



# 2025

## Sustainable Development and Social Responsibility Report

Mango Excellent Media Co., Ltd.

## About the Report



2025 Sustainable Development and Social Responsibility Report of Mango Excellent Media Co., Ltd. is the 7th ESG sustainable development/social responsibility report released by Mango Excellent Media Co., Ltd. since its listing. The report aims to conduct an honest communication with all stakeholders on Mango Excellent Media Co., Ltd.'s ESG concept, practical performance and other contents, and systematically respond to the expectations and demands of stakeholders.

### Time Period

The reporting period is from January 1, 2025 to December 31, 2025. To improve the comparability and perspectiveness, some sections of the report may extend appropriately to the previous and subsequent years.

### Release Cycle

This is an annual report, released simultaneously with the company's annual report.

### Data Description

The data sources used in the report include the company's internal statistical data, public data from government departments and third-party institutions, etc. The financial data in the report is expressed in RMB. For any discrepancy between the report and the financial statements, the financial statements shall prevail.

### Reporting Boundary

The report covers Mango Excellent Media Co., Ltd. and its major subsidiaries.

### Terminology Description

For the convenience of expression and reading, Mango Excellent Media Co., Ltd. is referred to as "Mango Excellent Media" or "the Company" in the report.

The full names and abbreviations of some subsidiaries mentioned in the report are as follows:

Hunan Happy Sunshine Interactive Entertainment Media Co., Ltd: Happy Sunshine (Mango TV)

Hunan Golden Eagle Cartoon Media Co., Ltd.: Golden Eagle Cartoon

Xiaomang Electronic Commerce Co., Ltd.: Xiaomang E-commerce

Happigo Co., Ltd.: Happigo

Shanghai EE-Media Co., Ltd.: EE-Media

### Basis for Compilation

Shenzhen Stock Exchange *Self-Regulatory Supervision Guidelines for Listed Companies of the Shenzhen Stock Exchange No. 17 - Sustainable Development Report (Trial)*

Shenzhen Stock Exchange *Self-Regulatory Supervision Guidelines for ChiNext Market Listed Companies of the Shenzhen Stock Exchange No. 3 - Compilation of Sustainable Development Report*

The United Nations Sustainable Development Goals 2030 (SDGs)

Global Sustainability Standards Board Sustainability Reporting Standards (GRI Standards)

Chinese Academy of Social Sciences *Guidelines for the Compilation of Sustainable Development Reports of Chinese Enterprises* (CASS-ESG 6.0)

China National Standards *Guidance on Social Responsibility Reporting* (GB/T36001-2015)

International Organization for Standardization ISO 26000: *Guidelines for Social Responsibility* (2010)

### Report Versions and Access

An English version is disclosed simultaneously with the report. In case of any ambiguity in the understanding of the Chinese and English texts, the Chinese text shall prevail. The electronic versions of both Chinese and English can be accessed and obtained on CNINFO (<http://www.cninfo.com.cn>). If you have any questions or suggestions about the report, you can send an email to [mangocm@mangocm.com](mailto:mangocm@mangocm.com) or call (0731) 82967188.



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## Message from the Secretary of the Party Committee



### Gong Zhengwen

Hunan Broadcasting System Media Group (Hunan Broadcasting System)

Secretary of the Party Committee, Chairman, President, Chief Editor

Secretary of the Party Committee of Mango Excellent Media Co., Ltd.

Sail Through the Ever-changing Ocean  
With a Steady Anchor

Looking back at 2025 at the ferry of time, the 21st century has completed a quarter of its course. This year, mainstream media embarked on a cultural voyage of "systematic transformation". Guided by Xi Jinping's cultural thoughts as the North Star and the cultural mission of the new era as the compass, we have always adhered to overall consideration and simultaneous progress on two fronts: We have not only let social benefits take deep root, but also made economic benefits bloom brilliantly; We have built a "fortress" for defense with premium content and technological innovation, and torn down the "high wall" of conservatism with ecological transformation and cultural globalization.

