional Committee of the China Trademark Association, collaborating with industry peers to strengthen trademark communication and cooperation in the internet industry, promoting the healthy and sustainable development of the industry.

To help employees understand the importance of IP protection, Kuaishou organized specialized training during the IP promoting week, enhancing internal awareness and capabilities in IP protection. As of December 31, 2024, Kuaishou conducted 7 training sessions, with over 200 participants in total.

Case: Kuaishou Hosts IP Promoting Week to Inspire Innovation

During the 2024 World Intellectual Property Day, Kuaishou successfully hosted the "Kuaishou IP promoting week" series of events. These activities included recognizing paragon in innovation, organizing standards and patents knowledge sharing seminar, and releasing the *Kuaishou Innovation and Intellectual Property Protection White Paper (2024)*. As of December 31, 2024, these initiatives significantly stimulated internal innovation, with training activities reaching over 6,000 employees, effectively enhancing their IP protection awareness.

Kuaishou IP Promoting Week Training Activities

Environmental, Social and Governance Report

Kuaishou has been committed to fostering internal innovation through an open and inclusive collaborative environment, resource support and the incentive mechanism to encourage all employees to explore innovative solutions in their respective roles. In 2024, during the "1024 Carnival", we organized a series of themed events, including the "Dark Horse Product and Technology Innovation Competition", the "Techshow for Technical Teams", the "Big Shot Arriving" and the "1024 Awards Ceremony". These initiatives aimed to inspire technical staff to innovate and incubate technological achievements.

The Kuaishou IP Protection Platform, as an online service platform, aims to improve the experience in filing complaints and defending their rights for brand owners, creators, and other rights holders, while maintaining a healthy e-commerce ecosystem. In 2024, Kuaishou continued to take measures such as authenticating brand and combating infringement to seriously handle cases involving trademark, copyright, and patent infringement.

2.1.4 *Standard Ecosystem Development*

Kuaishou is committed to promoting standard ecosystem development through collaboration, actively participating in international standard formulation, and aligning domestic standards with international ones to enhance industry competitiveness. Kuaishou actively participates in the work of over 20 standardization organizations, including the National Technical Committee 260 on Cybersecurity of Standardization Administration of China (SAC/TC260) (formerly known as the National Information Security Standardization Technical Committee), the China Communications Standards Association (CCSA), the Telecommunications Terminal Industry Forum Association (TAF), the Internet Society of China (ISC), the China Cybersecurity Industry Alliance (CCIA), the China Advertising Association (CAA), and the Institute of Electrical and Electronics Engineers (IEEE SA), and continues to pay attention to development of innovative technology. In 2024, Kuaishou joined the China Standardization Association as a new member, participating in the Internet Technology and Application Professional Committee and the Data Intelligence Professional Committee. We also joined the New Technology Security Standards Task Force under the National Technical Committee 260 on Cybersecurity of Standardization Administration of China (SAC/TC260), actively engaging in AI security compliance standardization work.

Kuaishou's Internal Standardization System Work in 2024

Standardization Effort for Minor Protection	• Participated in drafting the *Cybersecurity Standards Practice Guide — Technical Requirements for Mobile Internet Youth Mode* issued by the National Technical Committee 260 on Cybersecurity of the Standardization Administration of China, and actively responded and implemented the upgrade of Youth Mode. • Led/participated in more than 10 standards related to the construction of minors' mode and minors' personal information protection, including the industry standard of the China Communications Standards Association (CCSA), *Technical Requirements for Notification of Consent for the Handling of Children's Personal Information in Mobile Internet Applications (APPs)* and the Telecommunications Terminal Industry Association's *T/TAF 238.1–2024 Requirements for Internet Protection of Minors' Personal Information Part 1: Identity Verification*, which we have deeply participated in the form of a co-lead, and cooperated with the regulatory authorities to actively explore the protection of minors' rights and interests and built a healthy network ecological environment for minors.

Standardization Effort for Data Security and Personal Information Protection	• Led/participated in the formulation of a total of 26 standards related to data security, including participation in the publication of the national standard *GB/T 43697–2024 Data Security Technology Data Classification and Grading Rules,* and 2 industry standards *YD/T 3956–2024 Specification for Risk Assessment of Data Security in the Telecommunications Sector,* and *YD/T 4946–2024 Technical Requirements and Testing Methods for Data Watermarking in Telecommunications Networks and the Internet.* • Led/participated in a total of 62 standards in the field of personal information protection, including 2 national standards, *GB/T 43739–2024 Guidelines for Standardized Audit and Management of Personal Information Processing of Mobile Internet Applications (Apps) of Data Security Technology Application Stores* and *Data Security Technology Security Requirements for Processing Sensitive Personal Information*. In addition, *T/TAF 237–2024 Deep Synthesis Measurement Specification for Face Information Protection* and *T/TAF 209–2024 Measurement Specification for Compliance Development and Management of Mobile Internet Apps*, which were compiled with the participation of Kuaishou, were awarded the first and second prizes of TAF's Outstanding Projects in 2024 respectively.

While strengthening its internal standardization framework, Kuaishou actively promotes the implementation of relevant international, national, industry, and group standards. In 2024, the Company was honored with the Outstanding Contribution Award by the China Cybersecurity Industry Alliance (CCIA) and was selected as one of the first pilot units for the Data Security Standards Strengthening and Empowerment Initiative during the National Cybersecurity Awareness Week. Kuaishou regularly releases in-depth interpretations of compliance standards to ensure that all employees stay informed and proficient in the progress of standardization efforts within critical compliance areas.

China Communications Standards Association Membership Certificate for Kuaishou

Certificate of Entity Membership of IEEE SA for Kuaishou

Environmental, Social and Governance Report

Certificate of Membership of the National Information Security Standardization Technical Committee for Kuaishou

In 2024, Kuaishou led and participated in 180 international, national, industry and group standards setting in the fields of personal information protection, data security, anti-phone scam, protection of minors, and artificial intelligence, etc., 16 of which were led by Kuaishou. There were 51 standards that Kuaishou participated being published, 7 of which were led by Kuaishou.
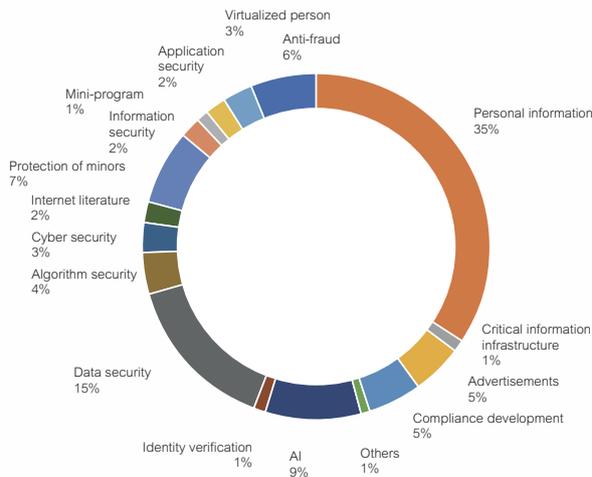
Kuaishou Led and Participated in the Formulation of Standards in Various Fields
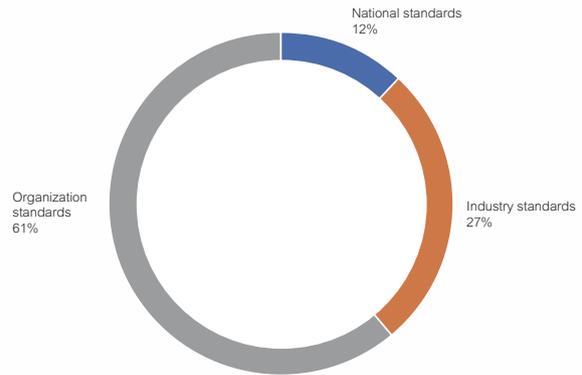
Standards Formulated and Published by Kuaishou

Environmental, Social and Governance Report

During the Reporting Period, Kuaishou conducted a series of standardization awareness training sessions to enhance employees' understanding and adherence to established standards, processes, and policies, ensuring consistency and efficiency in work and building a standardized working environment.

Case: Comprehensive Standardization Training to Unlock the Value of Standardization Work

In 2024, Kuaishou conducted company-wide training titled "*Supporting Business Compliance, Driving Business Development — Kuaishou's Standardization Value and Strategy Sharing.*" This training aimed to elevate employees' awareness of standardization, significantly enhancing its internal influence and injecting new momentum into Kuaishou's compliance operations and business development.

Standardization Training Poster

Case: New Anti-Fraud Standards for Short Video Community Supports Industry Anti-Fraud Management

In 2024, the industry standard *Guidelines for Identifying and Warning Vulnerable Groups in Short Video Communities*, the formulation of which was led by Kuaishou, was officially published. This standard covers various business scenarios, proposing a series of refined risk identification and warning technology measures from the user's perspective. The release of this standard provides a reference for short video industry companies to strengthen Ex-ante risk identification and defense, better protecting users from fraud.

Case: Release of AI-Recommended Industry Standards to Empower Healthy Industry Development

In 2024, Kuaishou led the release of the industry standard *Technology Requirements for AI-Based Mobile Application Video Recommendation Services.* This standard focuses on solving accuracy and user experience issues in video recommendation services, integrating Kuaishou's leading technology in AI algorithms and big data processing. It not only provides excellent practical cases for the industry but also offers strong technical support for the healthy development of video recommendation services.

Environmental, Social and Governance Report

2.1.5 *Platform Ecological Governance*

Kuaishou places users at the core of its operations, prioritizing user experience and is dedicated to building high quality-platform ecosystem content. We continuously strengthen e-commerce operations management, focus on content governance, and refines responsible marketing strategies, aiming to create a high-quality platform ecosystem and ensure a comfortable user experience.

• *E-Commerce Compliance Management*

Kuaishou strictly adheres to laws and regulations such as the *Consumers' Rights Protection Law of the People's Republic of China*, the *E-Commerce Law of the People's Republic of China*, and the *Product Quality Law of the People's Republic of China*. Based on internal documents such as the *Kuaishou Shop Merchant Service Agreement* and the *Kuaishou Shop User Service Agreement*, we clarify the requirements for full-process management of e-commerce, ensuring the strength of e-commerce compliance management.

Whole-Process Management of Kuaishou's E-commerce and Optimization Initiatives in 2024

Management Process	Management Mechanism	Implementation Measures
E-commerce set up	• Merchant development: Provide refined, customized management based on the types of shops and businesses under the *Guidance of the Kuaishou Merchant Development Rules for E-commerce Stores*. • Qualification assessment: Facilitate the automated review process by incorporating multidimensional criteria such as subject, industry, brand, and product qualifications under the *Guidance of the Kuaishou Qualification Requirements for Enterprise of E-Commerce Stores*.	• Continuously launch "Zero-Cost Store Launch" policy: In order to help more small and medium-sized merchants start their store operations with zero barriers and low costs, based on the "Zero-Cost Store Launch" policy in 2023, Kuaishou E-commerce has continued to expand the range of product categories eligible for the initiative with a 200.0% increase in coverage of core categories. This expansion further lowers the entry barriers and operational costs for new merchants. At the same time, new merchants stationed in Kuaishou e-commerce can enjoy the benefits of zero deposit trial operation to enhance the confidence of merchants, nearly 70.0% of the merchants have benefited from Kuaishou e-commerce. • Decrease basic deposit: In order to reduce the operating cost of merchants, Kuaishou e-commerce has implemented a policy to reduce the basic deposit requirements for high-performing merchants. For individual stores, the basic deposit has been lowered from RMB500 to RMB200, representing a reduction of 60.0%. For corporate stores, the basic deposit has been decreased from RMB10,000 to RMB3,000, representing a reduction of 70.0%.

Management Process	Management Mechanism	Implementation Measures
E-Commerce marketing management	• Control and manage of fraudulent forms of marketing, false propaganda, false promises to attract traffic and other violations, and strictly control e-commerce marketing risks.	• Recycling governance Initiative: We have taken stringent measures against fraudulent marketing practices, such as "high-price buyback after purchase or promises of other high returns." Non-compliant merchants and influencers have been removed, and their transactions with users have been blocked, and illegal funds have been frozen. In 2024, we have dismantled 2 illicit groups, safeguarding the interests of tens of thousands of users from potential losses. • Hype selling governance: We have implemented controls over scripted sales performances, addressed violations through a tiered approach and refined merchant management. Additionally, we educate merchants through corrective actions, script pre-approvals, and penalty explanations to help them mitigate risks. In 2024, the reporting rate for hype selling in Kuaishou live streams decreased by 10.0% year-on-year. • False promise welfare governance: Kuaishou has implemented a tiered governance approach to address violations such as false welfare claims. In 2024, our business teams collaborated with risk control teams to combat low-price mobile phone fraud, resulting in a 45.8% month-on-month decrease in reporting rates during the period. The number of penalties issued dropped from 1,000 per month to 600 per month. Additionally, we removed 23 merchants who engaged in high-impact violations, such as diverting traffic from short videos to live streams with inconsistent welfare claims.
Merchant exit	• General exit • Merchant interception mechanism: In order to prevent affiliated subjects that have been recognized by Kuaishou as low-quality merchants from re-establishing themselves on the platform through 'changing their names', which may affect the shopping experience of consumers, we have set up a mechanism to intercept the entry of affiliated subjects of low-quality merchants.	• Clear out vicious non-performing merchants.

Environmental, Social and Governance Report

Kuaishou values the experience of merchants on its e-commerce platform. While ensuring compliant operations, we further provide targeted support and consulting services to help merchants optimize their operations on the Kuaishou e-commerce platform and maintain strong customer relationships.

Kuaishou merchants' empowerment initiatives

- **Merchant Reputation Score for Live Commerce:** In 2024, Kuaishou introduced a pre-sales product satisfaction rating metric to encourage hosts to select high-quality goods, thereby enhancing influencer ratings and fostering a virtuous cycle that delivers superior products to users. Additionally, Kuaishou implemented a content reporting evaluation mechanism to incentivize hosts to provide premium content.

- **Violation Rectification Assessment:** In May 2024, Kuaishou launched a Violation Rectification Assessment System designed to assist non-compliant merchants and influencers with potential for improvement. By completing rectification tasks, these merchants and influencers can reduce or mitigate penalties, thereby lowering their operational costs. Since the system's launch, Kuaishou has issued 95,000 rectification orders, covering 77,000 merchants and influencers. This has resulted in penalty reductions totaling RMB 70.26 million and generated an incremental GMV of RMB 3.7 billion.

- *Governance on product content*

  Kuaishou strictly complies with laws and regulations such as the *Cybersecurity Law of the People's Republic of China*, the *Measures on the Administration of Internet Information Services*, the *Information Security Level Management Measures*, the *Detailed Implementation Rules for Online Short Video Content Review Standards* and the *Provisions on the Administration of Internet Live-Streaming Services*. We revised internal documents such as the *Kuaishou Community Management Code*, the *Kuaishou Technology Accountability and Penalty System*, and the *Kuaishou Business Audit Emergency Plan* to further clarify content specifications and content review mechanisms, ensuring compliance with legal and regulatory requirements while maintaining a well-ordered community environment.

