



iDreamSky Technology Holdings Limited

创梦天地科技控股有限公司

(Incorporated in the Cayman Islands with limited liability)

Stock Code: 1119



2025

ENVIRONMENTAL, SOCIAL AND
GOVERNANCE REPORT

CONTENTS

I. ABOUT THE REPORT	2
II. ABOUT US	4
III. MESSAGE FROM CHAIRMAN	8
IV. SUSTAINABLE DEVELOPMENT MANAGEMENT	10
1. Board of Directors' Statement	10
2. ESG Governance Structure	10
3. Stakeholder Communication and Materiality Assessment	11
V. DEDICATING TO LONG-TERM SUCCESS AND BUILDING A SOLID COMPLIANCE DEFENCE	15
1. Compliant Operation	15
2. Anti-corruption	17
3. Responsible Marketing and Promotion	19
4. Supply Chain Responsibility	20
VI. CRAFTING DREAMS TO CREATE JOYFUL EXPERIENCES	21
1. Game Development and Innovation	21
2. Game Quality Management	27
3. Creating a Green and Healthy Network Environment	28
4. Listening to the Voices of Users	33
5. Information Security and Privacy Protection	36
6. Industrial Exchange and Cooperation	44
7. Intellectual Property Management	45
8. Responsible AI	45
VII. PEOPLE-ORIENTED, FACILITATING EMPLOYEE GROWTH	49
1. Talent Pool Development	49
2. Promotion and Training	52
3. Occupational Health and Care	53
4. Labor Rights	55
VIII. PROTECTING OUR HOMELAND AND PRACTICING GREEN AND LOW-CARBON INITIATIVES	58
1. Green Operation	58
2. Climate Change Response	61
IX. SPREADING WARMTH AND KINDNESS IN SOCIETY	68
1. Assisting in Village Revitalization	68
2. Supporting Education and Teaching	70
APPENDIX I: TABLES OF ESG KEY PERFORMANCE INDICATORS FOR 2025	72
1. Table of Key Environmental Indicators	72
2. Table of Key Social Indicators	73
APPENDIX II: INDEX OF THE ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORTING CODE OF THE STOCK EXCHANGE	75

I. About the Report

Report Introduction

iDreamSky Technology Holdings Limited (“iDreamSky”, the “Company” or “We”, Stock code: 1119) is pleased to present to the public its 2025 Environmental, Social and Governance Report (the “ESG Report”). This is our eighth ESG Report, which focuses on disclosing the key concepts, significant progress and performance results of the Company on environmental, social and governance (“ESG”) issues.

Report Scope and Boundary

Unless otherwise stated, this report covers iDreamSky and its subsidiaries. The reporting period is from 1 January 2025 to 31 December 2025 (the “Reporting Period”). Due to the continuity and comparability of some of the data, some of the content in this report may need to be appropriately extended or retrospected as needed.

Preparation Basis

Following the provisions of the Environmental, Social and Governance Reporting Code (the “Code”) in Appendix C2 to the Rules Governing the Listing of Securities (the “Listing Rules”) on the Stock Exchange of Hong Kong Limited (the “Stock Exchange”), the Company makes disclosure or interpretation based on its actual circumstances.

Information Sources

The information and data quoted in this report come from our official documents, statistical reports, internal statistics and relevant public materials.

Reporting Principles

This report has been prepared in accordance with the reporting principles set out in the Environmental, Social and Governance Reporting Code of the Stock Exchange:

Materiality: This report engages with stakeholders to identify and evaluate current significant environmental, social and governance issues, taking into account the Company’s development strategies, business nature, how it operates and where it operates.

Quantitative: This report provides key performance indicators in quantitative terms, where feasible, with explanations to enable readers to assess and verify the performance of the Company’s environmental, social and governance policies and practice.

Balance: This report discloses the Company’s environmental, social and governance performance in a comprehensive manner based on objective facts and avoids statements or presentation formats that might inappropriately influence readers’ decisions or judgments.

Consistency: This report uses consistent disclosure statistics for 2025 and subsequent years to allow readers to compare the Company’s performance from year to year.

Reporting Commitment

The Company undertakes that this report does not contain false records, misleading statements or material omissions, etc. The Board of Directors of the Company is responsible for the truthfulness, accuracy and completeness of the contents of this report.

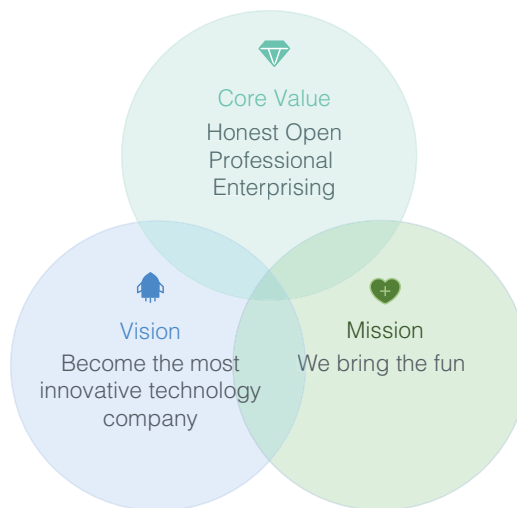
Report Access and Liaison

This report is published in electronic form on the website of the Stock Exchange at www.hkexnews.hk and the Company's official website at www.idreamsky.com. In the event of any discrepancy between the Chinese and English versions of this report, the Chinese version shall prevail.

II. About Us

1. Company Profile

Founded in 2009 and headquartered in Shenzhen, Guangdong Province, iDreamSky (stock code: 1119) is a technology company with integrated global development and operation capabilities and was listed on the Main Board of the Hong Kong Stock Exchange in 2018. Upholding the mission of “We bring the fun!”, the Company adheres to the dual-engine strategy of “self-development + overseas high-quality game publishing”. Committed to a long-term approach, it continues to deepen its presence in the high-quality game segment. We are fully committed to creating products with a large user base, a long life cycle and high user stickiness, aiming to provide users with a better and more enjoyable gaming experience.



2. Business Overview

Overseas High-quality Games

Committed to a long-term operation philosophy, the Company leverages refined content management, professional user operation and commercial innovation to fuel overseas high-quality products to sustain their vitality and value enhancement in the domestic market. Through multi-platform and multi-format approaches including product iteration, IP collaboration and community operations, we explore gameplay modes, strengthen close interactions with core users, and deliver premium content that meets users' emotional experience needs. In 2025, with a major focus on competitive games, casual puzzle games and Role-playing Games (RPGs), the Company continues to iterate and innovate the content and gameplay of classic titles such as Subway Surfers (地鐵跑酷) and the “Scapes series (夢幻系列)” to enrich users' entertainment experience. Furthermore, we have built up a pipeline of multiple games including Rush Royale (衝衝奇兵) and All in Hole (超級洞洞樂), ready to share extraordinary gaming experiences with players across the globe through high-quality products.

Self-developed Games

The Company's self-developed game business focuses on high-quality content innovation, always listens to player feedback and puts it into practice. Our core self-developed product is Strinova (卡拉彼丘), a multi-platform anime tactical shooting game. Resorting to constant version updates, the enrichment of gameplay modes, and the organization of online and offline events, we have deeply connected with players, effectively enhancing product vitality and user stickiness. Strinova has already accumulated a sizable base of active users on the PC platform, with the mobile version launched at the end of the year.

AI Application

The Company is committed to advancing the integration and implementation of AI across areas such as R&D processes, user services and gaming experiences, significantly enhancing organizational efficiency and optimizing user experiences. On the R&D front, we have established a joint innovation laboratory with Tencent Cloud, leveraging tools such as code assistants and AI code review platforms to improve R&D efficiency and product quality. On top of that, AI has been applied to scenarios including art design and version localization to enable cost reduction and efficiency enhancement. On the user front, backed by our proprietary AI platform "Fengsheng (風聲)", we have enhanced operational responsiveness and strengthened connections with players, while our AI customer service system enables multi-platform, multilingual support. In addition, the Company's self-developed "SuMeng Large Model (溯夢大模型)" has completed regulatory filing with the Cyberspace Administration. Designed with text generation and human-computer dialogue capabilities, it is currently advancing new forms of in-game AI collaboration with players.

3. Honorary Recognitions

In 2025, iDreamSky, with its outstanding performance in the R&D of high-quality games, innovative influence, and capital market communication, received widespread recognition. The Company was designated as "Shenzhen Multinational Corporate Headquarters Enterprise (深圳市跨國公司總部企業)" by the Investment Promotion Bureau of Shenzhen Municipality, and was once again recognised as a "Key National Enterprise for Cultural Export (國家文化出口重點企業)" jointly designated by the Ministry of Commerce, the Publicity Department of the CPC Central Committee, the Ministry of Culture and Tourism, and the National Radio and Television Administration. At the 10th Zhitong Finance Listed Companies Awards Ceremony, the Company received the "Best ESG Innovation Award (最佳ESG創新獎)" in recognition of its innovative practices and outstanding contributions in the ESG field. In addition, we have also gained broad recognition from industry peers, receiving the "2025 Best Partner (2025年度最佳合作夥伴)" awards from Vivo and Honor, and the "Annual Potential Partner (年度潛力合作夥伴)" awards from OPPO, while our Day1 Studio was honored with the "Best Innovative Team (最佳創新團隊)" award.

Overview of the Honors of iDreamSky in 2025

Company Honors	Top 20 Guangdong Game Enterprises
	Top 100 Chinese Internet Enterprises in Comprehensive Strength
	Annual Most Innovative Manufacturer of Xiaomi Games
	2025 Best Partner of Honor Game Center
	2025 Promising Partner of OPPO
	2025 Best Partner of Vivo
	2025 Best Game Publisher of the Golden Tea Award
	National Cultural Industry Demonstration Base
	Best ESG Innovation Award at the Zhitong Finance Listed Companies Awards Ceremony
Product Honor — Strinova (卡拉彼丘)	National Key Enterprise in Cultural Export
	Most Popular Original Online Game
	Nomination for the Top 10 Excellent Game Music Designs
	2025 Best Mobile Game of the Golden Tea Award
	Most Anticipated Game of Vivo
	2025 Best Competitive Game of Xiaomi Games
	Day1 Studio was honored with the “Best Innovative Team” award
Product Honor-Gardenscapes (夢幻花園)	2025 Most Anticipated Game of Honor Game Center
	2025 Best Casual Game of Xiaomi Games
Product Honor — Subway Surfers (地鐵跑酷)	Annual Casual Game of Vivo
	2025 Best Casual Game of Honor Game Center
Product Honor — War Robots (機甲戰隊)	2025 Content Cooperation Game Award of OPPO
	Global Mobile Gaming “Billion-Dollar Club”



Guangdong Entertainment &
Game Industry Association
Top 20 Guangdong Game Enterprises



Internet Society of China
Top 100 Chinese Internet Enterprises in
Comprehensive Strength



Guangdong Entertainment &
Game Industry Association
Most Popular Original Online Game



China Audio-video and
Digital Publishing Association
Nomination for the Top 10
Excellent Game Music Designs



“Best ESG Innovation Award”
at the Zhitong Finance Listed Companies
Awards Ceremony



III. Message from Chairman

In 2025, as AI technology advances and user demands evolve, the global game industry stands at a critical juncture, presenting both challenges and opportunities. iDreamSky remains steadfast in its mission of “We bring the fun!”. Driven by the dual-engine strategy of “self-developed games + overseas high-quality game publishing”, we actively respond to industry transformations to deepen our global presence. With AI serving as a key driver of technological innovation, we are advancing its integration and implementation across core areas to deliver a high-quality and enjoyable gaming experience for users. While remaining accountable to our users, we commit ourselves to fulfilling our social responsibilities by embedding the philosophy of sustainable development into every aspect of our operations, empowering the high-quality and sustainable development of the economy and society.

Adhered to a long-term approach with synergized R&D and operation. Seeking long-term operation, we deepen our presence in the R&D and operation of high-quality games. Through product iteration, IP collaboration, and community operation, we continuously innovate gameplay and optimize experiences to meet the diverse needs of users. Classic games such as Subway Surfers (地鐵跑酷), Gardenscapes (夢幻花園) and Homescapes (夢幻家園) are constantly updated and iterated to enhance the user experience. Also, we have built a portfolio of high-quality new products including Rush Royale (衝衝奇兵) and All in Hole (超級洞洞樂), injecting vitality into our business growth. We are pooling our efforts in multi-platform development and IP operation. Our core self-developed product, Strinova (卡拉彼丘), remains guided by user needs, with continuous optimization of product experience and rapid iteration. Leveraging its strong reputation, we have successfully organized offline events such as the national university tournament, while deepening IP operation and brand building. The mobile version has now been launched.

Made possible AI integration and improved quality and efficiency. Driven by technological innovation, iDreamSky actively fosters “new quality productive forces”. On one hand, we have strengthened our intelligent R&D infrastructure by establishing a developer API platform that enables an upgrade from basic services to intelligent management. Integrating multiple mainstream domestic large language models, this platform enables flexible invocation and switching, and has established standardized enterprise-level application and management processes. While ensuring data security, it has significantly improved tool development efficiency. On the other hand, the Company’s self-developed “Fengsheng (風聲)” AI intelligent system has driven our services to evolve from “passive response” to “proactive care” by capturing and analyzing player feedback with high precision.

Practiced social responsibilities and joined hands to build a better ecosystem. We are committed to embedding social responsibilities in every aspect of our corporate development, striving to build a sound and uplifting digital ecosystem. We actively undertake social responsibilities in areas such as the preservation and dissemination of China's outstanding traditional culture, the popularization of cutting-edge digital technologies, and the enhancement of digital literacy among young people. On the product side, we use games as a bridge to actively spread traditional culture. Our self-developed game Strinova (卡拉彼丘) incorporates traditional elements such as shadow puppetry, the Chinese zodiac, and traditional Chinese costumes. The combination of traditional culture with modern games adds artistic charm to the game, allowing overseas players to experience traditional Chinese culture through immersive gameplay. Subway Surfers (地鐵跑酷) collaborated with the Culture, Media, Tourism and Sports Bureau of Shenzhen Municipality to launch a special "Shenzhen 45th Anniversary" version, creating a "Digital Corridor of Reform and Opening-up" scene, contributing to the digital dissemination of city image building and the integration of culture and tourism. In terms of enhancing digital literacy among young people, we continue to host public open days and student exchange activities to raise digital literacy and cybersecurity awareness. We have participated in the Shenzhen Minors' Online Protection Initiative, sharing practical experiences in the protection of minors online. Besides, we actively engage with the industry ecosystem, exchanging insights and learning at platforms such as the China Game Industry Annual Conference, promoting the dissemination of cutting-edge digital technologies and the positive development of the industry.

Looking back at 2025, leveraging games as a medium and technological innovation as a driving force, we actively practiced our social responsibilities, enabling traditional culture to reach the world through digital means. We will refresh our commitment to the concept of green development, deepen public welfare practices, convey the warmth of our corporate strength, promote the integration of digital technology with low-carbon practices, and explore a replicable model of green operation. We look forward to joining hands with all sectors to build a sustainable gaming industry ecosystem and further enhance the social value of the digital culture industry.

Chen Xiangyu

30 March 2026

IV. Sustainable Development Management

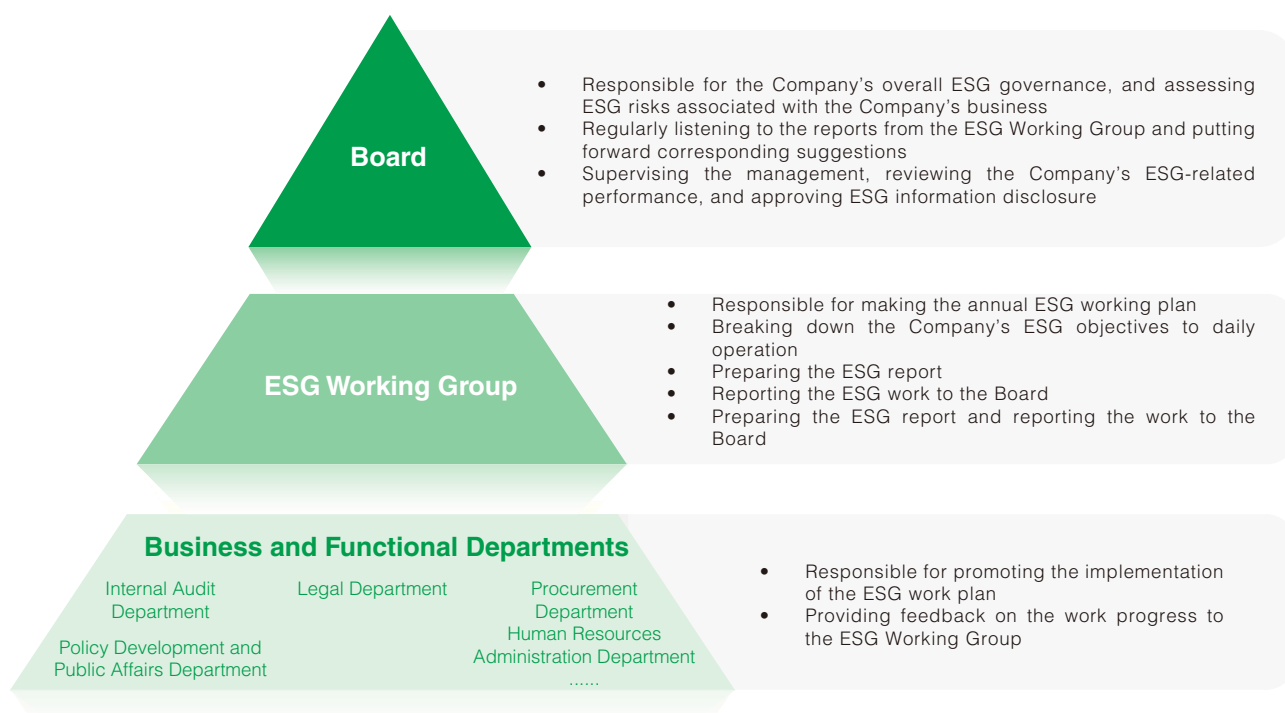
Committed to the mission of “We bring the fun!”, iDreamSky has taken the philosophy of sustainable development as part of its corporate development strategy. Taking into account multiple factors such as its own development needs, stakeholder feedback and changes in the external landscape, the Company regularly reviews and updates its sustainability governance framework and material issues, ensuring that its strategic direction remains aligned with the long-term goals of sustainable development. While creating commercial value, it enables the ongoing enhancement of social and environmental value, achieving efficient and balanced development.

1. Board of Directors’ Statement

The Board of the Company attaches great importance to sustainable development management. Strictly following the requirements of the Environmental, Social and Governance Reporting Code of the Hong Kong Stock Exchange, the Company continuously improves the responsibilities and authorities of each level in the ESG governance structure, and further strengthens the supervision and participation of the Board in the Company’s environmental, social and governance affairs. The Board is fully responsible for establishing and reviewing the Company’s vision, strategy, management policies and objectives related to sustainable development, assessing the Company’s ESG risks, reviewing important ESG-related issues, and continuously promoting the Company’s long-term sound development.

2. ESG Governance Structure

The Company has established an ESG governance structure in line with its operation and development strategy, which clarifies the responsibilities and authorities of each level in ESG governance. The Board of the Company, as the highest decision-making body, leads the ESG Working Group composed of executives of key departments, and each business and functional department is responsible for implementing specific ESG work plans. The Company’s ESG governance structure and responsibilities are specified as follows:



iDreamSky ESG Governance Structure

Under the guidance of the Board, the ESG Working Group follows the Company's strategy and formulates practical annual goals. By making full use of the Company's OKR (Objectives and Key Results) management system, it breaks down annual goals into quarterly and monthly work plans to ensure that ESG factors are fully considered in the Company's strategic planning and daily operations. The ESG Working Group regularly follows up on the achievement of ESG goals and the effectiveness of risk management, and coordinates with various departments on materiality assessment, data collection and report preparation.

The ESG Working Group follows up on ESG-related work progress on a weekly basis and regularly reports to the Board on the ESG-related risks and opportunities faced by the Company during its development. Under the guidance of the Board, corresponding strategies and actions are taken. The Company continues to improve its ESG-related management systems and work norms, promoting the integration of ESG into business operations, management and decision-making, and earnestly fulfilling its environmental, social and governance responsibilities.

