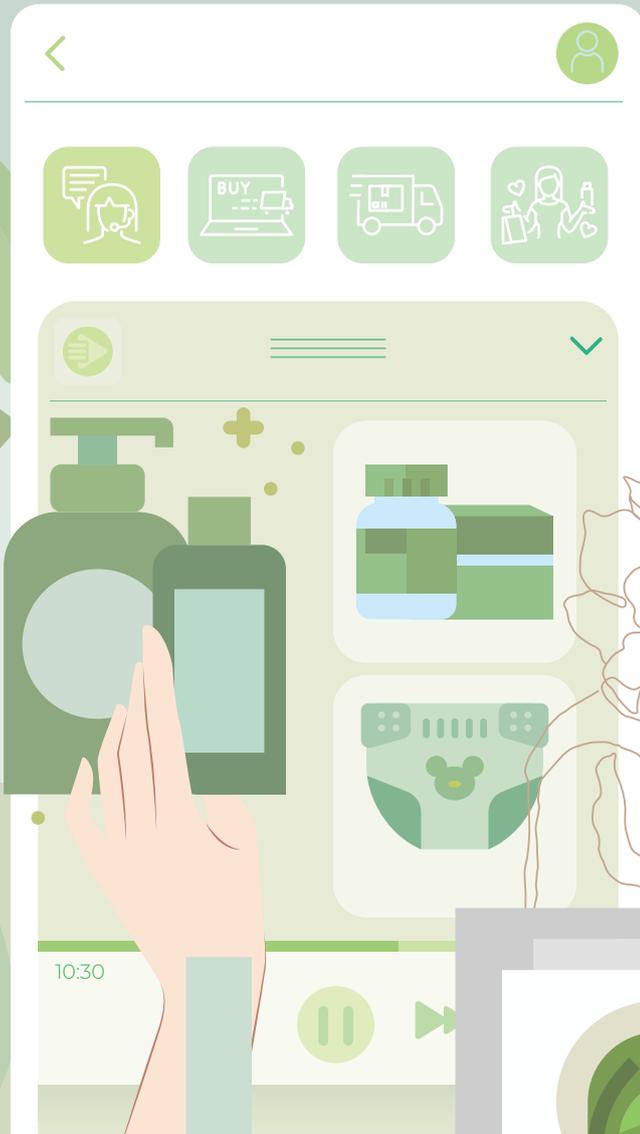




# 优趣汇控股有限公司 UNQ HOLDINGS LIMITED

(incorporated in the Cayman Islands with limited liability)  
Stock Code : 2177

## 2023 ENVIRONMENTAL, SOCIAL AND GOVERNANCE REPORT





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# ABOUT THE REPORT

This is the third Environmental, Social, and Governance (“**ESG**”) report issued by UNQ Holdings Co., Ltd. (hereinafter referred to as the “**Company**”) to highlight the Company and its subsidiaries’ ESG policies, measures, actions, and accomplishments in 2023.

## REPORTING SCOPE

Unless otherwise specified, this report covers UNQ Holdings Co., Ltd., and its subsidiaries (hereinafter referred to as “**UNQ**”, the “**Group**” or “**we**”). The disclosure period of the report starts on 1 January 2023, and ends on 31 December 2023.

## REPORTING STANDARDS

This ESG report complies with the *Environmental, Social and Governance Reporting Guide* (“**ESG Guide**”) in Appendix C2 to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”).

## REPORTING PRINCIPLES

- **Materiality:** The communication with stakeholders and material assessment are engaged in the preparing process of the ESG report to identify important ESG topics.
- **Quantitative:** The report adopts quantitative data to present the key performance indicators (“**KPIs**”) at the environmental and social aspects, with descriptions to explain their purpose and impact.
- **Balance:** This ESG report follows the Principle of Balance and presents our ESG performance in an unbiased manner.
- **Consistency:** We will continue to use consistent statistical methods in the report so that meaningful comparisons can be made in the future.

## REPORTING FORM

This report is published in the online version, which can be viewed and downloaded on the HKEXnews website of the Stock Exchange (<http://www.hkexnews.hk>) and the Group’s website (<http://youquhui.com>).

# ABOUT UNQ

## COMPANY PROFILE

Founded in 2010, UNQ officially landed on the Main Board of the Stock Exchange in July 2021. UNQ is a leading branded e-commerce service provider in China, focusing on fast-moving consumer goods, including adult personal care products, baby personal care products, mother and child products, beauty and health product, etc. We have cooperated with approximately 50 brands, providing them with omni-channel, integrated, high value-added operation and customised services, empowering brands to spread value.

The Group acts as the bridge between brand partners, e-commerce platforms and customers. The Group has a professional product-selection and operation team, rich brand and channel resources. With the goal of meeting the increasingly diversified needs of consumers, the Group is committed to bringing high-quality and interesting products to consumers from around the world, and strives to become the controller of brand resources in the field of “health and beauty” and the in-depth insight of consumer needs.

## BUSINESS LAYOUT



# STATEMENT OF THE BOARD OF DIRECTORS

The Board of Directors (the “**Board**”) guarantees that no false records, misleading statements, or major omissions are contained in the content of the ESG report, and makes the following statement on the ESG supervision and management of the Board:

## **Governance Framework**

The Board is the highest governance body for the Group’s ESG work. The Group has established a “Sustainable Development Working Group” to assist the Board in guiding and supervising the Group’s implementation of ESG work and the progress towards the goals. For the specific content of the Governance Framework, please refer to the chapter entitled “ESG Management” in this ESG report.

## **Management Policy and Strategy**

The Group conducted extensive and in-depth communication with various stakeholders through different channels, analysed and identified major ESG-related issues of the Group, responded to relevant issues, and expounded the management methods to address these related issues.

# ENTERPRISE HONOURS

## 2020

- 2020 Tmall Global Q1 KA Service Provider
- FY2020 Tmall Global Beloved Partner
- Phase 1 Tmall Global Business Development Partners
- Alibaba Brand Data Bank Certified Service Provider
- Tmall Five-star Service Provider

## 2021

- Tmall Global Purple-Star Service Provider in the third quarter of 2021
- 2021 Cainiao International Superior Partner
- Tmall's TOP5 Global 11.11 Most Popular Service Providers
- In the first half of 2021, Tmall's TOP10 list of excellent parent-child service providers
- Tmall Five-star Service Provider

## 2022

- Tmall Global FY2022 Beloved Partner
- Excellent enterprise in digital operation of e-commerce (Shanghai E-commerce Industry Association)
- FY2022 Tmall Global 100 million Club – Kobayashi Pharmaceutical
- 2022 Annual Platinum Supplier of Tmall Supermarket
- FY2022 Tmall Global Best New Product Incubation Partner
- “Leading Enterprise Award” by Shadow Bot RPA 2022 Digital Intelligence Gold List

## 2023

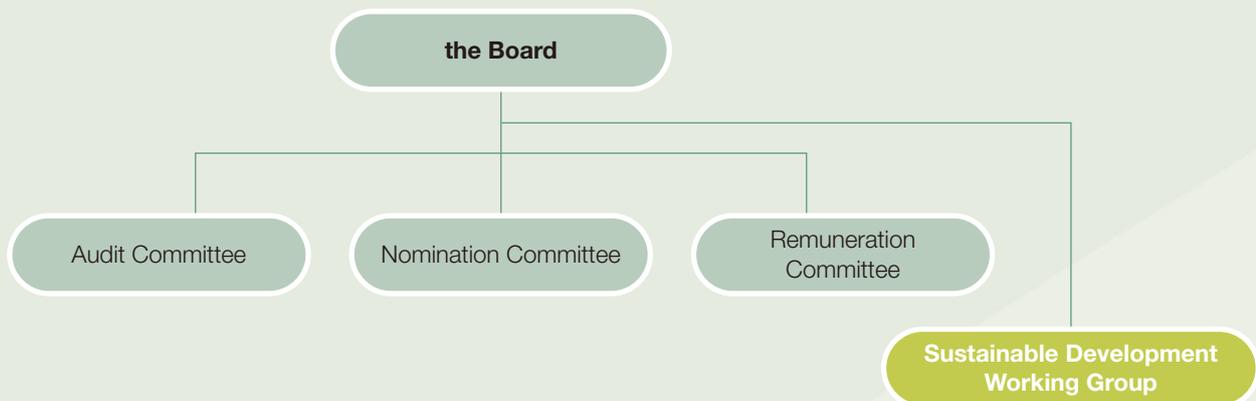
- “Shanghai E-commerce Demonstration Enterprises for 2023-2024” by the Shanghai Municipal Commission of Commerce
- Tmall Global Golden-Star Service Provider in the first quarter of 2023
- Most Valuable Large Consumer Company by Zhitong Caijing
- 2023 Gold Service Provider by Cosmetic Newspaper
- 2023 Most Popular Listed Company by Flush
- “Most Influential Service Provider” by the CiE Beauty Awards 2023

# 1. ESG MANAGEMENT

## 1.1. ESG MANAGEMENT STRUCTURE

To better implement the Group's sustainable development strategy and drive each department to operate using ESG principles, we established a Sustainable Development Working Group to achieve effective ESG management in a systematic and scientific way. We specified ESG management functions at each level with clearly defined rights and responsibilities:

- The Board is responsible for evaluating and determining ESG management policies and strategies, supervising ESG matters, taking full responsibility for the Group's ESG strategies and reporting, regularly reviewing ESG-related matters, and reviewing the progress of ESG-related goals, and approving the annual ESG report.
- The Sustainable Development Working Group is responsible for formulating specific ESG management policies, strategies, and performance indicators and annual plans for ESG work, assessing and determining risks and opportunities related to ESG matters, ensuring that a suitable and effective ESG risk management system is in place, regularly reviewing ESG goals and commitments, implementing ESG management policies and ESG policy guidelines, and reporting the progress of ESG work to the Board.