Kuaishou's Measures for Product Content Governance

Protecting the Privacy of Sources of Enquiry	- Kuaishou values and is committed to protecting the privacy and personal information of our users. We take a number of technical and security measures to ensure the safety of users' personal information in the course of their daily use of our products and services. - The "Anti-Violence at One Click" feature on the user terminal allows users to quickly choose whether or not to receive private messages or comments from strangers. "Private Account", "Private Message/Comment Permission", "Keyword Blocking" and other functions allow users to customize the scope of information received. - In the private messaging scenario, the functions of "alert for sending" and "risk alert" are used to alert the message sender to pay attention to his/her words and actions, and remind the message receiver to take protective measures such as reporting. At the same time, the platform has set up a fast reporting and evidence collection function, which allows users to report suspected online violence, and the platform will quickly deal with the relevant online violence information and the abusive users.

Environmental, Social and Governance Report

Respecting Cultural Diversity	• Kuaishou has committed in the *Kuaishou Community Audit Code* to support the diversity of the platform's content during the content audit process.
Protecting Intellectual Property Rights	• In the *Kuaishou Software License and Service Agreement*, Kuaishou requires that any text, images, audio and video, live streaming, links, or other content uploaded by the users while using Kuaishou's application and services does not infringe on the intellectual property rights, right of reputation, right of name, privacy rights, or other legal rights and interests of any third-party.
Content Review and Interception Mechanisms	• Kuaishou has established a content review mechanism to actively review and intercept non-compliant content, covering the entire content scenario of videos, live streams, accounts, comments, etc., and adopting a model that combines machine review and manual review to improve review efficiency and accuracy. In addition, we have established a two-tiered review system consisting of initial and secondary reviews to ensure the completeness of the content review mechanism. • In order to dig deeper into the illegal information, Kuaishou increases in-depth tracking and research based on users' characteristics to discover potential problematic users, and focuses on monitoring and auditing their submissions. • During the content auditing process, Kuaishou platform proactively identifies users' intentions and focuses on monitoring content posted by malicious users. • Kuaishou will continue to collect media feedback on the platform's content, especially content involving ethics, morals and values. Based on the feedback, Kuaishou will promptly adjust the tagging rules for two-stage review in order to improve the fit between the content on the Kuaishou platform and mainstream values. • Kuaishou introduced large model into the process of identifying non-compliant content, effectively improving the efficiency of identifying non-compliant content. • Kuaishou has continued to promote the iterative upgrading of the malicious information database, optimize the identification and monitoring model, and actively construct a multi-dimensional risk assessment model, which has significantly improved the platform's ability to identify and intercept malicious information and illegal websites. In addition, we proactively report detected malicious information to the Ministry of Industry and Information Technology and other regulatory authorities to maintain a good online ecology.
Content Risk Management	• Establish a risk perception team to detect abnormal behavior aggregation, abnormal broadcast aggregation and other anomalies in the platform, and carry out research, classification and disposal through the flow research and judgment link. • Introduce a large model at the risk discovery level to identify and summarize users' feedback information, improving the efficiency of understanding users' feedback and helping us to quickly respond to risks of concern to users.

Environmental, Social and Governance Report

Kuaishou continuously provides content review-related training to employees to enhance their accuracy and proficiency in content review mechanisms. In 2024, we conducted specialized training for audit personnels, quality control personnels, and management personnels, to improve the ability of employees in various positions to identify risk content. In 2024, 6,453 employees participated in content review training, and a total of 21,760 training sessions were organized.

Employee Content Review Training Site

Overview of Selected Employee Content Review Training

| Trainees	Training Objectives and Key Points	Course Configuration
Reviewers	Focus on security-related background knowledge to improve the professionalism of the safety industry.	12 compulsory courses, 4 elective courses, for a total of 16 courses.
Review quality inspectors	Enhance the quality inspection staff's understanding of risk issues and auditing requirements, and equip the quality inspection staff with the ability to assess the quality of audits and identify new types of risks in the station.	1 type of business study, 4 types of public courses, a total of 5 types of professional courses.
Review management	Enhance the review management's understanding on the background of the control requirements, so that the review management has the ability to judge and deal with the risks on the spot, and review the skill coaching ability of employees.	3 plates, 9 types of learning content.
All employees (including full-time and part-time employees, new employees, dispatched labor and interns)	In response to safety risks, background knowledge and control points will be studied beforehand to enhance the precision of control over risk issues.	Safety lecture — general training course system.

Environmental, Social and Governance Report

- *Anti-Fraud Governance*

Kuaishou attaches high importance to combating traffic attraction fraud, and continuously reinforces the platform's primary responsibility in strict compliance with the requirements under relevant laws and regulations, including the *Anti-Telecom and Online Fraud Law of the People's Republic of China* by leveraging the advantages of artificial intelligence and big data technologies to actively engage in anti-fraud governance practices, achieving precise combat and efficient interception of traffic attraction fraud activities. In 2024, Kuaishou's anti-fraud team developed and deployed over 120 anti-fraud risk control models, automatically identifying and intercepting 96.5% of fraudulent activities, and resulting in a continuous decline in fraud-related reports. We strengthened the identification and alert for vulnerable groups and improved the fraud-related abnormal behavior identification technologies for these groups, and provided tiered alerts to users at potential risk of being scammed through private message notifications, SMS alerts, AI outbound calls, manual outbound calls for persuasion, and reporting to the National Anti-Fraud Center, proactively reaching out to over 15,000 potential victims daily on average, sending anti-fraud alerts to around 140 million people through multiple channels and scenarios throughout the year, effectively preventing users from falling victim to scams. Additionally, Kuaishou's anti-fraud team actively collaborated with public security authorities to investigate and combat telecom and online fraud crimes, assisting local law enforcement in solving 186 fraud cases and apprehending 246 criminal suspects in 2024.

Kuaishou took the lead in formulating and publishing *YD/T 6026-2024: Guidelines for Identifying and Warning Vulnerable Groups in Short Video Communities* as a industry standard, which proposed a series of refined risk identification and warning technical measures from the user's perspective, providing practical guidance for short video platform companies to strengthen pre-emptive risk identification and defense against fraud and protect users from fraud-related harm. Moreover, Kuaishou actively participated in the development of industry standards such as *YD/T 6028–2024: Technical Requirements for Verification and Disposal of Fraud-Related Internet Accounts* and *YD/T 6029–2024: Technical Requirements for Information Sharing of Fraud-Related Telecom and Online Resources*. By leveraging its practical experience in anti-fraud governance, Kuaishou continues to empower industry-wide fraud prevention efforts.

Guidelines for Identifying and Warning Vulnerable Groups in Short Video Communities
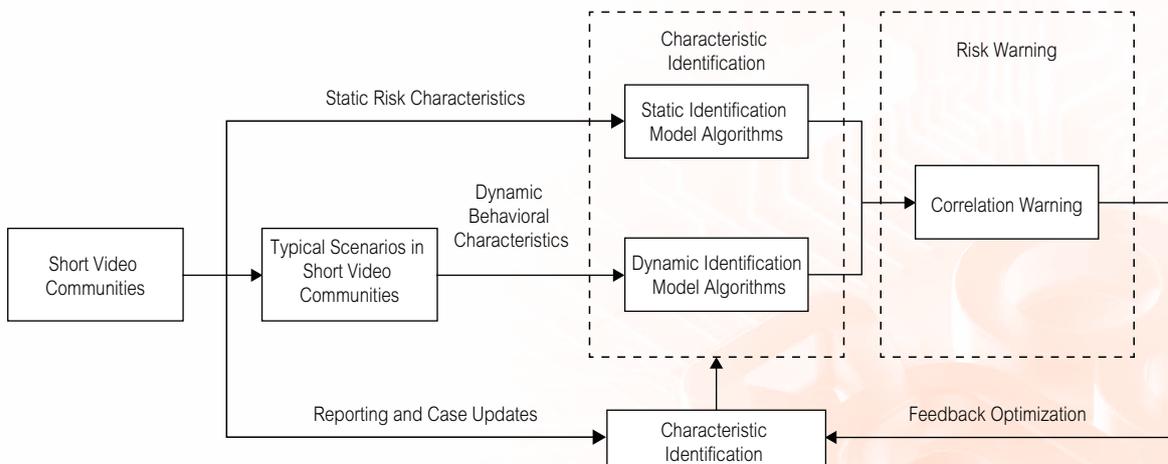
Technical Framework for Identifying and Warning Vulnerable Groups in Short Video Communities

Environmental, Social and Governance Report

Leveraging the advantages of its "short video + live streaming" products, Kuaishou supports nationwide anti-fraud campaigns, continuously fostering a positive community atmosphere for nationwide anti-fraud efforts. In 2024, nearly 900,000 users posted over 1.4 million anti-fraud short videos on Kuaishou platform, with over 2.0 billion views; Additionally, there were a total of 27,000 live streams related to anti-fraud campaigns, with 410 million views. Meanwhile, the topic "Nationwide anti-fraud campaign is in action" reached 520 million views, while the "Back-to-School Anti-Fraud First Class" live-streaming series peaked at 26.642 million viewers in a single session, with a total of 50.494 million views across 9 sessions.

Case: Kuaishou's Participation in the "Society-Wide Anti-Fraud: Youth in Action" Campaign

In June 2024, Kuaishou participated in the "Society-Wide Anti-Fraud: Youth in Action" Campaign, showcasing its anti-fraud governance efforts and achievements. During the National Anti-Fraud Publicity Month, Kuaishou empowered anti-fraud campaigns with its newly developed AI large model products. Under the guidance of the National Anti-Fraud Center, Kuaishou's KLING AI generated the first-ever anti-fraud short film on the internet, *Crazy Toolman*, exposing various new fraud tactics and reminding users to avoid becoming "tools" for telecom fraud. Additionally, the question answering robot AI Xiaokuai collaborated with the National Anti-Fraud Center to engage in fun conversations with users in the comment sections of Kuaishou posts, sharing anti-fraud knowledge, attracting users to participate in interaction, and significantly enhancing the reach and depth of anti-fraud knowledge among users on the platform.

Short Film *Crazy Toolman*

Case: "No Break for Anti-Fraud While Enjoying the Winter Holiday" Anti-Fraud Public Welfare Campaign

In December 2024, Kuaishou partnered with the Kunming Anti-Fraud Center to launch the "No Break for Anti-Fraud While Enjoying the Winter Holiday" public welfare campaign in schools, conducting targeted anti-fraud education for students to raise their anti-fraud awareness before the winter holiday.

Group Photo for "No Break for Anti-Fraud While Enjoying the Winter Holiday" Campaign

- *Responsible Marketing*

  Kuaishou adheres to a responsible marketing philosophy, strictly complying with relevant laws and regulations such as the *E-Commerce Law of the People's Republic of China*, the *Advertising Law of the People's Republic of China*, and the *Trademark Law of the People's Republic of China*. We have established internal policies, including the *Kuaishou Commercial Marketing Content Management Policy*, which explicitly prohibits the promotion of certain businesses and activities, such as pornography, telecom fraud, illegal services, and false advertising, to ensure that advertising and marketing activities remain legal and compliant.

  We continue to strengthen advertising compliance, and implement advertiser qualification verification and corporate payment mechanisms to ensure the legality and authenticity of advertisers. For advertising content compliance and ecosystem development, we employ a collaborative review approach, primarily relying on intelligent models supplemented by manual review, to ensure pre-launch review efficiency and user experience. With robust strategic controls and continuous inspection mechanisms, we effectively intercept illegal and non-compliant content during advertisement delivery, suppress low-quality information, and ensure the ongoing compliance of advertising content while enhancing user experience. Additionally, we have established a comprehensive post-event traceability mechanism, collecting and addressing feedback from regulators, merchants, and users through daily management of internal and external complaints and negative feedback. This mechanism further safeguards the healthy advertising ecosystem by monitoring and enforcing penalties for after-sales service compliance.

  We place great importance on responsible e-commerce marketing and management, ensuring that sales activities comply with regulatory requirements and platform rules while fostering a positive commercial ecosystem. In 2024, Kuaishou made more than 270 revisions or additions to various platform rules, including the *Management Rules for Kwai Shop Store Services Score* and the *Endangering the Rights and Interests of Users* in the Kuaishou e-commerce rule center. These updates strengthened the review and regulation of non-compliant activities, such as false advertising and improper marketing, creating a more trustworthy shopping environment for consumers and a fair, healthy market place for merchants.

Environmental, Social and Governance Report

Whole-Process Management of Kuaishou's Responsible E-commerce Marketing

Pre-sales:

- Onboarding Phase: Review merchants' business qualifications, industry certifications, and brand credentials;

- Establish a risk control strategy using image and text recognition technologies to identify and intercept non-compliant merchants and commodities;

- Cooperate with service providers to implement high-quality supply chains.

During Event:

- Apply quality indicators to marketing activities and distribution depots, and guide merchants to optimize the quality of commodities and services and improve their quality standards;

- Establish strategic models to identify inferior, counterfeit goods and illegal goods;

- Keep monitoring the complaints about live-streaming content to obtain feedback from users;

- Cooperate with quality inspection authorities and arrange for mystery shoppers to carry out spot checks on products.

After-sales:

- Establish monitoring indicators and report analysis to quickly identify products with abnormal quality data;

- Penalize non-compliant products and merchants based on feedback from quality inspection agencies;

- Cooperate with brand owners and public security organizations to crack down on non-compliant merchants.

To help merchants better understand e-commerce platform rules, ensure compliance in platform marketing activities, and safeguard the legitimate rights and interests of consumers, Kuaishou conducted 5 offline rule education and training sessions for nearly 10,000 merchants in 2024. These sessions aimed to assist small and medium-sized merchants in quickly grasping platform regulations and reducing operational costs. Additionally, we consistently gather feedback and suggestions from merchants and users regarding platform rules, incorporating actionable recommendations to optimize and refine the platform rules and improve related services.

Group Photo from Offline Rule Education and Training Sessions

2.1.6 *Customer Service*

Kuaishou values customer needs and is committed to delivering a high-quality service experience. We continuously strengthen our customer service system, paying special attention to the needs of vulnerable groups such as minors, striving to meet customer expectations, and contributing to the sustainable development of the platform.

- *Customer Service System*

To further optimize service standards, Kuaishou revised a total of 77 internal process documents during the reporting period, including the *User Service Center Hotline Transfer Handling Process* and the *User Service Center Directed Hotline Handling Process*. These documents clarify our requirements for user service, aiming to enhance service quality and improve user experience. In 2024, to increase the efficiency of user feedback, we streamlined barriers encountered across various business lines in feedback, intelligent systems, and manual support. By integrating these functions along business lines, we established new project teams encompassing feedback, intelligent systems, manual support, data, product, and R&D functions. These teams aim to identify common issues, coordinate resources, reduce problem occurrence rates, and expand intelligent coverage, ensuring smoother delivery of user services.