**With mainstream values as the rudder, we ride the waves in the middle of the current.** This year, we kept firmly in mind that the Party media belong to the Party, focused on the primary mission, and integrated the "major national issues" into every piece of content creation. The theme publicity of "Bright Journey of Chinese Modernization 2025" has made a far-reaching impact; the "Headline Project" and "Pin-top Project" have firmly held the public opinion position. *Zuo Zongtang Recovers Xinjiang and Chinese Official Maxim II* have awakened the national memory through the lens; *Singer 2025* and *Sound Trek 2025* have conveyed the echoes of the era through singing; *Flourished Peony* and *In the Name of Blossom* have maintained the high reputation among users with premium works. Our path is not lonely, and our hard work pays off. With a series of warm and powerful works, we have annotated "Content is King" in the world of light and shadow, and won many national awards such as the China Journalism Award, the Magnolia Awards and the Huanghe Awards. "Trees grow high with solid roots". No matter what circumstances they face, all Mango people will never forget the sacred mission of cultural creation.

**With a sense of responsibility as the oar, small kindnesses ripple out concentric circles.** From rural revitalization to public welfare empowerment, from youth guidance to investor education, we have always carried social responsibility in the backpack of every Mango person. The Mango Public Welfare Platform has raised a total of more than RMB 44 million in the past four years and was selected as one of the "Top 10 Excellent Cases of New Media Public Welfare in China"; The Mango Investor Education Base has built a solid defense line for the protection of investors' rights and interests with more than 2,000 premium investor education works; As a "base camp" for young people, we have activated the talent team internally through the Mango Youth Talk, the Green Mango Program and the Young Backbone Reserve Program, encouraging young people to "take the lead" in practical work; Externally, we have launched the "Entrepreneurship Trilogy" including *Gold Rush 2025*, *Why Meet in Hunan* and *Entrepreneurship Open Mic*, promoting youth employment and entrepreneurship by virtue of media strength. "Hold the moon in the palm when scooping water, and the clothes are filled with the fragrance of flowers when playing with them". This sense of responsibility and perseverance is not only the bottom line of state-owned Party media enterprises, but also our confidence to ride through economic cycles.

**With ecological transformation as the boat, we remain calm amidst the swirling clouds and changing winds.** For mainstream media, how to carry out systematic transformation and the development direction during the "15th Five-Year Plan" period are the era's questions that

we have to answer. Anchoring the difficult yet correct cause, we have set the reference system in combination with national strategies, fully restructured Mango's "ecological value coordinate", pushed the technological team from the backline to the forefront through strategic restructuring, made "culture + technology" become the dual driving forces for joint advancement, and launched a "digital and intelligent" expedition for all Mango people; We have adhered to the development concept of "having flagship and battle squadrons", and built a new Mango industrial cluster with diversified attributes and comprehensive commercial value. Mango TV is committed to building a top-tier digital and intelligent communication platform; Golden Eagle Cartoon has secured the top position in parent-child content; Xiaomang E-commerce has deeply cultivated the youth trend culture circle. Facing the "15th Five-Year Plan" period, our goal is to explore new contents, new technologies, new communication methods, new tracks and new business models through systematic transformation, and ultimately build a new Mango.

**With cultural exchanges and mutual learning as the belief, we send our wishes to every household in the world.** Enhancing the communication power and influence of Chinese civilization and making Chinese trends become the top trends is a mission call and an inevitable trend. This year, we closely followed the "Mango Globalization Three-Year Action Plan" and opened up the overseas territory with a global vision. We have connected with global partners in Southeast Asia, Africa, Europe, America and other regions, jointly built a cultural globalization community, and steadily enhanced our influence in key global regions. The download volume of Mango TV International APP, which aims to "build the first independent and controllable state-owned globalization communication platform", has exceeded 300 million times. Mango's flagship IPs such as *Singer*, *Riding the Wind*, *Chinese Restaurant* and *Divas Hit the Road* have gone globally, making the Mango brand more deeply rooted in the hearts of global audiences. Our dream is to make the "voice of Mango heard wherever there are human habitation" one day. The "trade wind" of Mango can cross mountains and seas and reach the endless distance.