UNQ ESG Management Structure

# 1. ESG MANAGEMENT

## 1.2. COMMUNICATIONS WITH STAKEHOLDERS

We proactively communicate with stakeholders in various forms to understand and timely respond to their expectations and requirements on ESG. And we will also consider the suggestions and feedback from all parties when carrying out ESG management. All this shows our commitment to building a close, smooth and healthy relationship with stakeholders.

Stakeholders	Issues in focus	Way of communication
<b>Shareholders and investors</b>	<ul style="list-style-type: none"> <li>• Return on investment</li> <li>• Information disclosure</li> <li>• Risk management</li> </ul>	<ul style="list-style-type: none"> <li>• Annual report, financial statements and announcements</li> <li>• Official website</li> <li>• Conferences, roadshows and investor summits</li> </ul>
<b>Government and regulators</b>	<ul style="list-style-type: none"> <li>• Compliance operation</li> <li>• Tax payment according to law</li> </ul>	<ul style="list-style-type: none"> <li>• Daily reporting and communication</li> <li>• Response to relevant inquiries from regulatory authorities</li> <li>• Field visits and surveys</li> <li>• Seminars and communication meetings</li> </ul>
<b>Media and NGOs</b>	<ul style="list-style-type: none"> <li>• Driving industry development</li> <li>• Responsible marketing</li> <li>• Business integrity</li> <li>• Social responsibility</li> </ul>	<ul style="list-style-type: none"> <li>• Social media</li> <li>• Official website</li> <li>• Press conferences</li> <li>• Conference communication</li> </ul>
<b>Employees</b>	<ul style="list-style-type: none"> <li>• Employee rights protection</li> <li>• Occupational health and safety</li> <li>• Employee welfare</li> <li>• Equal opportunities and diversity</li> </ul>	<ul style="list-style-type: none"> <li>• Internal meeting</li> <li>• Performance communication mechanism</li> <li>• CEO mailbox</li> <li>• Employee training</li> </ul>
<b>Brand customers</b>	<ul style="list-style-type: none"> <li>• Honest operation</li> <li>• Win-win cooperation</li> </ul>	<ul style="list-style-type: none"> <li>• Regular communication</li> <li>• Industry summits</li> </ul>
<b>Consumers</b>	<ul style="list-style-type: none"> <li>• Guarantee of personal privacy</li> <li>• Guarantee of service quality</li> </ul>	<ul style="list-style-type: none"> <li>• Official website</li> <li>• Customer service hotline</li> <li>• Customer satisfaction survey</li> <li>• Social media</li> </ul>
<b>Suppliers</b>	<ul style="list-style-type: none"> <li>• Fairness and justice</li> <li>• Win-win cooperation</li> </ul>	<ul style="list-style-type: none"> <li>• Assessment and evaluation on suppliers</li> <li>• Business communication and cooperation</li> </ul>
<b>Community and public</b>	<ul style="list-style-type: none"> <li>• Charity</li> <li>• Community involvement</li> </ul>	<ul style="list-style-type: none"> <li>• Community visits</li> <li>• Cooperation with public welfare organisations</li> </ul>



## 1. ESG MANAGEMENT

### 1.3. MATERIALITY ASSESSMENT

The Group conducted a materiality assessment to determine the importance of each ESG issue to the Group's business development and various stakeholders, and used the assessment results as an important reference for the preparation of ESG management strategies and ESG reports. The specific process is as follows:

#### Step 1 Identify ESG Issues

In line with the requirements of the *ESG Guide* and combined with the Group's actual business and industry characteristics, we have analysed and identified 18 ESG-related issues which stakeholders are concerned about through a series of methods, and confirmed that they have covered our ESG practices.

#### Step 2 Confirm the Materiality

Through internal interviews and discussions, and soliciting opinions from external experts, the Group has evaluated various issues from two aspects: "Importance to UNQ" and "Impact on stakeholders", and generated a materiality assessment matrix based on the results of the survey.

Step 3 Validate Assessment Results

The Board and the Sustainable Development Working Group of the Group have reviewed and confirmed the assessment results. In 2023, the management discussed the Material Analysis Matrix and adjusted the topics as appropriate according to policy updates, market changes and the actual situation of the Group. There are 7 issues extremely important to the Group that have been updated and selected, including service improvement, product quality assurance, integrity operation, employee training and development, employee rights protection, employee welfare and core, and sustainable supply chains. We will provide targeted responses to key issues in the relevant sections of this ESG report to meet the concerns of various stakeholders. The latest Material Analysis Matrix is as follows:



UNQ Material Analysis Matrix

## 2. COMMIT TO PARTNERS

At UNQ, value chain partners are our important partners. We are committed to utilizing brand resources in the field of *Health and Beauty* and gaining in-depth insight into user needs, so as to provide integrated, omni-channel and high-value-added e-commerce operation services for brands. We hope to constantly introduce new brands to the platform, tap brand potential and engender brand innovation vitality. When cooperating with suppliers, we establish a scientific supplier selection and management system, and work with them to create a sustainable supply chain.

### 2.1. WIN-WIN COOPERATION WITH BRANDS

The Group strictly selects high-quality brands that bring health and beauty to the consumers. With rich experience in brand operation, digital technology innovation, product and market research and analysis capabilities, we provide brand partners with brand analysis, store operations, digital marketing, logistics management and customer service based integrated and omni-channel e-commerce solutions, so as to realize win-win cooperation and strengthen the connection between brands and consumers.

#### 2.1.1. Strict Selection for High-Quality Brands

To build a better environment for cooperation, we formulated the *Potential Evaluation Form for New Brands* to evaluate the brand in question from the four dimensions of *Market, Product, Brand and Investment*. Based on the grading-score, we select the most popular brands selling high quality products at a good price, enjoying a high reputation or having good prospects, and reach cooperation with these brands. As of 31 December 2023, we have cooperated with approximately 50 brands.

We regularly review the qualifications and certification materials of brands, and actively urge them to update the approvals. At the end of each year, we check the industrial and commercial information, cosmetics production license and other qualifications of the brands, and require them to update the product filing certificates, imported product inspection and quarantine reports, brand licensing and other supporting materials to ensure the authenticity of their high-quality products.

If we find any product problems when marketing, promoting or providing services, we will immediately report to the brands and cooperate with them to inspect the whole series of the products, and recall those with problems to protect the rights and interests of consumers.

#### 2.1.2. Partners Empowerment

To solve the brand's pain points in marketing, inventory and operation, we conduct data analysis with the information integration advantages of the platform, and visualise the consolidated data analysis results of each port using the business intelligence (BI) dashboard, so as to help brand partners to improve their operation capabilities.

- **Marketing**

We match the brand consumer portraits with the portrait data of fans from influencer online streaming to find the best key opinion leaders (KOL) for brands, thus allowing for targeted market positioning with greater marketing efficiency.

## 2. COMMIT TO PARTNERS

- **Inventory**

We analyse and forecast inventory turnover by integrating purchasing data, inventory data and sales data of various platforms, and set reasonable future plans for purchasing and sales accordingly, so as to improve the efficiency of commodity turnover.

- **Operation**

We have developed an automatic collection procedure for the operation data of certain stores on Tmall and the data collected is transformed into operation data dashboard, which is used to enable timely processing of massive data during an monitoring.

Meanwhile, we dig deep into consumer preference and the areas where consumers are active based on the latest market data. And we also look for brand partners' highlights in product selection, pricing and other aspects, help brands to optimise operation strategy, and constantly improve product sustainability in the cooperation to meet the various needs of consumers.

### **[Case] Cooperation with Spanish beauty brand Cocunat allows more Chinese women to enjoy toxic-free beauty**

UNQ enters into a partnership with Cocunat, a Spanish high-performance clean beauty brand, leading the clean beauty into the 3.0 era.

Cocunat, as a pioneer in clean beauty, innovatively introduced the concept of High-Performance Clean Beauty (HPCB) and became the world's first brand to embrace the "toxic-free beauty" concept. The concept of HPCB refers to beauty that imposes no burden on the skin, the environment, and the body and mind, allowing for complete freedom. In terms of R&D, Cocunat has abandoned 9,000 ingredients that may cause harm to humans and the environment, leading the market with its R&D level about 10 years ahead of EU standards. They also refuse to use cheap industrial ingredients to ensure the long-term health of the skin without burden. To ensure high performance of products, Cocunat has improved the production by combining Spain's top skincare technology with natural Mediterranean extracts.

As an advocate of low-carbon and sustainability, Cocunat refuses animal testing, using 100% recyclable packaging, and even incorporating biodegradable ingredients such as sugar cane and corn starch into its packaging materials.

In this collaboration with Cocunat, we will provide multi-dimensional and multi-touch operations and marketing services based on our long-term and in-depth insights into the Chinese market and our strong data analysis capabilities. This will bring a lifestyle of physical and mental freedom to Chinese women.

## 2. COMMIT TO PARTNERS

### 2.2. RESPONSIBLE SUPPLY CHAIN

We continue to optimise the supplier quality management system, and stabilise the excellent supply-demand relationship to reduce procurement risks and costs, thus building a more efficient and responsible supply chain, and improving the core competitiveness.

#### 2.2.1. Supply Chain Management

We conduct strict access and audit management on suppliers. When evaluating new suppliers, we comprehensively consider multiple energy efficiency dimensions such as service and product quality, timeliness of delivery, contract performance capacity, and price level, and choose the best one for cooperation. Meanwhile, we regularly conduct supplier audits. We reward qualified suppliers with points, and at the end of the year, we select excellent partners according to the point ranking, and give awards simultaneously. We have also put forward rectification requirements for suppliers that fail to meet the assessment requirements, and will terminate cooperation with suppliers who still fail to meet the audit requirements after rectification.