We have optimized and upgraded various application tools, including the "Chat Workbench — Information Collection Support for Sending SMS, Optimization of Identity Verification Interruptions, and Display of Transfer Details in Chat Service Records", "Support for One-Click Reporting of Suspected Fraud by Customer Service" and "Adaptive Screen for Chat Workbench," to further improve user feedback efficiency. In 2024, Kuaishou launched a service progress display feature, allowing users to track the handling progress of their reported issues within the Kuaishou App. This transparency of service reduces the number of user inquiries and the workload of repeated customer service receptions, thereby enhancing overall service efficiency and improving user experience.

Environmental, Social and Governance Report

Kuaishou continues to explore constructive user solutions, committed to enhancing service quality. We have established dispute resolution centers in multiple locations across the country and expanded complaint reception channels to address the needs of visiting users from various regions, providing a comprehensive user complaint acceptance and feedback pathway under the internet model. In 2024, Kuaishou's complaint handling efficiency has increased by 17.0% year-on-year, maintaining a strong upward trend in complaint resolution quality.

To optimize user experience, Kuaishou has undertaken a comprehensive deployment and systematic review to identify user characteristics, providing tailored service solutions. This includes targeted adaptations for the elderly and accessibility improvements, enhancing the dedicated service line for minors, and embodying the philosophy of "a thousand faces, a thousand solutions." Furthermore, Kushiou has established a "Sentinel" monitoring system to continuously and dynamically detect industry issues affecting user experience, actively providing feedback on key usage experience problems to prevent governance blind spots. This year, the system has addressed and improved 234 experience-related issues. Additionally, we have consistently updated the internal sharing mechanism for user feedback[33]. In 2024, we organized a company-wide event to listen to user feedback every other month, collecting 338 valid suggestions. Based on user feedback and the reasons for user inquiries, we have provided 1,746 feedback items to various departments, with an adoption rate of over 90.0%.

Kuaishou places customer satisfaction at the forefront, conducting annual customer satisfaction surveys and meticulously reviewing the results to genuinely enhance service quality. In 2024, we gathered feedback from over 350,000 users, achieving an 86.0% annual comprehensive satisfaction rate across all channels and a 97.2% satisfaction rate with human customer service by phone. Moreover, we continuously focus on user feedback and follow-up mechanisms, paying special attention to issues involving minors and reducing the feedback response time from 24 hours to 12 hours.

Kuaishou offers a variety of training programs for new hires, current employees, and management to enhance their capabilities and qualities in customer service.

Kuaishou's User Service Training System

Training Category	Trainees	Training Frequency	Average Training Duration	Content
New employee orientation	New employees	9 times per month	13 days in-person training	• Comprehensive optimization of training content. In addition to regular courses on customer service awareness and communication skills, tailored business knowledge training is provided to new employees based on the needs of various business departments. • A combination of theoretical learning and practical simulation is adopted to help new employees quickly master business knowledge.

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[33] Records generated by the user's contact with Kuaishou's official customer service for consultation, complaints or other requests, including but not limited to telephone recordings, text interactions, picture materials, etc.

Training Category	Trainees	Training Frequency	Average Training Duration	Content
Business improvement training	Existing employees (including full-time and part-time employees, new employees, dispatched labor and interns)	10–20 times per month	0.5 hours per day on average	• We train employees to update their knowledge training, focusing on new developments related to our overall business, systems, and processes. • Provide specialized training to address consumer concerns and new issues during the 618 promotional period. • Offer preemptive training for the annual Spring Festival activities, followed by employee assessments to ensure they can promptly address user inquiries related to the event.
Management promotion training	Employees with high potential/ frontline manager	16 hours per month	2 hours per week on average	• Identify training needs for various business lines through employee interviews. • Develop a targeted training system aligned with managerial expectations, covering core competencies such as business knowledge and problem-solving skills. • Invite industry experts and outstanding managers from different business lines to serve as instructors, delivering practical and business-aligned course content. By combining theory with practice, this approach maximizes the management and coaching capabilities of key roles within the service team.

- *Minor Protection*

Kuaishou has always placed great emphasis on safeguarding the rights and interests of minors, strictly adhering to relevant laws and regulations such as the *Law of the People's Republic of China* on the Protection of Minors, and continuously strengthening regulatory measures. In 2024, Kuaishou released the *Transparency Report on the Protection of Minors*, outlining the platform's initiatives, explorations, and progress in protecting minors' rights and interests, contributing to the creation of a healthier online environment for minors.

Kuaishou prioritizes the privacy protection of minors and has established a dual safeguard mechanism on its platform. At the human management level, we have appointed privacy protection specialists responsible for overseeing and enforcing privacy protection policies. At the technical level, we have introduced a privacy protection mode for minors and set up 8 major privacy protection switches, including restricting the function of private messages for minors, restricting strangers from following minors, hiding the geographical locations of minors, disabling "find contact" and "contact recommendation" functions for minors, disabling minors' usage status display, disabling the function of "circle of acquaintances" for minors, and allowing users to only follow an account unidirectionally by clicking on a video avatar or nickname. These measures are dedicated to providing minors with a safe and trustworthy online environment.

Environmental, Social and Governance Report

Kuaishou continues to enhance its minor protection mode, actively responding to the *Guidelines for the Development of a Youth Mode in Mobile Internet* by promoting the application of the Youth Mode. The platform has launched an optimized real-name authentication system for minors and strengthened its minor protection mechanisms, aiming to create a safe, positive, healthy, and beneficial online environment for minors.

Kuaishou has implemented a series of measures to prevent minors from becoming addicted to the platform. These include pop-up reminders for guardians to activate the Youth Mode when launching the app in some cases, restrictions on live streaming, browsing local pages, and gifting within the Youth Mode, and requiring users to enter an independent password when enabling or disabling the Youth Mode. Additionally, the platform enforces a mandatory log-off prompt after 40 minutes of daily usage for minors and imposes usage restrictions between 10:00 PM and 6:00 AM to ensure minors have adequate rest time and prevent excessive use.

Highlights of the Youth Mode Update

Advancing the Upgrade of Youth Mode	• We are continuously optimizing the Youth Mode and further enhancing the protection of minors' personal information. When the Kuaishou App is launched for the first time each day, a mandatory pop-up for the "Youth Mode" is displayed. • In response to the *Guidelines for the Development of Youth Mode in Mobile Internet*, Kuaishou has reached a consensus with multiple device manufacturers. Through necessary interfaces and data sharing, we are collaboratively advancing the upgrade of the Youth Mode.
Optimizing Real-Name Authentication for Minors	• For minors under the age of 14, real-name authentication requires notifying their guardians and obtaining explicit consent to protect their privacy and security.

Kuaishou continues to strengthen its efforts in safeguarding minors by optimizing the "Kuaishou Seedling Protection Action Plan" and launching the "Green Growth: e-Guardian for Minors" campaign. Through diverse activities and formats, we aim to enhance minors' awareness of online safety.

Case: "Green Growth: E-Guardian for Minors" Campaign

Kuaishou meticulously organized and executed the "Green Growth: e-Guardian for Minors" campaign, incorporating online live-streaming sessions, offline salon events, themed short videos, the participation in the compilation of specialized books, themed posters, and the release of big data reports. These diverse content formats provided comprehensive safety education for minors, supporting their healthy development.

- **Online Live-Streaming Series:**

  Kuaishou launched the *Perfect Parents* expert live-streaming series, hosting a total of 5 online sessions. The event featured participation from institutions such as the Beijing High People's Court, the Communist Youth League Beijing Committee, and the Beijing Women's Federation. Judges, psychologists, education experts, and high-quality educational content creators engaged in interactive discussions. The series garnered over 10 million views, significantly raising awareness and understanding among parents and minors regarding online safety issues.

Perfect Parents **Live-Streaming**

Environmental, Social and Governance Report

- **Offline Salon Event:**

  Kuaishou hosted a salon event titled *"Implementing Multi-Stakeholder Collaboration to Enhance Minors' Digital Literacy"* at the Beijing Internet Court, focusing on the theme of "Minors' Digital Literacy." The event brought together think tank scholars, judges from the Beijing Internet Court, and representatives from Kuaishou Technology to discuss the provisions on promoting minors' digital literacy in the *Regulations on the Protection of Minors in Cyberspace*. The event highlighted the active roles played by various stakeholders in protecting minors online. Additionally, the highlights of the salon were edited into a video and broadcast on Kuaishou's Positive Energy account, with simultaneous livestreaming on Xinhua News Agency's Kuaishou channel. The event garnered over 1.45 million views, sparking widespread attention and discussion across society on the importance of minors' digital literacy education. This initiative has played a positive role in advancing the enhancement of minors' digital literacy.

  Content of Part of Offline Salon Event

- **Themed Short Drama:**

  Kuaishou collaborated with the Capital Cyber Police to produce a themed short drama titled *"Little Detective Li Doudou."* Through engaging storytelling, the drama illustrates how minors can use the internet in a healthy and scientific manner while protecting their rights. It conveys the principles of safe and civilized internet use, popularizes knowledge on preventing online fraud, and helps minors strengthen their self-protection awareness.


  Poster for Short Drama *Little Detective Li Doudou*

- **Participation in the Compilation of the *Guide to Online Protection for Minors*:**

  Kuaishou participated in the compilation of the *Guide to Online Protection for Minors* published by the Beijing Internet Court, which transforms typical cases of minors' protection into illustrated stories. Combined with examples of correct and scientific educational methods, the book helps parents and minors easily understand relevant knowledge about minors' protection.
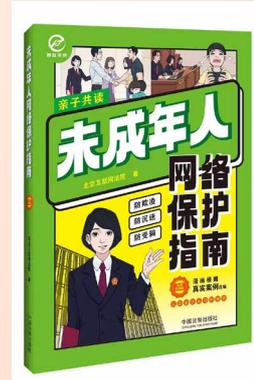
  Guide to Online Protection for Minors

- **Public Release of *the 2024 Kuaishou Minor Protection Report*:**

  Under the guidance of the Cyberspace Administration of Beijing Municipal Committee, Kuaishou, in collaboration with Future Network, released *the 2024 Kuaishou Minor Protection Report*. The report outlines Kuaishou's governance mechanisms and initiatives in protecting minors, contributing to a safer and healthier online environment for minors.

  2024 Kuaishou Minor Protection Report

To effectively address the inappropriate use of apps by minors, Kuaishou's Youth Mode strictly filters content that poses risks to minors and continuously expands the coverage of content review rules related to minors. Since the launch of a dedicated reporting channel for minor-related issues in 2021, Kuaishou has consistently built a specialized customer service team for minors, optimized the standards and processes for handling minor-related violations, and improved the efficiency and timeliness of responses. Furthermore, Kuaishou has rigorously addressed key issues affecting minors. During the "Clear and Bright·2024 Summer Minor Online Environment Cleanup" campaign, Kuaishou comprehensively tackled online violations harmful to minors, such as inappropriate marketing and harmful values, imposing strict and severe penalties on accounts involved in minor-related violations.

Environmental, Social and Governance Report

> **Case: "Clear and Bright·2024 Summer Minor Online Environment Cleanup" Campaign**
>
> During the summer of 2024, Kuaishou launched a series of campaigns to promote minors' digital literacy. In collaboration with the Beijing People's Procuratorate, the Beijing High People's Court, the Beijing Internet Court, the Capital Cyber Police, the Haidian District People's Procuratorate, and the Haidian District People's Court, Kuaishou produced 8 videos titled *"Youth Digital Literacy Open Classes."* These videos were co-published by Kuaishou's Positive Energy account and official government accounts, garnering over 1 million views. Additionally, Kuaishou created an animated video titled *"I Guard the Clear and Bright Summer,"* which comprehensively promoted Kuaishou's Youth Mode. The platform also hosted live-streaming sessions to explain rules and regulations related to minors, attracting more than 650,000 views. Furthermore, Kuaishou partnered with the Beijing Internet Court to produce a themed live-streaming event titled "A Guide to Online Protection for Minors," featuring on-site filming, appearances by juvenile court judges, and the publication of a comic book. Kuaishou also launched the topic "I Guard the Clear and Bright Summer," which amassed over 100 million views.

Live-Streaming Event: *I Guard the Clear and Bright Summer*

Kuaishou is committed to addressing the mental health of its minor users. In May 2024, the platform introduced the "Planting the Sun Initiative," leveraging AI technology to identify content indicating suicidal risks among users. Through phone counseling and coordinated interventions with law enforcement nationwide, Kuaishou has safeguarded the lives of minors. Moreover, leveraging its content strengths, Kuaishou collaborated with influential media outlets such as Health Times and Jimu News to host 3 live-streaming sessions on mental health education, reaching 4,598,000 viewers. Related educational short videos garnered 8 million views.

We actively participate in the standardization of minor protection efforts. The platform contributed to the *Cybersecurity Standards Practice Guide — Technical Requirements for Youth Mode in Mobile Internet*, released by the National Technical Committee 260 on Cybersecurity of Standardization Administration of China, and proactively implemented upgrades to the Youth Mode, sharing its best practices. In 2024, Kuaishou led or participated in the development of over 10 standards related to Youth Mode construction and the protection of minors' personal information. These include the China Communications Standards Association's industry standard *Technical Requirements for Informing and Obtaining Consent in the Processing of Children's Personal Information by Mobile Internet Applications (Apps)*, which Kuaishou co-led, and the *T/TAF 238.1–2024 Requirements for Online Protection of Minors' Personal Information — Part 1: Identity Verification* by the Telecommunications Terminal Industry Association. These efforts underscore our commitment to fostering a healthy online ecosystem for minors.

Environmental, Social and Governance Report

2.2 Employees' Development

Kuaishou is steadfast in safeguarding equal rights for its employees and fostering a fair and just workplace environment. We have established a diversified training system to facilitate employee growth and broaden career development paths. The Company prioritizes employee health and safety, creating a secure and comfortable workspace environment, thereby promoting synergistic development between employees and the Company.

2.2.1 Rights and Interests of Employees

Kuaishou adheres to the principles of fair and diverse employment, actively attracting a wide range of talents and developing a scientific and reasonable compensation and benefits system to protect the fundamental rights and interests of employees. We have set up smooth communication channels to listen to employee needs, offering respect and care, and jointly building a harmonious and equal workplace relationship.

- *Recruitment and Diversity*

  Kuaishou strictly adheres to the *Labor Law of the People's Republic of China*, the *Labor Contract Law of the People's Republic of China*, and other applicable labor laws and regulations in its operating regions. We have established comprehensive management systems such as the *Kuaishou Employees Handbook* and the *Outsourcing Personnel Management Regulations*. We continuously improve our recruitment system. In 2024, we updated policies such as the *Interviewer Management Specification*, the *Headhunter Supplier Management Specification*, the *Internal Referral Management System for Social Recruitment*, the *Background Investigation Management System*, and various overseas employment regulations, to establish a comprehensive recruitment and employment mechanism for our human resources system.