**Where the sea of clouds surges, the magnificent chapter of the past year is quietly frozen in time.** When the loud singing resounds, a brand-new chapter is being unfolded. Sailing on the magnificent journey of the "15th Five-Year Plan" period, we will strive to break through in the storms, keep iterating in the transformation, grow at full speed in the tempering, and forge ahead towards building a digital and intelligent platform-based media group that is state-owned and managed by the Party, with global communication power, influence and competitiveness.

# Message from the Chairman



## Cai Huaijun

Hunan Broadcasting System Media Group  
(Hunan Broadcasting System)

Deputy Secretary of the Party Committee,  
General Manager, and Deputy President

Deputy Secretary of the Party Committee and  
Chairman of Mango Excellent Media Co., Ltd.

THOSE WHO DARE TO BREAK THE MOLD

CAN WIN THE FUTURE

2025 is a year of overcoming difficulties and forging ahead at a swift pace. All Mango people have run at full speed and forged ahead, writing a vivid answer sheet for the integrated development of culture and technology with the posture of exploring a new pattern and drawing a new blueprint. Mango Excellent Media won the "National Civilized Unit" and "China's Top 30 Cultural Enterprises", and Mango TV won the "Advanced Collective of the National Publicity System". These national honors have effectively enhanced the company's brand reputation and social influence.

**This year, we bravely undertook the mission of the Party media and deeply cultivated mainstream content creation.** Through youthful narratives and innovative expressions, we have continuously strengthened the guiding power of mainstream values and exerted a profound influence on young audiences. The "Headline Pin-top Project" has achieved wider communication, and the playback volume of the "Learning Moment" report section on the first screen of Mango TV's homepage has reached 6.2 billion times; The annual creation theme of "Bright Journey of Chinese Modernization 2025" focused on the "Three Cultures" and has continuously deepened value leadership; *Mawangdui · The "Astonishing" Immortal Years* has brought cultural relics to "life" with innovative expression and won the "China Journalism Award"; The "Entrepreneurship Trilogy" including the talk show Entrepreneurship Open Mic, the variety show Gold Rush 2025 and the character documentary *Why Meet in Hunan* has shaped Hunan's innovation and entrepreneurship brand.

**This year, we promoted mode innovation, and hit works emerged one after another.** "Products made by Mango are all premium works". Upholding integrity and pursuing innovation have brought forth more good and new content. Mango's variety shows have firmly maintained the leading position, accounting for 4 of the top 5 in the effective playback volume across the entire network. The top IP *Riding the Wind* has enjoyed a soaring popularity, and the *Sound Trek* has realized joint production and broadcast on eight major platforms. The "Mango Dramas Are Worth Watching Plan" has achieved remarkable results, the quality of high-quality dramas has been steadily improved, *Flourished Peony* won the "Magnolia Awards", and *Deep Affectionate Eyes* has triggered a boom of secondary creation. "Mango Short Dramas" has actively built a micro short drama ecosystem and created differentiated advantages, with more than 5,000 works launched throughout the year. The "Classic Theater" and "Hot Topic Theater" have achieved fruitful results, and IP derivative short dramas such as *My Fair Princess* and *The Civet Cat Scholar* have firmly ranked first.

**This year, we responded to the proposition of integration and upgraded the digital and intelligent platform.** Adhering to the concept of "Mango makes its debut by culture and excels by technology", we have fully responded to the era's proposition of the integration of culture and technology, and Mango TV was selected as one of the "Top 10 Key Enterprises of Hunan Province's 'AI+' Initiative". The Mango Large Model has completed the iterative upgrading of 10-billion-level parameters, launched 12 vertical models, with a business application coverage rate of over 93%, and the "Shanghai AIGC Content Creation Platform" has realized one-stop creation; The platform has achieved full AI transformation, pioneered more than 80 intelligent products such as "National Voting Supervision, Large Screen Bullet Curtain and Emotion Ball". The AI agent "Mang Xiaoguo" has been launched, with the interaction volume and usage duration doubling; the self-devel-

oped "Cloud Production and Broadcasting System" has greatly multiplied efficiency, and virtual production, 3D collection, digital humans and other technologies have realized large-scale application.