We actively communicate with suppliers in the form of online meetings from time to time. During the meetings, we discuss with suppliers about how the business operates and jointly deal with unexpected problems. In addition, we also carry out offline review meetings with suppliers to communicate and deploy future cooperation based on the review results. In 2023, the Group established a partnership with 299 suppliers.

## 2. COMMIT TO PARTNERS

Number of suppliers	
Indicator	2023
<b>Domestic suppliers</b>	
Northeast China	1
North China	30
East China	197
South China	35
Central China	12
Northwest China	1
Southwest China	8
<b>Overseas suppliers</b>	
Overseas	15
<b>Total</b>	<b>299</b>

### 2.2.2. Supply Chain Social and Environmental Risk Management

We pay constant attention to social and environmental risks in the supply chain, and fully consider relevant risk factors when selecting and cooperating with suppliers.

We incorporate social impact evaluation into the supplier access assessment process. We have signed *Data Security Survey Form* with all logistics suppliers to control and avert potential risks related to information security such as data leakage in the logistics process; we also have other policies in place such as the *Central Warehouse Service Agreement* to clarify management requirements concerning personnel safety, fire safety, inventory safety and equipment safety. We require all suppliers to sign the *Letter of Commitment for Anti-Commercial Bribery*, which clarifies what is a conflict of interests, the scope of improper interests and the consequences for breach of contract, so as to ensure the common interests of both parties.

In order to build a green supply chain, we actively promote the delivery in original boxes, and improve the distribution process through centralised distribution, intelligent warehousing, cross-border direct delivery, shipping LCL and other ways to improve logistics efficiency and reduce the carbon footprint of commodities in the supply chain.

## 2. COMMIT TO PARTNERS

### **Cainiao Door-to-Door Pickup**

Scattered customer orders are transported in a centralised way according to the city category, and then small trucks will be arranged for separate loading and distribution after these orders reach the destination city; and Tmall supermarket orders are processed in a centralised way according to the ordering rules. The centralised distribution method reduces the number of vehicles dispatched from the departure place to the destination and improve the full load rate of trunk vehicles.

### **Direct Delivery of Cross Border Brand to the Bonded Area**

After communicating with the brand party, we adjusted the original goods transportation process from “brand’s overseas warehouse – UNQ’s overseas warehouse – UNQ’s domestic bonded warehouse” to directly transport overseas brand goods to the domestic bonded zone for shelf sales by sea, eliminating the labour consumption and repeated packaging during the original overseas ex-warehousing and the receiving period.

### **Shipping LCL**

We prioritise low-carbon sea transportation. From 2020, the original port lines, namely, Tianjin, Shanghai and Ningbo have been merged in Ningbo port line, so that the shipping line becomes basically regular and fixed (Japan-Ningbo). As of 31 December 2023, LCL has been conducted for 109 times with , greatly reducing the number of marine containers, and the container loading rate is more than 95%.

### **Intelligent Warehousing**

Based on the reasonable layout of our warehouses across China, through the calculation logic of the intelligent system, the goods are automatically shipped from the nearest warehouse according to the consumer’s place of receipt, so as to ensure the optimal logistics transportation route and unnecessary waste of resources.

### 2.2.3. Guarantee for Stability of Supply Chain

During the “June 18” and “Singles Day” promotion periods, we coordinated with brand partners and directly delivered goods from their warehouses near the community, which effectively solved the pressure on the storage capacity, reduced the duration of the logistics flow, and improved the efficiency and stability of logistics. As we cooperated with the express transfer warehouse, the orders were directly delivered to the express warehouse and quickly transferred to the transfer center for allocation, improving the shipment efficiency without the pick-up by enterprises, and ensuring the stable supply chain.

## 3. COMMIT TO CUSTOMERS

UNQ values customer experience, and constantly improve the professionalism of service personnel to ensure that the service is delivered in a compliant and smooth manner. In addition, we create more value for our customers with AI tools, so as to serve them with higher quality.

### 3.1. PROTECTION OF CUSTOMERS' RIGHTS AND INTERESTS

In strict accordance with the Law of the *People's Republic of China on the Protection of Consumer Rights and Interests* and other relevant laws and regulations, we constantly improve the service system and ensure compliant marketing activities, so as to improve our services following the customer satisfaction metrics.

#### 3.1.1. Customer Service System

We built a top-down customer service management structure featuring four levels of “director-manager-supervisor-specialist”, and formulated the *Customer Service Standard Manual* to provide targeted guidance for customer service personnel and regulate their service behaviours.

We regularly carry out evaluation and promotion assessments of customer service personnel, who will be evaluated from multiple dimensions such as knowledge and skills, general skills, professional ability, and management ability as required by the *Job Competency Standards*, to urge them to improve their service ability. In 2023, we refined the *Customer Service Assessment Indicators* and further broke down the customer service assessment indicators and requirements for various partner platforms such as Douyin, Kaola, and Xiaohongshu. Taking Pinduoduo as an example, we assess and evaluate key indicators such as the platform help rate, the 3-minute manual response rate, the duration of refunds for in-transit orders, and the average refund duration for merchants after signing off on consumer return orders.

We have set up a mechanism for the management of customer service quality. Spot checks are carried out to evaluate the performance of customer service personnel in live chat in terms of the service skills, sales ability, professional ability and compliance, and the problems identified will be reported to the business supervisor with one-to-one guidance or guidance in a group provided according to the uniqueness of the problems. To implement closed-loop management, we summarize collected problems, analyze cases and provide business solutions on a monthly basis, and then check the rectification of problems in the next month. In addition, we review the indicators of each group on a monthly basis, and the first-ranked customer service personnel will be selected as the “Star of Service” and “Star of Performance” and will be rewarded accordingly. During the “June 18” and “Singles Day” promotion periods, we will also provide phased rewards for relevant customer service personnel.

### 3. COMMIT TO CUSTOMERS

#### 3.1.2. Responsible Marketing

In compliance with the requirements of relevant laws and regulations such as the *E-Commerce Law of the People's Republic of China* and the *Advertising Law of the People's Republic of China*, we formulated the *Compliance Rules for Advertising Claims* to stipulate the pre-approval, post-supervision and response to violations of advertising claims, so as to ensure the compliance, authenticity and effectiveness of marketing content.

To further strengthen marketing compliance management, we adopted three key measures of “training, electronic early warning and reverse supervision” to control associated risks before, during and after the marketing activities.

- Training: Popularise marketing compliance knowledge to employees around the compliance of advertising and promotion, and reduce the risk of violation in advance; In May 2023, we organised “UNQ Cosmetic Compliance Promotion Training”, covering a total of 29 people from the cosmetic and personal care sectors;
- Electronic early warning: According to the banned word database, we capture and determine the banned text and pictures in the page. The early warning will be triggered when the banned content is found and the operation department will make rectification accordingly;
- Reverse supervision: Cooperate with the outsourcing customer service team to conduct reverse supervision of the Group as part of daily inspection, so as to avoid the blind area of self-inspection and comprehensively improve the risk prevention ability.

In addition, we are committed to delivering positive values to consumers in marketing, focusing on the sustainable development of the brand in publicity, and guiding consumers to embrace green, healthy and rational consumption.

#### [Case] 100% Plant-based and Biodegradable Washcloths

Washcloths under the brand Silcot of Unicharm, a long-term partner of UNQ, are made from 100% plant-based materials, which have passed the “Biodegradable Certification” and “PWFC”. Tests show that the washcloths can degrade in various environments such as soil, fresh water, and seawater, reducing emissions and environmental pollution. Silcot of Unicharm also leads consumers to plant flowers with discarded washcloths, advocating for a green and low-carbon living.



## 3. COMMIT TO CUSTOMERS

### 3.1.3. Customer Complaints and Satisfaction

To deal with customer complaints more efficiently, we formulated the *Maintenance Mechanism for Customer Complaints*, clarifying the responsibilities of relevant personnel and standardising the corresponding maintenance workflow, to ensure that all kinds of complaints can be properly resolved.

At the same time, we set up a special group for customer complaints handling, consisting of the legal department and customer service team. When receiving complaints from customers, the special group will take the lead in contacting with the operation department, propose targeted resolutions according to the complaints types after communication and negotiation with customer, and report the final results to the relevant regulatory agencies for the final determination and treatment of the ultimate responsible person. The Group requires the customer complaints to be well resolved within 24 hours, and all complaints from different channels should be resolved in the month when it is received. In 2023, we received a total of 38 customer complaints from various channels with 100% complaints resolved. Additionally, the annual customer satisfaction score was 93.18 out of 100.

As the Group's business activities do not involve product production, the relevant conditions for triggering a product recall do not apply. To protect the legitimate rights and interests of consumers and their health and safety, we have actively cooperated with the brand in the relevant processes of product recall initiated by the brand to ensure the timely implementation of relevant measures such as consumer notification, outbound suspension and unified return, and ensure the smooth implementation of the recall processes.

## 3.2. IMPROVE SERVICE QUALITY AND EFFICIENCY

We strive to make our customer service response faster, be proactive in reaching out to our customers, continuously improve our customer service training system and create AI service tools. As a result, we bring a better service experience to our customers.

### 3.2.1. Customer Service Training

We have established an integrated customer service training system, which is divided into sub-systems of commodity knowledge training, customer service skills training and management knowledge sharing. Customer service personnel are able to reinforce their knowledge base, improve their hands-on skills and achieve a higher level of professionalism through the training.