3. Stakeholder Communication and Materiality Assessment

1) Stakeholder Engagement

The Company attaches great importance to communication and interaction with stakeholders and consistently upholds the principle of information disclosure that is truthful, accurate, comprehensive and timely. By establishing a comprehensive and diversified range of communication channels, the Company ensures that its information is open and transparent, and that it promptly understands their expectations and suggestions regarding the Company's ESG performance. Stakeholders can stay informed of relevant developments through a variety of channels and means, including regular meetings, satisfaction surveys, WeChat official accounts and official websites, effectively cementing the foundation of communication with stakeholders.

Stakeholders	Expectations and Demands	Our Response
Users/Customers	Product and service quality Information security Protection of rights and interests	User/customer service hotline User/customer satisfaction survey Compliance marketing Game innovation Network security permission setting
Shareholders and Investors	Business performance Investment return Risk control Corporate transparency Strategic planning	Hold general meetings Daily information disclosure Improve profitability Optimize internal control and risk management
Governments and Regulators	Pay taxes in accordance with the law Comply with the law Respond to the national call	Operate in compliance with the law Pay taxes on time Actively implement relevant policies Proactively assume social responsibilities

IV. Sustainable Development Management

Stakeholders	Expectations and Demands	Our Response
Employees	Compensation and benefits Career development platform Healthy and safe working environment	Perfect the career promotion mechanism Competitive salary and welfare guarantee Good working environment Training and development
Suppliers and Business Partners	Good faith cooperation Business ethics and reputation Product and service quality	Build a sustainable supply chain Fulfill contracts on time Carry out project cooperation
Society and the Public	Support social welfares Protect the natural environment	Participate in charity Share development achievements

2) ESG Issue Materiality Assessment

In 2025, the Company strictly adhered to the analysis and assessment process for materiality issues. Taking into account factors such as changes in national laws and regulations, regulatory developments, stakeholder expectations, industry development and the reality of the Company, we conducted a comprehensive evaluation and ranking of materiality issues through means such as close communication with stakeholders, collection of feedback, internal interviews and communication, and benchmarking against peers.

Step 1: ESG Issue Identification

- Based on the Company's existing business, and by comprehensively considering the requirements of the ESG Report and the key points of ESG management in the industry, we updated the list of ESG materiality issues for the year 2025.

Step 2: Stakeholder Research

- We invited internal and external stakeholders for in-depth interviews and rated the materiality of the selected issues and collected their opinions and expectations on the Company in terms of ESG management. Based on the interview and rating results, we determined the materiality ranking of ESG issues and drew a materiality matrix.

Step 3: Board Review

- The stakeholder research and materiality ranking results would be submitted to the Board for review, in order to confirm the identified issues that have an impact on the Company's business and stakeholders.

Step 4: Disclosure and Response

- The Company, based on the opinions of stakeholders and the analysis results of materiality issues, disclosed in this report the issues that are of key concern to stakeholders.

IV. Sustainable Development Management

The diagram is a 2x2 matrix with the following axes and labels:

- Vertical Axis:** Materiality to stakeholders (increasing upwards)
- Horizontal Axis:** Materiality to Company (increasing rightwards)

Quadrant Labels:

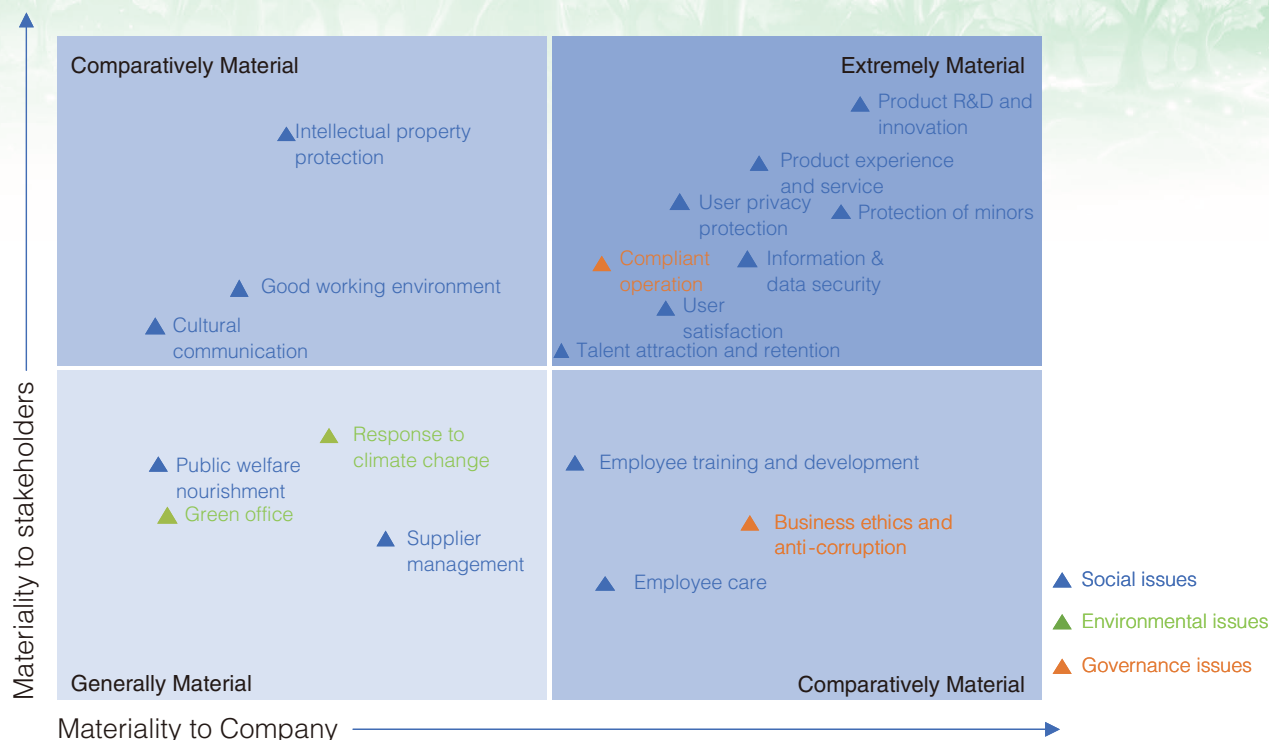
- Top-Left:** Comparatively Material (to stakeholders), Generally Material (to Company)
- Top-Right:** Extremely Material (to stakeholders), Comparatively Material (to Company)
- Bottom-Left:** Generally Material (to stakeholders), Generally Material (to Company)
- Bottom-Right:** Comparatively Material (to stakeholders), Comparatively Material (to Company)

Issues Plotted:

- Top-Left Quadrant:**
 - ▲ Intellectual property protection
 - ▲ Good working environment
 - ▲ Cultural communication
- Top-Right Quadrant:**
 - ▲ Product R&D and innovation
 - ▲ Product experience and service
 - ▲ User privacy protection
 - ▲ Protection of minors
 - ▲ Information & data security
 - ▲ User satisfaction
 - ▲ Talent attraction and retention
 - ▲ Compliant operation
- Bottom-Left Quadrant:**
 - ▲ Public welfare nourishment
 - ▲ Green office
 - ▲ Response to climate change
 - ▲ Supplier management
- Bottom-Right Quadrant:**
 - ▲ Employee training and development
 - ▲ Business ethics and anti-corruption
 - ▲ Employee care

Legend:

- ▲ Social issues (Blue)
- ▲ Environmental issues (Green)
- ▲ Governance issues (Orange)



iDreamSky ESG Issue Materiality Matrix

ESG Materiality Issue List:

Social issues		Governance issues
1. Product R&D and innovation	10. Employee training and development	7. Compliant operation
2. Product experience and service	12. Employee care	11. Business ethics and anti-corruption
3. Protection of minors	13. Good working environment	
4. User privacy protection	15. Cultural communication	Environmental issues
5. Information & data security	16. Supplier management	14. Response to climate change
6. User satisfaction	17. Public welfare and charity	18. Green office
8. Talent attraction and retention		
9. Intellectual property protection		

V. Dedicating to Long-Term Success and Building a Solid Compliance Defence

iDreamSky continuously improves its compliance governance and upholds integrity-based operations and high standards of business ethics to shape a corporate culture of integrity and self-discipline. Meanwhile, we are committed to establishing long-term, stable, transparent and fair partnerships with suppliers, laying a solid foundation for the sustainable development of the Company.

1. Compliant Operation

The Company remains committed to the compliant operation principle of “taking laws as the foundation and self-discipline as the orientation”. Specifically, we strictly adhere to relevant laws, regulations and regulatory requirements as an ongoing effort to optimize our compliance management system and deepen the promotion and training of compliance culture for improving our compliance management mechanisms. By deeply integrating compliance, self-discipline and a sense of responsibility into all business processes, the Company effectively ensures that its business operations are lawful, compliant and stable.

1) Compliant Management

The Company has established a comprehensive compliance system, with the Internal Audit Department, the Policy Development and Public Affairs Department, the Legal Department, the Technical Support Center and other departments jointly participating in compliance work. A normalized compliance risk control mechanism has been put in place. The Company has clarified the responsibilities and authorities of the respective heads. By holding regular compliance meetings and establishing a compliance progress report, it achieves dynamic and systematic tracking and monitoring of compliance governance requirements and various compliance matters, ensuring that the Company's compliance governance system remains robust and effective.

In terms of internal monitoring and risk management, the Company continues to strengthen the supervisory function of the Internal Audit Department, establishing sound mechanisms for risk identification, supervision and improvement, and is committed to promoting the lawful, compliant and efficient operation of all business processes. In 2025, the Company conducted two special audits and investigations on information security, focusing on risks related to game assets and the management of external corporate accounts. Covering the Company's key games and all business lines, these efforts identified the main issues in management and operation, and promoted the implementation and closure of rectification measures, providing a solid guarantee for the stable development of the Company.

In terms of product compliance, with the goal of standardizing the operation of the game business, the Company has embedded the concept of compliance into every stage of product development and launch. Before the launch of all games, the Company carries out compliance assessments in advance, identifies key compliance matters, and completes the necessary development and deployment, effectively preventing operational risks and laying a solid foundation for the long-term stable operation of its products. During the year, the Company revised the Game Business Operation Quality Management Measures (《遊戲業務運營質量管理辦法》) and refined the criteria for incident classification to standardize the product development and launch process.

V. Dedicating to Long-Term Success and Building a Solid Compliance Defence

2) Compliance Training

The Company continues to deepen the construction of its internal compliance culture, comprehensively enhancing employees' awareness of compliance and professional competence through a diversified training system. In 2025, the Company regularly carried out policy dissemination and learning notifications, and innovatively adopted forms such as comics and posters to strengthen compliance communication. The Company places great emphasis on content compliance by conducting special training for all editors and publishing-related personnel to reinforce awareness of content review and publishing standards for the standardized and compliant operation of key areas such as publishing and marketing.

[Case] The Guide to Protecting Corporate Information Assets (《公司信息資產守護指南》) Series of Comics and Posters

In 2025, the Company launched the Guide to Protecting Corporate Information Assets series comics and posters, innovatively carrying out compliance promotion and training. Through a vivid and easy-to-understand approach, it strengthened employees' understanding of compliance and continuously consolidated the foundation of its internal compliance culture.



The Guide to Protecting Corporate Information Assets Series of Comics and Posters

2. Anti-corruption

1) Integrity Policy

The Company strictly complies with laws and regulations in the jurisdictions where our business operations are located, such as the *Criminal Law of the People's Republic of China*, the *Anti-Unfair Competition Law of the People's Republic of China*, the *Anti-Money Laundering Law of the People's Republic of China*, and the *Company Law of the People's Republic of China*. The Company continuously refines its business ethics management system with the iDreamSky's Sunrise Code of Ethics (《陽光道德準則》) and the Game Business Operation Quality Management Measures (《遊戲業務運營質量管理辦法》) as its core to promote the standardization of anti-corruption efforts and guide employees to strictly adhere to business ethics. The Company adopts a zero-tolerance attitude towards illegal acts such as commercial bribery, malpractice for personal gain, fraud, money laundering, and unfair competition. In 2025, there was no major corruption, fraud or other bribery-related lawsuits against the Company.

 Act of accepting bribes Accepting bribes, loans, kickbacks, etc. from (potential) suppliers/partners	 Falsification False partnership/project information falsifying work report/bids; falsifying attendance records; false leave/invoice/reimbursement	 Breach of confidence Leakage of the Company's trade secrets or internal sensitive information, which may causes adverse consequences and effects inside and outside the Company
 Unfair competition Engaging in commercial activities that compete with the Company, including but not limited to self-employment or participating in the business that competes with the Company during the period of employment	 Conflict of interest Using the Company's business or transactions to directly or indirectly realize personal gain for oneself, family members, friends or other stakeholders	 Abusement Using the position or Company resources to seek personal benefits or for non-work purposes, resulting in losses for the Company

iDreamSky's Sunrise Code of Ethics

V. Dedicating to Long-Term Success and Building a Solid Compliance Defence

2) Reporting Mechanism

The Company continuously improves the anti-corruption and integrity oversight mechanism, establishing channels such as reporting email address and hotline accessible to employees, business partners, and all sectors of society. We encourage the reporting of corruption, bribery, and various violations of laws, regulations, and internal discipline. The Company implements strict confidentiality management throughout the end-to-end process, covering receipt, registration, filing, disposal, and investigation of leads. Whistleblowing matters are handled independently by the Internal Audit Department to effectively safeguard the anonymity of whistleblowers and the confidentiality of the reported information. The Company has established whistleblower protection and reward mechanism, strictly prohibiting any form of retaliation. Any confirmed cases of retaliation will be dealt with severely in accordance with laws and internal regulations; serious offenses will be referred to judicial authorities.



Reporting email address

jubao@idreamsky.com



Reporting hotline

(86) 0755-86530539

3) Incorruptible Procurement

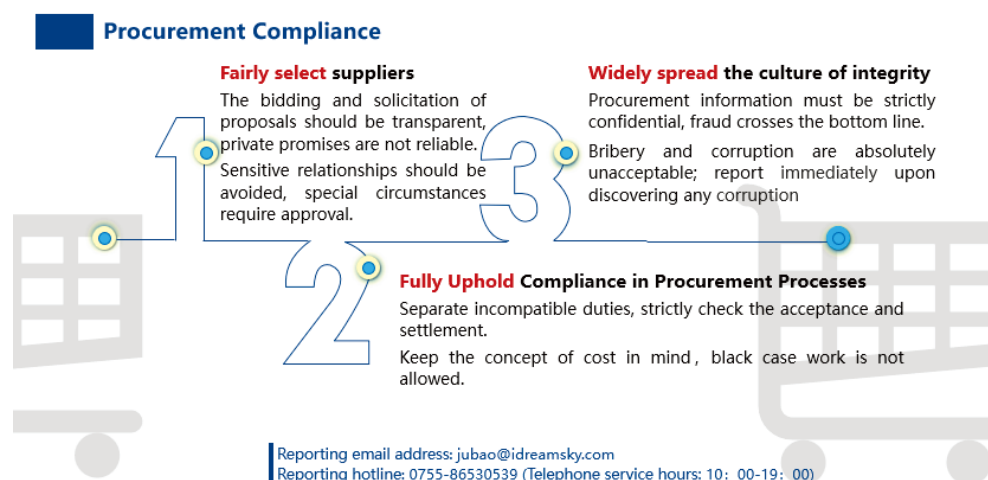
The Company collaborates with its partners to foster a transparent, fair, and integrity-based business environment, and strictly governs the business conduct of both employees and suppliers through rigorous code of conducts. The Company requires suppliers to submit and sign the Statement on Anti-Commercial Bribery Behavior (《反商業賄賂行為的聲明》) and a confidentiality agreement when entering into contracts to standardize cooperative behavior and prevent integrity risks. For any suppliers in violation of these regulations, the Company will immediately terminate the partnership, blacklist the supplier, and reserve the right to hold it accountable in accordance with law. Meanwhile, to ensure fairness and compliance throughout the procurement lifecycle, the Company requires all procurement personnel to sign a Professional Conduct Commitment (《職業操守承諾書》). They are expected to strictly adhere to the principles of integrity, honesty, objectivity and fairness, strengthen their awareness of compliance, self-discipline, and the avoidance of conflict of interest, and maintain strict confidentiality regarding business secrets to ensure that all procurement activities remain standardized and transparent.

The signing rate of the Statement on Anti-Commercial Bribery Behavior, confidentiality agreements, and the Professional Conduct Commitment reached 100%.

V. Dedicated to Long-Term Success and Building a Solid Compliance Defence

4) Integrity Training

The Company consistently advances integrity culture education for the Board, management, and all employees to foster an organizational atmosphere of professional integrity and disciplined compliance. We extract cautionary lessons from various corruption cases to reinforce risk prevention awareness across the workforce. Notably, key compliance requirements are configured as exclusive computer screensavers for the procurement department, seamlessly embedding integrity reminders into the daily work environment. Furthermore, the Company incorporates core standards such as the iDreamSky's Sunrise Code of Ethics into mandatory orientation training program, ensuring that integrity values are deeply ingrained from the start of employment and that a culture of transparency and integrity takes firm root in daily behavior.



Procurement compliance desktop screensaver

3. Responsible Marketing and Promotion

The Company integrates the philosophy of responsible marketing into all advertising placement and promotional activities, strictly complying with the *Advertising Law of the People's Republic of China*, the *Measures for the Administration of Internet Advertising*, and the *Law of the People's Republic of China on Protection of Consumer Rights and Interests* to ensure that all information provided to users is true and accurate. We continuously refine our content audit mechanisms and promotion processes to ensure that our marketing efforts are both standardized and rigorous. The Company has established an advertising content review mechanism to conduct strict audits and compliance verifications on all advertising materials. We resolutely reject any illegal content that endangers national security, incites terrorism, or involves discrimination, obscenity, violence, or anything detrimental to child welfare and the physical and mental health and safety of the public. Furthermore, we eliminate false or exaggerated claims in our communications. All advertising materials must pass review and verification prior to production and release, ensuring that we convey truthful, accurate, and valuable information to users while adhering to all relevant laws and regulations.

V. Dedicating to Long-Term Success and Building a Solid Compliance Defence

4. Supply Chain Responsibility

The Company advocates for a philosophy of “win-win cooperation and shared responsibility” and follows the principles of openness, transparency, integrity and efficiency. We strictly comply with the *Tendering and Bidding Law of the People's Republic of China* and other relevant regulations, and have formulated and implemented regulations such as the Measures for the Management of Supplier Access (《供應商准入管理辦法》), and the Procurement Department Management Manual (《採購部管理手冊》). These efforts have established a full-process supply chain management mechanism covering admission, evaluation, assessment, and clearly defining the rights and responsibilities at each stage and optimizing management efficiency.

Supplier admission	Based on business scenarios, we categorize suppliers into performance-based advertising, marketing, art outsourcing, operations, software, and administration. By defining admission standards and overall management requirements tailored to the characteristics of each department, we have built a standardized and systematic supplier classification management framework.
Contractual constraints	The Company clarifies the business ethics obligations and responsibilities in transactions by signing cooperation agreements, the Statement on Anti-commercial Bribery Behavior (《反商業賄賂行為的聲明》), and confidentiality agreements with suppliers.
Fulfillment evaluation	We develop specific acceptance standards based on supplier categories. During project delivery, the requesting departments conduct phased evaluations and reviews, providing timely feedback to ensure continuous supplier improvement.
Performance appraisal	The Procurement Department regularly conducts performance appraisals based on the procurement frequency and scale of each category. For suppliers found to have failed to deliver services as agreed, have sub-standard quality, or respond slowly, the Company considers elimination in accordance with internal regulations.

Moving forward, the Company will integrate sustainable development requirements, such as environmental responsibility, social responsibility, and occupational safety and health, into the supplier evaluation system as appropriate, aiming to work together with the supply chain to promote sustainable development.

VI. Crafting Dreams to Create Joyful Experiences

iDreamSky continuously deepens its game development and innovation. By constantly improving game quality management and meticulously refining products, we are dedicated to delivering high-quality products and experiences to our users. Concurrently, we are fortifying our defenses around minor protection and privacy security to foster a healthy online gaming environment. With a strong sense of responsibility, we actively engage and communicate with industry partners to jointly create a sustainable digital entertainment world.

1. Game Development and Innovation

The Company attaches great importance to technological innovation. We continuously advance technological upgrades and strengthen product management, thereby consistently enhancing our in-house R&D capabilities and market competitiveness. We have established and refined a comprehensive management system that covers the entire lifecycle of R&D, operations, and services, effectively ensuring the compliant and efficient operation of game products. Deeply aware of the cultural responsibilities carried by games, we actively explore pathways to integrate traditional culture with digital entertainment, striving to convey positive and uplifting spiritual energy to all sectors of society while creating commercial value.