  Kuaishou resolutely opposes and resists all forms of discrimination and harassment, ensuring fair treatment for employees regardless of race, ethnicity, nationality, religion, origin, gender, age, or health status. Our *Health Occupational Site Regulation System*[34] explicitly outlines policies prohibiting discrimination, harassment, defamation, and slander, comprehensively safeguarding employees' rights to fair opportunities and personal dignity. We are committed to eliminating such violations in both professional and personal settings. The *Interviewer Management Specification* requires interviewers to refrain from making any inappropriate remarks about candidates. Following interviews, we distribute *Interview Feedback Questionnaires for Candidates* to promptly address complaints. Interviewers found non-compliant would face penalties such as disqualification or mandatory retraining on interview conduct, ensuring candidates receive fair and transparent interview opportunities. In accordance with the *Provisions on the Prohibition of Child Labor* and relevant conventions of the International Labor Organization (ILO), our Group strictly prohibits the employment of child and forced labor. In 2024, there were no reported incidents of child or forced labor violations, and social insurance coverage for full-time employees reached 100%.

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[34] This system applies to all employees of Kuaishou Technology and its affiliated companies, as well as regional branches (including subsidiaries, offices, representative offices, etc.), and extends to third-party personnel providing services (including but not limited to suppliers, part-time employees, outsourcing personnel, interns, etc.).

Environmental, Social and Governance Report

Kuaishou adheres to the principles of "fairness, openness, and competition," and adopts a talent strategy of "Precise Selection and Strong Branding" to establish robust talent acquisition channels. We ensure a seamless application process for candidates and encourage employee participation in internal referrals by enhancing campus ecosystem development, building an employer media matrix, and leveraging third-party online channels. Kuaishou also attracts top-tier technical talent through initiatives such as graduate student forums, university-enterprise collaborations, exclusive KOL technical sharing, and college social practice programs, continuously strengthening technical influence and identifying and nurturing elite technical professionals. Additionally, Kuaishou has established university-enterprise partnerships with prestigious institutions such as Tsinghua University and Peking University, organizing hundreds of collaborative activities to develop a globally recognized technical talent brand. Furthermore, in 2024, we made significant breakthroughs in exploring innovative employment models, extending multiple operations of Kuaishou to second-and third-tier cities through urban outreach and university-enterprise collaborations. This initiative effectively addresses employment challenges for a greater number of young professionals.

Kuaishou actively cultivates a youth-friendly employer brand, continuously broadening recruitment channels and refreshing brand core values. By integrating industry trends, Kuaishou conducts live-streamed recruitment events and has independently developed a recruitment system centered on building a scientific, efficient, and intelligent talent selection framework. This system enhances the vibrancy of both internal and external talent markets, deeply explores market talent dynamics, and delivers a professional and high-quality recruitment experience. During the reporting period, Kuaishou introduced Radish Interview, an AI-powered interview tool that integrates AI-driven scientific rigor into the recruitment process, significantly improving both talent acquisition quality and recruitment efficiency.

In 2024, due to active efforts in employer image, organization of talent management, and campus branding, Kuaishou received widespread external recognition. The Company was honored with titles such as "Global Talent Magnet Employer" by various human resources organizations, including LinkedIn. It also received gratitude and recognition from multiple universities, including Tsinghua University, Xi'an Jiaotong University, and Renmin University of China.

Kuaishou's Awards in Human Resources in 2024

Hosts/Organizers	Awards/Recognition
LinkedIn	Global Talent Magnet Employer
Maimai	Worthy Employer of the Year
Liepin	National Extraordinary Employer
Niuke	2024 Most Loved Employer by College Students
Hedgehog	Hot List of Youth-friendly Employer
OfferShow	2024 Star Employer
Intern Monk	Favorite Employer of 2024
Haitouwang	2025 Most Influential Employer

Environmental, Social and Governance Report

Kuaishou has consistently adhered to the principle of equal employment in talent management, placing a high priority on the fair treatment of female employees. As part of its diversity objectives, the Company aims to foster for a more equitable and inclusive employment environment for women. In 2024, Kuaishou conducted DEI (Diversity, Equity and Inclusion) themed training for all employees, actively advocating a diverse and inclusive workplace culture. Diversified measures to support women have been implemented across various stages, including recruitment and employment, training and promotion, physical and mental health, care and welfare, workplace environment, communication channels and cultural values maintenance. Kuaishou continues to increase the proportion of women at all levels of the workforce. In 2024, the Company's board of directors included 1 female independent non-executive director, accounting for one-ninth of the board's total composition.

Kuaishou's Diversity, Equity, and Inclusion Initiatives

Recruitment and Employment	Kuaishou is committed to ensuring equal opportunities for female candidates throughout the recruitment and employment process. In 2024, female staff accounted for 41.3% of Kuaishou's new hires. As of December 31, 2024, Kuaishou had 10,875 full-time female employees, representing 44.0% of all full-time employees.
Training and Promotion	Kuaishou is dedicated to supporting the career advancement of female employees by offering a wide range of professional skills training programs to help them reach their full potential. In 2024, female trainers accounted for 34.4% of all trainers at Kuaishou. During the promotion evaluation process, gender bias is minimized to ensure fairness and equity. In 2024, women represented 31.6% of managerial roles, 34.3% of senior-level managers (an increase of 5.2 percentage points from the previous year), and 34.8% of newly promoted managers.
Physical and Mental Health	Kuaishou provides professional fitness facilities and complimentary psychological counseling for employees. These initiatives are designed to support female employees in achieving their career goals while prioritizing their physical and mental health. By fostering a healthier and more positive mindset, we aim to empower them to effectively navigate the various challenges they encounter in both their professional and personal lives.
Support and Welfare	Kuaishou provides comprehensive support and welfare for employees, with a special focus on female employees' well-being. The Company has established nursing rooms for working mothers. In addition to statutory requirements, we grant extra maternity bonuses and supplemental medical maternity coverage to female employees who give birth. Annual health check-ups are also provided. On Women's Day, we thoughtfully prepare celebratory gifts for every female employee, demonstrating our care and support for them.
Workplace Environment and Communication Channels	Kuaishou is committed to fostering an equal, inclusive, and healthy workplace environment, ensuring gender equality and delivering an exceptional workplace experience for female employees. We have established multi-dimensional communication channels to actively listen to the voices of female employees and eliminate communication barriers.

Environmental, Social and Governance Report

Upholding Cultural Values	Kuaishou strongly upholds the values of diversity, equity, and inclusion, firmly opposing discrimination based on race, ethnicity, nationality, religion, gender, gender identity, sexual orientation, and disabilities. Any form of unequal treatment, discrimination, harassment, insult, defamation, dishonesty, or inaction as a violation of professional ethics and our Company's cultural values. The Company provides secure reporting channels and ensures strict confidentiality for whistleblowers.

As of December 31, 2024, Kuaishou employed full-time employees from 11 countries and 32 ethnic groups, with nearly 7.5% from China's ethnic minority groups. Kuaishou's content review center in Xiangxi, Hunan Province employed 373 people of ethnic minority backgrounds. The center has promoted workplace diversity while contributing to the local economy by providing employment opportunities.

- *Compensation and Welfare*

Kuaishou is committed to establishing a fair, comprehensive, and market-competitive compensation and welfare system for its employees. We have formulated various policies and regulations, including the *Kuaishou Employees Handbook*, the *Vocational Holiday Management System*, and the *Kuaishou Rent Subsidy Management Policy*. These measures not only fully safeguard employees' statutory rights and interests but also enhance the employee benefits framework through diversified supplementary benefits, providing essential support and convenience for employees' daily work and life. Additionally, we offer competitive compensation levels through diverse incentive tools and scenarios to reward employees for their performance. Notably, we have implemented an equity incentive plan for employees. As of December 31, 2024, approximately 30% to 40% of Kuaishou's employees were entitled to equity incentives.

Kuaishou's Employee Compensation System and Incentive Mechanism

Kuaishou Talent Development Concept	
Employee Compensation System	We offer market-competitive compensation and welfare tailored to different roles, conduct annual reviews, and grant appropriate salary increases to outstanding employees.
Employee Incentive Mechanism	Short-term incentives: We offer the annual performance bonus, and provide various short-term cash incentives based on the operating results of each business; Long-term incentives: Employees in key positions and outstanding performers are granted equity as an incentive and recognition.

In 2024, Kuaishou further enhanced its employee welfare system, refining welfare offerings across 4 core modules: protection mechanism, physical and mental health, life quality, and personal growth, to provide continuous care and support for employees.

Environmental, Social and Governance Report

Kuaishou's Employee Welfare System

|	
Kuaishou Insurance	Provide fixed indemnity insurance, accident insurance and serious illness insurance for employees, supplementary medical insurance for employees and their children, and maternity reimbursement for female employees; Provide employees with a variety of personal insurance products covering themselves, spouses, children, and parents (including spouses' parents). Employees can purchase these products at their own expense according to their own needs.
Kuaishou Health	Care for employees' overall physical and mental health, and provide employees with annual physical examinations, psychological support, health cabin, access to exclusive doctors, massage services, routine health checkups, health promotion activities, monthly health journals, health lectures, fitness rooms, etc.; Care for the families of employees by providing annual physical examinations, discussion of examination results, and online consultations with exclusive doctors for employees' parents (including their spouses' parents).
Kuaishou Life	Provide employees with the convenience and comfort they need, including dining, transportation, housing, lifestyle, services and holidays: • Dining: Staff cafeteria, online food ordering, pantry and convenience store; • Housing: Housing allowance and public rental housing ballot; • Lifestyle: Corporate car-hailing services, commuting bus and parking-space ballot; • Services: Hair salon, baby care room and laundry services; • Holidays: Welfare annual leave, Spring Festival leave, statutory annual leave, childcare leave, family leave for employees to care for parents in need, marriage and compassionate leave, maternity leave and fully-paid sick leave; • Gifts: Maternity gifts, wedding gifts, etc.
Kuaishou Growth	Provide learning and growth platforms for employees, which combines online and offline resources to meet their learning needs.

- *Employee Communication*

Kuaishou values employee engagement and ensures that every voice is heard. The Company places strong emphasis on understanding employees' perspectives and actively develops diversified communication channels to facilitate timely feedback and implementation of employee suggestions. We respect and safeguard employees' rights to freely associate and fully support the work of labor unions. We have established various employee communication platforms to foster a more harmonious, fair and open work environment.

The labor union of Kuaishou Group in Beijing focuses on serving employees by addressing the diverse needs of internet industry professionals through innovative service channels and optimized processes. We have developed over 10 institutional documents, including the *Kuaishou Employees Handbook*, to provide robust institutional support for employee rights and benefits, guiding employees to express their needs effectively. In 2024, the labor union continued to collaborate with multiple departments to build a long-term, gradient assistance mechanism, establish a comprehensive four-party collaborative work system, and create a service framework that covers all areas with distinctive features, continuously enhancing service capabilities.

Environmental, Social and Governance Report

We are actively expanding employee communication channels by providing platforms for human resources inquiries, consultations, access to daily HR services, and both internal and external social networks. Additionally, employees can engage in direct dialogues with management through tea gatherings, departmental meetings, and internal forums, allowing them to promptly voice reasonable opinions and suggestions. When employees perceive unfair practices or encounter contentious issues, they are encouraged to report these matters truthfully to the higher supervisory authority and the human resources department. We commit to conducting thorough investigations and addressing all complaints, reports, and information received with the highest level of seriousness.

In 2024, Kuaishou launched the "Healthy Workplace" channel, advocating for all employees to collectively foster a fair and trustworthy work environment. We have established a complaint channel for behaviors that violate workplace conduct standards, such as unequal treatment, discrimination, harassment, and actions that do not align with the "Kuaishou Spirit" or public order and good morals. We strictly protect the information of those who provide feedback.
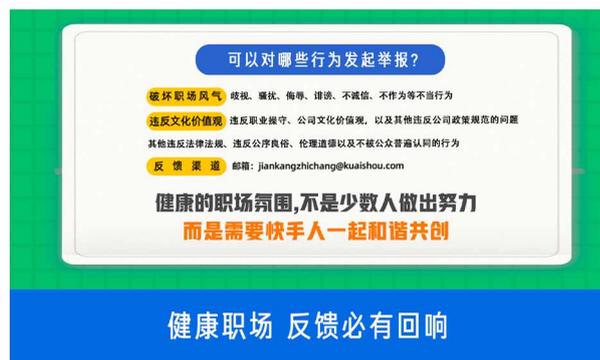
Kuaishou's "Healthy Workplace" Channel

Highlights of Kuaishou's Employee Communication Mechanisms in 2024

HR Consultation	We have integrated and upgraded the existing HR consultation channels, consolidating all human resources-related inquiries into the "HR Consultation" channel. By leveraging AI capabilities in employee support services, the self-service resolution rate has increased by 7.0%, and the eNPS[35] for "HR Consultation" has risen by 3.1%.
On-site Services	We have established standardized shared service centers to provide offline support for employees. These centers feature unified signage, service hours, and service standards, ensuring a consistent experience for employees across all workplaces.
Q&A Mechanism	We encourage employees to actively participate in the development and discussions regarding the Company. All employee inquiries are addressed promptly and effectively. Compared to 2023, the response rate has improved by 41.6%, and the average response time has been reduced by 35.6 hours.

[35]   eNPS refers to Employee Net Promoter Score.

Environmental, Social and Governance Report

Kuaishou places great emphasis on employee experience and sentiment, conducting organizational capability surveys at least once a year. We have developed our own survey tools internally, designing the survey questions and platform to focus on the core issues the organization currently faces. By utilizing anonymous questionnaires, we collect genuine feedback from employees while strictly safeguarding their personal information. As of 2024, the response rate for the annual survey has reached approximately 90.0%. By disclosing partial survey results and implementing corresponding management improvements, employee satisfaction and engagement have increased in 2024, and clear directions for continuous improvement have been identified.

Kuaishou also conducts an HR employee service survey annually, which serves as an authentic reflection of employee satisfaction. We analyze changes in the data to enhance our ability to address employee concerns. As of December 2024, the annual comprehensive average value of eNPS in the HR employee service survey has increased by 1.1% compared to 2023. Among these, the highest improvement was seen in the category of personnel files/collective household registration services, with a notable increase of 7.5%.

Kuaishou adheres to a people-oriented philosophy, organizing a variety of cultural, sports, and holiday activities for employees to enrich their leisure time and foster a relaxing and enjoyable work atmosphere.

Case: Diverse Employee Activities Organized by Kuaishou in 2024

- Kuaishou Book Month

  In April 2024, coinciding with World Book Day, we launched a series of activities including recommending books, browsing books, sharing books, listening to books and analyzing books. These activities engaged over 1,000 employees with quality literature, enhancing their knowledge and cultural literacy. The events fostered a strong learning atmosphere within the Company and promoted knowledge exchange and sharing among employees.

Kuaishou Book Month Event

- Mother's Day Special Event

  In May 2024, ahead of Mother's Day, Kuaishou organized a special event for employees, providing them with an opportunity to express gratitude and love. The event helped strengthen the emotional bonds between employees and their families.