**This year, we expanded the diversified ecosystem, and the vitality of IPs burst forth.** Multiple tracks such as new media operation, trendy toys and IP cultural tourism have embraced innovation and development. The number of effective members of Mango TV has reached 75.6 million, hitting a new high; The global download volume of the international APP has exceeded 300 million times, its regional operation practice was selected as the "2025 Innovative Case of International Communication by the Publicity Department of the CPC Central Committee", and "Mango+" was successfully launched in Vietnam; The Golden Eagle Cartoon Children's Channel has maintained a leading viewership rating; Xiaomang has achieved annual profit for the first time and launched its first self-owned trendy toy IP "Cluebie"; Happigo has innovatively launched the large-screen e-commerce IP "Traceability Notes"; New talents of Mango under EE-Media have made a brilliant debut. The "Malanshan Cup · Mini Game Innovation and Entrepreneurship Competition" has attracted more than 1,500 teams to participate and incubated more than 100 games.

**This year, we enhanced governance efficiency to escort innovative development.** We have given full play to the dual advantages of the organic integration of Party leadership and corporate governance in state-owned enterprises, with the Board of Directors making scientific and efficient decisions and the Board of Supervisors reform being successfully completed. The company has won the "Excellent Practice Case of the Board of Directors of Listed Companies" for 3 consecutive years and the highest Grade A in the annual information disclosure appraisal for 7 consecutive years. The ESG concept of sustainable development has been deeply integrated into governance at all levels. We have voluntarily disclosed the Social Responsibility and ESG Report for 7 consecutive years and ranked first among digital media companies in "The 1st Media Sustainability Index". We have strived to improve investor returns, with the company's cash dividend amount and ratio hitting a new high.

**Those who dare to break the mold can win the future.** 2026 is the first year of the "15th Five-Year Plan" and also a year for the company to forge ahead in promoting the high-quality development of the "integration of culture and technology". We will closely focus on the strategic goal of "building a digital and intelligent platform-based media group that is state-owned and managed by the Party with global communication power, influence and competitiveness", take the "Five New Strategies" of "new content, new technology, new communication, new track and new business" as the top-level design, and strive to build a new Mango featuring "integration of culture and technology and excellent performance in both social and economic benefits".

Annual Responsibility Feature

## Mango's "Digital and Intelligent" Transformation

During the reporting period, the company committed to building a "digital and intelligent mainstream new media platform with global communication power, influence and competitiveness", adhered to taking culture as the soul and technology as the wing, further promoted the in-depth integration of culture and technology, fully implemented digital and intelligent transformation and upgrading, closely integrated technological innovation with the social responsibility of the media, and empowered the dissemination of mainstream values with digital capabilities. We actively built an independent and controllable digital and intelligent technology system, relied on core technological backbones such as self-developed large models, supercomputing cloud platforms and intelligent content production systems, promoted the implementation and application of new technologies such as AIGC, big data and ultra-high definition in the entire chain of content planning, production, operation and distribution, improved content production efficiency, created more positive and high-quality content, earnestly performed the social responsibility of mainstream media, and contributed to the construction of a cultural power.



### Mainstream New Media Group

- Integration of Culture and Technology
- Excellent Performance in Both Social and Economic Benefits

### Overall Goals

- Global Communication Power
- Global Reach
- Global Competitiveness

### State-owned Digital and Intelligent Platform-based Media Group

- Powerful Functions
- Scale Effect
- Data Driven
- Technology Leadership



The "15th Five-Year Plan" period is a crucial five years for achieving the goal of building a cultural power. Facing the cultural mission of the new era, the wave of scientific and technological innovation such as AI and the systematic transformation of mainstream media, Mango Excellent Media, as the leading flagship of new media in the Mango ecosystem, takes the "Five New Strategies" as five brand-new routes, launches a new journey of the "9 Major Ecological Opening Plans", and fully promotes the transformation, upgrading and innovative development of Mango.