VI. Crafting Dreams to Create Joyful Experiences

1) Localization of Overseas Games

The Company operates classic games with a massive user base and prolonged life cycles, such as Subway Surfers (地鐵跑酷), Gardenscapes (夢幻花園) and Homescapes (夢幻家園). We consistently extend the vitality of our products through high-quality content iterations, deep IP collaborations, and refined community operations. This approach ensures that every hit game withstands the test of time, and continuously provides users with fresh and high-quality entertainment experience.

[Case] Subway Surfers (地鐵跑酷) (Action Adventure Game)

As a classic 3D running game that has been online for over a decade, Subway Surfers continuously explores the deep integration of traditional culture and modern digital entertainment.

In 2025, Subway Surfers collaborated with Shenzhen Culture and Tourism to showcase the city's landscapes, and introduced intangible cultural heritage elements such as Wang's shadow puppetry and blue and white porcelain, breathing new life into ancient artistry within the game. By partnering with household animation IPs such as Boonie Bears (《熊出沒》) and Go Player (《圍棋少年》), the game further enriched its cultural depth. Concurrently, we achieved a breakthrough in gameplay by launching a 3v3 competitive mode and a Superpower Endless mode, significantly enriching the game experience. The art team continuously optimized character animations and experimented with various new themes. Furthermore, we introduced a gallery collection and an affection system, strengthening the emotional connection between users and game characters.



Intangible Cultural Heritage IP Collaborations:
Wang's Shadow Puppetry, Blue and White Porcelain



Cultural and Tourism IP Collaboration: Shenzhen Culture and Tourism

VI. Crafting Dreams to Create Joyful Experiences



Animation IP Collaborations: Boonie Bears, Go Player

[CASE] Gardenscapes (夢幻花園) and Homescapes (夢幻家園) (Match-three Puzzle Games)

As one of the Company's benchmark franchises for long-term operations, the "Scapes" series has consistently maintained robust vitality since its launch, amassing over 200 million registered users in China.

In 2025, Gardenscapes collaborated with film and television IPs such as Empresses in the Palace (《甄嬛傳》). By recreating classic storylines with rich content and exquisite design, we effectively enhanced user engagement. Concurrently, the Company continuously explored innovative expressions of traditional culture, successively launching themed updates including Peaches of Immortality Bestowing Auspiciousness (蟠桃獻瑞), Daiyu Burying Flower (黛玉葬花), Flower God's Tour to the Garden (花神遊園記). By transforming traditional culture of flowers, historical relics and folk stories into in-game interactive experiences, we successfully achieved a high-quality integration of casual puzzle gameplay with traditional Chinese aesthetics, breathing new life and vitality into traditional culture within the digital realm.



Film and Television IP Collaboration:
Gardenscapes × Empresses in the Palace



Theme Version of Peaches of Immortality Bestowing Auspiciousness, Auspiciousness Filling the Garden



Theme Version of Daiyu Burying Flower



Theme Version of Flower God's Tour to the Garden

VI. Crafting Dreams to Create Joyful Experiences

[Case] War Robots (機甲戰隊) (Shooting and Battle Game)

War Robots is a premium licensed mecha shooter game operated by the Company in 2024, and has maintained its position among the top revenue-generating titles in the global genre based on its outstanding operational performance.

In 2025, the Company partnered with the legendary Swedish metal band Sabaton to launch an exclusive crossover version of War Robots. This version features a custom hangar steeped in an industrial metal aesthetic, utilizing rust-orange mechanical structures and massive pipes to cultivate a hardcore battlefield atmosphere. Furthermore, A Tiger Among Dragons — a track from Sabaton's new album inspired by the Chinese "Flying General" Lv Bu — was selected as the hangar's background music. This seamless blend of ancient warrior heroism and futuristic sci-fi mecha elements delivers an innovative and thrilling gaming experience for players.



War Robots × Swedish Band Sabaton Collaboration

2) Self-developed Games for Global Operation

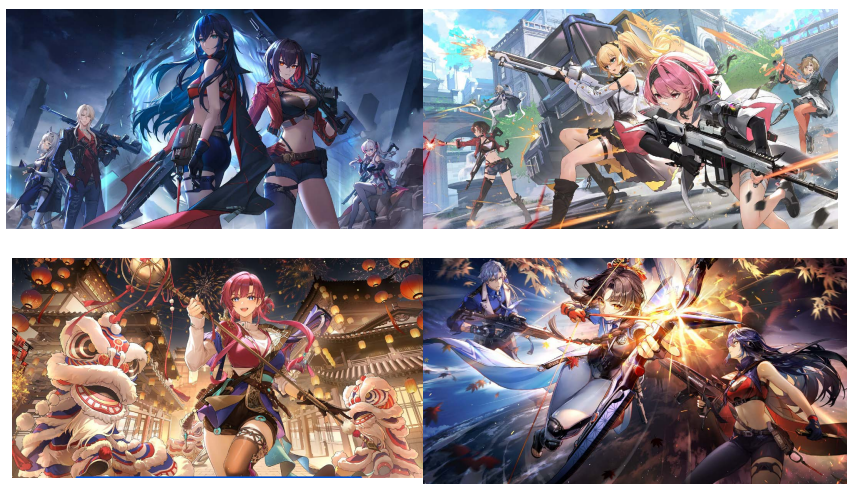
The Company remains steadfastly focused on the development of self-developed games. By unceasingly enhancing our development and innovation capabilities, we constantly expand a diversified product portfolio, striving to craft high-quality games that wield global influence.

During the year, Strinova (卡拉彼丘) has completed the integrated operation of end-to-end mobile games, and ranked among the first echelon of domestic two-dimensional shooting products with differentiated gameplay and high-quality content, achieving a breakthrough in IP culture. Shop Titans (傳奇商店) enriches the content ecology through classic IP linkage, and will continue to launch new versions to ensure user activity in the future. In addition, the Company successfully launched a number of new products such as All in Hole (超級洞洞樂), Rush Royale (衝衝奇兵) and Fantasy Spirit Battle (幻幻靈之戰) laying a solid foundation for the sustainable growth of the business.

[Case] Strinova (卡拉彼丘), a Self-Developed Competitive Shooting Game

Strinova (卡拉彼丘) is the first anime style third-person competitive shooting game independently developed by iDreamSky, with an original light science fiction worldview based on the theme of “Anti-War”. With the 5V5 competitive gameplay as its core, this game allows for arbitrary switching between 3D and 2D through the creative “Stringification (弦化)” gameplay. It deeply integrates anime aesthetics with tactical strategy, creating a truly unique combat experience. Since its PC launch in China, the team has adhered to the “season + competitive events” operational strategy, consistently delivering high-quality content and continuously consolidating the product’s long-term vitality.

In 2025, Strinova continued to innovate its gameplay by introducing casual modes on PC, such as Outbreak, Sword Clash, and Gunslinger Showdown. Furthermore, we released new content, including the Michele 2.0 skin and the new character Chiyo, which further enriched the gameplay and enhanced user satisfaction. In October 2025, the mobile game of Strinova was officially launched, and it topped the list of mainstream platforms such as iOS, TapTap and Bilibili when it was launched, and successfully landed the integrated operation layout of mobile games at the end, realizing a complete closed loop from independent research and development to multi-platform distribution. With high-quality content, Strinova achieved cultural breakthrough, and continued to expand its brand influence through national college events, its appearance at the National Games, and cross-border cooperation of Harbin cultural tourism, further consolidating its first echelon position in the field of domestic two-dimensional shooting products.



Game KV Style Gallery

VI. Crafting Dreams to Create Joyful Experiences

3) AI-powered R&D and Operation Integration

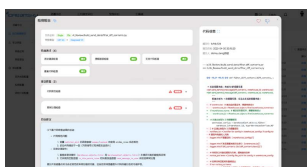
Embracing the trend of artificial intelligence, the Company integrates AI technologies into its development and operational processes, driving the efficient integration and high-quality development of game creation and operations. Furthermore, by leveraging data analytics and machine learning technologies, we gain deep insights into player needs to deliver highly personalized gaming content, thereby continuously enhancing our market competitiveness and customer satisfaction.



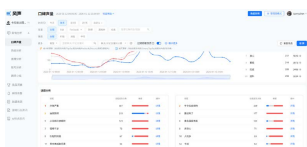
Strinova (卡拉彼丘) AI

Enhancing the Gaming Experience

We continuously integrate AI-assisted systems into our games to provide players with intelligent guidance, enhance the realism and immersion of character interactions, and deliver a more challenging and engaging gaming experience.



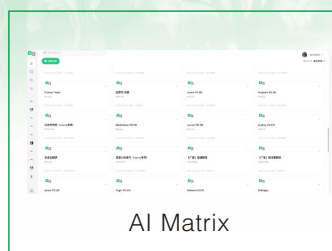
AI Code Review Tool



AI Sentiment Analysis Platform

Improving R&D Efficiency

- Utilizing AI Code Review tool (an intelligent review tool primarily used during the development process) to automatically identify style, syntax, and security issues upon code submission, and providing rapid feedback within the CI/CD (Continuous Integration and Continuous Delivery) pipeline, effectively enhancing the quality of code self-testing;
- Leveraging AI tools in art creation to assist the team in rapidly generating concepts, which improves communication efficiency from initial IP positioning to final production and implementation, thereby stimulating the team's creativity;
- Employing Large Language Models (LLMs) for translation to enhance the translation efficiency of multilingual game versions. In 2025, the Company further upgraded its AI translation platform to deeply support the LQA (Language Quality Assurance) testing process. This meets business demands such as overseas game publishing and provides solid technical support for our international expansion;
- Our self-developed AI sentiment analysis platform "Fengsheng (風聲)" now covers mainstream communities both domestically and internationally. Its real-time sentiment monitoring and perception capabilities provide robust support for identifying and responding to relevant risks.

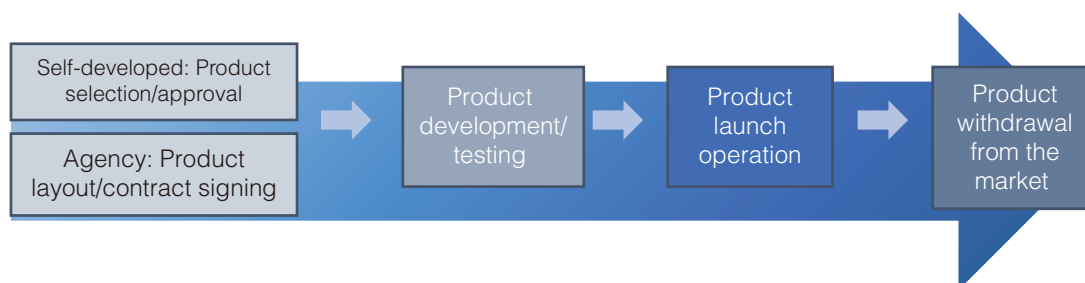


Multi-modal AI Matrix and Community Ecosystem

The Company continuously advances the development of its multi-modal AI matrix. By optimizing LLMs alongside AI image and video generation models, we have expanded our AI application scenarios and technological depth, effectively boosting AI community engagement and ecosystem growth.

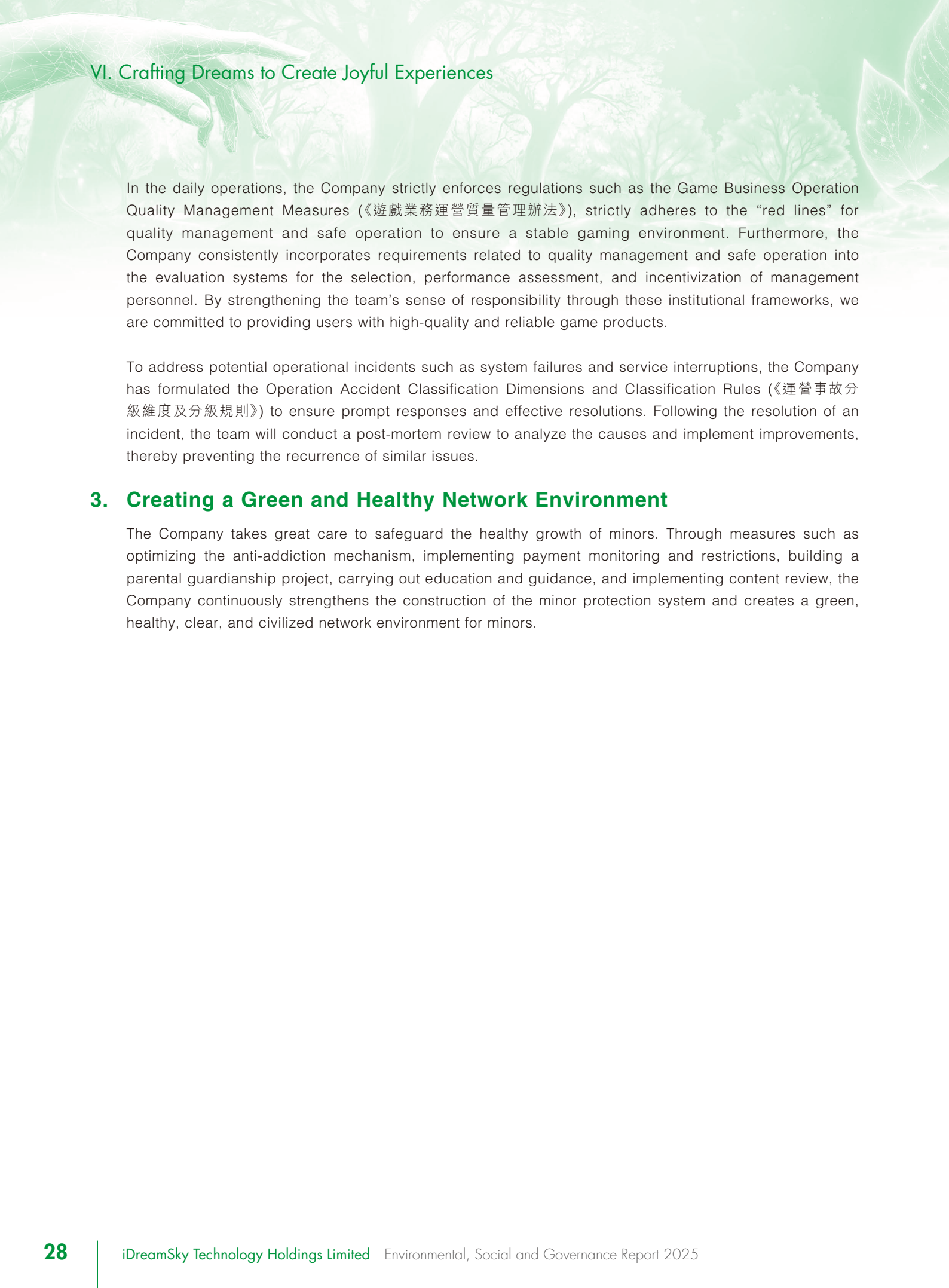
2. Game Quality Management

In strict accordance with relevant laws and regulations, such as the *Telecommunication Regulation of the People's Republic of China*, the *Administrative Measures for Internet Information Services*, and the *Provisions on the Administration of Online Publishing Services*, the Company has established internal management systems such as Version Research and Development Cycle Management System (《版本研發周期管理制度》) and the Game Publishing and Operation Procedures (《遊戲發行運營流程》). In 2025, the Company revised the Management Measures for D1 Studio R&D (《D1工作室研發管理辦法》) to further clarify the division of responsibilities and process standards in R&D management, and continuously enhance the quality of game development and operation.



Stage Diagram of iDreamSky's Game Publishing and Operation Process

The Company continuously refines its game review mechanism and quality estimation system. It estimates the game quality by systematically analyzing factors such as audio-visual presentation, interactive experience, gameplay content, and integrating these with market environment and the performance of competing products, aiming to provide basis for development and operation decisions. In addition, the Company efficiently utilizes standardized technical documents throughout the entire R&D lifecycle to define the requirements for phases including planning, review, production and acceptance, achieving quality control over the entire development process.



VI. Crafting Dreams to Create Joyful Experiences

In the daily operations, the Company strictly enforces regulations such as the Game Business Operation Quality Management Measures (《遊戲業務運營質量管理辦法》), strictly adheres to the “red lines” for quality management and safe operation to ensure a stable gaming environment. Furthermore, the Company consistently incorporates requirements related to quality management and safe operation into the evaluation systems for the selection, performance assessment, and incentivization of management personnel. By strengthening the team's sense of responsibility through these institutional frameworks, we are committed to providing users with high-quality and reliable game products.

To address potential operational incidents such as system failures and service interruptions, the Company has formulated the Operation Accident Classification Dimensions and Classification Rules (《運營事故分級維度及分級規則》) to ensure prompt responses and effective resolutions. Following the resolution of an incident, the team will conduct a post-mortem review to analyze the causes and implement improvements, thereby preventing the recurrence of similar issues.

3. Creating a Green and Healthy Network Environment

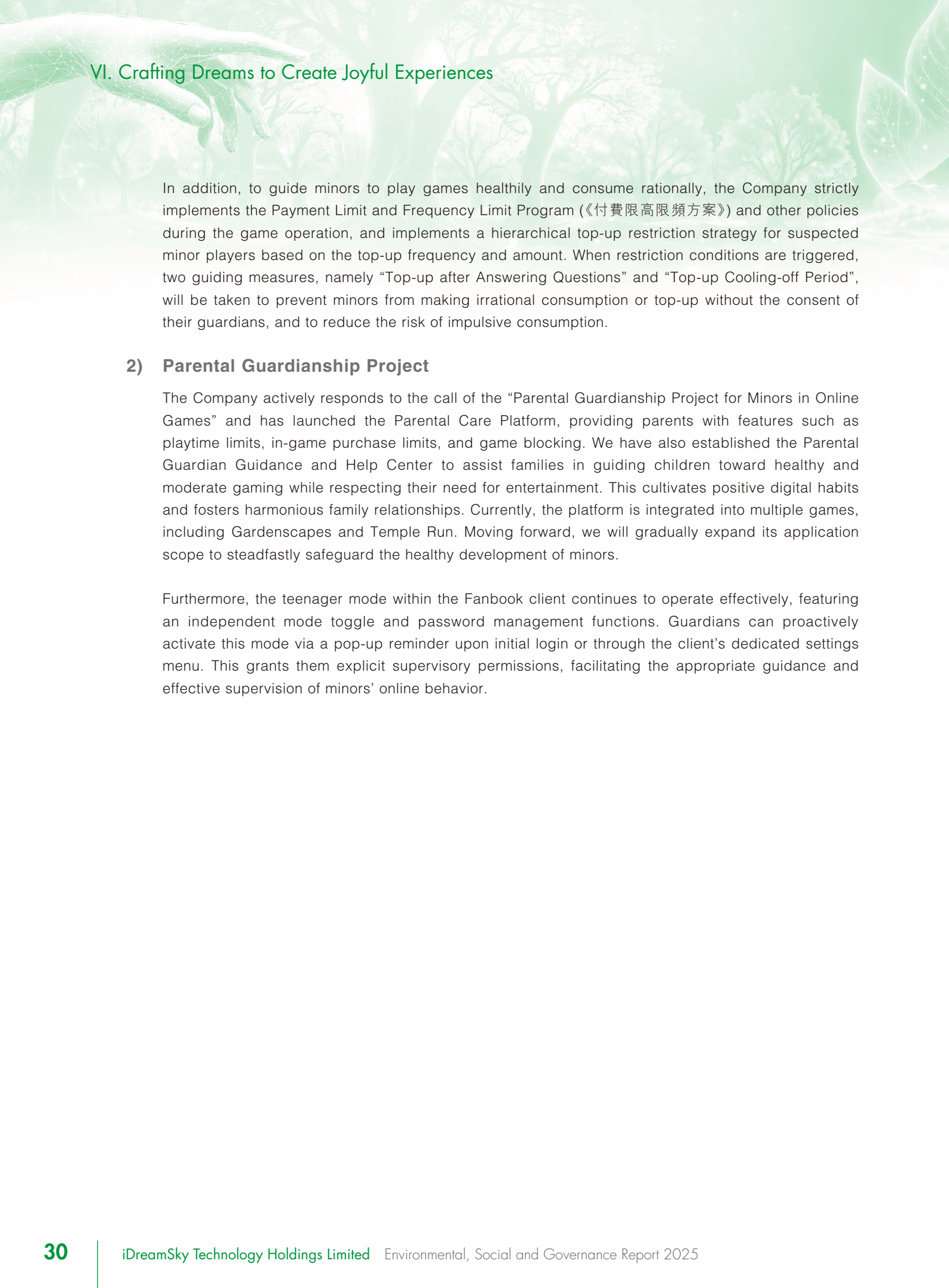
The Company takes great care to safeguard the healthy growth of minors. Through measures such as optimizing the anti-addiction mechanism, implementing payment monitoring and restrictions, building a parental guardianship project, carrying out education and guidance, and implementing content review, the Company continuously strengthens the construction of the minor protection system and creates a green, healthy, clear, and civilized network environment for minors.