Employees Writing Blessings for Their Mothers at the Event

Environmental, Social and Governance Report

- Company Anniversary Tug-of-War Championship

  In June 2024, as part of its 13th anniversary celebrations, Kuaishou hosted the "Kuaishou Tug-of-War Competition," with approximately 220 employees participating in teams. The event effectively enhanced team cohesion, collaboration, and overall physical and mental well-being among employees.

**CHENG Yixiao, Chairman and CEO of Kuaishou,
Awarding the Championship Team**

2.2.2 Employee Training and Development

Kuaishou is committed to helping employees realize their personal value by meticulously building a diversified training system covering professional skills, management knowledge, and more. We have established clear career development pathways, providing employees with fair promotion opportunities and fostering mutual growth.

To standardize and enhance the efficiency of employee training, Kuaishou has developed a comprehensive training system, including the *Career Development System of Kuaishou*, the *Kuaishou Course Management System*, the *Kuaishou Training Operation Management System*, and the *Kuaishou Assignment Training Management Rules*.

To further support employee growth, Kuaishou has established a comprehensive employee training system. Horizontally, it comprises training media including "Kuai LEARNING (online learning platform), Kuai TEACH (instructor team, massive course database, relevant systems and SOP), Kuai MENTOR (coaching)," etc. Vertically, it consists of training brands including "Kuai LEAD (leadership), Kuai TECH (professional skills), Kuai TALK (openness), Kuai UP (general skills), Kuai START (new employees)," etc. This system provides targeted training support tailored to employees at different stages of their careers.

Environmental, Social and Governance Report

Kuaishou's Training System

Training Category	Content
Leadership Training	• Establish a comprehensive learning and development framework that integrates company-wide unified training programs with customized leadership initiatives tailored to specific business lines. This approach fosters the parallel development of individual and team leadership capabilities, balancing long-term leadership growth with short-term problem-solving. It also seamlessly blends online and offline learning methodologies to create a holistic development experience. • Provide comprehensive development programs for various leadership levels, including technical leaders, frontline managers, directors, and general managers. These programs feature online learning camps and hands-on projects integrated directly into business teams, enabling managers to identify and address management challenges effectively. • Launch the "New Wings Initiative" in alignment with the leadership appointment mechanisms, which focuses on enhancing the competencies and qualifications of managers from the very beginning, ensuring they are fully qualified to meet the demands of their roles. • Initiate over 10 medium-and long-term leadership development initiatives within each department tailored to its specific operational needs in addition to corporate-level programs, including: 1) Focus on core talents and high-potential employees to enhance the capabilities of the talent pipeline and address the staffing demands of business units; 2) Concentrate on core managers at all levels within business units to elevate the overall leadership bench strength; 3) Address common management challenges to improve the execution of management practices across business units.
Professional Talent Training	• Identify and cultivate high-potential young professionals in technical fields, product operations, and other specialized areas. Through a combination of on-the-job practice, mentoring, and professional coursework, we accelerate their growth and development. • Deepen expertise in 7 technical domains, continuously enhance the depth and breadth of technical professionals' expertise. Additionally, we empower technical managers to adapt to diverse technical management scenarios, strengthening their capabilities in technical planning and precise decision-making. By recruiting top external talent, fostering extensive external collaborations, and engaging in in-depth exchanges with industrial and academic authorities, we help technical professionals broaden their perspectives and stay at the forefront of industry trends. • Enhance professional expertise in product, operations, analytics, and sales roles, enabling them to solve real-world challenges and improve operational efficiency. By bringing in industry experts and facilitating external collaborations, we equip product and operations talent with broader industry insights and innovative thinking.

Environmental, Social and Governance Report

Training Category	Content
New Employee Training	• Build "3+1" campus recruitment training system, designed to help campus recruits quickly familiarize themselves with business operations, enhance their professional skills, and accelerate their growth and development: 1) At the company level, initiatives such as live streaming experiences, short video competitions, knowledge inheritance, user engagement activities and business challenges are organized to align with business objectives and enhance user interaction; Additionally, general competency courses are offered to facilitate a smooth transition into the workplace; 2) At the channel level, a business overview is provided from the professional channel perspective to help new employees build a strong professional foundation, emphasizing practical experience and hands-on learning; 3) At the department level, a phased, modular, and long-term training approach is adopted, focusing on project-based learning to enable rapid growth for new employees. • Institutional support: We proactively identify and address the growth challenges and concerns of campus recruits, as well as the pain points of mentors, by developing and continuously updating guidance documents such as the *Campus-recruited Employees Growth Handbook* and the *Mentor Coaching Guide*. • Robust mentorship team: Each campus-recruited employee is paired with a dedicated mentor for one-on-one coaching, providing guidance and support throughout their journey. A variety of mentor-mentee activities are organized to strengthen connections, while also enhancing mentors' coaching motivation and capabilities.

Case: Kuaishou's "New Wings Initiative" Leadership Training Program

In 2024, Kuaishou launched the innovative "New Wings Initiative," designed to equip potential managers with a clear understanding of their roles, responsibilities, and the specific requirements of their positions within Kuaishou. This initiative prepares them both mentally and skillfully for managerial duties. In terms of the performance management, they can learn essential management actions to lead their teams effectively, set goals, monitor progress, and achieve results; and in terms of the team management, they can develop the ability to coach team members promptly and foster a positive team environment. Throughout 2024, we conducted 8 sessions of the "New Wings Initiative," involving over 250 trainees. Through Kuaishou's customized case study workshops, we enhanced the role recognition and core management skills of these potential managers.

Case: Kuaishou Organizes Business Competitions and Knowledge-Sharing Activities for Professionals

In 2024, Kuaishou launched over 10 business-themed competitions covering diverse topics for all employees, attracting active participation from thousands of staff members. These competitions not only ignited employees' innovative spirit but also provided them with a platform to showcase their talents, garnering widespread attention and praise. Through these events, a wealth of outstanding technical expertise, operational strategies, and innovative ideas were accumulated. Additionally, we organized technical sharing sessions and invited both internal and external industry experts to deliver insights, further enhancing employees' professional capabilities.

The 6th Dark Horse · Kuaishou Product Technology Innovation Competition

Technical Team Sharing Session

Environmental, Social and Governance Report

Kuaishou has simultaneously enhanced its online and offline training capabilities by establishing "Kuaishou Middle School," an online training platform designed to efficiently integrate high-quality resources and improve training effectiveness. The courses offered on Kuaishou Middle School cover a wide range of topics, including technology development, product operations, management skills, general skills, onboarding essentials, and interest-based knowledge, ensuring 100% coverage of all employees (including full-time and part-time employees, new employees, dispatched labor and interns). As of December 31, 2024, Kuaishou Middle School has provided a total of 4,275 courses.

In terms of external training, Kuaishou actively integrates external resources and establishes industry-academia exchange platforms to comprehensively enhance employees' overall competencies. During the reporting period, we collaborated with external technology vertical communities, relevant publishers, and internet media channels to organize 22 events featuring industry experts from the internet sector and cross-industry professionals. These events attracted a total of 25,000 participants, significantly enhancing the professional expertise and industry perspectives of our production and research staff.

Kuaishou attaches great importance to the professional growth and skill enhancement of its employees, actively encouraging and supporting them to obtain business-related qualification certifications. The Company arranges professional training programs for certifications such as the Data Security Engineer and PIA[36] Personal Information Protection, helping employees acquire certifications, enhance team professionalism, and foster a learning-oriented organization.

While advancing employee training initiatives, Kuaishou adheres to a talent development philosophy centered on professional competence and performance achievements. We simultaneously implement a rigorous and scientific system for talent selection, evaluation and cultivation and optimize performance assessment mechanisms to accurately quantify employees' contributions and career growth. Annually, Kuaishou conducts goal setting and performance evaluations covering all employees. For business personnel, we primarily adopt quantitative target-based assessments, while non-business personnel are evaluated using OKR[37] method. Performance evaluation results are jointly calibrated by employees' direct supervisors and their supervisors' superiors. Additionally, we publicly disclose the list of employees who achieve the top two performance ratings, fostering a fair and transparent performance evaluation culture and effectively ensuring alignment between organizational and individual goals. Furthermore, Kuaishou also advocates for performance discussions to facilitate employees' professional growth. By incorporating peer reviews and developmental advice from supervisors, we guide employees in planning their next steps for professional advancement.

Guided by the principle of "empowering top talent to take on challenges," Kuaishou encourages outstanding individuals to gain experience through project engagements. In 2024, we strengthened the role of our annual talent review process in identifying high-potential employees and preparing them for impactful roles. We enhanced our internal development system, ensuring that high-potential talents are identified and provided with clear next steps, thereby increasing the certainty of their deployment to critical projects and deepening our talent pool. Additionally, we emphasized post-review accountability to ensure effective follow-through on management responsibilities.

Building upon previous efforts to refine its job level advancement system, Kuaishou further clarified its commitment to fostering the rapid growth of top performing employees in 2024. We actively encouraged internal promotions and emphasized the principles of "financial accountability" and "management accountability" for senior-level managers. To support newly appointed managers, we implemented a probationary period system and provided tailored training for first-time managers. For senior-level managers, we systematically developed a "Management Accountability Index System" to quantify their performance outcomes. From the professional development perspective, we leveraged the Channel Committee management mechanism to optimize job level standards and introduced frequent senior-level involvement in evaluation processes to ensure fairness. Furthermore, we incorporated mechanisms such as performance-based fast-track promotions and exceptional case considerations into its job level advancement system, boosting the motivation of high-performing employees.

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[36]　PIA refers to the Personal Information Protection Impact Assessment.

[37]　OKRs refer to Objectives and Key Results.

Environmental, Social and Governance Report

Health and Safety of Employees

Kuaishou strictly adheres to laws and regulations such as the *Work Safety Law of the People's Republic of China* and the *Fire Control Law of the People's Republic of China*, prioritizing employee health and safety while striving to create a secure and comfortable working environment. We provide ergonomic office furniture, fitness location, fitness facilities and fitness programs to support employees' physical well-being. Additionally, we conduct comprehensive health risk inspections and corrective actions, organizing nationwide workplace safety checks to eliminate potential hazards and ensure a safe and healthy work environment. In 2024, we established a national workplace response mechanism for extreme weather events, combining 24/7 real-time monitoring with future weather predictions. When severe weather occurs, we swiftly follow government-issued guidelines for enterprises and institutions to ensure the safety of our employees under such circumstances.

Kuaishou provides supplementary medical insurance and critical illness coverage to all employees, enhancing our health and safety protection system. We arrange regular health check-ups for employees and provide professional interpretation services for medical reports. For employees with abnormal health indicators, Kuaishou offers priority medical consultation channels and comprehensive support throughout the diagnosis and treatment process.

Major Measures for Kuaishou's Care for Severely Ill Employees

Medical Insurance Guarantee	Provide critical illness insurance, outpatient hospitalization reimbursement and serious illness hospitalization reimbursement. If the reimbursement limit is exceeded, the public insurance amount will be provided as appropriate to bear the reimbursement of excess treatment expenses.
Medical Resource Coordination	Based on the situation of seriously ill employees, health management resources would be contacted to provide registration, hospitalization and transfer resources coordination for employees.
In-Hospital Visit and Care	The Company's representative buys flowers, fruits, nutrition, etc. and visits employee at hospital to express team care.
Compassion Fund	Provide additional special assistance funds on humanitarian grounds beyond any legal obligations (if applicable) of the Company, to address personal safety emergencies, including sudden illnesses, injuries or death during an employee's tenure, whether work-related or not.

Kuaishou prioritizes the physical and mental well-being of its employees, preventing various health and safety risks in the workplace and reminding employees to stay vigilant about health and safety issues. Through the "Health Cabin" service system, we offer employees health consultations, therapeutic massages, and other wellness services. Additionally, we provide all employees with access to online dedicated doctors and have equipped our offices nationwide with AED[38] devices. To protect employees' mental health, we launched the "EAP[39] Employee Mental Health Assistance Program," offering both online and offline counseling services to enhance employees' psychological resilience and stress management capabilities.

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[38]   AED refers to Automated External Defibrillator.
[39]   EAP refers to Employee Assistance Program.

Environmental, Social and Governance Report

To further strengthen employees' health and safety competencies, Kuaishou continues to deepen its "First Aiders" training program. In 2024, we totally organized 17 "First Aiders" training sessions. Over the past 5 years since the launch of the "First Aiders" training program, more than 5,150 employees nationwide have obtained first aid certifications, the national training ratio has reached 14.6%, leading across the industry, with training covering the workplaces in 19 cities. We offered a total of 94 training sessions, covering all key positions of on-site suppliers. Since the introduction of the First Aiders badge in 2022, a total of 3,778 employees have earned this recognition.

Case: Health and Safety Activities of Kuaishou's Employees in 2024

- Kuaishou's Disaster Prevention and Mitigation Day Theme Activities

  During the National Disaster Prevention and Mitigation Day, Kuaishou invited the Earthquake Administration and other relevant departments and experts to visit Kuaishou, and successfully held earthquake prevention and disaster reduction training and drills, with a total of more than 500 employees participating in the training and drills and various activities to effectively enhance employees' awareness of earthquake prevention and disaster reduction.

Kuaishou Employees Participating in Earthquake Prevention and Disaster Reduction Training and Drill

- Kuaishou's National Workplace Fire Safety Thematic Activities

  During National Fire Protection Month, Kuaishou organized annual fire safety themed activities, provided the fire safety knowledge to employees through various channels, and tested fire response plans and emergency response capabilities through fire-fighting rescue and evacuation self-rescue drills. In 2024, fire evacuation drills were held in Beijing, Shenzhen, Tianjin, Chengdu, Wuhan and other offices. Nearly 13,000 employees at the Beijing office participated in the fire evacuation drills, 4,697 individuals answered the fire knowledge award-winning questions, and 161 "Fire Volunteers" were recruited.

Kuaishou's Fire Evacuation Drill

- Health Cabin Special Activities

    In 2024, we organized a variety of health-focused activities at the Health Cabin, including traditional Chinese medicine sachet-making workshops, scalp health assessments, dry eye steam therapy, testing with the support of Airdoc, first aid lectures and sports rehabilitation sessions. These initiatives attracted over 4,000 employee participations, which played a significant role in raising employees' health awareness, improving their overall well-being, and demonstrating Kuaishou's commitment to employee healthcare.

Site of Kuaishou's Health Cabin Activity

- Community Doctors in the Workplace Activities

    Starting in July 2024, Kuaishou's Health Cabin partnered with the Qinghe Community Health Station to invite on-site doctors to provide services such as family doctor registrations, health consultations, and prescription services for employees at the Company's CMID. This initiative, combined with the Health Cabin's offerings, offered health support to our employees, enabled them to access medical consultations and prescriptions without leaving the workplace, significantly enhancing convenience for our employees.