### 3. COMMIT TO CUSTOMERS

Type of Training	Programme	Training Details	2023 Training Achievements
<b>Training of Commodity Knowledge</b>	Empowerment Training	By combining online and offline training with scenario-based practices and hands-on simulations, we provide customer service personnel with training on relevant product knowledge, new product knowledge, sales techniques, optimization of speech skills, speech skills for seeking feedback and comment, sales scenario simulations, and laws and regulations regarding compliant marketing. Furthermore, we provide special training for talents in live-streaming marketing.	We conducted a total of 12 empowerment training sessions, covering 215 people.
<b>Customer Service Skills Training</b>	Induction Training	We provide customer service training for new recruits engaged in customer service once every four days. The training covers basic skills such as awareness of customer service, system operations, pre-sales and after-sales customer service skills, skills to promote customer satisfaction, techniques for dealing with customer complaints, office software, and knowledge of information security.	We conducted a total of 10 training sessions for new recruits, covering 93 people, with 100% satisfaction from the participants.
	In-service Training	We provide training twice a month for in-service customer service personnel, covering knowledge on skills enhancement in different categories, such as mindset, profession, skills and techniques, explanation of positive and negative cases, and real cases sharing.	We conducted a total of 28 training sessions for in-service personnel, covering 201 people, with 99% satisfaction from the participants.
	Big Promotion Training	With major promotional events approaching like the “June 18” and “Singles Day”, we conduct training sessions, covering rules of big promotion, mindset, profession, skills and techniques, explanation of positive and negative cases, and real cases sharing.	We conducted a total of 6 training sessions for big promotion, covering 218 people, with 100% satisfaction from the participants.

### 3. COMMIT TO CUSTOMERS

Type of Training	Programme	Training Details	2023 Training Achievements
<b>Management Knowledge Sharing</b>	Basic Courses	The training covers time management, communication skills, workplace decorum, emotion management, and 6S management.	We conducted a total of 12 knowledge sharing sessions, covering an average of 18 participants per session, with 98% satisfaction from the participants.
	Group Level Courses	The training focuses on basic management courses and professional skills courses, including basic analysis skills for problems and how to become an excellent team leader.	
	Section Level Courses	The section level refers to supervisor level. The training focuses on team management courses, mainly including analysis and solutions on intermediate problems, employee performance management, meeting management and goal management.	

### 3. COMMIT TO CUSTOMERS

#### 3.2.2. Smart Service

We leverage automated intelligent tools such as “Dianxiaomi”, “AG Automatic Refund”, “ShadowBot” RPA (Robotic Process Automation), and “ByteNew” to improve customer service efficiency. The tools have made automatic registration of questions raised much easier, thus greatly reducing the workload of customer service personnel and reassuring the customers on hold. We continue to maintain a high level of service with “Dianxiaomi”, and have been selected into “Bee Top List” for several times.

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**“Dianxiaomi” Customer Service Robot**

In 2023, the coverage of customized scenarios of “Dianxiaomi” Customer Service Robot reached 99.28%, which was 44.92 percentage points higher than the industry average of 54.36%. Satisfaction reached 88.96%, which was 2.61 percentage points higher than the industry average of 86.35%.

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**Automatic Batch Message Leaving of “ShadowBot” RPA**

In 2023, automatic batch message leaving of “ShadowBot” RPA has covered 42 scenarios, saving 7,900 hours of timeliness, processing more than 1,233,500 messages, and saving the workload of about 1,017 customer service personal.

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**“ByteNew” Self Service Hall**

ByteNew is mainly used for data collection of customer service center. During the offline period of customer service, ByteNew self-records customer questions. The customer service personnel will proactively check all of the recorded questions once they are online, to reduce the waiting time of customers. In 2023, ByteNew saved customers approximately 747,600 minutes in waiting.

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## 4. COMMIT TO COMPLIANCE

UNQ is committed to creating a business environment of integrity and fairness. By optimizing its governance system and establishing a sound mechanism of rights and responsibilities, it staunchly opposes corruption, safeguards data and privacy security, strengthens intellectual property management, adheres to business ethics, and achieves steady and robust business development.

### 4.1. BUSINESS ETHICS AND ANTI-CORRUPTION

We have a “zero tolerance” policy on corruption. For instance, we strictly abide by the relevant provisions of the *Criminal Law of the People’s Republic of China*, the *Law of the People’s Republic of China for Countering Unfair Competition*, the *Company Law of the People’s Republic of China* and other laws and regulations on job embezzlement, prevention of bribery, extortion, fraud, and money laundering. We clarified the penalty provisions for accepting or soliciting bribery, fraud and other violations of discipline and regulations in the *Reward and Punishment Policy*. If the circumstances are serious, the violator shall be dismissed by the Group immediately. In 2023, there were no incidents of corruption in the Group.

We have established an integrity policy with our partners to prohibit any bribery, unfair competition and other illegal practice in conducting business. We also require all key personnel and partners to sign the *Letter of Commitment for Anti-Commercial Bribery*, with a <sup>1</sup>signature rate of 99%, which ensures that the entire business operation process conforms to the requirements of business ethics.

We established a sound reporting channel and processing procedure system. Employees and external related personnel can report violations of business ethics or related incidents through the reporting mailbox [jubao@myunq.com](mailto:jubao@myunq.com). After the reporting is confirmed as true, we will deal with the case seriously and publicise the results. We keep all whistle-blowers and all information provided strictly confidential and prohibit retaliation against the whistle-blowers. In addition, we will give whistle-blowers a certain amount of cash rewards according to the impact of the incident to encourage stakeholders’ whistleblowing behaviour on violations of laws and disciplines in accordance with the law.

We have included business ethics and anti-corruption as one of the key contents of induction training. For example, we conducted business ethics training, publicity and implementation for all employees regularly; created a legal information section with monthly updates in the office automation (OA) system; and publicised the legal risks and prevention measures of commercial bribery to all employees. In doing so, we passed on the values of integrity, honesty, incorruptibility and self-discipline to every employee. In 2023, we provided anti-corruption training for all board members and senior management. The training covered topics such as accepting or soliciting bribery, conflict of interest and fraudulent behaviours, internal controls and risk management, and the integrity role of board members. The training lasted for approximately two hours per member.

1 Some of the agreements adopt the co-operating companies’ own integrity and self-regulation clauses.

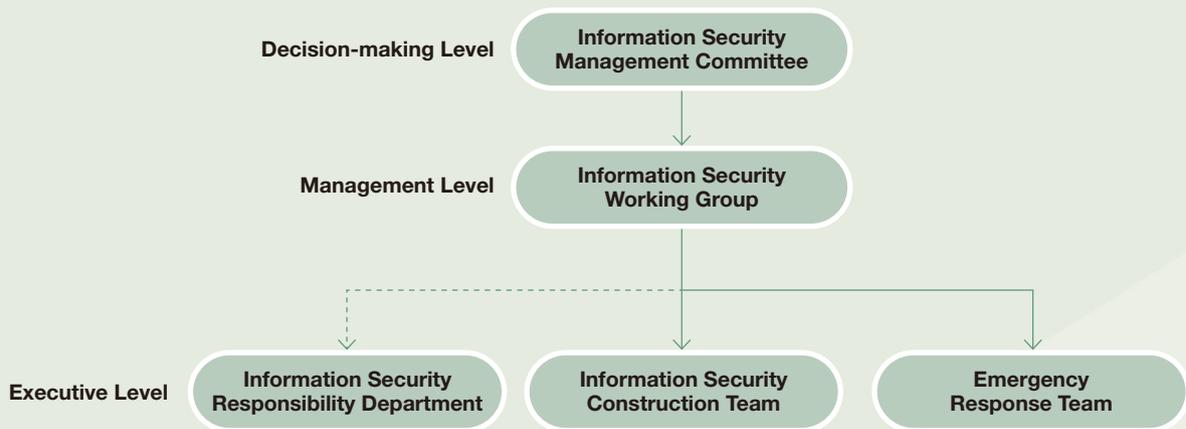
## 4. COMMIT TO COMPLIANCE

### 4.2. INFORMATION SECURITY AND PRIVACY PROTECTION

We comply with legal requirements such as the *Cybersecurity Law of the People's Republic of China*, *Data Security Law of the People's Republic of China* and *Personal Information Protection Law of the People's Republic of China*. We also formulated the *Information Security Management Policy* to regulate and guide data security, privacy protection, use of equipment, access management, network security, and handling of security incidents. In general, we are committed to providing secure business solutions to our partners.

#### 4.2.1. Governance Support

We review and revise all information security related policies at the beginning of each year to ensure the effectiveness of our information security management system. To define clear information security responsibilities at each level, we have established an Information Security Management Committee responsible for information security planning and strategy formulation, and its detailed assignments are as follows:



Information Security Management Framework

We carry out information security awareness training and corresponding examinations as a necessary process for employee entry, as well as regular information security knowledge training, publicity and implementation. Also, the Information System Department organises employee information security reviews from time to time to reduce information security risks faced by the Group.

## 4. COMMIT TO COMPLIANCE

### [Case] Conducting information security training

In 2023, the Group conducted information security awareness training through a combination of online and offline formats. The training shared cases of information security leakage, popularised the latest regulations on information and network security and the Group's information security management practices, and set up a post-course test session to effectively enhance employees' information security awareness. As at 31 December 2023, the online click-through rate of the training course reached 156 times.

### 4.2.2. Cyber Security

In the *Information Security Management Policy*, we provide detailed provisions on network security, such as access guidelines, norms for behaviours online and virus prevention, to ensure the security of employees' Internet access devices and their online behaviour. Meanwhile, we assign network administrators to maintain network servers, exam and analyse security logs regularly, devise virus prevention and control measures, and handle network malfunctions in time to minimise the possibility of network intrusion.

We are actively advancing the installation of the Group's domain control system. As of 31 December 2023, the account and domain control systems in Shanghai and Hangzhou have been fully installed. The domain control system, accessed by domain account administrators, controls access to shared data and other network activities, setting permissions, and cooperating with network access control systems and internet behavior management systems to audit terminal network access records, ensuring network security.