1) Prevention of Minors' Addiction to Games

The Company strictly abides by laws and regulations such as the *Law of the People's Republic of China on Protection of Minors*, the *Provisions on the Cyber Protection of Children's Personal Information*, the *Notice of Further Imposing Strict Administrative Measures to Prevent Minors from Becoming Addicted to Online Games*, and the *Regulation on the Protection of Minors in Cyberspace*. We formulate and implement internal policies such as the Administrative System for the Protection of Minors (《未成年人保護法管理制度》), the Children User Agreement (《兒童用戶協議》) and the Minor Player Protection System (《未成年人玩家保護制度》). We continuously improve a minor protection system, which integrates real-name authentication, age-appropriate prompts, anti-addiction controls, care and protection for children, time limits, etc.



iDreamSky's Minor Protection System



VI. Crafting Dreams to Create Joyful Experiences

In addition, to guide minors to play games healthily and consume rationally, the Company strictly implements the Payment Limit and Frequency Limit Program (《付費限高限頻方案》) and other policies during the game operation, and implements a hierarchical top-up restriction strategy for suspected minor players based on the top-up frequency and amount. When restriction conditions are triggered, two guiding measures, namely “Top-up after Answering Questions” and “Top-up Cooling-off Period”, will be taken to prevent minors from making irrational consumption or top-up without the consent of their guardians, and to reduce the risk of impulsive consumption.

2) Parental Guardianship Project

The Company actively responds to the call of the “Parental Guardianship Project for Minors in Online Games” and has launched the Parental Care Platform, providing parents with features such as playtime limits, in-game purchase limits, and game blocking. We have also established the Parental Guardian Guidance and Help Center to assist families in guiding children toward healthy and moderate gaming while respecting their need for entertainment. This cultivates positive digital habits and fosters harmonious family relationships. Currently, the platform is integrated into multiple games, including Gardenscapes and Temple Run. Moving forward, we will gradually expand its application scope to steadfastly safeguard the healthy development of minors.

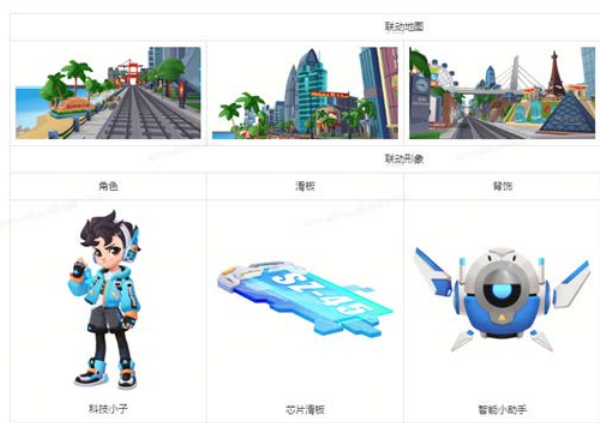
Furthermore, the teenager mode within the Fanbook client continues to operate effectively, featuring an independent mode toggle and password management functions. Guardians can proactively activate this mode via a pop-up reminder upon initial login or through the client’s dedicated settings menu. This grants them explicit supervisory permissions, facilitating the appropriate guidance and effective supervision of minors’ online behavior.

3) Conveying Positive Values

The Company proactively fulfills its responsibility for cultural communication, focusing on integrating positive values and humanistic care into game content design. Through an edutainment approach, we convey themes and ideas of profound significance, helping users acquire knowledge and gain inspiration during their gaming experience. This promotes games as a beneficial platform for disseminating excellent culture and fostering social understanding.

[Case] Subway Surfers (地鐵跑酷) × Shenzhen Culture and Tourism Collaboration: Launching the “45th Anniversary of the Shenzhen Special Economic Zone” Special Version

In 2025, marking the 45th anniversary of the establishment of the Shenzhen Special Economic Zone, Subway Surfers (地鐵跑酷) partnered with Culture, Media, Tourism and Sports Bureau of Shenzhen Municipality for a deep collaboration, introducing a brand-new map themed around Shenzhen's urban landscape within the game. The newly crafted in-game map vividly integrates the city's iconic landmarks, cultural landscapes, and modern urban elements, digitally bringing the unique charm of “Pengcheng (鵬城)” to life. This collaboration also features specially created virtual idols and a theme song, achieving an innovative integration of game content with local cultural and tourism resources, paying tribute to Shenzhen's 45-year development journey and its urban spirit.



Display of Selected Landscapes

VI. Crafting Dreams to Create Joyful Experiences

4) Information Content Review and Monitoring

The Company strictly abides by laws and regulations such as the *Cybersecurity Law of the People's Republic of China* and the *Provisions on the Ecological Governance of Network Information Content*, and formulates and implements internal systems such as the Content Audit Program (《內容審核方案》) to build a multi-layered, full-process content security defense. At the technical level, the Company has deployed an intelligent sensitive word filtering system to achieve real-time identification and automatic interception of content across all platforms. Concurrently, we engage qualified third-party professional review agencies to conduct independent secondary reviews of key areas and suspicious content, ensuring the objectivity and professionalism of our judgments. Our internal platform also maintains a dedicated review team to perform final manual verification of all system determinations and third-party review results. Furthermore, through routine daily inspections and random sampling checks, the Company dynamically monitors the content ecosystem and continuously optimizes review strategies and keyword libraries to ensure the ongoing effectiveness of our content security governance and fulfill our primary corporate responsibility.

Sensitive Word Filtering

We use an intelligent filtering system to conduct sensitive keyword screening on user-generated content to intercept information that involves severe violations. Additionally, we perform regular maintenance and updates of our sensitive word libraries to continuously enhance automated moderation efficiency and ensure the compliance of platform content.

Third-party Review

We collaborate with third-party partners such as Shumei (數美) and Tencent Cloud to conduct content review. By leveraging their security technologies and AI-driven systems, we perform machine-intelligent preliminary reviews of user-generated content, further expanding our review coverage and enhancing identification accuracy.

Manual Review

Based on the third-party review, we conduct secondary manual reviews for complex or hidden harmful content. Upon the identification of any violations, we promptly implement enforcement measures, such as muting users or freezing accounts.

Daily Inspections

We have established a daily inspection and screening mechanism for game content and maintain transparent user feedback channels. This enables us to promptly identify and address harmful information that may jeopardize the physical and mental well-being of minors, thereby continuously enhancing the effectiveness of our platform's content governance.

5) Combating Plug-ins

The Company continues to advance its governance of the gaming environment, dedicated to upholding a fair and healthy gaming order. We are constantly strengthening our capabilities to detect and mitigate cheating and misconduct, such as the use of third-party software, account boosting services, and abnormal battles. By continuously integrating the technical functions of the overseas Xunfeng (迅風) and user operations platform, the Company provides robust technical support for anti-plug-ins measures and account banning for the overseas operation of Strinova. At the same time, the Company regularly updates the rules for combating plugins and imposing penalties for violations, and optimizes monitoring and handling processes for violations. Taking Strinova as an example, the Company publishes the Security Governance Announcement (《安全治理公告》) on the official website and in-game every two weeks and the related security measures. In 2025, Strinova banned a total of 17,560 cheating accounts, countered 6,413 plug-ins, and punished 120,878 players with negative gaming behaviors.

4. Listening to the Voices of Users

The Company fully respects and understands user needs, actively listening to feedback, and continuously optimize service processes and product features to effectively safeguard user rights and interests, aiming to provide them with a superior and enjoyable entertainment experience.

1) Evaluation and User Research

To consistently enhance product experiences, the Company has established a standardized user research process through iDreamSky Market and User Research White Paper (《创梦市場與用戶研究白皮書》), ensuring that product iterations remain centered on user needs. The Company uses a diverse range of methods such as questionnaires, one-on-one interviews, focus group discussions, and telephone surveys to conduct in-depth research and evaluation of domestic and foreign games at key stages such as pre-research, version updates, and season activities. This allows us to systematically collect user feedback and pain points, providing a basis for subsequent optimization. This year, the Company conducted a specialized research on the long-term needs of veteran Gardenscapes players. By surveying user preferences regarding game skins and crossover content in advance, we targeted improvements in event design and content presentation, which garnered positive market feedback and widespread user acclaim. Additionally, the Company actively organizes online and offline player exchange meetings to listen directly to the voices of users and drive the continuous improvement of game content.

VI. Crafting Dreams to Create Joyful Experiences



Strinova August Carnival



High-Value Player Meet-and-Greet



Controller User Experience (CE) Testing in Discord Online Community

2) Customer Service and Management

The Company strictly complies with the *Law of the People's Republic of China on the Protection of Consumer Rights and Interests* and other relevant laws and regulations. This year, we completed the update of the Customer Service Center Manual (《客服中心手冊》) to further standardize customer service workflows and service standards. By integrating multi-channel support platforms, including Zhichi (智齒) online customer service, voice integration systems, AIHelp Support, and ticketing systems, the Company centrally receives and processes inquiries and complaints from users worldwide, ensuring highly efficient responses and closed-loop resolution of user issues.

In 2025, the Company continued to optimize its customer experience management system across the entire product lifecycle to consistently enhance customer satisfaction. Prior to the launch of new content, we invite users to participate in testing via a “test server” mechanism to proactively identify risks and optimize designs; post-launch. We track user satisfaction and experience health metrics on a per-version basis to provide data-driven support for project improvements. Meanwhile, by leveraging real-time monitoring and feedback mechanisms for public sentiment and the Voice of the Customer (VOC), we ensure prompt responses to issues and drive the continuous optimization of the user experience.

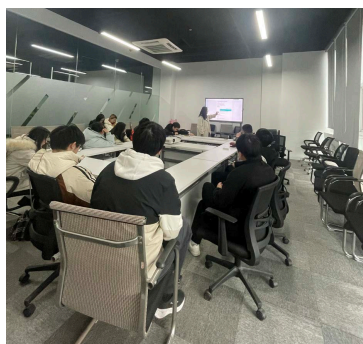
VI. Crafting Dreams to Create Joyful Experiences

To deepen our connection with players, the Company officially launched the “iDreamSky Fanshu Community” this year, establishing an official direct communication channel for players within WeChat. Integrating features such as character binding, announcements and news, gameplay guides, and exclusive events, the community has not only become a core hub for players to access game information, guides, and rewards, but also serves as a window for the Company to directly listen and respond to player feedback. Through this platform, the Company has achieved deep integration between in-game character data and the WeChat service ecosystem. This enables more granular insights into user preferences and facilitates the personalized delivery of events and content based on a diversified user-tagging system. Currently, the community covers several core games, including Strinova and Gardenscapes, maintaining a consistently high character binding rate.

The Company attaches great importance to building the comprehensive capabilities of its customer service team. In 2025, we assigned mentors to provide one-on-one coaching for new hires, helping them quickly familiarize themselves with the business; we also organized regular specialized training and experience-sharing sessions to continuously elevate the team's professional expertise. In terms of quality control, we have deployed dedicated quality assurance personnel to conduct weekly random samplings of online chats, call recordings, and email replies. These interactions are evaluated across dimensions such as response quality, processing efficiency, and service awareness. The findings are compiled into QA reports and reviewed in monthly retrospectives, driving the continuous optimization of our service workflows.

[Case] Conducting Customer Service Team Training to Enhance Professional Service Capabilities

In 2025, the Company organized a two-week training program for all customer service personnel, primarily targeting the online and voice customer service teams. The training systematically covered online communication techniques, standard service scripts, and key criteria for voice quality assurance, offering in-depth analyses through real-world case studies. Furthermore, a specialized seminar was held to address the key focus areas and core challenges in current customer service operations. During the seminar, the team collaboratively formulated improvement initiatives to continuously elevate their professional competence and service quality.



Customer Service Team Training

VI. Crafting Dreams to Create Joyful Experiences

3) Handling of User Complaints

The Company has formulated and implemented internal policies, including the Complaint Handling Process (《投訴處理流程》), to standardize the criteria for receiving and resolving complaints. We have also established diversified feedback channels, including telephone, online customer service, email, and offline touchpoints, to ensure that user issues receive prompt responses and resolutions. To address specific requests, such as refunds for top-ups made by minors, the Company has established a dedicated customer complaint handling team. This team strictly enforces the review process and facilitates highly efficient refund processing via online guidance portals and the ticketing system. In 2025, the Company received 1,075 complaints through 315 Consumer Pass, achieving a ticket processing rate of 100% and a resolution rate of 100%.

5. Information Security and Privacy Protection

iDreamSky is committed to building and continuously improving its cybersecurity and information security framework. By continually strengthening its data security capabilities, the Company aims to create a secure, reliable, and trustworthy digital environment to effectively safeguard users' information and privacy rights.

1) Information Security Protection

The Company has systematically consolidated the foundation of information security protection by improving the governance structure, strengthening management practices, implementing audit certification and organizing internal training, thereby continuously enhancing its overall risk prevention capabilities and security management level.

Information security governance

Following the principles of “legal compliance, full coverage, effective implementation, coordination and collaboration, and classification”, and guided by laws and regulations such as the *Data Security Law of the People’s Republic of China* and the *Cybersecurity Law of the People’s Republic of China*, the Company has systematically established an information security governance framework and formulated internal policies such as the Regulations on Cybersecurity and Data Security Management (《網絡安全和數據安全管理規定》), and the Operational Guidelines (《運營規範指引》), to ensure that security management is conducted in accordance with established procedures and implemented effectively. The Company has set the Chief Data Officer for network security and data security, who is responsible for coordinating information security management and infrastructure development across all departments of the Company to ensure that network and data security objectives are effectively achieved. In 2025, the Company issued the Daily Management Regulations for Corporate Information Assets (《公司信息資產日常管理制度》), which clearly outline requirements for the storage, transmission, and deletion of information, as well as the handling of security incidents, thereby providing institutional safeguards for the secure, stable, and reliable operation of information assets and the network environment.

Network security protection

The Company strictly adheres to the *Basic Requirements for Classified Network Security Protection*, *Technical Requirements for Security Design of Classified Protection of Network Security*, and other national standards and industrial norms, and comprehensively implements the classified network security protection system. Based on an overall security protection strategy by “zone, grade and domain”, the Company has planned and deployed corresponding security measures in tandem for network environments with different security levels. By deploying multi-layered anti-virus software and having the technical support center continuously monitor and log network performance, we ensure that network security remains under control and manageable at all times.

VI. Crafting Dreams to Create Joyful Experiences

As to operation and maintenance, the Company has carried out internal policies and regulations, including the Operation and Maintenance Workbook (《運維工作手冊》), the Safe Operation Procedures for Operation and Maintenance Personnel (《運維人員安全操作管理規範》), and the Emergency Incident Response System (《應急故障響應制度》), which standardize the operation and maintenance security at every stage of game developing and publishing. The Company implements differentiated access controls for employees, visitors, and partners through the management platform for network access control (Feilian), and provides unified business access through the bastion host. This enables centralized management of users, assets, applications, and permissions, and supports real-time monitoring and audit trails. In 2025, the Company upgraded the Feilian system, placing a particular emphasis on strengthening access controls for USB devices and personal computers, with an aim to effectively mitigate data security risks that may arise from the connection of external devices and terminal operations.

Implemented network access control

- We established a classified data management system, conducted regular access audits, and strictly limited domestic and foreign permissions for data access of the operation management platform (Rainbow System), only allowing employees to access through the Company's internal network. Specific members need to be audited and included in the whitelist before they can use Feilian to access, in order to reduce external security risks.
- In 2025, the Company revised the "Rainbow Permission Allocation Rules", implementing a policy of least privilege to adjust the scope of permissions employees can request, thereby effectively reducing the potential data security risks associated with unauthorized access.

Strengthened the physical security of the server rooms

- Access control was implemented in the local server rooms, only authorized IT operation and maintenance personnel can enter the server rooms through facial recognition or identity authentication, ensuring the safety of hosts and other data equipment.

Conducted equipment safety inspection

- The Technical Platform Department conducted comprehensive inspections of the servers during key holidays such as summer vacation and Spring Festival, checking the hardware status, software configuration, and security protection for timely elimination of potential faults.

Established overseas operation and maintenance base

- The Quality Management Center connected the server-side private network of various cloud service providers to enable overseas operation and maintenance teams to directly access and manage game data, enhancing data security; on the principle of data localization, deployed independent overseas servers for overseas encrypted data storage and Rainbow platform monitoring.

Implemented restrictions on external access

- We implement network perimeter isolation. All data systems were migrated to the Company's internal network, where they will operate exclusively. Direct connections to the external network were strictly prohibited; access was permitted only through authorized internal network environments. This measure helped block the risk of external intrusion at both the physical and logical levels.

Conducted data backup

- We established multiple redundancy mechanisms to ensure high data availability and disaster recovery capabilities through regular database snapshots and offline backups to Object Storage Service (OSS).

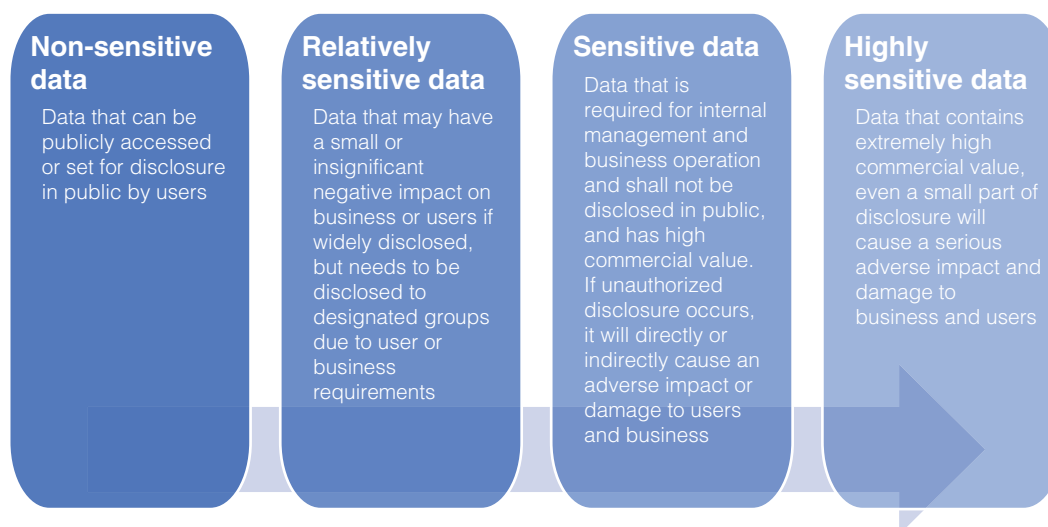
Optimized the communication architecture

- In 2025, the communication architecture of the Guangzhou-Shanghai two-city, three-center cluster was significantly optimized. By upgrading the encryption protocol for the TSE registration center and establishing secure communication links between each service node and its corresponding registration center server, the system effectively mitigated the risk of cluster "split-brain" caused by underlying network anomalies and enhanced the availability of cross-site disaster recovery.

VI. Crafting Dreams to Create Joyful Experiences

Data security protection

The Company has established data classification standards by taking into account factors such as policies and regulations, business value, and security risks, and has defined sensitivity levels for data. We will continuously strengthen the requirements for classified management and protection of data to achieve comprehensive management over the entire data lifecycle.



iDreamSky's Data Classification Principles

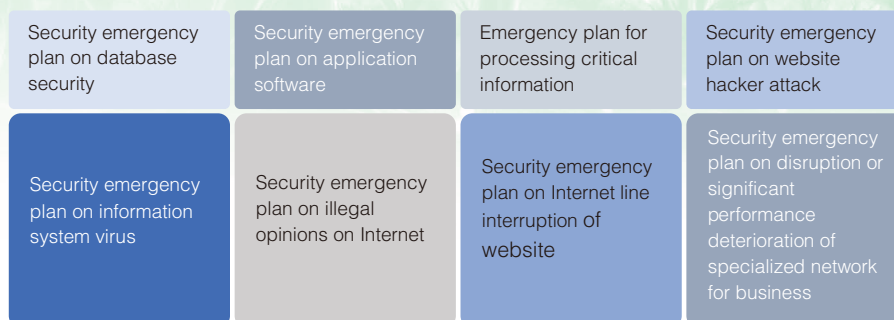
In daily work, the Company strictly implements the classified management regulations for Feishu documents, which are divided into three confidentiality levels by document access status and operational permissions: public, internal, and confidential. Access permissions for each level of documents will be strictly controlled according to business needs to ensure data security. In addition, the Company follows the principle of “job relevance and minimal permission” in allocating employees’ account permissions with the methods of “one person, one account” and “decentralization, itemization, and grading”, with permissions for Rainbow system allocated by “groups”. We strictly limit the organizations eligible to apply for Rainbow accounts and the types of permissions they may request, and continuously enhance the overall security of the Rainbow system.