Community Doctors in the Workplace

Environmental, Social and Governance Report

- Mindfulness Workshops

  In 2024, we organized 20 mindfulness-based stress reduction sessions, focusing on psychological themes such as emotional regulation, self-acceptance, time perception, and concentration enhancement. Led by professional instructors, these workshops provided employees with opportunities to relax, decompress, and develop self-care techniques.

Mindfulness Workshop

Employment Performance Table

Employment

Indicators		Data in 2024
Total employee headcount (person)[40]		**27,674**
Number of employees by employment type	Full-time employees (person)	24,718
	Other types of employees[41] (person)	2,956
Total full-time employee headcount (person)		**24,718**
Number of full-time employees by gender	Male (person)	13,843
	Female (person)	10,875
Number of full-time employees by age group	Under 30 (person)	15,277
	30 to 50 (person)	9,427
	Above 50 (person)	14

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[40] Total employee headcount includes the headcounts of full-time employees of Kuaishou Technology and headcounts of employees who are directly managed by the Company, including part-time employees, dispatched labor and interns.

[41] Other types of employees include the headcounts of employees who are directly managed by the Company, including part-time employees, dispatched labor and interns.

Environmental, Social and Governance Report

Indicators		Data in 2024
Number of full-time employees by geographical region	The mainland of China (person)	24,581
	Overseas and Hong Kong SAR, Macao SAR and Taiwan regions of China (person)	137
Number of full-time employees by management level	Management (person)	1,468
	Non-management (person)	23,250
Total full-time employee turnover rate (%)[42]		**30.1**
Employee turnover rate by gender	Male (%)	30.8
	Female (%)	29.4
Employee turnover rate by geographical region	The mainland of China (%)	30.1
	Overseas and Hong Kong SAR, Macao SAR and Taiwan regions of China (%)	34.3
Employee turnover rate by age group	Under 30 (%)	29.9
	30 to 50 (%)	30.6
	Above 50 (%)	21.4

Employee Training

Indicators		Data in 2024
Total investment in employee training (in RMB ten thousands)		**1,784.2**
"Kuaishou Middle School" Training Results	Total time of training (hours)	1,433,903
	Total number of participants (person-times)	943,476
	Number of courses offered (courses)	4,275
Training hours per capita by employee category	Training hours per management personnel (hours)	53.6
	Training hours per non-management personnel (hours)	40.0
Percentage of employees trained by employee category	Proportion of management employee training (%)	90.8
	Proportion of non-management employee training (%)	91.5
Training hours per capita by gender	Training hours per male employee (hours)	41.1
	Training hours per female employee (hours)	40.2
Percentage of employees trained by gender	Proportion of male employee training (%)	92.1
	Proportion of female employee training (%)	90.7

[42] Employee turnover rate = the number of full-time employees leaving the Company in the reporting year/the total number of full-time employees at year end * 100%. The number of employees leaving the Company includes full-time employees leaving the Company (due to voluntary resignations, dismissals or retirement), and does not include full-time employees leaving the Company during their probation period.

Environmental, Social and Governance Report

Health and Safety

Indicators	Data in 2022	Data in 2023	Data in 2024
Work-related fatalities (person)	0	0	0
Work-related fatality rate[43] (%)	0	0	0
Lost days due to work injury[44] (day)	529	381	929[45]

2.3 Business Ethics

Kuaishou continues to refine its business ethics management policies and framework, consistently optimizing management processes for anti-corruption, anti-money laundering, anti-monopoly, and unfair competition. The Company actively promotes and advocates integrity education, fostering a clean industrial ecosystem and collaborating with partners to build a fair and transparent business environment.

2.3.1 Anti-Corruption

As a significant player in the global internet industry, Kuaishou strictly adheres to domestic and international laws and regulations, including the *Criminal Law of the People's Republic of China*, the *Anti-Unfair Competition Law of the People's Republic of China*, the *Foreign Corrupt Practices Act (FCPA) of the United States,* and the *Bribery Act 2010 of the United Kingdom*. In 2024, the Company updated its internal regulations, such as the *Kuaishou Gift Declaration and Management Guidelines* and the *Kuaishou Employee Traffic Resource Usage/Allocation Conflict of Interest Management Guidelines*, and publicly released the *Anti-Corruption Policy Statement* and the *Kuaishou Framework Guidelines for Avoiding Conflicts of Interest*, which clearly outlined Kuaishou's principles and measures for managing anti-corruption, so as to further enhance the transparency of the Company's anti-corruption policy and system and communicate its commitment to integrity to all stakeholders. The Company took strict measures against corruption cases. In 2024, Kuaishou experienced 2 related violations, with the associated losses being recovered and no material impact on the Company's operations.
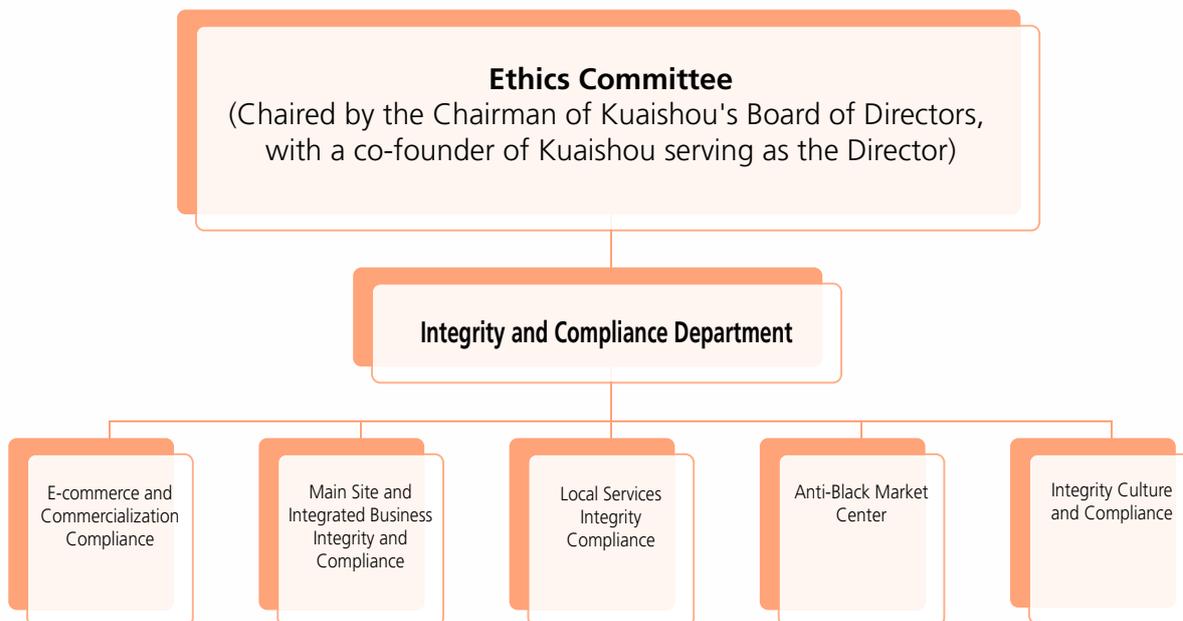
The Business Ethics Committee serves as the highest decision-making body within Kuaishou's business ethics management system. Under the Integrity and Compliance Department, 5 specialized centers have been established, and organized by business lines: the E-commerce and Commercialization Compliance Center, the Main Site and Integrated Business Integrity and Compliance Center, the Local Services Integrity Compliance Center, and the Anti-Black Market Center. These centers are primarily responsible for investigating corporate fraud cases and implementing subsequent governance measures. Additionally, we have established the Integrity Culture and Compliance Center, which is tasked with fostering a culture of integrity, developing corporate-level integrity policies, overseeing corporate-level integrity and compliance governance and managing internal compliance efforts within departments.

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[43] Work-related fatality rate = (work-related fatalities/total employee headcount) * 100%.

[44] The data is verified by the local official agency for work-related fatalities, as determined by the local Human Resources and Social Security Bureau. Every 8 hours is calculated as one workday.

[45] The data has increased compared to previous years due to higher business volume in 2024 and an increased incidence of bone fractures, which require a longer recovery period.

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│                     Ethics Committee                         │
│   (Chaired by the Chairman of Kuaishou's Board of Directors, │
│    with a co-founder of Kuaishou serving as the Director)    │
└────────────────────────────────────────────────────────────┘
                              │
              ┌───────────────────────────────┐
              │ Integrity and Compliance Department │
              └───────────────────────────────┘
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| E-commerce and Commercialization Compliance | Main Site and Integrated Business Integrity and Compliance | Local Services Integrity Compliance | Anti-Black Market Center | Integrity Culture and Compliance |

Kuaishou's Business Ethics Management Structure

In 2024, Kuaishou established an anti-corruption operational mechanism comprising the Internal Audit Department, the Integrity and Compliance Department, and the Internal Control Department. Under this framework, the Internal Audit Department conducts annual business ethics audits across all business and projects. Any identified anti-corruption leads are promptly shared with the Integrity and Compliance Department for investigation. Cases confirmed by the Integrity and Compliance Department are then forwarded to the Internal Control Department for further governance efforts, focusing on addressing process deficiencies revealed in corruption cases to mitigate the risk of recurrence.

Regarding risk management, the Company aims to establish a long-term mechanism for clean governance and continuously improves its internal control system that guided by comprehensive risk management. On one hand, combined with industry compliance case studies, the Company integrated operational data monitoring with role-based permission analysis to map out a fraud risk matrix for high-risk business scenarios. On the other hand, the Company conducted special audits in high-risk areas and establishes an intelligent monitoring system to achieve a triple-layered prevention mechanism for risk early warning, process traceability and anomaly behavior tracking. This system has effectively strengthened the integrity and accountability of key positions, thereby providing a solid governance foundation to ensure the Company's sustainable development.

Environmental, Social and Governance Report

Kuaishou has established a comprehensive and diversified monitoring and reporting channels, encouraging employees, suppliers, agents, clients, and other partners, as well as third parties to report incidents of corruption, bribery, and fraud. Additionally, we have implemented a clear complaint and whistleblower protection mechanism. Personal information and content provided by real-name whistleblowers are strictly confidential, and no individual is permitted to disclose such information to the reported parties or unrelated personnel. This ensures the protection of whistleblowers' legal rights and prevents any form of retaliation. As of December 31, 2024, one additional reporting channel was launched, bringing the total number of reporting channels to 10.

Business Ethics Monitoring and Reporting Channels

- Reporting Platform (covering multiple portals, including the official website and agent platforms)
- Integrity Reporting Email: lianzheng@kuaishou.com
- Official Website Reporting URL: https://jubao.kuaishou.com/#/?channel=KSPC
- WeChat Official Account: Integrity Kuaishou
- 24/7 Reporting Hotline Voicemail: 153 1191 5813
- Internal Integrity Assistant Consultation

During the reporting period, Kuaishou strengthened integrity awareness across all levels of the organization, conducting anti-corruption training sessions for employees and suppliers. These sessions included introductions for new employees, specialized training for business departments, compliance training for management, specialized training of integrity and compliance, and integrity awareness training for suppliers. The training covered multiple scenarios and roles, effectively reinforcing Kuaishou's corporate culture of integrity and security.

Training Results of Kuaishou's Integrity and Compliance System in 2024

General Introduction of Rules to New Employees	• A total of 16,343 new employees completed online training in 2024, achieving a coverage rate of 100%
Special Training for Business Departments	• 24 offline business-related training sessions were conducted, covering all key business departments and a total of 4,613 participants • New online training courses tailored to specific business areas were introduced, covering 1,424 newcomers in gaming, local services, and commercialization • A total of 165 offline training sessions for frontline workplace integrity courses were conducted, covering 2,635 participants from functional teams and frontline workplaces • The total number of certified integrity lecturers reached 83
Integrity and Compliance Training for Management	• 2 anti-corruption training sessions for the Board of Directors in 2024 were conducted • A total of 237 managers participated in online training in 2024
Special Training on Integrity and Compliance	• Internal and external corruption cases were published on the Company's "Integrity Kuaishou" official account to warn employees against corruption and promote updates to the Company's integrity policies • As of December 31, 2024, the "Integrity Kuaishou" official account released a total of 50 integrity promotion articles, accumulating over 360,000 views

Integrity and Compliance Training for Suppliers	• In 2024, Kuaishou continued its routine communication with suppliers, which included holiday-themed WeChat message and email campaigns, post-bid briefings, and on-site visits and audits during collaborations. Additionally, integrity and compliance presentations were delivered at 5 supplier conferences. Targeted at a wide range of suppliers and reached over 2,000 individuals in total, including those providing market services, administrative services, human resources, IT services and equipment, these presentations focused on anti-corruption policies of suppliers, enhancing the management on upstream suppliers' business ethics, regular supplier business ethics audits and ESG-related topics.

Kuaishou adheres to a zero-tolerance policy towards all forms of corruption and rigorously enforces the requirements for supplier integrity management. In the "*Supplier Onboarding Commitment Letter*," we clearly outline the integrity clauses that suppliers are required to sign, as well as the consequences of bribery and the procedures for inspection and reporting. As of December 31, 2024, we signed the *Integrity Commitment Letter* with 6,028 suppliers, representing an increase of 22.0% from 4,928 in 2023.

2.3.2 *Anti-Money Laundering*

Kuaishou actively monitors and promptly responds to developments in anti-money laundering (AML) laws and regulations, including the *Anti-Money Laundering Law of the People's Republic of China*. In line with domestic and international regulatory policies, we regularly update relevant systems. In 2024, we established internal policies such as the *Kuaishou Anti-Money Laundering Policy Statement*, *Anti-Money Laundering and Counter-Terrorist Financing Management Measures*, and *Money Laundering Risk Self-Assessment Management Measures* to ensure all business activities comply with both international and domestic AML legal requirements.

Kuaishou has established a robust AML management structure, with a dedicated department overseeing the Group's AML efforts. This department strictly enforces and adheres to domestic and overseas AML laws and regulations, ensuring comprehensive management and follow-up on all AML-related activities of the Group to maintain the stability and continuous optimization of the Group's financial security system.

In 2024, Kuaishou implemented normalized AML management, enhancing internal controls, advancing technological applications, and strengthening employee training to continuously improve AML management practices.

Environmental, Social and Governance Report

Kuaishou's Normalized AML Management

Enhancing Internal Controls	• System Development: Formulating and improving relevant systems to ensure all business processes comply with regulatory requirements. • Risk Assessment: Conducting regular money laundering risk assessments to identify potential risks and implement corresponding control measures. • Supervision and Inspection: Ensuring effective implementation of AML policies through internal audits and compliance checks, promptly identifying and correcting issues.
Advancing Technological Applications	• System Development: Investing in advanced AML monitoring systems, leveraging big data and artificial intelligence to improve monitoring efficiency. • Data Analysis: Strengthening the analysis of transaction data to promptly identify suspicious transactions and take appropriate control measures.
Strengthening Employee Training	• Knowledge Dissemination: Regularly organizing AML training to enhance employees' awareness and understanding of AML efforts. • Cultural Development: Fostering a compliance culture and creating an environment where all employees participate.