### 4.2.3. Data Security

We developed the *Data Security Management Policy* to further standardise data security management. We also relied on the *Reward and Punishment Policy* to promote a better understanding of data security regulations and to reduce the risk of data usage for the employees. Also, we formulated the *Data Backup and Disaster Recovery Plans* to specify database backup cycles and troubleshooting plans, and stipulate that data recovery tests must be performed at least once a year for timely troubleshooting and pre-emptive risk management.

We also conducted categorised and hierarchical management for information assets. We standardised the workflow for revision of confidentiality level and de-classification, regulated the information asset labelling management, and clarified the processing and protection requirements for information assets, and categorisation and procedural requirements for leaks.

We strictly monitored access from external sources to limit the movement of the Group's data within the scope of the internal network drive. Meanwhile, we integrated employee accounts with the domain control systems, so that employees no longer have access when they leave the Group. In order to safeguard the data security of our employees during off-site offices, we have set up a remote access VPN. Employees have to apply for permission to use the VPN to access the Group's network remotely for the safety of the Group's information assets.

## 4. COMMIT TO COMPLIANCE

### 4.2.4. Privacy Security

We strictly follow the *Personal Information Protection Law of the People's Republic of China* to minimise the risk of privacy violation and leakage. We are committed to safeguarding the privacy of our partners and consumers. We also require all employees to sign a non-disclosure agreement at the time of onboarding to raise their awareness of privacy protection.

We do not actively collect consumer information. All information we received in the service process has been desensitised by external partners. In the customer relationship management system (CRM), we contact our customers via external platforms. Based on the platform's privacy regulations, we no longer download private customer information. We have special personnel to be responsible for the accounts with authorisation of data export; we regularly review the platform operation logs to determine if there are any suspicious or non-compliant behaviour. Therefore, we keep our customers' data safe.

We closely monitor the opening tools of platform stores operated by the Group, and at the same time take hierarchical management measures for customer service account permissions. Specifically, the main store account is only used by a very small number of persons engaged in operations, customer service management, and finance, while the use permissions of the sub-accounts are classified by post, with only basic permissions such as viewing are reserved for designated personnel, thus realising isolation of information viewing or use permissions and minimising the risk of data misuse and privacy breaches.

### 4.3. INTELLECTUAL PROPERTY MANAGEMENT

The Group highly values intellectual property management. Our intellectual property compliance management consists of three stages:

- **Stage 1: Subject Qualification and Brand Contact Stage**

The Group reviews whether there is any infringement of works or trademarks by the proposed cooperation/brand partner.

- **Stage 2: Business Negotiation and Contract Stage**

The Group obtains authorization from the brand partner and sets forth intellectual property clauses in the contract, clarifying agreements on intellectual property.

- **Stage 3: Marketing Stage**

The Group reviews the design for font and image infringement, and the anchor's use of data provided by the brand for infringement. If distribution is involved, the other party is required to provide the sublicense agreement to confirm their distribution qualifications.

We include intellectual property protection clauses in our contracts to regulate both parties and any third parties involved for the use of property rights, such as images, fonts, audio, video, trademarks, domain names. During the procurement process, we demand that suppliers produce proof of intellectual property rights, so as to avoid any infringement of others' intellectual property rights in advance.

We vigorously apply for patents such as trademarks and copyrights. In 2023, we successfully applied for 12 intellectual property rights. As of 31 December 2023, we owned a total of 63 trademarks.

## 5. COMMIT TO EMPLOYEES

UNQ respects and treats every employee equally, safeguards and protects their legitimate rights and interests. In addition, UNQ creates a learning enterprise atmosphere by providing a variety of training courses, expands the career development path for its employees, and always keeps an eye on their physical and mental health to create a happy workplace.

### 5.1. EMPLOYMENT

The Group strictly abide by the *Labour Law of the People's Republic of China*, the *Labour Contract Law of the People's Republic of China* and other relevant laws and regulations, and have established a comprehensive employment system with annual systematic revision performed to provide sufficient respect and protection for the rights and interests of its employees.

#### 5.1.1. Recruitment

We are committed to providing all applicants with fair and equitable employment and competitive opportunities. We attract outstanding talents through diversified recruitment channels such as media recruitment, campus recruitment, headhunting, and internal referrals. We have newly formulated the *Labour Personnel Management Regulations*, providing norms and guidelines for hiring processes, rigorously examining the identity information of each employee, establishing employee personnel files, explicitly prohibiting the employment of child labor and forced labor. If any incidents of employing child labor or forced labor are discovered, relevant measures will be taken in accordance with laws and regulations to ensure that the rights of employees are not violated. At the same time, we clearly define the internal referral reward rules and internal job competition management rules in the *Recruitment Management System*, which helps improve the group's human resource allocation, enhance employee enthusiasm, and stability.

The Group has revised the *Reward and Punishment System* and strictly prohibits any form of discrimination, corporal punishment, harassment, etc. In 2023, the Group did not encounter any illegal or irregular situations related to employee recruitment and dismissal, working hours and holidays, promotion and equal opportunities, anti-discrimination and diversity, child labour, forced labour, and labour regulations, nor did it have any lawsuits arising from the above issues.

We value diversity and inclusion at our workplace. As of 31 December 2023, the Group had 296 employees. The specific number of employees and their turnover rates are as follows:

Indicator	Employee structure	
	Unit	2023
Headcount	Persons	296
<b>By gender</b>		
Male	Persons	79
Female	Persons	217
<b>By employment type</b>		
Full time	Persons	296
Part time	Persons	0

## 5. COMMIT TO EMPLOYEES

Indicator	Employee structure Unit	2023
<b>By employee type</b>		
Senior management	Persons	20
Middle management	Persons	32
Junior employees	Persons	244
<b>By age group</b>		
Under 30 years old	Persons	191
30-50 years old	Persons	96
Over 50 years old	Persons	9
<b>By region</b>		
Shanghai	Persons	81
Hangzhou	Persons	183
Beijing	Persons	17
Overseas	Persons	15

Indicator	Employee turnover rate Unit	2023
Total turnover rate	%	34.39
<b>By gender</b>		
Male	%	36.29
Female	%	34.64
<b>By age group</b>		
Under 30 years old	%	37.17
30-50 years old	%	32.87
Over 50 years old	%	0
<b>By region</b>		
Shanghai	%	24.30
Hangzhou	%	40.20
Beijing	%	39.29
Overseas	%	0

## 5. COMMIT TO EMPLOYEES

### 5.1.2. Working Hours and Holidays

To safeguard the rights of employees to leave, we have formulated the *Overtime Management Regulations* and *Attendance Management System* and conducted employee attendance through an online system to standardize working hour management. We prohibit forced labor and advocate for a balance between work and rest under the premise of ensuring work progress and quality. If overtime is required due to work needs, we pay statutory holiday overtime fees; in other cases, we provide compensatory time off and reimburse overtime meal and transportation expenses as per regulations.

We have stipulated various holiday management rules in the *Attendance Management System*, clarifying that employees are entitled to various holidays, including national statutory holidays, annual leave, marriage and maternity leave, sick leave, personal leave, bereavement leave, etc., and stipulating that employees' annual leave increases annually based on their length of service. At the same time, we provide additional holidays for employees, including three days off before the Spring Festival holiday and parenting leave to alleviate the pressure of parenting for employees.

### 5.1.3. Compensations and Benefits

We continue to optimise our compensation structure system, update the *Compensation Management Policy* and the *Performance Management Policy*, and adjust the employee evaluation cycle and rules, so as to give full play to the role of compensation incentive and promote employee development.

To further enhance employees' sense of belonging, we have formulated the *Employee Benefits Policy* to clarify various benefit policies that employees are entitled to. According to the requirements of relevant national and local laws and regulations, we pay basic social insurance and housing provident fund for employees and provide high temperature allowances in accordance with the government regulations of the place where social insurance is paid. In addition to statutory benefits, we also provide employees with commercial insurance such as medical insurance and accident insurance and various enterprise benefits such as wedding and funeral benefits, holiday gift benefits, birthday benefits, afternoon tea, etc.

## 5. COMMIT TO EMPLOYEES

### 5.1.4. Employee Incentives

We have constantly improved the employee incentive mechanism, and formed four incentive segments, namely, “Annual Evaluation and Commendation”, “Case Competition”, “Singles Day Special Incentive” and “New Brand and New Project Incentive”, to fully stimulate the enthusiasm and creativity of all employees.

In order to further explore the internal growth momentum of the Group and enhance the Group’s own cohesion and market competitiveness, the Group have adopted the Restricted Share Unit Plan, which aims to recognize and reward the contribution of participants to the Group in order to attract the best talent and provide them with additional incentives to sustain and further promote the success of the Group’s business.



Four employee incentive segments of the Group

## 5. COMMIT TO EMPLOYEES

### 5.2. TRAINING AND DEVELOPMENT

We provide employees with equal and diversified development channels and a targeted training system, to optimise talent allocation and create a practical high-level workforce.

#### 5.2.1. Career Development

We set up a dual-channel career development path aiming at management development and professional development to give full play to the strengths of employees and realise rational allocation of talent resources.

We support employees' career development through daily competitive employment mechanism and year-end job debriefing evaluation. When there are positions available within the Group, we will organise internal recruitment based on actual demands, and arrange a trial period of about 3 months for coaching accordingly to make them competent in their positions. Year-end job debriefing is classified into intra-department debriefing and inter-department debriefing. Employees' superior, the head of the second-level department and the head of the first-level department will conduct a comprehensive evaluation of their job debriefing performance, and determine promotion candidates based on their performance evaluation results.

For new recruits, we developed the *New Recruits Training Plan* and set up the "New Recruits Coaching Programme" to help new recruits fit in the Group faster and better. The coaching involves group policies and business. In terms of group policies, we conduct daily, weekly and monthly trainings to make employees become familiar with the Group's basic conditions through training lectures and self-study. In terms of business, there are mainly three phases. The first phase focuses on integrating newcomers into the team and making them familiar with processes and projects, the second phase focuses on their work status, collaboration within and outside the department and the quality of tasks completed, and the third phase focuses on their capability to work independently, phased work results and customer feedback. In the process of training newcomers, mentors formulate phased teaching plans for employees, conduct communication and replay with them in real time, and adjust the content of the next phased plan depending on the completion of objectives.