In 2025, the Company continued to advance various data compliance and security audits. In terms of App compliance, the Company partnered with “iJiaMi” to conduct more than ten specialized inspections using its manual and automated platforms; it also deployed “NEXTDATA” text and image sensitive word filtering services to ensure the security of its game content.

Emergency response management

The Company has formulated and implemented internal policies such as the Data Security Emergency Plan (《數據安全應急預案》) and the Emergency Failure Response Policy (《應急故障響應制度》), established and improved a tiered response mechanism for emergencies to effectively prevent and address cybersecurity incidents such as hacker attacks and intrusions. Based on the type, nature, and scope of impact of incidents, the Company has clearly classified incidents by severity level and develops corresponding contingency plans, standardizing the entire process from monitoring and reporting to resolution, and provides 24/7 rapid response support.

VI. Crafting Dreams to Create Joyful Experiences



Eight Types of Data Security Emergency Plans of iDreamSky

The Company has established a multi-level emergency management team, including safety management supervisors, person in charge of emergency response in the operation & maintenance team/the technical platform department, and emergency response committees, to ensure clear roles and responsibilities, efficient collaboration, and rapid response to all types of security threats.

Safety management supervisor

Responsible for closely monitoring the daily operation of network products and services. In case of a database crash, application system failure or network interruption, the safety management supervisor will take remedial measures immediately and report the same to the person in charge of emergency response in the operation & maintenance team on time.

Emergency response committee

In case of problems that cannot be solved, the member of the emergency response committee would request the personnel support from the service provider. After that, the member of the emergency response committee organizes the relevant personnel involved in the resolution of emergencies to review the incident and prepare a review report, and keeps the relevant records of the security incident for a long time.



Person in charge of emergency response in the operation & maintenance team/the technical platform department

Responsible for judging the event node, identifying the cause of the event, and reporting the same to the emergency response committee.

The Company deploys its services on both Tencent Cloud and Alibaba Cloud, and regularly conducts vulnerability scanning and remote disaster recovery drills every year to comprehensively test the core system's response and recovery capabilities under high-pressure and disaster scenarios, so as to ensure the business can be quickly restored to normal in the event of an emergency. In 2025, the Company conducted its annual disaster recovery drill. By simulating a failure of the primary node and switching to the backup node, the drill successfully validated the effectiveness of the disaster recovery plan.

VI. Crafting Dreams to Create Joyful Experiences

In addition, the Company has established standardized procedures for handling incidents involving data security and personal information protection. When a system error message appears or an employee proactively reports a data breach, the relevant information will be reported to the internal audit department immediately. Once the investigation is completed, a written report will be prepared and submitted to the Human Resources Department for use as the basis for further action. The Human Resources Department will take appropriate action against the employees involved based on the findings of the investigation. In 2025, the Company did not experience any risk incidents related to the disclosure of user's personal information or threats to the Company's data security.

Audit and certification

The Company conducts regular special audits in key areas such as data security and personal information protection. In 2025, the Company completed an asset management audit of its key games through internal auditing and conducted a special audit of external account management across all business lines. During the year, the Company completed the annual network security classified protection assessments and rectification work for all Level 2 and Level 3 systems in accordance with the requirements of the Administrative Measures for the Graded Protection of Information Security.

Publicity and training

With regard to information security and privacy protection training, the Company regularly organizes relevant training and awareness-raising activities for all employees to continuously strengthen their security awareness and practical skills. From the onboarding stage (including full-time employees, interns, etc.), we clearly define information security requirements and codes of conduct, ensure that relevant training reaches all employees, and effectively integrate these into daily business operations.

[Case] Knowledge Training through Creative Comics for a Strong Information Security Defense Line

In 2025, the Company continued to strengthen its information security awareness campaigns, established clear security standards and principles for the use of artificial intelligence, and used creative comics to encourage everyone to work together to safeguard the Company's information assets, thereby effectively raising risk prevention awareness among all employees.



Information Security Awareness Materials



VI. Crafting Dreams to Create Joyful Experiences

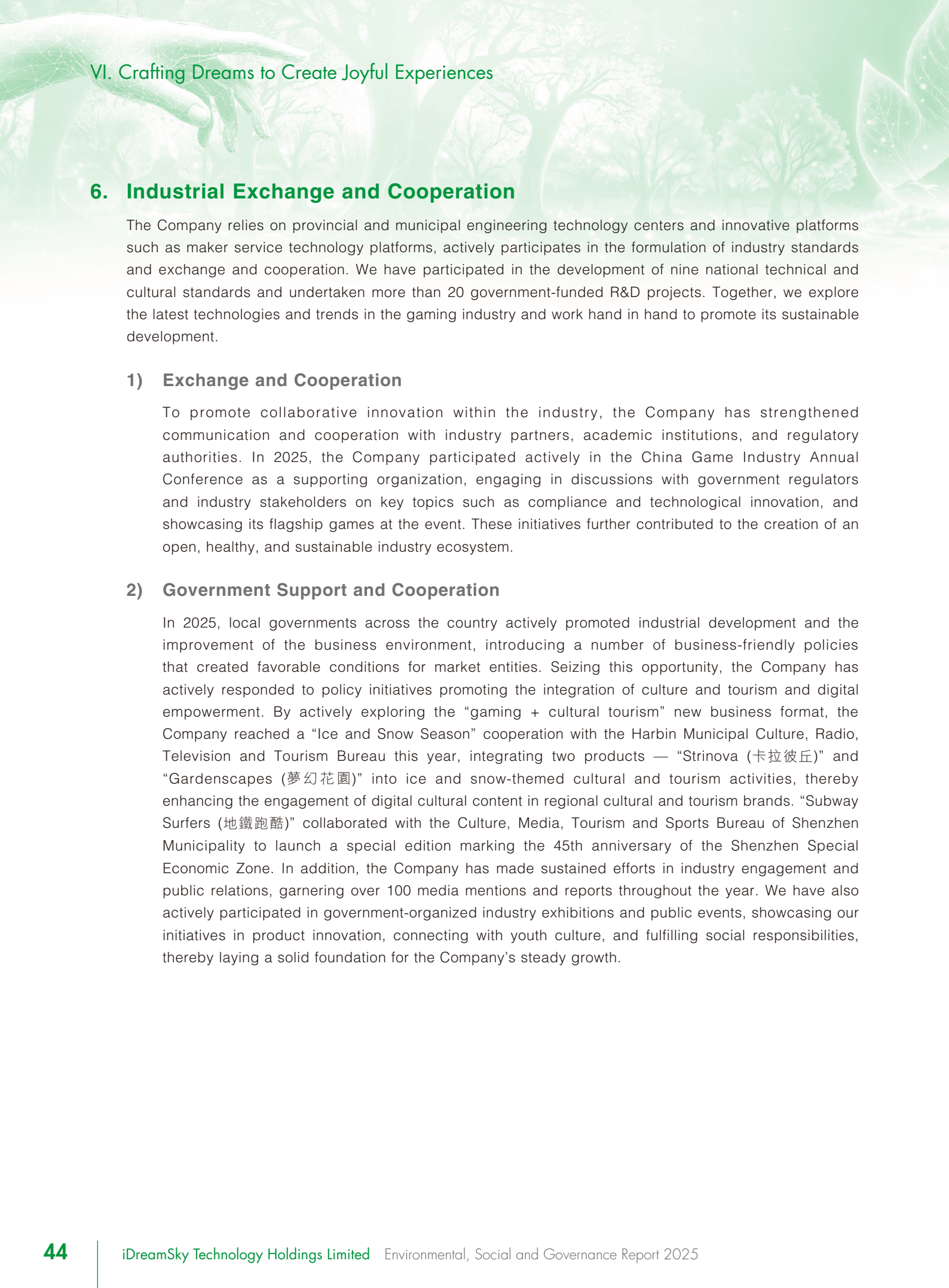
2) User Privacy Protection

The Company places a high priority on privacy protection. We strictly comply with the *Personal Information Protection Law of the People's Republic of China*, the *Data Security Law of the People's Republic of China*, the *Law of the People's Republic of China on Protection of Consumer Rights and Interests*, the *Provisions on the Cyber Protection of Children's Personal Information*, the *Civil Code of the People's Republic of China* and other relevant laws and regulations, and have formulated and implemented internal management policies such as the Measures for the Management of Personal Information Protection (《個人信息保護管理辦法》), the Guidelines for Operation of Personal Information Protection Impact Assessment (《個人信息保護影響評估操作指引》), the Guidelines for Compliance Audit of Personal Information Protection (《個人信息保護合規審計指引》) and the Personal Information Protection Policy (《個人信息保護政策》) to effectively protect users' rights regarding their personal information. The Company has established a collaborative compliance team, which is responsible for continuously improving the relevant systems, supervising its implementation, and regularly reporting on the effectiveness to the Executive Management Team of the Company. Additionally, the Company has appointed a personal information protection officer, who is responsible for supervising the implementation of the relevant systems, assessing the impact of personal information protection, giving suggestions on the improvement and ensuring their implementation, so as to continuously optimize the user privacy management framework.

VI. Crafting Dreams to Create Joyful Experiences

Upholding the principles of privacy protection	• In the collection, storage, use, processing, transmission, provision and deletion of users' personal information, all persons involved shall comply with the principles of clear purpose, minimum sufficiency, ensuring safety, obtaining consent, openness and transparency, and subject participation.
Standardizing data collection process:	• We always adopt the minimization principle when collecting the user information; proactively disclose our personal information protection policy to users; explain the purpose, manner and scope of information collection and use, and seek authorization from users; fully respect the users' right to make their own choices; notify users and seek their consent again prior to use if personal information is beyond the scope or purpose for which it was claimed at the time of collection.
Strengthening data encryption protection:	• When storing and transmitting data, we adopt the encrypted method to sensitive data with the combination of asymmetric encryption and symmetric encryption, to prevent third parties from stealing the plaintext data.
Implementing data sanitization:	• When using data, we de-identify users' sensitive information in our operation management system and display such information in a non-plaintext manner, and data extraction is subject to a strict internal approval process and limited scope of extraction.
Ensuring signing of confidentiality agreement:	• We require all relevant personnel who may have access to user information to fulfill their confidentiality obligations, and arrange for the data team and personnel with database permissions to sign confidentiality agreement. In addition, the confidentiality agreement is presented in the form of an image to prevent tampering and enhance user visibility.
APP privacy and security compliance testing	• Prior to the game launch, a compliance assessment shall be conducted to review key privacy protection compliance matters, such as the privacy policy, user agreement, and game rating, and provide targeted recommendations. We strictly enforce internal policies such as the "Guidelines for the Management of SDK (Software Development Kit) Component Onboarding Processes" and implement routine testing and onboarding evaluations for third party SDKs.

Key Measures for User Privacy Protection



VI. Crafting Dreams to Create Joyful Experiences

6. Industrial Exchange and Cooperation

The Company relies on provincial and municipal engineering technology centers and innovative platforms such as maker service technology platforms, actively participates in the formulation of industry standards and exchange and cooperation. We have participated in the development of nine national technical and cultural standards and undertaken more than 20 government-funded R&D projects. Together, we explore the latest technologies and trends in the gaming industry and work hand in hand to promote its sustainable development.

1) Exchange and Cooperation

To promote collaborative innovation within the industry, the Company has strengthened communication and cooperation with industry partners, academic institutions, and regulatory authorities. In 2025, the Company participated actively in the China Game Industry Annual Conference as a supporting organization, engaging in discussions with government regulators and industry stakeholders on key topics such as compliance and technological innovation, and showcasing its flagship games at the event. These initiatives further contributed to the creation of an open, healthy, and sustainable industry ecosystem.

2) Government Support and Cooperation

In 2025, local governments across the country actively promoted industrial development and the improvement of the business environment, introducing a number of business-friendly policies that created favorable conditions for market entities. Seizing this opportunity, the Company has actively responded to policy initiatives promoting the integration of culture and tourism and digital empowerment. By actively exploring the “gaming + cultural tourism” new business format, the Company reached a “Ice and Snow Season” cooperation with the Harbin Municipal Culture, Radio, Television and Tourism Bureau this year, integrating two products — “Strinova (卡拉彼丘)” and “Gardenscapes (夢幻花園)” into ice and snow-themed cultural and tourism activities, thereby enhancing the engagement of digital cultural content in regional cultural and tourism brands. “Subway Surfers (地鐵跑酷)” collaborated with the Culture, Media, Tourism and Sports Bureau of Shenzhen Municipality to launch a special edition marking the 45th anniversary of the Shenzhen Special Economic Zone. In addition, the Company has made sustained efforts in industry engagement and public relations, garnering over 100 media mentions and reports throughout the year. We have also actively participated in government-organized industry exhibitions and public events, showcasing our initiatives in product innovation, connecting with youth culture, and fulfilling social responsibilities, thereby laying a solid foundation for the Company’s steady growth.

7. Intellectual Property Management

The Company strictly abides by the *Patent Law of the People's Republic of China*, the *Trademark Law of the People's Republic of China*, the *Copyright Law of the People's Republic of China* and other relevant laws and regulations, and has formulated and implemented the Policy on the Management of Intellectual Property Rights (《知識產權管理制度》), to systematically carry out intellectual property protection efforts. The Company severely cracks down on infringement actions such as game cracking, private server cheats, trademark infringement, and software copyright infringement. A dedicated intellectual property management organization has been established to oversee and coordinate related matters and ensure the effective implementation of intellectual property management.

The Company regularly organizes employee training sessions to promptly communicate regulatory updates and compliance requirements, and to foster employees' awareness of intellectual property protection. We advocate employees to proactively protect their IP fruits in daily work, and implement strict control on access to source codes of self-developed and licensed games through the SVN permission management platform. The Company ensures the legal and compliant use of third-party intellectual property in the course of product R&D, operation and promotion, so as to avoid the risk of infringement. With regard to IP partnerships, the Company procures officially licensed content and, during the localization of overseas games, establishes clear intellectual property terms to define the ownership of Chinese-language trademarks and ensure the lawful use of overseas intellectual property within China, thereby laying a compliant foundation for the long-term and stable development of its business. In 2025, the Company did not have any incidents related to serious infringement of intellectual property of any third party.

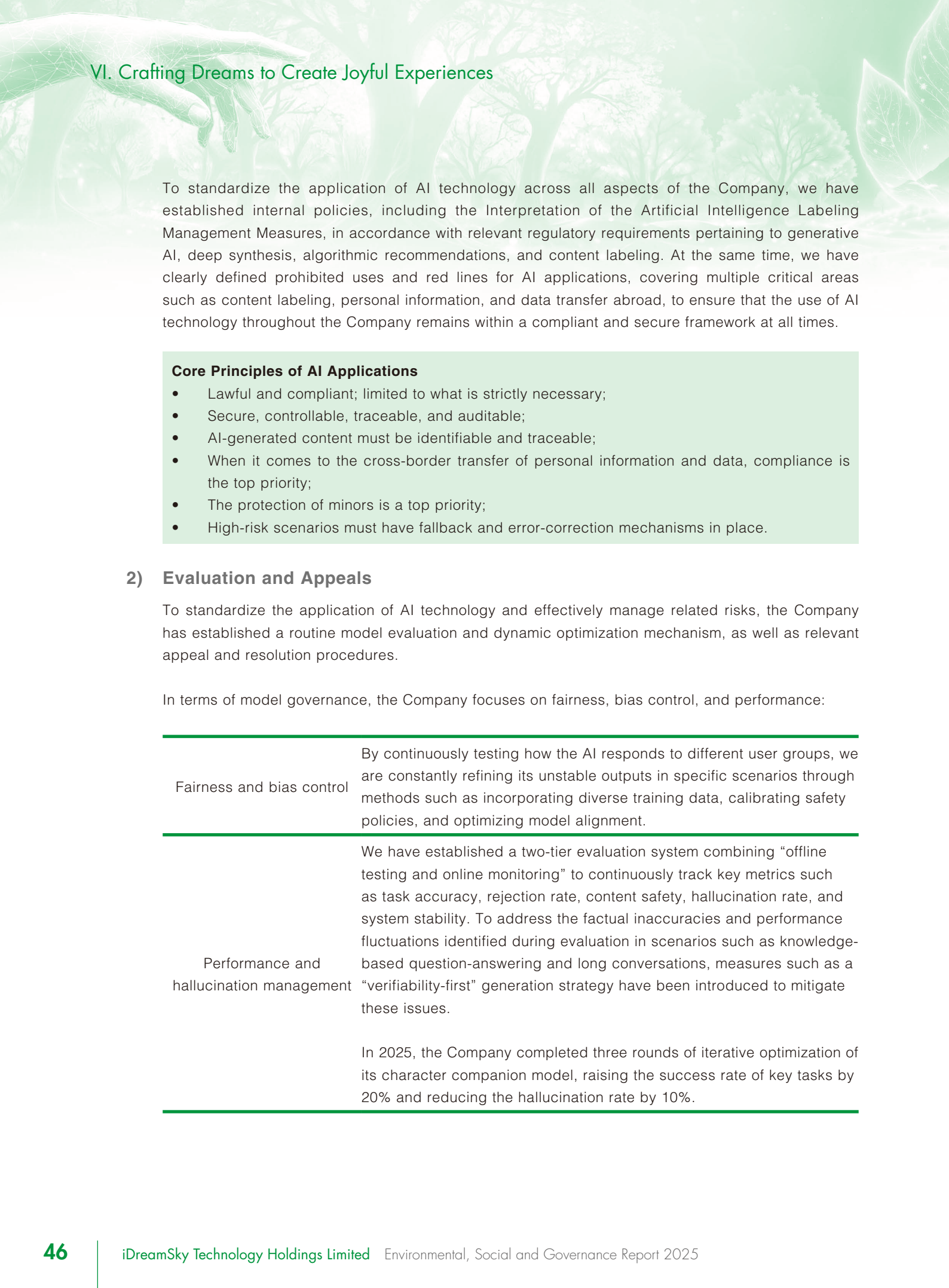
As of the end of 2025, the Company had filed 105 patent applications and was granted 61 patents; We had filed 1,325 trademark applications and was granted 877 trademarks; and 444 computer software copyright works.

8. Responsible AI

The Company fully recognizes the significant impact of AI technology on the gaming industry and is actively expanding its applications to drive the digital and intelligent transformation of our business. At the same time, we attach great importance to potential risks in technology application, establishing and improving AI governance framework and mechanisms. We adhere to the principles of compliance and controllability throughout the development and use of AI, advancing technological application and innovation in a responsible manner.

1) Governance and Principles

The Company has established an AI governance framework and formed a dedicated AI middle-platform team. The team leader reports directly to the Chief Technology Officer (CTO) to ensure that governance policies align with the Company's technology strategy. The team consists of highly experienced professionals who provide ongoing support for the Company's compliant implementation and steady advancement of AI applications.



VI. Crafting Dreams to Create Joyful Experiences

To standardize the application of AI technology across all aspects of the Company, we have established internal policies, including the Interpretation of the Artificial Intelligence Labeling Management Measures, in accordance with relevant regulatory requirements pertaining to generative AI, deep synthesis, algorithmic recommendations, and content labeling. At the same time, we have clearly defined prohibited uses and red lines for AI applications, covering multiple critical areas such as content labeling, personal information, and data transfer abroad, to ensure that the use of AI technology throughout the Company remains within a compliant and secure framework at all times.

Core Principles of AI Applications

- Lawful and compliant; limited to what is strictly necessary;
- Secure, controllable, traceable, and auditable;
- AI-generated content must be identifiable and traceable;
- When it comes to the cross-border transfer of personal information and data, compliance is the top priority;
- The protection of minors is a top priority;
- High-risk scenarios must have fallback and error-correction mechanisms in place.

2) Evaluation and Appeals

To standardize the application of AI technology and effectively manage related risks, the Company has established a routine model evaluation and dynamic optimization mechanism, as well as relevant appeal and resolution procedures.