Case: Online and Offline Integration for Comprehensive AML Promotion and Training

In 2024, Kuaishou strengthened internal AML efforts by conducting promotion and training activities both online and offline. In terms of online activities, we published educational articles, case studies, and short videos on our official accounts to promote new AML laws and regulations. For offline promotion and training, we organized internal AML training sessions for employees, sharing cases and highlighting money laundering risks. These training sessions effectively deepened employees' understanding of AML laws and contributed to building a healthy financial ecosystem.

Screenshots of Online Promotion Campaign

Offline AML Training Session

Environmental, Social and Governance Report

2.3.3 *Anti-Monopoly and Unfair Competition*

Kuaishou places great emphasis on improving anti-monopoly compliance management and adheres to lawful and compliant operations. We strictly comply with the *Anti-Monopoly Law of the People's Republic of China* and its supporting regulations, establishing internal systems such as the *Kuaishou Competition Compliance Management System* and *Kuaishou Concentration of Undertakings Compliance Guidelines* to standardize and guide anti-monopoly compliance efforts.

Referencing the *Compliance Guidelines for Undertakings in Anti-Monopoly*, Kuaishou maintains normalized anti-monopoly compliance controls through compliance mechanisms of identification, assessment, and resolution. For concentrations of undertakings, we have established pre-review and compliance mechanisms, conducting compliance control for all new concentration projects. For example, in investment and M&A transactions, we pre-assess whether a transaction constitutes a concentration and meets reporting thresholds before signing transaction documents to ensure compliance and mitigate risks.

In 2024, guided by the principles of mutual benefit and fair competition, Kuaishou actively participated in a variety of research and exchange activities related to the online live-streaming industry, including market competition surveys and anti-monopoly compliance meetings for concentration of undertakings. By maintaining close communication with the cutting-edge developments in the industry, Kuaishou aimed to join hands with all parties to create a market environment that encourages orderly innovation, ensures fair competition and fosters healthy development.

2.4 Supply Chain Management

Kuaishou is committed to building a secure, reliable, and sustainable supply chain system. Through a comprehensive supplier lifecycle management system, we establish clear standards for suppliers in environmental protection, labor management, data security, and business ethics, driving high-quality development across the value chain to achieve mutual benefits for all parties.

2.4.1 *Supplier Compliance Management*

During the reporting period, Kuaishou continued to refine its procurement and supplier management regulations by updating policies such as the *Procurement Management System* and *Self-Procurement Management Regulations*, building upon existing frameworks including the *Kuaishou Supplier Management System*, *Kuaishou Supplier Certification Management Process*, *Kuaishou Supplier Selection Management System*, *Kuaishou Supplier Performance Management Process*, and *Kuaishou Supplier Daily Management Process*. These updates further optimized the lifecycle management process for supplier entry, selection, assessment, ESG risk management, and exit. In 2024, a total of 3,600[46] suppliers entered into cooperation contracts with the Group, including 3,428 domestic suppliers (of which 79 were from Hong Kong SAR, Macau SAR and Taiwan) and 172 overseas suppliers.

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[46] In 2024, due to a system upgrade at Kuaishou, the introduction of a "procurement" label led to a change in the statistical scope of suppliers. Only those meeting Kuaishou's definition of "procurement" were included in the statistics, resulting in a significant reduction in the number of suppliers in 2024 compared to previous years.

Environmental, Social and Governance Report

In 2024, Kuaishou strengthened its service agreements and commitment letter system, introducing a GPA[47] template to clearly define standards and obligations, ensuring the protection of both parties' rights in collaboration scenarios and enhancing the legal rigor of agreements. As of December 31, 2024, the GPA signing rate for market procurement suppliers reached 100%.

Additionally, we focused on mitigating management risks and improving communication efficiency through online collaboration. During the reporting period, we upgraded the supplier portal, expanded online collaboration, optimized processes, and introduced intelligent customer service features, making supplier orders, acceptance, and payments more convenient, efficient, and transparent. The efficiency of collaborative documents has increased by 3 times. These measures simplified operations, saved communication and labor costs, and advanced paperless processes for a more environmentally friendly communication model for both parties.

Supplier Lifecycle Management System

Supplier Entry	• We established unified entry rules and standards, signing confidentiality, information security, integrity, and ESG-related agreements with suppliers to ensure safety, compliance, and low risks; • We developed customized qualification audit standards for each supplier category to ensure their compliance with management standards for quality, environment, occupational health and safety, and food safety; • For suppliers in categories like catering and furniture, Kuaishou conducted thorough assessments of production environments, safety measures, and environmental compliance through document verification and on-site inspections to ensure they meet our supply standards.
Supplier Selection	• Kuaishou rigorously follows the principle of prioritizing standards and strategies during the selection process to ensure fairness and impartiality in the shortlisting and selecting suppliers. This approach ensures equal opportunities for suppliers that meet the appropriate criteria; • We promoted online processes to ensure transparency and standardization, prohibiting under-the-table operations to guarantee fairness and compliance in supplier selection.
Supplier Assessment	• We conducted comprehensive post-fulfillment performance evaluations to assess suppliers' compatibility with us, rewarding outstanding suppliers and adjusting strategies for those that underperform.
Supplier ESG Risk Management	• Kuaishou has built a Supplier ESG risk management framework, requiring suppliers to meet environmental, occupational health and safety, business ethics, and social responsibility standards during onboarding to mitigate potential ESG risks in the supply chain.
Supplier Exit	• We hold suppliers that have acted dishonestly accountable, and eliminate or suspend them; • Unqualified suppliers will be gradually eliminated, to accelerate the optimization and upgrading of the supply chain, ensuring its efficient operation and quality standards.

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[47] GPA refers to General Purchase Agreement.

Environmental, Social and Governance Report

During the Reporting Period, Kuaishou maintained close collaborations with all suppliers through online and offline meetings, reviewed the effectiveness of the cooperation and developed improvement plans, our engaging in in-depth discussions on core topics such as long-term strategic cooperation, business ethics and information security management, to ensure alignment between both parties on collaboration goals, execution standards and integrity compliance requirements. Meanwhile, leveraging important festivals, we conducted integrity promotion activities to continuously strengthen compliance awareness in the supply chain, laying a solid foundation for long-term cooperation.

In 2024, Kuaishou continued to conduct performance assessments for 274 suppliers, covering factors including but not limited to technology, quality, responsiveness, delivery, cost, and other factors such as own risk, performance risks, development potential, and ESG performance. Online assessments made the process more transparent and fairer, with results promptly fed back to suppliers through the supplier portal for effective and timely application.

Supplier Performance Assessment Considerations

Technology (T)	• To assess suppliers' technological capabilities, research and development capabilities, patents, productivity, processes, etc.
Quality (Q)	• To assess suppliers' quality of products, service and management.
Responsiveness (R)	• To assess suppliers' responsiveness, communication efficiency and willingness to cooperate during their cooperation with Kuaishou.
Delivery (D)	• To assess the results of supplier performance evaluation, including delivery quality, timeliness, quantity, etc.
Cost (C)	• To assess strengths and weaknesses of the suppliers' transaction price, commercial terms and total cost.
Others (O)	• To assess suppliers' risks by comprehensively considering potential legal, financial, and operational risks they may face. Simultaneously, rigorously monitor for any security vulnerabilities, compliance issues, integrity risks, or any other forms of misconduct during the collaboration process. • To assess suppliers' development potential by thoroughly examining their performance and ranking within the industry, market share and position, business alignment, and compatibility with Kuaishou's requirements. Additionally, conduct an in-depth assessment of their corporate culture, ESG performance and other multi-dimensional factors.

Environmental, Social and Governance Report

2.4.2 *Responsible Procurement and Green Procurement*

Kuaishou places high importance on environmental and social risks in the supply chain. While fully safeguarding suppliers' interests, we proactively identify and manage risks, formulating the *Supplier Admission Commitment Letter* and requiring all suppliers to sign and adhere to its core principles, encouraging them to fulfill social responsibilities and pursue sustainable development.

Core Principles of the Kuaishou *Supplier Admission Commitment Letter*

Labor and Human Rights Protection	Requiring suppliers to adhere to the highest ethical standards, including prohibitions on child labor, freedom of association, equal treatment, identity protection, minimum wage standards, capped working hours, and anti-retaliation measures.
Employee Health and Workplace Safety Protection	Providing employees with a safe and healthy working environment, adhering to laws and regulations in relation to working hours and compensation, and implementing emergency response measures.
Environmental Protection	Deepening suppliers' environmental awareness, requiring them to conduct production activities with minimal environmental impact and in strict compliance with domestic and international environmental standards.
Anti-Corruption	Complying with laws and regulations in relation to anti-corruption, conducting business in a transparent and honest manner, and opposing any form of corruption and bribery.
Data Security and Privacy Protection	Complying with laws and regulations relating to data protection to safeguard the personal information and data security of customers and users.

In 2024, Kuaishou strengthened data security and privacy protection in outsourcing collaborations (covering technical, non-technical, customer service, project-based, database services, insurance, physical examinations, data collection and annotation, and operation and maintenance) through supplier commitment letters and cooperation contracts. Kuaishou also promoted environmentally friendly printing in CSR[48] report project tenders, driving the development of the supply chain in a green, efficient and sustainable way.

Case: Green Upgrade of Data Centers Facilitates Responsible Procurement

In 2023, Kuaishou prioritized partnerships with nationally certified green data centers for its leased data centers in Beijing and surrounding areas. In 2024, Kuaishou continued this initiative, successfully obtaining 2 national green data center certifications during the Reporting Period, adding dual assurance of environmental sustainability and energy efficiency to its leased data center operations.

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[48] CSR refers to Corporate Social Responsibility.

Environmental, Social and Governance Report

During the Reporting Period, Kuaishou consistently monitored suppliers' performance in environmental protection, labor and human rights, health and safety, employee welfare, business ethics, and data security and privacy protection. This ensured that all suppliers adhered to high standards of social responsibility, collectively fostering a more sustainable, equitable, secure, and trustworthy business ecosystem.

2.5 Social Responsibility

Kuaishou remains committed to corporate social responsibility, actively engaging in charitable initiatives and social welfare programs. The Company meticulously designs diverse philanthropic projects, focusing on key areas of public welfare to deliver meaningful social impact. Kuaishou also encourages employees to participate in volunteer activities, organizing community outreach programs to support underprivileged groups and promote public welfare awareness, fostering shared social progress.

2.5.1 Community Contribution

Guided by a strong sense of social responsibility, Kuaishou contributes to communities in multifaceted ways. Leveraging its platform advantages, Kuaishou supports rural industry development, empowers women in employment and entrepreneurship, and promotes intangible cultural heritage, continuously infusing warmth and strength into community development.

Case: Kuaishou Charity's "Happy Lecture Hall" Project

Kuaishou Charity's "Happy Lecture Hall" project aims to enhance digital literacy and skills nationwide. Through inclusive new media skills training, it helps rural streamers, women, young entrepreneurs, disabled individuals, and elderly care professionals to master short video and live-streaming skills. Additionally, the program supports digital transformation across industries, enabling more people to benefit from digital advancements. The "Happy Lecture Hall" project has also donated "shared live-streaming channels" in 7 provinces, creating live-streaming e-commerce hubs to help local communities embrace digital technologies and promote coordinated regional development. To date, the project has reached over 40 counties and cities, benefiting more than 1 million people with "short video + live-streaming" digital skills.

Kuaishou Charity's "Happy Lecture Hall" Project

Environmental, Social and Governance Report

Case: Kuaishou's 2024 Rural Revitalization Series of Public Welfare Activities

Kuaishou leverages its platform strengths to actively contribute to rural revitalization. Under the guidance of local women's federations, we empowered the development of rural women by providing them with agricultural technology and internet vocational skills training. Utilizing the platform's reach, we produced and released videos showcasing "Amazing Local Specialties" and collaborated with China Foundation for Rural Development's Good Products Community e-commerce platform to promote farmer-support charity products. These efforts contribute to the prosperity of rural industries.

Rural Women's Agricultural Technology and Internet Vocational Skills Training Project of the Liaoning Women's Federation

Farmer-Support Charity Products by Live-Streaming

Case: Kuaishou's Public Welfare Projects Supporting Women's Development

Under the guidance of the Beijing Women's Federation, Kuaishou Charity actively carried out trainings for female streamers, helping more women acquire short video and live streaming skills, which aimed to assist women in seizing e-commerce development opportunities, integrating into the e-commerce industry, and achieving entrepreneurship, employment, and increased income. On March 26, 2024, the "Pursuit of Happiness", Kuaishou Charity's short video and live streaming training event, was successfully held at the hall of the Beijing Women and Children Service Center.

"Pursuit of Happiness" Female Streamer Training Project

Case: Kuaishou's Public Welfare Project Supporting Intangible Cultural Heritage Inheritors

In 2024, Kuaishou Charity launched the "Intangible Cultural Heritage Learning Academy" project, the first public welfare initiative in China to systematically support struggling intangible cultural heritage inheritors through internet platforms. The project assists inheritors in remote areas by helping them start businesses, increase income, and enhance their capabilities through initiatives such as introducing intangible cultural heritage into schools and communities, as well as through copyright collaborations. Simultaneously, it aims to raise awareness and cultivate appreciation for intangible cultural heritage among a broader audience, thereby promoting the preservation and revitalization of traditional crafts. The initial phase of the "Kuaishou Charity's Intangible Cultural Heritage Learning Academy" has already supported over 20 inheritors across Shanxi, Gansu, and Qinghai provinces. The project's teaching venues are expected to expand to 50 rural schools and communities, benefiting more than 15,000 individuals.

"Intangible Cultural Heritage Learning Academy" Project

Environmental, Social and Governance Report

2.5.2 *Public Welfare and Volunteer Services*

Kuaishou remains steadfast in its commitment to deepening its involvement in public welfare and charity. Through initiatives such as educational aid and support for the disabled, Kuaishou actively plays a significant role. It organizes employee volunteer teams to tangibly contribute to and enhance social development. In 2024, Kuaishou donated approximately RMB47.41 million through our public welfare projects, and dedicated 37,482.0 hours to public welfare projects.

Case: Kuaishou Charity's Employee Stray Animal Protection Project

In 2024, Kuaishou officially launched the "Kuaishou Charity's Employee Platform" within its office system. Employees can use this platform to track the progress of the Company's public welfare projects and sign up to participate in public welfare activities. In December 2024, Kuaishou Charity, in collaboration with organizations such as "TA Foundation" and "Send You a Dog", initiated the "Send You a Little Cutie" event at Kuaishou. This initiative featured animal protection-themed lectures and public adoption days aimed at Kuaishou's employees, raising their awareness about animal welfare while helping stray animals find warm and loving homes.