### Born as Mango, Destined for Innovation

- Dimension 1: Cultural Mission
- Dimension 2: Scientific and Technological Innovation
- Dimension 3: Media Transformation



### Five Brand-new Routes of the "Five New Strategies"

- New Contents: Open Ecosystem to Build a "New Content" System
- New Technology: Digital and Intelligent Transformation to Seize the High Ground of "New Technology"
- New Business: Full-chain Layout to Achieve Sustainable Development of "New Business"
- New Communication: Matrix Upgrading to Accelerate the Expansion and Penetration of "New Communication"
- New Track: Uphold the Fundamental and Break New Ground to Boost the Development and Expansion of "New Track"

### 9 Major Ecological Opening Plans

- "Super IP Co-creation Plan"
- "IP Manager Mechanism"
- Open the "AIGC Creation Platform"
- "Digital and Intelligent Field Co-navigation Plan"
- "Panoramic Value Sharing Plan"
- "Mango Select Ecological Operation Plan"
- "Sound Trek Mass Creation Plan"
- "Mango IP Industry Symbiosis Plan"
- "Trend Heart Plan"

## Integrated Media Ecosystem

### Multi-platform + Full Scenario: Leap in Ecological Energy Level



During the reporting period, the company made considerable progress in the construction of multi-platform media integration ecosystem. Mango TV, the new media flagship, has firmly ranked among the top three in the industry; Golden Eagle Cartoon, the number one brand for parent-child and children's content, has led the viewership ratings throughout the year; Xiaomang, the content e-commerce platform, has achieved breakthroughs in multiple fields such as GMV, IP and channels; Happigo, the large-screen e-commerce platform, has realized an efficient strategic transformation with innovative IPs; EE-Media has achieved simultaneous improvement in the quality and efficiency of artist brokerage.

### Mango TV

The Top State-owned Mainstream New Media Flagship

Mango TV (Happy Sunshine) is the core brand, core resource and core competitiveness of GBS, a flagship of top-tier digital and intelligent communication platforms, with integrated influence across online and TV terminals. In 2025, Mango TV won the "Advanced Collective of the National Publicity System". After more than ten years of efforts, Mango TV has firmly ranked among the top three in the long video industry and the first among state-owned Internet platforms, and has been selected as a Key National Cultural Export Enterprise for many times; At the same time, Mango TV took the lead in making profits among domestic long video websites and has achieved profitability for 8 consecutive years.

During the reporting period, Mango TV continued to strengthen the reserve of high-quality content and optimize the online launch rhythm. According to Yunhe Data, the effective playback volume of Mango TV's variety shows has ranked first among long video platforms with its leading advantage further consolidated, and the effective playback volume of film and television dramas has increased by 28.12% year-on-year, maintaining a good upward trend. The strategic layout of micro short dramas was accelerated, with a total of 5,137 micro short dramas launched under the "Damang Project MGTV" in 2025, an increase of more than 14 times compared with the previous year. The "Mango Large Model" has realized the full-process empowerment of AI, with AIGC and data-driven technology deeply integrated into the entire chain of content production, the business application coverage rate exceeding 93%. The official APP has fully launched the AI revision, achieving precise content reach and all-round improvement of user experience. Mango TV was selected as one of the "Top 10 Key Enterprises of Hunan Province's 'AI+' Initiative", and the "Mango Large Model" was selected as one of the "Top 10 Demonstration Scenarios of Hunan Province's 'AI+' Initiative". Supported by high-quality content and new technologies, in 2025, Mango TV's average daily usage time per capita has firmly ranked first among long video platforms, with the mobile MAU reaching 268 million (QuestMobile data), an increase of 4.88% year-on-year. By the end of the reporting period, the scale of effective members of Mango TV reached nearly 75.6 million.