## 5. COMMIT TO EMPLOYEES

### 5.2.2. Employee Training

We establish open and inclusive characteristic training systems for employees. Based on the three types of training plans including “management”, “occupation” and “newcomers”, we have set up four levels of training courses including “leadership”, “general strength”, “professional strength” and “new strength”. Through channels such as enterprise open courses and online digital learning platform, we provided customised talent development programmes for different types of employees.

In terms of “leadership” training, we help first-line and middle managers to apply what they have learned to actual management scenarios through practical guidance and thought sharing from superiors in “Azure Project” and “Cyanine Project”. For the leadership improvement of management trainees, we help them quickly understand the basic business of the group and cultivate basic leadership through the “U Excellent Student Project”. In terms of “general skills” training, we improve employees’ general skills in the workplace through face-to-face training, online training camp and offline training. In terms of “professional ability” training, we have carried out professional upgrading courses for different job types to strengthen key abilities of employees. In terms of “new talent” training, we have carried out diversified training courses from the day of entry to the full-time period of the staff, through offline training, online self-study and other forms, to help the new staff quickly integrate into the team.

In addition, we have formulated the *Incentive Program for Internal Lecturers*, and carried out the *TTT Course Development Workshop* training to continuously improve the lecturer’s ability to develop and produce courseware, which provides a stage for employees to exercise and grow. As of 31 December 2023, we trained 36 internal lecturers.

Type of Training	Training Objects	Training Themes	Performance in 2023
Leadership	Supervisors and managers	Application of Structured Thinking at Work, Facilitation Techniques from the World Café, Valuable Communication, Project Management Sharing, Coaching and Motivation, Structured Interviewing, Insights into Post-95 Generation, Finance and Operation, and Enterprise Management Simulation with Sand Table	Number of participants: 233 people Duration: 682 hours

## 5. COMMIT TO EMPLOYEES

Type of Training	Training Objects	Training Themes	Performance in 2023
Competency	All employees	RPA Tool Promotion Training, Promotion and Implementation of the Personnel Policies in 2023, AI Exploration and Application, and Xiaohongshu Usage	Number of participants: 335 people Duration: 182.75 hours
Professionalism	Operation specialists/ Assistants	Co-creation Workshop for B2C Positions, Co-creation Workshop for B2B Positions, TTT Course Development, Good Businesspeople & Good Operators, Developing Annual Plans, Introduction to Promotion, and Developing Marketing Plans for Big Promotion	Number of participants: 190 people Duration: 329.7 hours
Newcomers	New hires from social and campus recruiting	Essential Knowledge for Newcomers, Newcomer Creation Camp and U Excellent Student Plan	Number of participants: 188 people Duration: 319.48 hours

### Employee Training

Indicator	Percentage of trained employees (%)	Training hours per capita (hours)
<b>By gender</b>		
Male	66	5.85
Female	194	7.31
<b>By employee category</b>		
Senior management	13	8.03
Middle management	30	14.70
Junior employees	217	5.80

## 5. COMMIT TO EMPLOYEES

### 5.3. SAFETY AND HEALTH

We integrate occupational safety and health into all aspects of our operation, strictly abide by the *Labour Law of the People's Republic of China*, the *Fire Prevention Law of the People's Republic of China* and other safety-related laws and regulations, and strive to achieve all-employee, comprehensive and whole-process occupational safety and health risk management.

We pay close attention to the safety and health of our employees, set up a complete fire protection system in the office area, conduct regular safety hazard checks and fire protection knowledge publicity, and have formulated the *Rules on the Company's Office Environment* to strictly control dangerous behaviours such as using open flames and high-power electrical equipment. At the same time, we formulated the *Employee Physical Examination Policy* to provide all employees with free pre-service physical examinations and annual physical examinations to ensure that employees keep abreast of their health conditions.

Indicator	Unit	Employee casualties		
		2023	2022	2021
Number of work-related fatalities	Persons	0	0	0
Ratio of work-related fatalities	%	0	0	0

Indicator	Unit	Lost work hours		
		2023	2022	2021
Lost days due to work injury	Days	0	0	0

### 5.4. SECURE WORK ENVIRONMENT

The Group adheres to the people-oriented approach and develops an open and transparent communication mechanism. At the same time, we strive to promote the work-life balance of our employees, and enrich employee care measures and leisure activities to continuously enhance their sense of well-being and belonging in the workplace. In 2023, the Group's employee satisfaction rate was 87%.

#### 5.4.1. Democracy and Communication

We encourage equal, direct and respectful two-way communication. In order to listen to employees' voice, we constantly enrich communication channels by opening special mailboxes online and setting up opinion mailboxes at camera-free locations to smooth employee communication channels and create an open, transparent and trusting working atmosphere.

## 5. COMMIT TO EMPLOYEES

### Activity Form

### Activity Details

#### Coffee Time

Coffee Time is organized in the form of a discussion among employees, the Group's CEO and General Manager around current events and work-related challenges to promote a sense of belonging among employees. In 2023, a total of 7 discussions were organized with 55 participants.



#### Tasting Events

Tasting events were conducted in a combination of brand presentations, product exhibition, trials and small interactive activities to deepen employees' knowledge of the Group's brand and products, which promotes internal communication and enhances the sense of identity. In 2023, a total of 4 events were organized, with 340 people participating on site and 443 people watching the live videos.



## 5. COMMIT TO EMPLOYEES

Activity Form	Activity Details
<p><b>Tmall Mart PK Match</b></p>	<p>The Tmall Mart PK match is a cross-departmental exchange and learning in the form of competitive exchanges to improve teamwork efficiency and quality. In 2023, the match was organized among the Tmall Mart teams of three departments, namely Personal Care, Mother &amp; Baby, and B2B (East China), to extract the excellent experience/cases of Tmall Mart for exchanges and learning, with a total of 20 participants.</p> 

### 5.4.2. Employee Care

We care about every employee in difficulty. In case of serious illness or other hardship, we pay sustained attention to the disease progression of employees and provide assistance accordingly. In addition, we provide consolation money to employees according to their personal circumstances, make salary payment according to the regulations of sick leave, and continue to pay five insurances and one housing fund in full for them, and give out holiday benefits.

We value women's workplace experience and physical and mental health. The Group sets up dedicated mother-infant rooms, prepares items especially for females, such as brown sugar water, motherwort and painkillers in the reception area, and provides sanitary towel boxes in the women's toilets, so as to provide a more friendly working environment for female employees.



Mother-infant rooms and women accessible facilities

## 5. COMMIT TO EMPLOYEES

We also place medicine boxes in the reception area for easy access by employees. If employees suffer from physical discomfort, we will flexibly approve their leaves, and arrange company for them to the hospital if necessary.



Medicine boxes

### 5.4.3. Employee Activities

The Group has a rich club culture and has established several clubs such as badminton, handicraft, and hiking to balance the work and life of employees and enrich their amateur life. Additionally, to enhance communication and interaction among employees, we encourage employees to organize group outings from June to September every year on a departmental or cross-departmental basis. In 2023, the Group organized a total of 16 groups, with 270 participants.



The badminton club organized an average of 3 activities or matches per week, combining competition and practice to stimulate employees' vitality.

## 5. COMMIT TO EMPLOYEES



The handicraft club organized diverse DIY activities for employees, such as making bags, tulip flowers, keychains, and hand-painting fans for summer public welfare activities.



The hiking club organized seasonal activities such as “Trash Pick-up Hiking” in spring, and sightseeing and picking wild fruits in fall.

## 6. COMMIT TO COMMUNITY

Since the establishment, UNQ has unwaveringly adhered to the basic principle of public welfare. Based on the real needs of society and from the practical details, we did what we could do and maintained with perseverance, and maximised our own advantages in social public welfare activities.

The Group launched “Welfare at the Heart of UNQ” and other various public welfare activities to spread the care and warmth of UNQ to the community and society through practical actions. The charity program of the Group focuses on the needs of the community, educational equality and environmental welfare. In practical actions, we maintain the concept of “Enterprise Leading, All Staff Participating”, develop an internal charity pioneer group, establish an honorary system, strive to increase the public welfare participants, and fulfil the action principle of “public welfare by everyone”. At the same time, we have established a long-term relationship with social welfare organizations, continued to pay attention to new social needs and new trends in public welfare to build a long-term public welfare system and expand the social influence of public welfare actions. In 2023, the Group donated a total of about RMB470,000 and spent 535 hours on volunteer work.

### 6.1. GATHERING THE POWER OF CHARITY

As a member of the community, we commit to bringing the public welfare to the practice. We are always concerned about and actively involved in the affairs of the community, and are responsive to the needs of the community at the earliest opportunity. We are considerate to provide the best solutions for the community.

#### [Case] Spring Fundraising Walk with UNQ

In April 2023, UNQ launched a fundraising walk in Beijing and Hangzhou, supported by the Tencent Charity Foundation. The Group set corporate and individual walking targets, with different numbers of steps redeemable for matching donations. A minimum of 1,000 steps per person per day was eligible for donation. The activity was attended by over 300 people and raised over RMB30,000.

In addition, the Group launched the “Green Hiking – Trash Pick-up” activity. The activity encouraged employees to take part individually or as a group of friends and family to clean up litter on specific hiking routes as a way of exercising for the benefit of the environment.



## 6. COMMIT TO COMMUNITY

### [Case] UNQ offering summer care in recognition of your efforts

In August 2023, UNQ donated nearly 200 “cooling packets” of shower gel, shampoo, facial cleanser and other items, to Xiasha Street in Hangzhou and Weifang Street in Shanghai to thank frontline sanitation workers. We also set up a cooling supply station outside the crowded Hangzhou Jinsha Impression City, offering free mineral water, ice lollies and hand-painted folding fans to passing outdoor workers.