"Send You a Little Cutie" Event

Case: Kuaishou Charity's Care for the Disabled

In 2024, during public welfare days such as the National Disability Day and the International Day of Persons with Disabilities, Kuaishou collaborated with China Disabled Persons' Federation to host live-streaming events aimed at promoting employment opportunities for individuals with disabilities and assisting in the sale of products made by them. We also partnered with relevant associations and external media to release a special short film titled *"Connection: Echoes in Every Life,"* which revisited disabled creators who use short videos and live streams on Kuaishou to document and create beautiful lives, as well as creators who care for their disabled friends, sparking widespread social attention. Furthermore, to further promote the high-quality development of the disability sector, Kuaishou Charity and Kuaishou Digital Human Technology Team, in collaboration with Hebei Disabled Persons' Federation, launched the "Kuaishou Digital Human Live Streaming Assistance Base for the Disabled" project. This project is dedicated to exploring new models of employment assistance for people with disabilities in the digital era, leveraging technology to open new pathways for their integration into society and their pursuit of a better life.

Kuaishou Charity's Care for the Disabled Projects

Case: Kuaishou Charity's Educational Aid Projects

Kuaishou has long been committed to public welfare education, striving to eliminate geographical barriers in educational resources and help students in remote areas broaden their horizons. It has established various educational aid projects, significantly promoting balanced educational development.

- "Future Enlightenment Classroom" Summer Camp Project

  Kuaishou Charity launched the "Future Enlightenment Classroom" project, which, by the end of 2024, brought over 80 teachers and students to Beijing for a public welfare summer camp. The camp featured programming and IT education, technology experiences, music and self-protection courses, university visits, Kuaishou headquarters tours, sightseeing, and international exchange opportunities. Children from multiple remote regions participated in this comprehensive educational program.

Kuaishou Charity's "Future Enlightenment Classroom" Project

Environmental, Social and Governance Report

- "Future Enlightenment Classroom" Digital Classroom Project

  Kuaishou's "Future Enlightenment Classroom" digital classroom project, in collaboration with Beijing Women & Children Development Foundation and other organizations, donated computer classrooms in regions including the Beijing-Tianjin-Hebei region, Baiyin and Longnan in Gansu, Linyi in Shandong, Lvliang in Shanxi, and Guoluo in Qinghai. This project has helped 19 schools offer courses in IT, AI, and programming. By the end of 2024, Kuaishou Charity had supported over 500 schools in remote areas through assistance in music, sports, and IT, benefiting 700,000 children and adolescents.

  Kuaishou Charity's "Future Enlightenment Classroom" Digital Classroom Project

- "Join Hands for Good" Back-to-School Public Welfare Campaign

  Kuaishou Charity, Kuaishou E-commerce and Shenzhen One Foundation jointly launched the "Join Hands for Good" back-to-school public welfare campaign. The initiative invited several Kuaishou's e-commerce streamers and children's brand companies to participate, donating books, educational supplies, and daily necessities worth over RMB180,000 to 12 rural primary schools across 7 provinces, offering care and support to rural children as they started a new school year.

  "Join Hands for Good" Back-to-School Public Welfare Campaign

- Education Assistance and Care Service Project for Disadvantaged Children in Beijing-Tianjin-Hebei Region

Beijing Kuaishou Charity Foundation, in partnership with Beijing Women & Children Development Foundation, launched the Education Assistance and Care Service Project for Disadvantaged Children in the Beijing-Tianjin-Hebei Region. The project provides educational grants to disadvantaged children in primary and secondary schools, funds the establishment of digital classrooms, and organizes training sessions on health education, digital education, and science education. The project aims to make children in the Beijing-Tianjin-Hebei region feel the warmth and care of society while enhancing their technological literacy, innovative thinking, and overall quality. It is expected to benefit approximately 100,000 children and their families.

Visits to the Education Assistance and Care Service Project for Disadvantaged Children in the Beijing-Tianjin-Hebei Region

Case: World Children's Day "KLING AI Classroom" Volunteer Project

On World Children's Day in 2024, Kuaishou Charity, in collaboration with the Party committee of Kuaishou, organized a team of over 10 volunteers to visit Zhongchuan Town Central Primary School in Huining County, Gansu Province. They conducted an AI large model experience class themed "My Dream." The public welfare lecturers vividly explained the basics of programming to the children, introducing them to the concept of AI and subtly bringing technology into their colorful world. Our volunteers guided the children in experiencing KLING, Kuaishou's self-developed video generation large model, allowing technology to help realize dreams and sparking the children's innovative thinking and imagination.

World Children's Day "KLING AI Classroom" Volunteer Project

Environmental, Social and Governance Report

In 2024, the Group and its multiple public welfare projects received recognition and encouragement from external organizations:

1) Kuaishou Charity's "Happy Lecture Hall" was selected as one of the 2024 Top 10 Outstanding Cases of New Media Public Welfare in China by the New Media Professional Committee of the All-China Journalists Association

2) Kuaishou Charity's "Future Enlightenment Classroom" won the "Chasing Dreams for the Future" category as an excellent case at the "2024 People's Daily Online Corporate Social Responsibility Forum"

3) Kuaishou Charity's "Future Enlightenment Classroom" won the "Public Welfare Innovation" category as an excellent case at the "2024 China National Radio Network Corporate Social Responsibility Thematic Dialogue"

4) Kuaishou's "Happy Lecture Hall" was awarded the Best Poverty Reduction Case in the Fifth Global Solicitation on Best Poverty Reduction Practices Campaign, judged by 7 organizations including the International Poverty Reduction Center in China and the World Bank

5) Kuaishou's "Happy Lecture Hall" won the Excellence Solution in the 2024 "Awards Ceremony of GoldenKey — SDG Solutions" hosted by China Sustainability Tribune

6) Kuaishou Technology was awarded the Most Socially Responsible Listed Company at the 8th Zhitong Finance Listed Company Awards

7) Kuaishou Technology was recognized as one of the Top 10 Outstanding Cases of Corporate Social Responsibility in Netcasting Enterprises 2024 by Beijing Netcasting Services Association

8) Kuaishou Technology won the title of the Public Welfare Ecosystem Partner by Internet Society of China

9) Kuaishou's "Village Broadcasting Program" was included in the "*Excellent Case Library of E-commerce and Digital Economy in Higher Education*" by the Higher Education E-commerce and Digital Economy Case Center

10) Kuaishou Technology was recognized as a "Pioneer in Digital Industry Contributing to Sustainable Development" and for "Outstanding Practices in Digital Industry Promoting Sustainable Development" by China Sustainability Tribune

Environmental, Social and Governance Report

Kuaishou leverages its platform influence to maximize its strengths in content aggregation and rapid dissemination, thereby promoting public welfare awareness and encouraging widespread public participation. We actively support the publication of content related to environmental protection and DEI[49] on our platform, document the details of environmental protection actions, convey the concept of equality, and drive positive social changes through diverse content, demonstrating our platform's commitment to public welfare. In 2024, a total of 6.187 million videos containing environmental-related keywords[50] under the topics with # were published on the Kuaishou platform, amassing a total of 14.54 billion views. Additionally, 497,000 videos containing gender equality-related keywords[51] under the topics with # were released, with an accumulation of 1.24 billion views.

2.6 Key Public Welfare Indicators

Indicators	Data in 2024
Total donation of public welfare projects (in RMB ten thousands)	4,741.0
Total time invested in public welfare projects (hours)	37,482.0

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[49] Diversity, Equity and Inclusion

[50] Including environmental protection, environmental conservation, protecting the environment, renewable energy, sustainable development, energy conservation and emission reduction, low-carbon economy, carbon neutrality, green living, green transportation, biodiversity, water conservation, green China, carbon peak, photovoltaics, sustainable energy, green electricity, sewage treatment, solar energy, afforestation, new energy, waste sorting, etc.

[51] Including equal rights, gender equality, feminism, women's rights, female leadership, women's entrepreneurship, equal pay for equal work, protecting vulnerable women, anti-discrimination and diversity, etc.

Environmental, Social and Governance Report

APPENDIX: INDEX OF ESG INDICATORS OF THE STOCK EXCHANGE

Indicators	Description	Related Sections
A. Environmental		
Aspect A1: Emissions		
General Disclosure		1.2 Green Operation
A1.1	The types of emissions and respective emissions data	1.2 Green Operation 1.3 Key Environmental Indicators
A1.2	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)	1.3 Key Environmental Indicators
A1.3	Total hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility)	1.3 Key Environmental Indicators
A1.4	Total non-hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility)	1.3 Key Environmental Indicators
A1.5	Description of emission target(s) set and steps taken to achieve them	1.1 Addressing Climate Change
A1.6	Description of how hazardous and non-hazardous wastes are handled, and a description of reduction target(s) set and steps taken to achieve them	1.1 Addressing Climate Change 1.2 Green Operation
Aspect A2: Use of Resources		
General Disclosure		1.2 Green Operation
A2.1	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)	1.3 Key Environmental Indicators
A2.2	Water consumption in total and intensity (e.g. per unit of production volume, per facility)	1.3 Key Environmental Indicators
A2.3	Description of energy use efficiency target(s) set and steps taken to achieve them	1.1 Addressing Climate Change 1.2 Green Operation
A2.4	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	1.1 Addressing Climate Change 1.2 Green Operation
A2.5	Total packaging material used for finished products (in tonnes) and, where appropriate, with reference to per unit produced	N/A[52]
Aspect A3: The Environment and Natural Resources		
General Disclosure		1.2 Green Operation
A3.1	Description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them	1.2 Green Operation

[52]   In 2024, as a small portion of the Group's e-commerce platform business involved direct operations, but the production, packaging, inventory, transportation and other stages of related products were still essentially carried out by third-party e-commerce merchants, and the Group did not engage in the direct procurement of packaging materials, this indicator was not applicable.

Indicators	Description	Related Sections
Aspect A4: Climate Change		
General Disclosure		1.1 Addressing Climate Change
A4.1	Description of the significant climate-related issues which have impacted, and those which may impact, the issuer, and the actions taken to manage them	1.1 Addressing Climate Change
B. Social		
Aspect B1: Employment		
General Disclosure		2.2 Employees' Development
B1.1	Total workforce by gender, employment type (for example, full-or part-time), age group and geographical region	2.2 Employees' Development
B1.2	Employee turnover rate by gender, age group and geographical region	2.2 Employees' Development
Aspect B2: Health and Safety		
General Disclosure		2.2 Employees' Development
B2.1	Number and rate of work-related fatalities occurred in each of the past three years including the reporting year	2.2 Employees' Development
B2.2	Lost days due to work injury	2.2 Employees' Development
B2.3	Description of occupational health and safety measures adopted, and how they are implemented and monitored	2.2 Employees' Development
Aspect B3: Development and Training		
General Disclosure		2.2 Employees' Development
B3.1	The percentage of employees trained by gender and employee category (e.g. senior management, middle management)	2.2 Employees' Development
B3.2	The average training hours completed per employee by gender and employee category	2.2 Employees' Development
Aspect B4: Labor Standards		
General Disclosure		2.2 Employees' Development
B4.1	Description of measures to review employment practices to avoid child and forced labor	2.2 Employees' Development
B4.2	Description of steps taken to eliminate such practices when discovered	2.2 Employees' Development
Aspect B5: Supply Chain Management		
General Disclosure		2.4 Supply Chain Management
B5.1	Number of suppliers by geographical region	2.4 Supply Chain Management
B5.2	Description of practices relating to engaging suppliers, number of suppliers where the practices are being implemented, and how they are implemented and monitored	2.4 Supply Chain Management
B5.3	Description of practices used to identify environmental and social risks along the supply chain, and how they are implemented and monitored	2.4 Supply Chain Management

Indicators	Description	Related Sections
B5.4	Description of practices used to promote environmentally preferable products and services when selecting suppliers, and how they are implemented and monitored	2.4 Supply Chain Management
Aspect B6: Product Responsibility		
General Disclosure		2.1 Platform Responsibilities
B6.1	Percentage of total products sold or shipped subject to recalls for safety and health reasons	N/A[53]
B6.2	Number of products and service related complaints received and how they are dealt with	2.1 Platform Responsibilities
B6.3	Description of practices relating to observing and protecting intellectual property rights	2.1 Platform Responsibilities
B6.4	Description of quality assurance process and recall procedures	N/A[54]
B6.5	Description of consumer data protection and privacy policies, and how they are implemented and monitored	2.1 Platform Responsibilities
Aspect B7: Anti-corruption		
General Disclosure		2.3 Business Ethics
B7.1	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	2.3 Business Ethics
B7.2	Description of preventive measures and whistle-blowing procedures, and how they are implemented and monitored	2.3 Business Ethics
B7.3	Description of anti-corruption training provided to directors and staff	2.3 Business Ethics
Aspect B8: Community Investment		
General Disclosure		2.5 Social Responsibility
B8.1	Focus areas of contribution (e.g. education, environmental concerns, labor needs, health, culture, sport)	2.5 Social Responsibility
B8.2	Resources contributed (e.g. money or time) to the focus area	2.6 Key Public Welfare Indicators

[53] In 2024, as a small portion of the Group's e-commerce platform business involved direct operations, but the production, packaging, inventory, transportation and other stages of related products were still essentially carried out by third-party e-commerce merchants, and the Group did not engage in the product sales and transportation activities, this indicator was not applicable.

[54] In 2024, as a small portion of the Group's e-commerce platform business involved direct operations, but the production, packaging, inventory, transportation and other stages of related products were still essentially carried out by third-party e-commerce merchants, and the Group did not engage in the product quality inspection process and product recycling procedures, this indicator was not applicable.

Environmental, Social and Governance Report

APPENDIX: SASB STANDARD INDEX

TOPIC	METRIC	CODE	Location
Environmental Footprint of Hardware Infrastructure	(1) Total energy consumed, (2) percentage grid electricity and (3) percentage renewable	TC-SI-130a.1	1.1 Climate Change Response 1.2 Green Operations 1.3 Key Environmental Indicators
	(1) Total water withdrawn, (2) total water consumed; percentage of each in regions with High or Extremely High Baseline Water Stress	TC-IM-130a.2	1.1 Climate Change Response 1.2 Green Operations 1.3 Key Environmental Indicators
	Discussion of the integration of environmental considerations into strategic planning for data center needs	TC-IM-130a.3	1.1 Climate Change Response 1.2 Green Operations
Data Privacy, Advertising Standards & Freedom of Expression	Description of policies and practices relating to targeted advertising and user privacy	TC-IM-220a.1	2.1 Platform Responsibilities
Data Security	(1) Number of data breaches, (2) percentage that are personal data breaches, (3) number of users affected	TC-IM-230a.1	2.1 Platform Responsibilities
	Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards	TC-IM-230a.2	2.1 Platform Responsibilities
Employee Recruitment, Inclusion & Performance	Employee engagement as a percentage	TC-IM-330a.2	2.2 Employees' Development
	Percentage of (1) gender and (2) diversity group representation for (a) executive management, (b) non-executive management, (c) technical employees and (d) all other employees	TC-IM-330a.3	2.2 Employees' Development
Intellectual Property Protection & Competitive Behavior	Total amount of monetary losses as a result of legal proceedings associated with anti-competitive behavior regulations	TC-IM-520a.1	2.3 Business Ethics

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