In terms of model governance, the Company focuses on fairness, bias control, and performance:

Fairness and bias control	By continuously testing how the AI responds to different user groups, we are constantly refining its unstable outputs in specific scenarios through methods such as incorporating diverse training data, calibrating safety policies, and optimizing model alignment.
Performance and hallucination management	We have established a two-tier evaluation system combining “offline testing and online monitoring” to continuously track key metrics such as task accuracy, rejection rate, content safety, hallucination rate, and system stability. To address the factual inaccuracies and performance fluctuations identified during evaluation in scenarios such as knowledge-based question-answering and long conversations, measures such as a “verifiability-first” generation strategy have been introduced to mitigate these issues. In 2025, the Company completed three rounds of iterative optimization of its character companion model, raising the success rate of key tasks by 20% and reducing the hallucination rate by 10%.

The company has established internal and external AI complaint and resolution mechanisms to ensure that AI-related issues are addressed and resolved in a timely manner:

Internal mechanism	We have established a dedicated issue response channel and appointed a product safety lead to centrally handle internal feedback regarding model anomalies, content misclassification, issues with recommendation rankings, and inappropriate speech synthesis, and set differentiated response timelines based on the severity of each issue.
External mechanism	We have established user complaint channels and customer service response pathways within our products. For highly sensitive complaints, such as the posting of illegal content, wrongful account suspensions, voice theft, and issues related to privacy and minors, we have established rapid response procedures. When necessary, we may implement measures such as temporarily disabling features or degrading service levels to ensure that issues are addressed promptly and appropriately.

3) Responsible AI Application Practices

In 2025, guided by the commitment to responsibility, the Company continued to advance the in-depth application of technology and the development of systematic platforms. We independently developed and launched systems such as the Developer API Platform and the “Fengsheng” Public Sentiment Intelligence Platform. While automating and digitizing operational management processes, we integrated compliance governance, risk control, and value-driven guidance throughout the entire technology application process, ensuring that AI development consistently supports the construction of a sustainable digital ecosystem.

VI. Crafting Dreams to Create Joyful Experiences

Developer API Platform (AI-API)	“Fengsheng” Public Sentiment Intelligence Platform
In 2025, iDreamSky transitioned the Developer API platform from basic services to intelligent management, launching a model switching feature to ensure that innovation operates within a secure and controlled framework. In terms of compliance governance, the platform established an enterprise-level control system, implemented standardized key distribution and management, defined clear data security boundaries, prohibited the unauthorized transmission of sensitive information, and integrated a culture of accountability throughout the entire development process. The developer platform was designed with a human-centered approach, emphasizing the compliance of emotional interactions and the promotion of positive values. Serving as the technological foundation for the AI Lounge of “Strinova (卡拉彼丘)”, it built an immersive AI-NPC companion system and actively explored new possibilities for the gaming ecosystem.	The Company deeply integrated AI into its operational management. Its self-developed “Fengsheng” AI public sentiment monitoring platform utilized large language models and RAG technology to automatically capture and intelligently analyze vast amounts of player feedback, marking a significant leap from traditional manual monitoring to precise semantic recognition. The platform has been providing routine support for multiple projects, processing tens of thousands of data entries daily. This has significantly reduced labor costs and improved analytical accuracy, while establishing a digital channel for quickly identifying and addressing user concerns, thereby enabling refined and responsible community management and risk management.

Introduction of some AI applications

VII. People-Oriented, Facilitating Employee Growth

iDreamSky always adheres to the “People-oriented” philosophy, viewing talent as the core driving force behind corporate development. While actively recruiting outstanding talent, we have established a multi-tiered training system and a transparent, fair promotion mechanism, and actively organize employee welfare activities, with an aim to create a fair, inclusive, harmonious, friendly, and healthy and safe work environment.

1. Talent Pool Development

The Company strives to cultivate a diverse talent pool. We have established a multi-tiered training system and a comprehensive compensation and benefits package to promote employees' personal development and career advancement, thereby laying a solid human resources foundation for the Company's sustainable development.

1) Recruitment Management

The Company strictly abides by relevant laws and regulations such as the *Labor Law of the People's Republic of China*, the *Labor Contract Law of the People's Republic of China*, the *Social Insurance Law of the People's Republic of China*, formulates and implements the iDreamSky Talent Recommendation Management Measures (《创梦天地人才管理推荐办法》), the Attendance Management Policy (《考勤管理制度》), and other internal policies to ensure legal and compliant employment practices.

The Company attracts outstanding talents through various channels such as campus recruitment and social recruitment, and strictly follows the Standardized Operation Manual (《標準化操作手冊》), during the recruitment, which standardizes the recruitment process and requirements from posting job information and resume screening to interview arrangements and offer letter issuance, thus ensuring that the recruitment process is conducted fairly, impartially, and transparently, and safeguarding candidates' equal rights to employment. To strengthen its talent pool and support long-term development, the Company has actively deepened its collaboration with universities. We collaborate with six universities, including Sun Yat-Sen University, Shenzhen University, Guangzhou Academy of Fine Arts, and South China Normal University, to offer diverse internship opportunities in game development, art design, operations, and marketing for university students, helping them enhance their practical skills and professional competence. In 2025, the Company hired a total of 118 new full-time employees and accepted 40 interns, effectively strengthening its workforce. In 2025, thanks to our outstanding performance in talent development and innovation promotion, the Company received the prestigious “Most Innovative Youth-Friendly Employers of 2025” award. As of 31 December 2025, the Company had a total of 654 full-time employees.

VII. People-Oriented, Facilitating Employee Growth



Honored with the “Most Innovative Youth-Friendly Employers of 2025” award

2) Compensation and Benefits and Performance

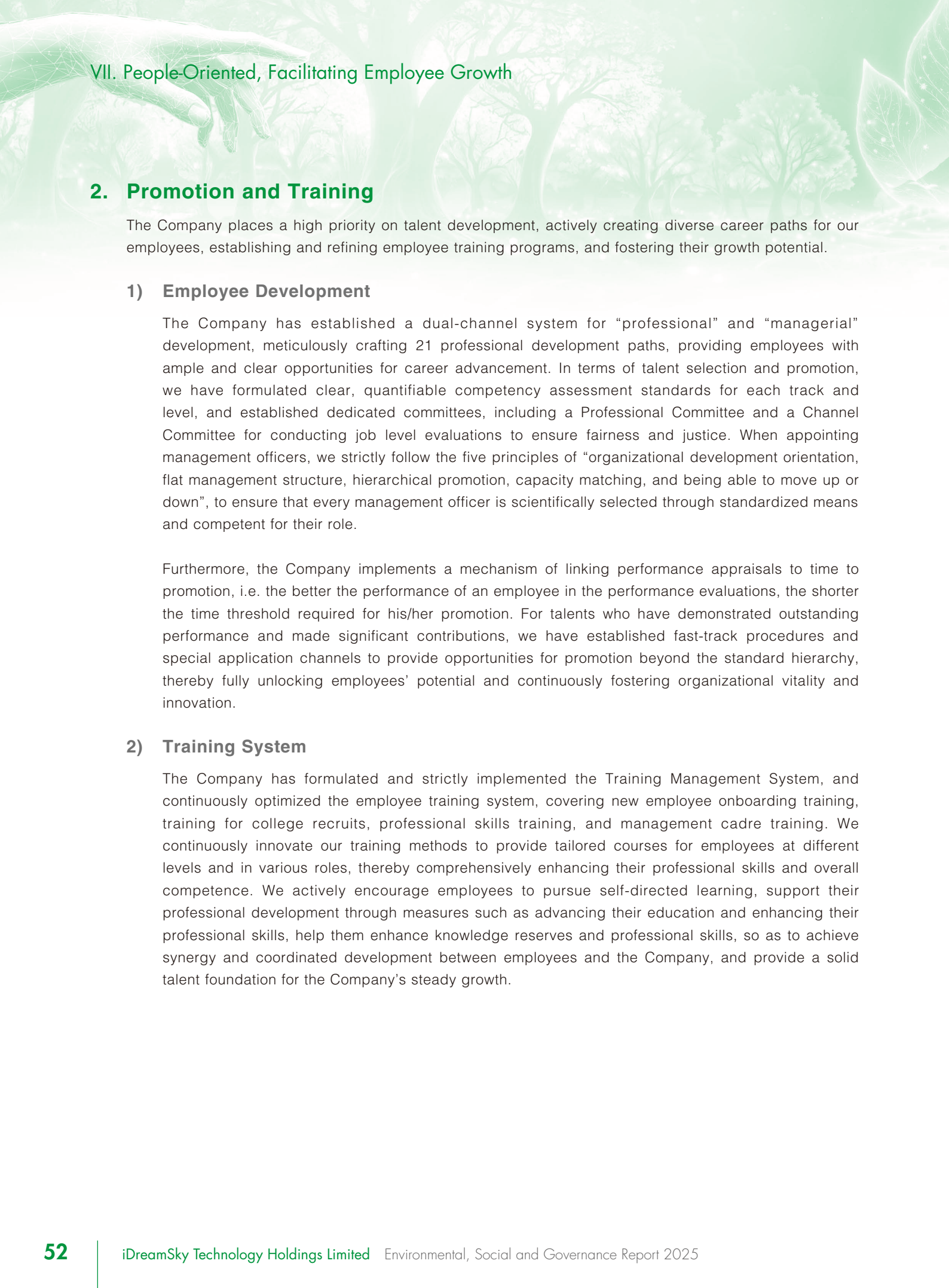
The Company continuously improves a competitive, scientific and fair salary and welfare system and sets differentiated and reasonable salary levels with reference to the market standard, and taking into account the service length, professional skills and performance of employees. Our salary structure includes base salary and various performance-related subsidies and incentives, stock awards and other incentives, so as to encourage employees to work with the company to create long-term value.

The Company’s employee benefits consist of statutory welfare and supplementary benefits. In terms of statutory benefits, the Company pays five social insurances and one housing provident fund in full and on time for its employees, and implements vacation arrangements such as statutory annual leave and parental leave. In terms of supplementary benefits, the Company purchases commercial insurance for all employees, and provides holiday benefits, annual health check-ups, and public rental housing to reduce the burden on employees and enhance their sense of belonging and happiness. We keep a close eye on the dynamic changes in market salaries and constantly optimize compensation and benefit system to ensure a competitive compensation for our employees in the industry and recognize and reward their dedication and contribution through a comprehensive incentive and benefits system. In 2025, the Company established the “Business Travel Management Policy” to further standardize business travel procedures, clarify travel allowance standards, and better support business development and ensure the safety of employees during travel.

VII. People-Oriented, Facilitating Employee Growth

 Statutory benefits ✓ Statutory Leave: Paid annual leave, statutory holidays, marriage leave, maternity leave, paternity leave, parental leave, bereavement leave, etc. ✓ Social Insurance and Housing Provident Fund: Old-age insurance, medical insurance, unemployment insurance, work-related injury insurance, maternity insurance, and housing provident fund	 Supplementary benefits ✓ Living Allowances: Travel allowance, transportation allowance, wedding bonuses, maternity/paternity leave benefits ✓ Housing Support: Assistance with public housing applications; services for talent household registration and temporary registration ✓ Cultural Life: Birthday meal supplement ✓ Special Support: Funeral and death benefits, assistance for employees in financial distress ✓ Health Benefits: Annual physical exams, private health insurance, supplemental private health insurance
---	--

The Company has established a clear performance evaluation and feedback system, and conducts annual performance appraisal for regular employees who have been with the Company for three months or longer. The appraisal adopts a comprehensive approach of self-evaluation, 360-degree evaluation and direct supervisor evaluation to consider the employee's value contribution, commitment and value outlooks in all aspects to evaluate employee performance in a fair and objective manner. Employees will earn ratings ranging from 5 stars to 1 star, which is closely linked with annual evaluation of awards and merits, rank promotion, salary adjustment and bonus allocation. This policy aims to foster a fair, transparent, and motivating work environment that fully unleashes employee potential and engagement, promoting personal growth and the Company's sustainable development.



VII. People-Oriented, Facilitating Employee Growth

2. Promotion and Training

The Company places a high priority on talent development, actively creating diverse career paths for our employees, establishing and refining employee training programs, and fostering their growth potential.

1) Employee Development

The Company has established a dual-channel system for “professional” and “managerial” development, meticulously crafting 21 professional development paths, providing employees with ample and clear opportunities for career advancement. In terms of talent selection and promotion, we have formulated clear, quantifiable competency assessment standards for each track and level, and established dedicated committees, including a Professional Committee and a Channel Committee for conducting job level evaluations to ensure fairness and justice. When appointing management officers, we strictly follow the five principles of “organizational development orientation, flat management structure, hierarchical promotion, capacity matching, and being able to move up or down”, to ensure that every management officer is scientifically selected through standardized means and competent for their role.

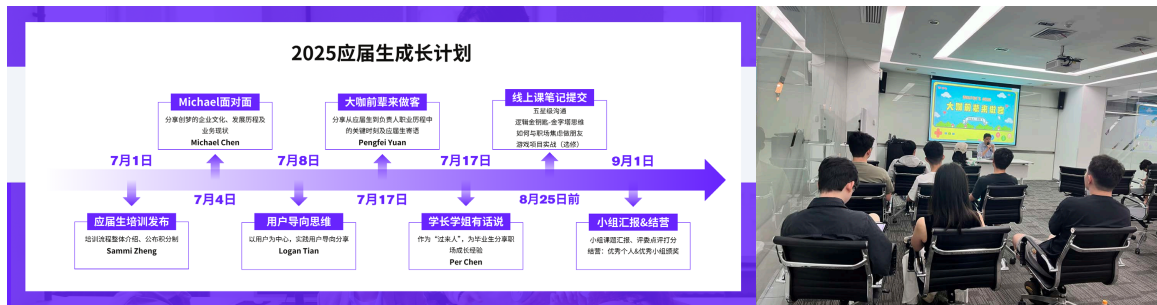
Furthermore, the Company implements a mechanism of linking performance appraisals to time to promotion, i.e. the better the performance of an employee in the performance evaluations, the shorter the time threshold required for his/her promotion. For talents who have demonstrated outstanding performance and made significant contributions, we have established fast-track procedures and special application channels to provide opportunities for promotion beyond the standard hierarchy, thereby fully unlocking employees’ potential and continuously fostering organizational vitality and innovation.

2) Training System

The Company has formulated and strictly implemented the Training Management System, and continuously optimized the employee training system, covering new employee onboarding training, training for college recruits, professional skills training, and management cadre training. We continuously innovate our training methods to provide tailored courses for employees at different levels and in various roles, thereby comprehensively enhancing their professional skills and overall competence. We actively encourage employees to pursue self-directed learning, support their professional development through measures such as advancing their education and enhancing their professional skills, help them enhance knowledge reserves and professional skills, so as to achieve synergy and coordinated development between employees and the Company, and provide a solid talent foundation for the Company’s steady growth.

[Case] Training for New Graduates

In 2025, the Company launched a two-month development program for new graduates. The training program covered topics such as corporate culture, current business operations, customer-centric thinking, workplace communication, and hands-on project experience. Through a variety of formats, including one-on-one sessions with executives, insights from senior colleagues, online learning, and group presentations, the program helped new graduates quickly transition into their roles, integrate into iDreamSky, and lay a solid foundation for their professional development.



Scene of New Graduates Training Session

3. Occupational Health and Care

The Company prioritizes employees' occupational health and safety, regularly organizing fire drills and first aid training to comprehensively improve employees' safety awareness and emergency response capabilities. Additionally, we actively organized various team-building activities to continuously strengthen team cohesion and collaboration, thereby creating a secure, healthy, harmonious, and inclusive work environment for our employees.

1) Employee Health and Safety

The Company earnestly implements safety-related laws and regulations such as *the Law of the People's Republic of China on the Prevention and Control of Occupational Diseases*, *the Work Safety Law of the People's Republic of China*, and *the Fire Protection Law of the People's Republic of China*. It has formulated clear health and safety-related emergency plans and management mechanisms to ensure rapid response and efficient handling of potential safety incidents in the workplace. The Company is equipped with automated external defibrillators (AEDs), medical emergency kits, and common first aid medications. Regular training and educational campaigns on first-aid skills and occupational disease prevention are conducted to continuously improve employees' safety awareness and emergency response capabilities, jointly promoting the development of a safety culture.

VII. People-Oriented, Facilitating Employee Growth

Safety management measures

- Conduct workplace safety inspections every two hours to check the status of electricity usage, water usage, entrances and exits in each area. Rectify any problems immediately;
- Security personnel maintain a 24-hour shift schedule;
- Monthly fire safety inspections to ensure fire safety;
- Monthly inspection for fire extinguishers, with inspection results recorded;
- Disseminate safety-related reminders on internal communication channels from time to time.

[Case] Fun Training | Lecture on Correct Posture to “Relieve Strain” on the Cervical and Lumbar Spines

In October 2025, the Company hosted a lecture titled “Correct Your Posture: Relieving Strain on the Cervical and Lumbar Spines”, inviting a professional speaker to provide a detailed explanation of the causes of cervical spine disorders, preventive measures, and daily self-care techniques. Employees participated enthusiastically. The lecture effectively helped employees develop an awareness of health management, guided them in balancing work and health, and empowered them to approach both work and life with greater vitality.



Scene of Lecture on Correct Posture to Relieve Strain on the Cervical and Lumbar Spines

2) Employee Activities and Care

The Company deeply understands that good physical and mental well-being is the foundation for our employees to maintain their innovative spirit. By actively planning and regularly organizing employee care events such as Programmer's Day, anniversary celebrations, and neck massages, the Company has enriched employees' leisure time, and strengthened their cohesion, sense of belonging, and happiness.



Programmer's Day



Celebration of the Company's
16th Anniversary



Mid-Autumn Festival Event

In addition, the Company strives to create a positive work environment that respects and cares for women. We have established well-equipped, comfortable mother-and-baby rooms within the office area, complete with lounge chairs, convenient breastfeeding facilities, and other amenities. These spaces provide a private, quiet environment designed to meet the practical needs of female employees during this special time, demonstrating our commitment to supporting them in achieving a healthy work-life balance.

4. Labor Rights

iDreamSky upholds the values of equality, openness, and inclusiveness, strictly maintains and follows international labor standards, actively builds diverse communication channels, respects and values employees' opinions, comprehensively and systematically protects the legitimate rights and interests of employees, and continuously enhances team cohesion and sense of belonging, laying a solid foundation for the sustainable development of the Company.

1) Compliant Employment Practices

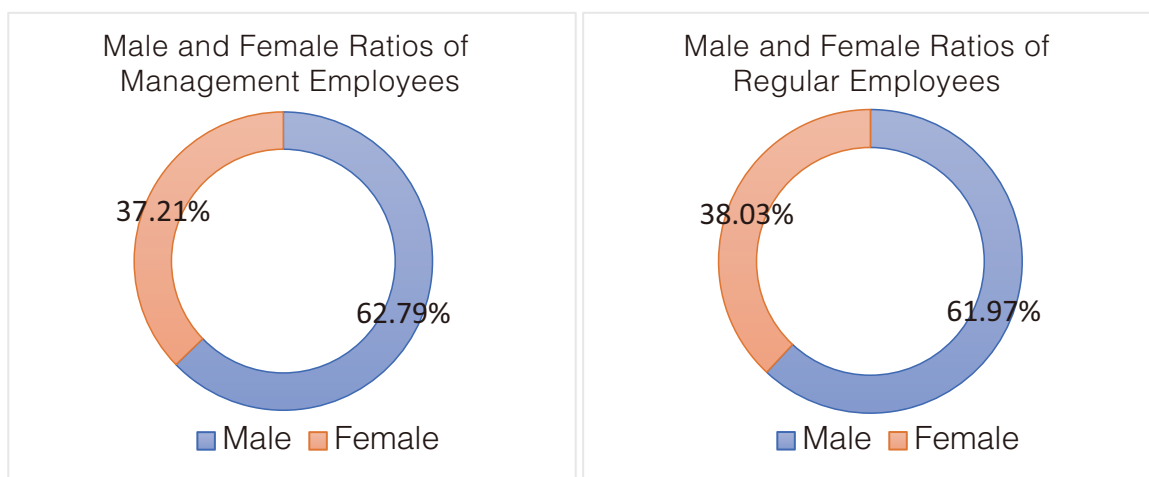
The Company upholds the baseline of legal employment, prohibits the use of child labor and boycotts forced labor, discrimination, harassment and abuse and other misconduct. In the Employee Handbook, the Company clearly specifies the legal age range for applicants, and identity information is strictly verified to eliminate illegal employment practices. The Company complies with laws and regulations such as the *Labor Law of the People's Republic of China* and the *Labor Contract Law of the People's Republic of China*. Employment contracts are signed with all employees, clearly specifying key details such as working hours, work location, compensation, and overtime policies, thereby effectively safeguarding the legitimate rights and interests of employees. In 2025, no incidents of child labor or forced labor occurred in the Company.