### [Case] Support for the Disaster-stricken Area in Gansu

At 23:59 on 18 December 2023, a 6.2-magnitude earthquake struck Jishishan County, Linxia Prefecture, Gansu. UNQ paid close attention to news about the disaster and contacted the local charity association as soon as possible. We donated urgently needed materials worth more than RMB200,000, such as Sofy sanitary pads and Kobayashi warm baby stickers, to the disaster-stricken area to help people there return to normal life as soon as possible.



## 6. COMMIT TO COMMUNITY

### 6.2. STRIVING FOR THE DREAM VIA EDUCATION

Education is the future of the nation, and it is also a public welfare area in which we continue to explore. In the educational public welfare activities, we strive to convey more knowledge and resources to the groups with education problems, help students find diverse future possibilities, and promote education equality.

#### [Case] Tangtang Student Support and Protection Program

In 2021, Qiantang District of Hangzhou, Zhejiang Province, worked with Litang County of Ganzi Tibetan Autonomous Prefecture, Sichuan Province, to write a new chapter in the “Zhejiang-Sichuan Relationship”. As an enterprise under the government of Qiantang District of Hangzhou, UNQ quickly responded to the need for aid in Litang County. UNQ also launched the “Protection of Sky City Project” to carry out the relief work in the following three aspects: education sponsorship, education guarantee and care for women on the plateau.

In May 2023, the Group contacted the Litang County Education and Sports Bureau through the Xiasha Sub-district Office in Qiantang District, Hangzhou. After understanding the actual needs of the local area, the Group quickly finalized the proposal and completed sourcing and installing the supplies. On 25 May, the “Protection of Sky City” project team landed at Daocheng Yading Airport at an altitude of 4,411 meters and arrived in Litang (“Sky City”) after travelling 2,400 kilometers. The team attended the “2023 Tangtang Student Support and Protection Program” donation ceremony with more than 1,200 local teachers and students. At the ceremony, we donated learning and living materials worth more than RMB200,000 to students in Litang County, hoping to help and protect them, and to deliver care for the women on the plateau.



## 6. COMMIT TO COMMUNITY

### [Case] UNQ Striving for the Future of Education with Love

The spiritual needs of the students in rural areas in their process of growth were increasing with the development of society. As a result, the demand for high quality, age-appropriate books had also been on the rise. However, schools in remote areas did not have the appropriate book resources and the stock of books kept shrinking over time. In view of these social realities and needs, UNQ donated a love library to Nibao School in Louxia Town, Pu'an County, Qianxinan Buyei-Miao Autonomous Prefecture, Guizhou Province, and Gudu Elementary School in Dashu Township, Dongxiang Autonomous County, Linxia Hui Autonomous Prefecture, Gansu Province, through the Siyuan-Sina Yangfan Charity Foundation in 2023. During the donation, the Group actively made plans to donate and transport books and learning and living materials, hoping to encourage students to read actively and help them explore the wider world.

The Group's volunteers also visited the Jiaba Nationality Elementary School in Huishui County, Qiannan Buyei and Miao Autonomous Prefecture, Guizhou Province, to donate books and learning and living materials and to hold reading activities at the school. Through the Love Library Donation Program, the Group helped about 2,100 students.



## 6. COMMIT TO COMMUNITY

### 6.3. STRIVING FOR GREENER WORLD

We continue to pay attention to the nature, on which human beings depend, and work with social environmental protection organizations to implement the public welfare actions of greening the earth.

Since 2017, we have cooperated with the public service organization “Mother Yi’s Initiative for Public Welfare Tree Planting”, and have organized internal volunteer teams to go to Inner Mongolia several times to be personally involved in the desertification control public welfare project. In 2022, we cooperated with China Green Foundation and Tencent Charity Foundation. We participated in the “10 Yuan Green Alxa” fundraising activity to help improve the ecological environment in Alxa of Inner Mongolia. In 2023, we donated RMB30,000 to the SEE Foundation. Through the constant environmental public welfare, we hope to grow a small forest belonging to UNQ on the motherland, to appeal to employees and society regarding the operation to protect the earth.



SEE Donation Certificate to UNQ

## 7. COMMIT TO ENVIRONMENT

UNQ adheres to low-carbon development and green operation, minimising the environmental impact of commercial activities. With the belief of many a little makes a mickle, the Group consistently makes environmental protection contributions to safeguard the earth.

### 7.1. ADDRESSING CLIMATE CHANGE

In 2023, frequent occurrences of extreme weather disasters nationwide once again underscored the urgency of addressing climate change. As a leading provider of branded e-commerce retail and wholesale solutions, we actively identify climate change risks and related market opportunities along the value chain. Based on our characteristics, we develop response strategies, integrating climate change factors into various aspects of our operations.

With China's "dual carbon" strategy continually advancing, we continue to face climate change-related risks and corresponding opportunities such as "strengthening green operations", "reducing packaging materials consumption", and "rising consumer demand for green and low-carbon products". Therefore, we will further enhance our management standards, reduce resource consumption, and collaborate with major partners to provide the market with greener and more environmentally friendly products and services.

As we do not engage in large-scale production activities, our exposure to climate transition risks in areas such as policies, regulations, technologies, markets, and reputation is relatively low. However, our business involves a considerable amount of logistics transportation. Through assessment, we've identified extreme weather as the primary physical risk facing our operations. When typhoons, heavy rains, snowstorms, and other extreme weather events occur, they may cause slowdowns or interruptions in our logistics, resulting in increased warehousing days. Additionally, such extreme weather can damage our warehouse equipment and products, leading to delays or even interruptions in product supply.

To better address climate change risks, we will gradually establish corresponding disaster response processes and response mechanisms for various extreme weather events, clarify environmental management responsibilities at all levels, and promote the implementation of climate change response mechanisms across the entire group. At the same time, we will actively seek out climate change-related opportunities, leverage our own resource advantages, adhere to green operations, promote green consumption, and contribute to the early achievement of China's "dual carbon" goals.

## 7. COMMIT TO ENVIRONMENT

### 7.2. MAINTAINING GREEN OPERATIONS

The Group attaches great importance to green management and practices in the operations. Through the formulation of policies such as the Rules on the Company's Office Environment, the Group promotes the concept of green environment, strives to reduce resource consumption and emissions to achieve harmony between people and nature.

#### 7.2.1. Improving Resource and Energy Efficiency

The Group adheres to relevant laws and regulations such as the *People's Republic of China Energy Conservation Law*, selecting LED energy-saving lights throughout the office premises and posting energy-saving slogans at various switches to promote the habit of turning off lights when not in use. We install smart air conditioning controllers and wind deflectors, setting the air conditioning temperature no lower than 26°C in summer and no higher than 20°C in winter. After work hours, office floor air conditioning and lights are promptly turned off to reduce power consumption.

The main source of water resources for the Group is municipal water supply, with no risk of seeking applicable water sources. In addition, we continuously strengthen daily water resource management by posting water-saving tips, enhancing maintenance and management of water-using equipment, cultivating employees' awareness of water conservation, and improving water resource utilization efficiency.

During the office process, we also advocate online electronic signature system, promote the signing of electronic contracts to reduce the use of paper and packaging waste. We also promote paperless office through the Office Automation (OA) platform and online communication systems. For the necessary printing paper, the system defaults to two-sided printing, and the "paper reuse" initiative is posted next to the printer. Besides, we provide employees with notebooks whose pages are replaceable, putting the concept of resource-saving to the practice of daily work.

Our operations do not involve packaging materials. To reduce the environmental impact of packaging material usage in the supply chain, we encourage suppliers to use simple packaging, reuse and upgrade logistics packaging materials. Furthermore, we continuously expand the scope of original boxes shipments to reduce the consumption of packaging materials in the supply chain.

## 7. COMMIT TO ENVIRONMENT

### 7.2.2. Reducing Emissions

The pollutants involved in our operations are only domestic sewage, and we generate almost no hazardous waste. A small number of used ink cartridges from printers are handed over to qualified third parties for recycling. We recycle waste office paper for reuse at the front desk, and encourage employees to recycle express boxes and fillings to reduce waste such as waste paper and waste packaging.

We promote green travel modes such as subway and bus, prioritise high-speed railway for travel, and encourage online teleworking and meeting to diminish the carbon footprints due to travels.