VII. People-Oriented, Facilitating Employee Growth

2) Diversity and Equality

The Company upholds the principles of fairness and justice, striving to create a diverse, equal and inclusive work environment. We firmly oppose any form of discrimination and never tolerate any discrimination, exclusion or special treatment due to ethnicity, race, nationality, religion, physical condition, pregnancy, sexual orientation, political appearance, age or other non-work factors. We fully implement the principles of equal opportunity, diversity, and anti-discrimination. Also, the Company attaches great importance to the rights and development of female employees, fully implements the policy of gender equality and equal pay for equal work, and comprehensively reflects our respect and care for female employees in various aspects such as recruitment, promotion, vacation and benefits.

In 2025, the proportion of female employees in the Company's management reached 37.21%, representing an increase over the previous year, effectively reflecting the positive progress the Company has made in terms of gender equality. In the future, we will continue to provide our female employees with broader opportunities for growth, supporting them in realizing their full potential and achieving self-fulfillment in the workplace.



Proportion of Management and Regular Employees by Gender

3) Employee Communication

The Company upholds the concept of democratic management and actively fosters a corporate culture of “open communication and positive feedback”. It has continuously optimized diversified communication channels to listen to the voice of employees. Through regularly holding large-scale internal communication activities such as the annual employee representative assembly, and utilizing tools such as “Experience Server” and Feishu’s “Honest Feedback” robot, the Company encourages employees to express their opinions and suggestions actively, in order to promptly and accurately understand employee needs and thoughts, provide more effective support for employees, and actively improve employees’ satisfaction and sense of belonging.

Employees can speak freely through the internal community platform

- Employees can provide feedback and communicate opinions within the iDreamSky community either by speaking directly or using an anonymous robot. The anonymous speech mechanism provides employees with a more free and safe space for expression, encouraging them to speak freely, share real thoughts and suggestions.

VIII. Protecting our Homeland and Practicing Green and Low-Carbon Initiatives

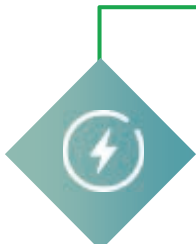
iDreamSky actively responds to the national “Carbon Peaking and Carbon Neutrality Goals” strategy by deeply integrating the concept of green development into the entire process of its operation and management. It continuously implements measures for low-carbon consumption reduction and environmental protection, identifies climate risks, seizes green development opportunities, and proactively addresses the challenges of climate change, assist in the realization of carbon neutrality goals with practical actions, and works together to build a harmonious coexistence of man and nature in the future.

1. Green Operation

The Company continuously improves the environmental management system in strict compliance with relevant laws and regulations such as the *Environmental Protection Law of the People's Republic of China*, the *Water Pollution Prevention and Control Law of the People's Republic of China*, the *Air Pollution Prevention Law of the People's Republic of China*, and the *Law of the People's Republic of China on the Prevention and Control of Environmental Pollution by Solid Wastes*. It persistently optimizes management measures in energy use, water resource management, and waste recycling, and regularly carries out green advocacy to guide employees to establish energy-saving awareness, and create a low-carbon and energy-saving office environment. In 2025, the Company was not subject to any penalties for violating environmental laws and regulations, nor did we receive any complaints related to environmental pollution.

1) Energy Management

The Company adheres to the office concept of “green, clean, and low carbon” and relies heavily on equipment such as servers, computers and air-conditioners in daily operation. We have nearly 1,000 computers for our game development business, and the data is mainly stored in server providers such as Alibaba Cloud and Tencent Cloud. Therefore, the main source of energy consumed by the Company is electrical energy. Since 2021, the Company has set clear goals to reduce electricity consumption over the next 5 years. In order to achieve our electricity management goals as soon as possible, reduce equipment energy consumption and environmental impact, and effectively improve energy utilization efficiency, we have implemented a number of specific energy-saving measures in daily operations for reducing unnecessary energy consumption:



- ◆ The office temperature is set at a constant 25 degrees Celsius in the summer and ventilated in the winter for scientifically regulating use of electricity;
- ◆ Establish a full-time inspection mechanism for indoor property security to check the air-conditioning temperature settings at regular intervals every day and proactively adjust or turn off the air-conditioning in unoccupied areas;
- ◆ LED lighting is consistently used in the office to save on lighting energy;
- ◆ Actively procure energy-efficient certified equipment and continuously optimize the efficiency of its use;
- ◆ Encourage employees to set their computers to “sleep mode if idle for more than 30 minutes” to reduce standby power consumption;
- ◆ Regularly check refrigeration water pipes, water condensation pipes and vents, and conduct dust cleaning and refrigeration effect inspections during the Spring Festival and the National Day.

VIII. Protecting our Homeland and Practicing Green and Low-Carbon Initiatives

Meanwhile, the Company integrates energy management into business operation management, adopts cloud service providers such as Alibaba Cloud and Tencent Cloud to build a data storage architecture, and efficiently allocates resources through a centralized energy management model; in addition, the Company establishes intelligent monitoring mechanisms to monitor the usage of servers, machine rooms and communication resources in real time, and dynamically allocate idle resources to minimize ineffective energy consumption to the greatest extent. In addition, the Company vigorously promotes the video conferencing system as an important means of communication to effectively replace the need for air travel, reduce carbon emissions, and promote the green transformation process of the enterprise while improving operational efficiency.

2) Water Resources Management

Based on its business characteristics, the Company's water usage is mainly for office scenarios, with no large-scale water demand or industrial wastewater discharge. There is no significant pollution risk to water resources from business activities. All domestic sewage is professionally treated through a standardized pipe network system in strict accordance with municipal standards. The Company continuously optimizes its water management mechanism, and improves the efficiency of water resource utilization, contributing to the construction of a water-saving society. Since 2021, the Company has set clear goals to reduce water consumption over the next 5 years.



- ◆ Signs on water conservation are posted in each restroom to remind employees to turn off the faucet after use and to raise their awareness of water conservation;
- ◆ Installation of dual-flush water-saving toilets to reduce water consumption per flush;
- ◆ Regularly inspect water pipes and notify the property management company immediately to arrange for maintenance if any leakage is found so as to effectively avoid wastage of water resources.

VIII. Protecting our Homeland and Practicing Green and Low-Carbon Initiatives

3) Waste Management

The Company adheres to the principles of waste reduction and harmless treatment. We establish corresponding disposal standards and management norms according to the characteristics of different types of waste, so as to ensure the proper disposal of all kinds of waste. We aim to gradually reduce our waste emissions year by year, effectively minimizing the negative impact on the environment and minimizing the negative influence of our operational activities on the environment to contribute to green and low-carbon development. The details are as follows:

Domestic waste	Strictly implement the rules of designated disposal and scheduled transportation of kitchen waste, and have the administrative department carry out daily inspections to ensure accurate classification.
Recyclable waste	There is a paper recycling area for collecting single-sided printed paper, which is bound and reused by the administrative team to minimize paper waste; Recyclable wastes such as cardboard boxes and paper bags should be placed in designated recycling locations, or handed over to administrative departments for centralized processing, to improve resource recycling and utilization efficiency.
Hazardous waste	Establish a specialized disposal process: Adopt a centralized collection and regular return mechanism for leased equipment ink cartridges.
Scrap electronic equipment	Strictly implement data erasure and hard drive disassembly and other security procedures to ensure the compliance and efficiency of information security and resource recovery.

4) Green Advocacy

The Company actively promotes the concept of green office and guides employees to practice environmentally friendly and low-carbon behaviors by carrying out energy-saving publicity event, posting signs, and other methods. The Company's administrative department regularly issues online energy-saving reminders, and sets up energy-saving operation guides and environmental protection signs in the office area. Also, through innovative forms such as restroom micro-bulletin, the concept of energy saving and emission reduction is deeply rooted in people's hearts, creating a low-carbon and energy-saving office atmosphere and enhancing the level of green office.

VIII. Protecting our Homeland and Practicing Green and Low-Carbon Initiatives



“Paper recycling area” in the printing area



Energy-saving publicity slogans

2. Climate Change Response

Climate change concerns the well-being and future of all mankind, and addressing climate change has become a global key issue. The Company deeply recognizes the urgency and importance of taking climate action. We systematically collect and analyze the carbon emissions data related to operations, and thoroughly integrate climate change issues into the Company's governance system. Taking into account policy, industry, market, and technological development trends, we actively carry out the identification and analysis of climate change risks and opportunities, continuously strengthen climate risk management, and accelerate green transformation to help achieve sustainable development goals.

VIII. Protecting our Homeland and Practicing Green and Low-Carbon Initiatives

1) Governance

The Company profoundly recognizes the importance of addressing climate change and is actively building a systematic climate governance framework. The Company's board of directors, as the highest decision-making body for ESG-related work, is fully responsible for the overall planning of climate response work, identifying and assessing the risks and opportunities brought about by climate change, and formulating targeted climate strategies. Based on this, the ESG working group, in accordance with the strategic deployment of the board of directors, supervises and guides the specific implementation of climate risk management work to ensure the effective implementation of all climate response measures, and reports to the board of directors on ESG (including climate change) related performance results on an annual basis, including the execution and progress of climate-related strategies. Each business and functional department of the Company undertakes the specific implementation, review, evaluation, and optimization of climate response measures, and fully promotes energy-saving and emission reduction work throughout the entire chain, to ensure the smooth achievement of established climate goals.

To ensure solid professional support in climate governance and drive a deep transformation across the Company from awareness to action, we will gradually establish ESG (including climate change) related training mechanisms, focusing on enhancing management's in-depth understanding of climate issues and their strategic decision-making capabilities, thereby supporting the Company in making more informed judgments in the formulation and execution of climate-related strategies. In the future, the Company will also consider linking senior management compensation with ESG (including climate change) performance indicators, thereby incentivizing management to actively address climate risks and seize transition opportunities, so as to comprehensively enhance the Company's climate adaptability and business resilience.

2) Strategy

The Company comprehensively identifies and assesses short-term (1~2 years), medium-term (3~5 years), and long-term (5~10 years) climate risks and opportunities, and closely links risk management with its strategic objectives and action plans. We systematically evaluate the impact and changing trends of risks and opportunities under different climate scenarios within different time periods.

Specifically, the short-term assessment focuses on current and imminent climate challenges and opportunities, to ensure that the Company can respond quickly in the short term; the medium-term assessment focuses on policy, market, and technological changes in the next few years, providing a basis for the Company's strategic adjustments; the long-term assessment aims to predict and prepare for significant climate impacts within the next decade, to enable formulation of more forward-looking and resilient risk management strategies.

VIII. Protecting our Homeland and Practicing Green and Low-Carbon Initiatives

Climate risks:

Type		Risk description	Time dimension	Financial impacts	Value chain impact	Degree of impact	Response measures
Physical risks	Acute	High temperatures, typhoons, floods and other extreme weather events are frequent, which could damage our network facilities, causing power outages, shutdowns and threatening the safety and sustainability of the Company's business	Short-term	Resulting in asset loss, restoration costs, and business interruption losses	Infrastructure, platform/service, and users	Medium	Closely monitor forecasts of extreme weather events provided by the climate authorities, issue relevant reminders and prepare emergency plans. Implement home office arrangements when necessary to ensure safe responses to extreme weather Develop emergency response plans for sudden extreme weather emergencies, establish a fast and effective rescue mechanism, and ensure that emergency supplies, such as flashlights, raincoats, umbrellas, electric fans, heatstroke prevention medicines, wind-cold or wind-heat cold medicines, in order to strive to ensure the safety of personnel and internet infrastructure
	Chronic	Exacerbated by changes in climate patterns such as sea level rise, which may cause aging of data facility equipment exacerbated, and increase energy consumption for heat dissipation and cooling in data centers, increasing carbon emissions	Long-term	Increased operating costs and increased carbon management costs	Infrastructure, and platform/service	Low	Purchase external cloud storage services such as "Tencent Cloud" and "Alibaba Cloud" to monitor the efficiency of storage capacity utilization in real time, so as to release excess capacity in a timely manner Consider the impact of regional climate in the layout of operations

VIII. Protecting our Homeland and Practicing Green and Low-Carbon Initiatives

Type		Risk description	Time dimension	Financial impacts	Value chain impact	Degree of impact	Response measures
Transition risks	Policy and law	Stricter policies and regulations on carbon emission management, and more stringent requirements for carbon emission information disclosure	Medium-term	Increased compliance costs	Infrastructure	High	Pay attention to the changes of laws, regulations and policies related to the Company's business in real time, and formulate countermeasures and educate employees in a timely manner
	Technology	Due to the characteristics of the industry, there is a high demand for data storage and server traffic load, and we may face an increase in energy consumption in the future	Medium-term	Increased operating costs	Infrastructure, and platform/service	High	Identify energy-consuming facilities and compile comprehensive statistics on the Company's carbon emissions, and reduce equipment energy consumption through energy-saving operation modes and regular maintenance Seize opportunities for the use of new energy sources and increase the share of renewable energy sources
	Market	Rising environmental standards and concerns on climate change in the marketplace	Long-term	Increased game product design and development costs	Infrastructure, and users	Medium	Integrate climate change management capabilities into the supplier access process and encourage suppliers to use cleaner energy sources Encourage employees and users to reduce carbon emissions
	Reputation	Increase in stakeholder concerns or negative feedback	Long-term	Rising investor expectations for the use of green, low-carbon, and renewable energy technologies	Users	Medium	Disclose efforts made and results achieved, and present future paths and plans to stakeholders

The Company has established a comprehensive emergency management mechanism for extreme weather events, formulated and implemented internal systems such as the Extreme Weather Emergency Plan (《極端天氣應急預案》), Adverse Weather SOP (《惡劣天氣SOP》), and Safety Guidelines of iDreamSky (《創夢天地安全須知》), and have conducted relevant training for all employees by the Administration Center to ensure that all employees are familiar with the relevant procedures. The Company monitors official climate disaster warnings in real-time, promptly communicates warning levels to all staff, and issues safety tips to guide employees to adjust their travel arrangements and equipment based on weather changes to ensure personal safety. In response to severe weather disasters, the Company will activate its emergency response mechanism, assess the necessity of work stoppage for risk avoidance, and strictly implement the emergency plan according to the warning level to effectively ensure the safety of employees and the stability of its operations.

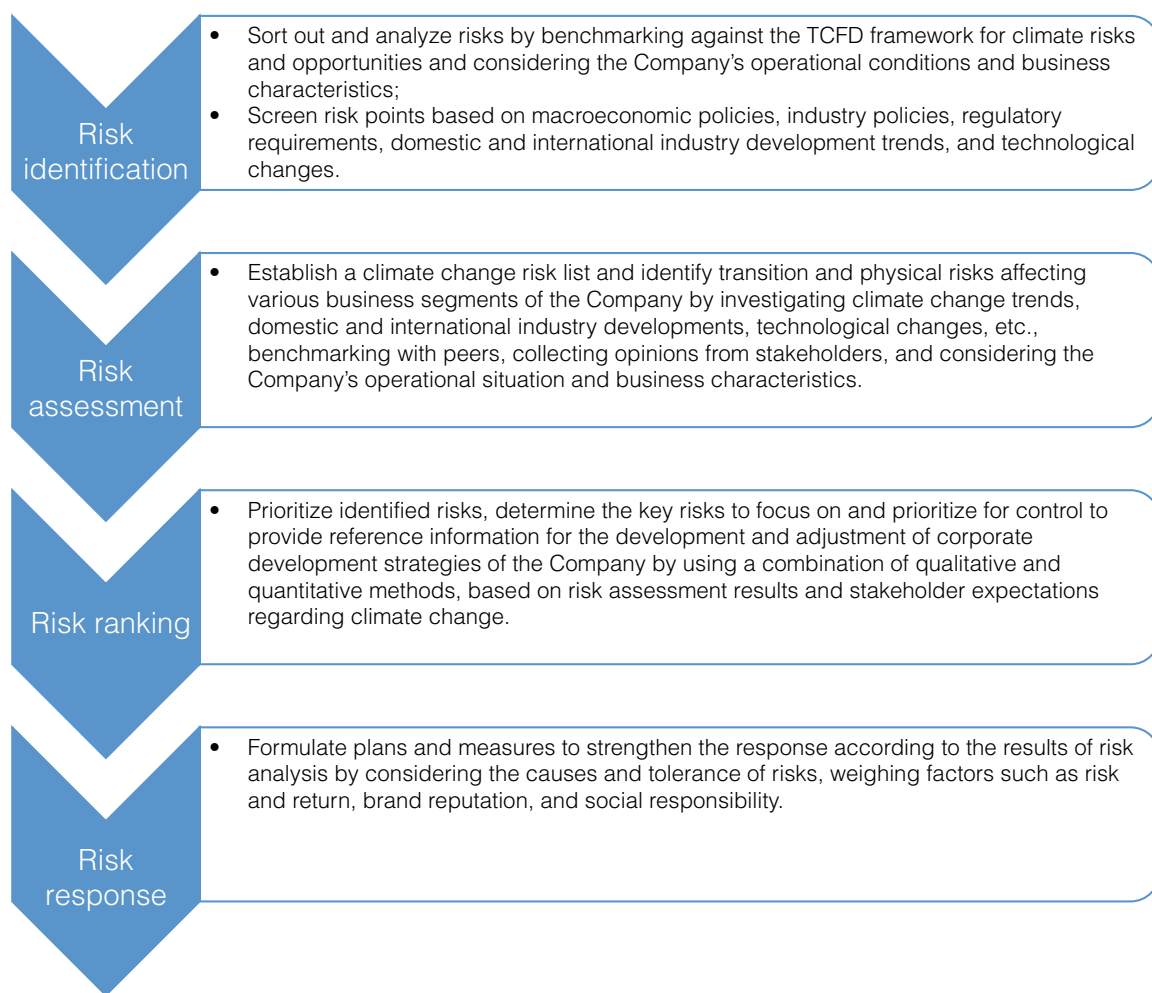
VIII. Protecting our Homeland and Practicing Green and Low-Carbon Initiatives

Climate opportunities:

Type		Opportunity description	Time dimension	Financial impacts	Value chain impact	Degree of impact	Response measures
Climate opportunities	Improvement of operational efficiency	Reduce operating costs through energy efficiency improvements and green procurement, and mitigate future risks related to carbon costs and energy price fluctuations.	Long-term	Direct cost reduction and avoidance of future costs	Infrastructure, and platform/service	High	In the course of daily operations, priority is given to energy-saving storage and low-energy-consumption equipment procurement, and the secondary use of electronic elements is enhanced to further reduce carbon emissions We reduce the carbon emissions of our gaming business through technological innovation and digital development, establish energy-saving and consumption-reducing operation and maintenance measures, minimize waste emissions within the Company to the greatest extent, improve the efficiency of energy and resource use, and ensure the resilience of business development on the basis of efficient operations, thereby achieving cost reduction and efficiency improvement
	Enhancement of brand and reputation	Increase the promotion of environmental protection and climate change issues in game products to popularize the awareness of environmental responsibility and enhance the brand image	Medium-term	Revenue increase	Users	Medium	Incorporate environmentally friendly elements into game products to disseminate knowledge related to climate change, or add thematic activities related to environmental protection and climate change to game promotions, so as to raise society's attention to climate issues and awareness of climate risk management

3) Risk Management

The Company incorporates climate-related risks into its overall risk management system, continuously improves the risk management framework and the process of risk identification, assessment, and management, and pays attention to the impact of emerging risks on the Company's business. The Company regularly monitors and reviews physical and transition risks related to climate change on an annual basis. By continuously identifying and updating the relevant risk list, we assess the potential impact of various risks and formulate targeted response measures, to ensure that we can respond to potential challenges in a timely and effective manner. The specific process is as follows:



VIII. Protecting our Homeland and Practicing Green and Low-Carbon Initiatives

4) Indicators and Targets

The Company has formulated targets related to energy, water resources, and waste management, identified specific implementation measures, and fully considered the correlation between these targets and addressing climate change risks. Also, the Company has set clear goals to reduce greenhouse gas emissions over the next 5 years from 2021. In 2025, the Company comprehensively accounted for greenhouse gas emissions in its operations within Scope 1 (direct emissions) and Scope 2 (indirect emissions). Details are as follows:

Greenhouse gas emission	Unit	Emission
Scope 1: Direct greenhouse gas emissions	Tonnes CO ₂ e	21.47
Scope 2: Indirect greenhouse gas emissions	Tonnes CO ₂ e	376.84
Total greenhouse gas emissions	Tonnes CO ₂ e	398.31
Greenhouse gas emission intensity	Tonnes CO ₂ e/person	0.61

IX. Spreading Warmth and Kindness in Society

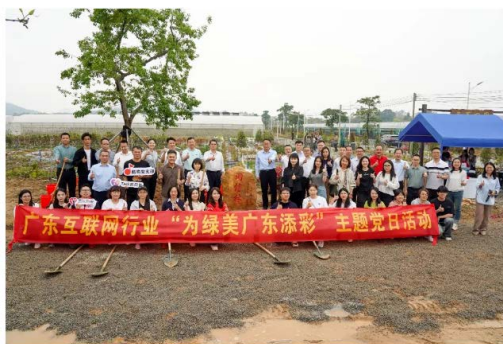
iDreamSky places equal emphasis on business development and social responsibility, actively engaging in public welfare initiatives. Through practical actions such as village revitalization, educational assistance, and tree planting, the Company takes concrete actions to support rural development and ecological conservation, faithfully fulfilling the concept of sustainable development and contributing to the joint effort of building a better society.

1. Assisting in Village Revitalization

The Company actively responds to the national strategies of rural revitalization and common prosperity, and contributes to the sustainable development of rural areas. In terms of ecological construction, we actively participate in afforestation activities, focus on improving the rural ecological environment, and lay a solid foundation for green development. In terms of education and culture, we donate learning materials to support students in learning and inheriting intangible cultural heritage, contributing to the cultural revitalization and historical inheritance of rural areas. We contribute our corporate strength to building harmonious and beautiful villages, demonstrating our commitment to the times.

[Case] Party Day Activity with Theme of “Contributing to a Green and Beautiful Guangdong”(為綠美廣東添彩)

In March 2025, the Social Work Department of the Guangdong Provincial Committee of the Communist Party of China, the Guangdong Provincial Party Committee Cyberspace Administration, and the Provincial Internet Industry Party Committee jointly held a themed Party Day activity titled “Contributing to a Green and Beautiful Guangdong” (為綠美廣東添彩) in Zengcheng, Guangzhou. The activity aimed to promote ecological construction and inject momentum into the development of digital villages. The Company and its War Robots (機甲戰隊) project team actively collaborated with various parties to plant nearly 600 saplings, including orchid trees and autumn maples. This practical action contributes to the ecological construction of a beautiful and green Guangdong and the “Hundred, Thousand and Ten-Thousand Project” initiative, demonstrating the internet industry’s strength. This not only highlights the Company’s active response to the national call and fulfillment of its corporate social responsibility but also reflects our firm support for green ecological construction.



Group photo for the “Contributing to a Green and Beautiful Guangdong” activity

[Case] Participated in charitable donations to support the charity activities of “Pomegranate Seed Project” (石榴籽計劃)

In June 2025, 46 digital publishing companies including iDreamSky participated in the “Pomegranate Seed Plan” public welfare donation event, guided by the China Audio-Video and Digital Publishing Association and supported by the Publicity Department of the CPC Erguna Municipal Committee. The campaign selected three schools in Erguna City and donated books, teaching equipment, and other supplies with a total value of RMB1.11 million, taking concrete actions to support the development of rural education and assist in village revitalization. This fully demonstrates the responsibility and commitment of a digital cultural enterprise in the new era.



Donation Certificate

IX. Spreading Warmth and Kindness in Society

2. Supporting Education and Teaching

iDreamSky actively focuses on the growth and development of young people by implementing diverse public welfare initiatives, including strengthening the defense line for minors' online safety and conducting career enlightenment education, to comprehensively safeguard the healthy growth of young people.

[Case] Protecting Youth Online, iDreamSky in Action

In March 2025, the Company was invited to participate in the 2025 Fair on Online Protection for Minors in Shenzhen and “Small Covenant, Big Protection” Special Event hosted by the Cyberspace Affairs Office of Shenzhen Municipality. In the event, the Company shared its innovative practices and experiences in the field of minors' online protection. The event released the “Form of the 2025 Fair on Online Protection for Minors in Shenzhen”, which focuses on building a minors' online protection system through diverse approaches, advancing efforts in legal safeguards, literacy enhancement, Internet governance, mental health, and wisdom for good. As a practitioner of the “Youth Protection Workstation” in the national gaming industry, the Company consistently adheres to the working philosophy of “building a foundation with technology, shaping values with culture, and guiding with standards.” It continues to strengthen the defense line for minors' online safety and is dedicated to safeguarding the healthy growth of young people.



Group photo for the “2025 Fair on Online Protection for Minors in Shenzhen” activity

IX. Spreading Warmth and Kindness in Society

[Case] iDreamSky × Cuiyuan High School “Game Innovation Workshop” Public Open Day

In July 2025, the Company, in partnership with Cuiyuan High School, held the “Game Innovation Workshop” Public Open Day. Through activities such as enterprise visits, product experiences, and professional presentations, the event helped students understand the processes and career paths in digital content production. By enhancing digital skills and industry awareness through hands-on experience, the Company transformed industrial resources into educational experiences, contributing to the improvement of young people’s digital literacy.



Group photo for the “Nurturing the Future, Safeguarding Dreams”
Program — Game Innovation Workshop

Appendix I: Tables of Esg Key Performance Indicators for 2025

1. Table of Key Environmental Indicators

KPIs		Unit	Emission/Usage
Emission	Sulphur oxide emissions	kg	0.12
	Nitrogen oxide emissions	kg	3.51
	Particulate matter emissions	kg	0.26
Greenhouse gas emission	Greenhouse gas emissions (Scope 1)	Tonnes CO ₂ e	21.47
	Greenhouse gas emissions (Scope 2)	Tonnes CO ₂ e	376.84
	Total greenhouse gas emissions	Tonnes CO ₂ e	398.31
	Greenhouse gas emission intensity	Tonnes CO ₂ e/person	0.61
Hazardous wastes	Total hazardous waste	kg	34.32
	Hazardous waste intensity	kg/person	0.05
Non-hazardous waste	Total non-hazardous waste	kg	300.00
	Non-hazardous waste intensity	kg/person	0.46
Energy consumption	Total electricity consumption	kWh	702,265.00
	Total energy consumption	Thousands of kWh	776.68
	Energy consumption Intensity	Thousands of kWh/person	1.19
Water consumption	Water consumption	m ³	5,084.88
	Water consumption intensity	m ³ /person	7.78

Environmental data and coefficient explanation

1. The data collection scope covers the administrative office area of the Company, with a time span from 1 January 2025 to 31 December 2025.
2. Greenhouse gas emissions (Scope 1) mainly come from the fuel consumption of official vehicles, while greenhouse gas emissions (Scope 2) are generated from the consumption of purchased electricity. The data source is the payment receipts of related expenses and administrative accounts. The greenhouse gas emissions from electricity are calculated using the location-based method, with coefficients referencing the latest national power grid average emission factor published by the Ministry of Ecology and Environment of the People's Republic of China.
3. The types of energy consumed by the Company include fuel for official vehicles and purchased electricity. The data statistics are based on the payment receipts of related costs and administrative ledgers. The conversion factors for each energy unit refer to the Calculation Method and Reporting Guide for Greenhouse Gas Emissions of Other Industrial Enterprises published by the National Development and Reform Commission.
4. The Company's water supply comes from the municipal water supply network, so there is no problem in seeking a suitable water source. The data comes from water bill payment receipts, finance, and administrative ledgers.
5. Hazardous waste mainly consists of batteries used in the office; non-hazardous waste consists of paper used daily in the office area. The data source is from purchase records, property sanitation records, etc.

2. Table of Key Social Indicators

KPIs		Key Performance Data	
Total number of employees by gender, type of employment, age group and region			
		Number of employees (persons)	Percentage
By gender	Male	406	62.08%
	Female	248	37.92%
By age group	Aged under 30	286	43.73%
	Aged 31 to 50	368	56.27%
	Aged over 50	0	0.00%
By region	Chinese mainland	645	98.62%
	Overseas, Hong Kong, Macao and Taiwan	9	1.38%
Total number of employees		654	
Employee turnover rate by gender, age group and region			
			Turnover rate
By gender	Male		28.00%
	Female		27.76%
By age group	Aged under 30		31.43%
	Aged 31 to 50		25.06%
	Aged over 50		0.00%
By region	Chinese mainland		28.31%
	Overseas, Hong Kong, Macao and Taiwan		27.27%
Percentage of employees trained and average hours of training by gender and type of employment			
		Percentage of employees trained	Hours of training per capita (hours/person)
By gender	Male	62.08%	2.86
	Female	37.92%	3.23
By rank	Management	13.15%	5.65
	Regular employee	86.85%	2.60

Appendix I: Tables of Esg Key Performance Indicators for 2025

KPIs		Key Performance Data
Supplier management		
Number of suppliers (number)	South China	20
	Central China	2
	North China	15
	East China	12
	Southwest China	8
	Northeast China	2
	Overseas, Hong Kong, Macao and Taiwan region	17
Total number of suppliers (number)		76
Health and safety		
Number of deaths at work in the last three years (persons)		0
Number of work-related injuries (persons)		0
Number of lost working days due to work-related injuries (days)		0
Customer service data		
Customer complaint resolution rate (%)		100.00
Community Investment		
Investment amount (RMB)		926,170

Appendix II: Index of the Environmental, Social and Governance Reporting Code of the Stock Exchange

Disclosure Requirement		Disclosure Status	Corresponding Chapters
Part C: “Comply or Explain” Provisions			
A1 General Disclosure	Information on the policies; and compliance with relevant laws and regulations that have a significant impact on the issuer relating to air emissions, discharges into water and land, and generation of hazardous and non-hazardous waste.	Disclosed	Green Operation
A1.1	The type of emissions and respective emissions data.	Disclosed	APPENDIX I: TABLES OF ESG KEY PERFORMANCE INDICATORS FOR 2025
A1.3	Total hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	Disclosed	APPENDIX I: TABLES OF ESG KEY PERFORMANCE INDICATORS FOR 2025
A1.4	Total non-hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility).	Disclosed	APPENDIX I: TABLES OF ESG KEY PERFORMANCE INDICATORS FOR 2025
A1.5	Description of emission target(s) set and steps taken to achieve them.	Disclosed	Green Operation
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.	Disclosed	Green Operation

Appendix II: Index of the Environmental, Social and Governance Reporting Code of the Stock Exchange

Disclosure Requirement		Disclosure Status	Corresponding Chapters
A2 General Disclosure	Policies on the efficient use of resources, including energy, water and other raw materials.	Disclosed	Green Operation
A2.1	Direct and 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).	Disclosed	APPENDIX I: TABLES OF ESG KEY PERFORMANCE INDICATORS FOR 2025
A2.2	Water consumption in total and intensity (e.g. per unit of production volume, per facility).	Disclosed	APPENDIX I: TABLES OF ESG KEY PERFORMANCE INDICATORS FOR 2025
A2.3	Description of energy use efficiency target(s) set and steps taken to achieve them.	Disclosed	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.	Disclosed	Green Operation
A2.5	Total packaging material used for finished products (in tonnes) and, if applicable, with reference to per unit produced.	Not applicable. The Company's operation does not involve packaging	
A3 General Disclosure	Policies on minimizing the issuer's significant impact on the environment and natural resources.	Disclosed	Green Operation
A3.1	Description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them.	Disclosed	Green Operation
B1 General Disclosure	Information on the policies, and compliance with relevant laws and regulations that have a significant impact on the issuer relating to compensation and dismissal, recruitment and promotion, working hours, rest periods, equal opportunity, diversity, anti-discrimination, and other benefits and welfare.	Disclosed	Talent Pool Development Promotion and Training Labor rights Occupational Health and Care
B1.1	Total workforce by gender, employment type (for example, full-time or part-time), age group and geographical region.	Disclosed	APPENDIX I: TABLES OF ESG KEY PERFORMANCE INDICATORS FOR 2025
B1.2	Employee turnover rate by gender, age group and region.	Disclosed	APPENDIX I: TABLES OF ESG KEY PERFORMANCE INDICATORS FOR 2025

Appendix II: Index of the Environmental, Social and Governance Reporting Code of the Stock Exchange

Disclosure Requirement		Disclosure Status	Corresponding Chapters
B2 General Disclosure	Information on the policies, and compliance with relevant laws and regulations that have a significant impact on the issuer relating to providing a safe working environment and protecting employees from occupational hazards.	Disclosed	Occupational Health and Care
B2.1	Number and rate of work-related fatalities occurred in the past three years including the report on year.	Disclosed	APPENDIX I: TABLES OF ESG KEY PERFORMANCE INDICATORS FOR 2025
B2.2	Lost days due to work injury.	Disclosed	APPENDIX I: TABLES OF ESG KEY PERFORMANCE INDICATORS FOR 2025
B2.3	Description of occupational health and safety measures adopted, and how they are implemented and monitored.	Disclosed	Occupational Health and Care
B3 General Disclosure	Policies on improving employees' knowledge and skills for discharging duties at work. Description of training activities.	Disclosed	Training and Development
B3.1	The percentage of employees trained by gender and employee category (e.g. senior management, middle management).	Disclosed	APPENDIX I: TABLES OF ESG KEY PERFORMANCE INDICATORS FOR 2025
B3.2	The average training hours completed per employee by gender and employee category.	Disclosed	APPENDIX I: TABLES OF ESG KEY PERFORMANCE INDICATORS FOR 2025
B4 General Disclosure	Information on the policies, and compliance with relevant laws and regulations that have a significant impact on the issuer relating to preventing child or forced labour.	Disclosed	Labor Rights
B4.1	Description of measures to review employment practices to avoid child and forced labour.	Disclosed	Labor Rights
B4.2	Description of steps taken to eliminate such practices when discovered.	Disclosed	Labor Rights

Appendix II: Index of the Environmental, Social and Governance Reporting Code of the Stock Exchange

Disclosure Requirement		Disclosure Status	Corresponding Chapters
B5 General Disclosure	Policies on managing environmental and social risks of the supply chain.	Disclosed	Supply Chain Responsibility
B5.1	Number of suppliers by geographical region.	Disclosed	APPENDIX I: TABLES OF ESG KEY PERFORMANCE INDICATORS FOR 2025
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.	Disclosed	Supply Chain Responsibility
B5.3	Description of practices used to identify environmental and social risks along the supply chain and actions taken to implement and monitor them.	Disclosed	Supply Chain Responsibility
B5.4	Description of practices used to promote environmentally preferable products and services when selecting suppliers and actions taken to implement and monitor them.	Disclosed	Supply Chain Responsibility

Appendix II: Index of the Environmental, Social and Governance Reporting Code of the Stock Exchange

Disclosure Requirement		Disclosure Status	Corresponding Chapters
B6 General Disclosure	Information on the policies, and compliance with relevant laws and regulations that have a significant impact on the issuer relating to health and safety, advertising, labeling and privacy matters relating to products and services provided and methods of redress.	Disclosed	Responsible Marketing and Promotion Creating a Green and Healthy Network Environment Information Security and Privacy Protection
B6.1	Percentage of total products sold or shipped subject to recalls for safety and health reasons.	Not applicable. The Company's operation does not involve product recall	
B6.2	Number of products and service related to complaints received and how they are dealt with.	Disclosed	Listening to the Voices of Users APPENDIX I: TABLES OF ESG KEY PERFORMANCE INDICATORS FOR 2025
B6.3	Description of practices relating to observing and protecting Intellectual property rights.	Disclosed	Intellectual Property Management
B6.4	Description of quality assurance process and recall procedures.	Not applicable. The Company's operation does not involve product recall	
B6.5	Description of consumer data protection and privacy policies, and actions taken to implement and monitor them.	Disclosed	Information Security and Privacy Protection

Appendix II: Index of the Environmental, Social and Governance Reporting Code of the Stock Exchange

Disclosure Requirement		Disclosure Status	Corresponding Chapters
B7 General Disclosure	Information on the policies, and compliance with relevant laws and regulations that have a significant impact on the issuer relating to bribery, extortion, fraud and money laundering.	Disclosed	Anti-corruption
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.	Disclosed	Anti-corruption
B7.2	Description of preventive measures and whistleblowing procedures, and how they are implemented and monitored.	Disclosed	Anti-corruption
B7.3	Description of anti-corruption training provided to directors and staff.	Disclosed	Anti-corruption
B8 General Disclosure	Policies on community engagement to understand the needs of the communities where the issuer operates and to ensure its activities take into consideration communities' interests.	Disclosed	Assisting in Village Revitalization Supporting Education and Teaching
B8.1	Focus areas of contribution (e.g. education, environmental concerns, labour needs, health, culture, sport).	Disclosed	Assisting in Village Revitalization Supporting Education and Teaching
B8.2	Resources contributed (e.g. money or time) to the focus area.	Disclosed	Assisting in Village Revitalization Supporting Education and Teaching

APPENDIX I: TABLES OF
ESG KEY PERFORMANCE
INDICATORS FOR 2025

Disclosure Requirement	Disclosure Chapter (Comply or Explain)		
Part D: Climate-Related Disclosures			
(I) Governance	Para.19	Disclosed	Climate Change Response The Company is actively promoting the consideration of climate-related factors in its compensation structure.
(II) Strategy			
Climate-related risks and opportunities	Para. 20	Disclosed	Climate Change Response
Business model and value chain	Para. 21	Disclosed	Climate Change Response
Strategy and decision-making	Para. 22	Disclosed	Climate Change Response The Company will gradually integrate internal resources to develop a comprehensive climate-related transition plan and implementation framework.
Financial position, financial performance, and cash flows	Para.23	Disclosed	Climate Change Response
	Para. 24		Climate Change Response After assessment, the Company believes that the measurement method used to evaluate current financial impacts carries excessive uncertainty, and the quantitative information derived from such estimation offers limited reference value. Accordingly, this report does not disclose the relevant content.
			At the same time, the Company has not identified any climate-related risks or opportunities that are expected to have a material impact on the financial statements for the next annual reporting period.
	Para. 25		Climate Change Response The Company has not yet disclosed the quantitative financial impacts arising from the strategies under consideration. The Company will consider developing a comprehensive transition plan at an appropriate time, accompanied by corresponding financial analysis.
Climate resilience	Para. 26		The Company is currently preparing climate resilience assessment and will consider disclosing relevant information in future ESG reports.
(III) Risk management			
	Para. 27		Climate Change Response The Company is currently preparing climate-related scenario analysis and will consider disclosing relevant information in future ESG reports.

Disclosure Requirement		Disclosure Chapter (Comply or Explain)
(IV) Metrics and targets		
Greenhouse gas emission	Para. 28	APPENDIX I: TABLES OF ESG KEY PERFORMANCE INDICATORS FOR 2025 The Company has begun implementing Scope 3 emission management measures, including encouraging employees to adopt green commuting and promoting paperless office practices, in order to effectively reduce greenhouse gas emissions in relevant categories. In the future, we will initiate the data collection and calculation of Scope 3 emissions at an appropriate time.
	Para. 29	Disclosed APPENDIX I: TABLES OF ESG KEY PERFORMANCE INDICATORS FOR 2025
Climate-related transformation risks	Para. 30	Based on its assessment, the Company currently has no assets materially affected by climate-related transition risks or physical risks, nor does it hold assets associated with climate-related opportunities.
Climate-related physical risks	Para. 31	
Climate-related opportunities	Para. 32	
Capital deployment	Para. 33	The Company is developing a robust methodology to enable accurate disclosure of climate-related capital expenditure, financing, or investments in future reports.
Internal carbon pricing	Para. 34	As of the end of 2025, the Company has not applied carbon pricing in its decision-making processes (including but not limited to investment decisions and scenario analysis), nor has it set a price per metric ton of greenhouse gas emissions for evaluating emission costs.
Remuneration	Para. 35	The Company is actively promoting the consideration of climate-related factors in its compensation structure.
Industry indicators	Para. 36	Paragraph 36 pertains to encouraged disclosures. Accordingly, this report does not disclose the relevant content.
Climate-related targets	Para. 37	The Company is currently preparing to establish quantitative climate-related targets and will consider disclosing relevant information in future ESG reports.
	Para. 38	
	Para. 39	
	Para. 40	
Applicability of cross-industry indicators and industry indicators	Para. 41	In preparing disclosures to comply with the requirements of paragraphs 21 to 26 and paragraphs 37 to 38, the Company has referenced cross-industry indicators and industry indicators and considered their applicability.