### 7.2.3. Environmental Aspect KPIs

In 2023, the KPIs for all environmental aspect were as follows:

Indicator	Unit	Emissions	
		2023	2022
Indirect (Scope 2) GHG emissions	Tons of CO <sub>2</sub> equivalent	147.57	142.46
Total GHG emissions intensity	Tons of CO <sub>2</sub> equivalent/capita	0.50	0.34

Indicator	Unit	Resource Usage	
		2023	2022
<b>Energy Usage</b>			
Total indirect energy consumption (Purchased electricity)	kWh	258,764.96	199,931
Total energy consumption	kWh	258,764.96	199,931
Energy consumption intensity	kWh/capita	874.19	474.89
<b>Water Resource Usage</b>			
Total water consumption	Tons	270.00	317.17
Water consumption intensity	Tons/capita	0.91	0.75

## 7. COMMIT TO ENVIRONMENT

1. Environmental KPIs cover the Group's offices in Shanghai, Hangzhou and Beijing;
2. Since the Group was not involved in the production of products, no exhaust emissions were generated during operation; Domestic wastewater was discharged into the municipal pipe network, and the Group could not measure the discharge. Therefore, KPI A1.1 (type of emissions and related emissions data) was not disclosed in the ESG report;
3. The hazardous waste generated by the Group's operation was a small amount of waste ink cartridges, etc., which were recycled by qualified recyclers, and had a small impact on the environment, so KPI A1.3 (total amount and density of hazardous waste generated) was not disclosed in the ESG report;
4. The non-hazardous waste of the Group was domestic waste such as waste paper, courier fillers, packaging and other domestic waste generated in the course of operation, which are classified and put in accordance with the regulations and handed over to the building property for unified disposal, and the garbage disposal fee was also included in the property management fee and handed over to the property management company. The amount of waste generated could not be measured separately. Therefore, KPI A1.4 (total amount and intensity of non-hazardous waste generated) was not disclosed in the ESG report;
5. In 2023, the Group's GHG emissions were all from purchased electricity which belongs to Indirect (Scope 2) GHG emissions, with emissions presented on a carbon dioxide-equivalent basis. The accounting methodology and the conversion factor were derived from the average emission factors of the national power grid in the *Notice on Doing a Good Job in Managing the Reporting of GHG Emissions from Enterprises in the Power Generation Sector in the Years 2023-2025*, which was issued by Ministry of Ecology and Environment, the People's Republic of China;
6. Since the water used by the Group's offices in Beijing was from the municipal pipe network, and the water charges were also included in the property management fees and handed over to the property management company, the Group could not measure the water consumption. Therefore, the total water consumption and intensity data disclosed in the ESG report came from the Group's office area in Shanghai and Hangzhou;
7. The Group did not involve the extensive use of non-renewable energy, forest resources, or impacts on biodiversity in our operations, and according to the materiality assessment, KPI A3 (environmental and natural resources) was of relatively low importance to the Group and was not disclosed in the ESG report; and
8. In 2023, the products sold by the Group were shipped from the original boxes of the brand owner, and the packaging of the logistics link was undertaken by the third-party logistics company, so no additional packaging materials were involved. Therefore, KPI A2.5 (total amount of packaging materials used in the finished product and the amount per unit of production) was not disclosed in the ESG report.

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KPI	Description	Whether or not to disclose	Notes
<b>A1 Emissions</b>			
<b>General Disclosure</b>	<b>Information on:</b> <b>(a) the policies; and</b> <b>(b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to air and greenhouse gas emissions, discharges into water and land, and generation of hazardous and non-hazardous waste</b>	Disclosed	Commit to Environment – Maintaining Green Operation
A1.1	The types of emissions and respective emissions data	Irrelevant	–
A1.2	Direct (Scope 1) and energy indirect (Scope 2) greenhouse gas emissions and intensity (e.g. per unit of production volume, per facility)	Disclosed	Commit to Environment – Maintaining Green Operation
A1.3	Total hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility)	Without substantial effect	–
A1.4	Total non-hazardous waste produced (in tonnes) and, where appropriate, intensity (e.g. per unit of production volume, per facility)	Explained in the endnote of 7.2.3	Commit to Environment – Maintaining Green Operation
A1.5	Description of emission target(s) set and steps taken to achieve them	Disclosed	Commit to Environment – Maintaining Green Operation
A1.6	Description of how hazardous and non-hazardous wastes are handled, and a description of reduction targets(s) set and steps taken to achieve them	Disclosed	Commit to Environment – Maintaining Green Operation

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KPI	Description	Whether or not to disclose	Notes
<b>A2 Use of Resources</b>			
<b>General Disclosure</b>	<b>Policies on the efficient use of resources, including energy, water and other raw materials</b>	Disclosed	Commit to Environment – Maintaining Green Operation
A2.1	Direct and/or indirect energy consumption by type (e.g. electricity, gas or oil) in total (kWh in '000s) and intensity (e.g. per unit of production volume, per facility)	Disclosed	Commit to Environment – Maintaining Green Operation
A2.2	Water consumption and intensity (e.g. per unit of production volume, per facility)	Disclosed	Commit to Environment – Maintaining Green Operation
A2.3	Description of energy use efficiency target(s) set and steps taken to achieve them	Disclosed	Commit to Environment – Maintaining 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	Commit to Environment – Maintaining Green Operation
A2.5	Total packaging material used for finished products (in tonnes) and, if applicable, with reference to per unit produced	Explained in the endnote of 7.2.3	Commit to Environment – Maintaining Green Operation
<b>A3 Environment and Natural Resources</b>			
<b>General Disclosure</b>	<b>Policies on minimising the listed company's significant impact on the environment and natural resources</b>	Irrelevant	–
A3.1	Description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them	Irrelevant	–
<b>A4 Climate Change</b>			
<b>General Disclosure</b>	<b>Polices on identification and mitigation of significant climate-related issues which have impacted, and those which may impact, the issuer</b>	Disclosed	Commit to Environment – Addressing Climate Change
A4.1	Description of the significant climate-related issues which have impacted, and those which may impact, the issuer, and the actions taken to manage them	Disclosed	Commit to Environment – Addressing Climate Change

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KPI	Description	Whether or not to disclose	Notes
<b>B1 Employment</b>			
<b>General Disclosure</b>	<b>Information on:</b> <b>(a) the policies; and</b> <b>(b) 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</b>	Disclosed	Commit to Employees – Employment
B1.1	Total workforce by gender, employment type (for example, full- or part-time), age group and geographical region	Disclosed	Commit to Employees – Employment
B1.2	Employee turnover rate by gender, age group and geographical region	Disclosed	Commit to Employees – Employment
<b>B2 Health and Safety</b>			
<b>General disclosure</b>	<b>Information on:</b> <b>(a) the policies; and</b> <b>(b) 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</b>	Disclosed	Commit to Employees – Safety and Health
B2.1	Number and rate of work-related fatalities occurred in each of the past three years including the reporting year	Disclosed	Commit to Employees – Safety and Health
B2.2	Lost days due to work injury	Disclosed	Commit to Employees – Safety and Health
B2.3	Description of occupational health and safety measures adopted and how they are implemented and monitored	Disclosed	Commit to Employees – Safety and Health

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KPI	Description	Whether or not to disclose	Notes
<b>B3 Development and Training</b>			
<b>General Disclosure</b>	<b>Policies on improving employees' knowledge and skills for discharging duties at work</b> <b>Description of training activities</b>	Disclosed	Commit to Employees – Training and Development
B3.1	The percentage of employees trained by gender and employee category (e.g. senior management, middle management)	Disclosed	Commit to Employees – Training and Development
B3.2	The average training hours completed per employee by gender and employee category	Disclosed	Commit to Employees – Training and Development
<b>B4 Labour Code</b>			
<b>General Disclosure</b>	<b>Information on:</b> <b>(a) the policies; and</b> <b>(b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to preventing child and forced labour</b>	Disclosed	Commit to Employees – Employment
B4.1	Description of measures to review employment practices to avoid child and forced labour	Disclosed	Commit to Employees – Employment
B4.2	Description of steps taken to eliminate such practices when discovered	Disclosed	Commit to Employees – Employment

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KPI	Description	Whether or not to disclose	Notes
<b>B5 Supply Chain Management</b>			
<b>General Disclosure</b>	<b>Policies on managing environmental and social risks of the supply chain</b>	Disclosed	Commit to Partners – Responsible Supply Chain
B5.1	Number of suppliers by geographical regions	Disclosed	Commit to Partners – Responsible Supply Chain
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	Commit to Partners – Responsible Supply Chain
B5.3	Description of practices used to identify environmental and social risks along the supply chain, and how they are implemented and monitored	Disclosed	Commit to Partners – Responsible Supply Chain
B5.4	Description of practices used to promote environmentally preferable products and services when selecting suppliers, and how they are implemented and monitored	Disclosed	Commit to Partners – Responsible Supply Chain

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KPI	Description	Whether or not to disclose	Notes
<b>B6 Product responsibility</b>			
<b>General Disclosure</b>	<b>Information on:</b> <b>(a) the policies; and</b> <b>(b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to health and safety, advertising, labelling and privacy matters relating to products and services provided and methods of redress</b>	Disclosed	Commit to Customers – Protection of Customers’ Rights and Interests
B6.1	Percentage of total products sold or shipped subject to recalls for safety and health reasons	Irrelevant	–
B6.2	Number of products and services related complaints received and how they are dealt with	Disclosed	Commit to Customers – Protection of Customers’ Rights and Interests
B6.3	Description of practices relating to observing and protecting intellectual property rights	Disclosed	Commit to Compliance – Intellectual Property Management
B6.4	Description of quality assurance process and recall procedures	Disclosed	Commit to Customers – Protection of Customers’ Rights and Interests
B6.5	Description of consumer data protection and privacy policies, and how they are implemented and monitored	Disclosed	Commit to Compliance – Information Security and Privacy Protection

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KPI	Description	Whether or not to disclose	Notes
<b>B7 Anti-corruption</b>			
<b>General Disclosure</b>	<b>Information on:</b> <b>(a) the policies; and</b> <b>(b) compliance with relevant laws and regulations that have a significant impact on the issuer relating to bribery, extortion, fraud and money laundering</b>	Disclosed	Commit to Compliance – Business Ethics and 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	Commit to Compliance – Business Ethics and Anti-Corruption
B7.2	Description of preventive measures and whistle-blowing procedures, and how they are implemented and monitored	Disclosed	Commit to Compliance – Business Ethics and Anti-Corruption
B7.3	Description of anti-corruption training provided to directors and staff	Disclosed	Commit to Compliance – Business Ethics and Anti-Corruption
<b>B8 Community Investment</b>			
<b>General disclosure</b>	<b>Policies on community engagement to understand the needs of the communities where the issuer operates and to ensure its activities take into consideration the communities' interests</b>	Disclosed	Commit to Community
B8.1	Focus areas of contribution (e.g. education, environmental concerns, labour needs, health, culture, sport)	Disclosed	Commit to Community
B8.2	Resources contributed (e.g. money or time) to the focus area	Disclosed	Commit to Community



优趣汇控股有限公司  
UNQ HOLDINGS LIMITED