### Golden Eagle Cartoon

China's Most Influential Parent-child and Children's Platform



As a leader in China's parent-child content ecosystem, Golden Eagle Cartoon has deeply cultivated the parent-child field for 21 years, covering more than 400 million parent-child families, and has led the viewership ratings for 7 consecutive years. Relying on the ecological resources of Mango Excellent Media, Golden Eagle Cartoon has built a complete closed loop from content IP R&D, offline event implementation to industrial derivative development. In 2025, Golden Eagle Cartoon maintained a stable operation and successfully completed the annual performance commitment.

During the reporting period, as the mainstream parent-child TV media with the highest loyalty among young audiences and parent-child family audiences nationwide, Golden Eagle Cartoon closely relied on Mango Excellent Media's advantages in various related elements of new mainstream media such as content creativity, resource integration and technological innovation, launched a new normal of integrated transformation and development of "Golden Eagle Cartoon + Mango TV" across TV and on-line platforms, and then made full use of the internal and external new media platform matrix to uphold the fundamental, pursue innovation and break through difficulties. It has blazed a characteristic path for the media integration and transformation development of the "Hunan Radio and Television Army" in the systematic transformation of the national media industry, and is steadily developing into a new mainstream media integrating China's top parent-child TV brand, China's top platform for original anime broadcasting and China's top parent-child comprehensive service platform. Focusing on the Mango-style children's, anime and parent-child industry tracks, "Golden Eagle Cartoon + Mango TV" has taken substantive steps in content integration first. Original seasonal programs such as *Three Kids Arrive*, *Find Your Voice*, *Ace Child Care Provider*, *Find Your Singing Partner*, *Summer and Winter Vacation · Summer Vacation Chapter* and *Cute Detective Adventure* have realized resource sharing, content co-creation and simultaneous broadcasting on both online and TV platforms. Original regular programs and animations such as *Flying Kindergarten*, *Super Cute Baby Talk*, *Toy Story*, *Little Culture Guardians*, *Yang Family Generals*, *Magee and His Friends*, *My Little Master Nibatuo* and *Detailed Talk on National Treasures* have been exclusively launched on Mango TV. Thus, the full-type and full-scenario content ecosystem covering the entire process of children's "birth, upbringing and education" has achieved cross-platform, cross-media and cross-industry expansion and enrichment at a higher dimension.

### Xiaomang E-commerce

A Key Strategic Deployment for the Commercialization of Mango-style IPs



Xiaomang Content E-commerce Platform is a strategic deployment of GBS based on the closed loop of IP commercialization, a key link in the commercialization of the entire post-chain of the Mango ecosystem. It aims to extend the Mango industrial chain and more fully realize the commercial transformation of content and brand value. In 2025, Xiaomang E-commerce continued to deeply cultivate the development of IP derivatives, with its GMV reaching RMB 18.6 billion, a new high, achieving annual profit for the first time and completing a financing of RMB 200 million.

During the reporting period, as the second landing point of Mango IP value, Xiaomang fully strived to become the "China's Top Emotional Value Consumption Platform". The sales volume of the platform's main categories such as Chinese style mecha, IP cards and plush dolls have ranked among the forefront of the industry; The "Xiaomang Global Flagship Store" grandly opened at Shanghai Global Harbor with a daily passenger flow of over 10,000. As the first flagship window of Mango IP derivatives facing the world, the Xiaomang Global Flagship Store has broken the boundaries of traditional offline stores and built a multi-dimensional space integrating "cultural experience, trend social interaction and IP co-creation"; Xiaomang E-commerce and Tencent Music officially announced a strategic cooperation. The two parties will integrate their respective content and platform advantages, carry out in-depth cooperation in fields such as copyright cooperation, content co-creation and music peripheral development, jointly explore innovative paths for the commercial operation of the entire music ecosystem, and promote the coordinated development of the music entertainment industry; Xiaomang E-commerce launched its first self-developed original IP Cluebie, officially announced its large-scale entry into the trendy toy market, and took this as a starting point to fully lay out the new blue ocean of emotional economy and practice the youth consumption strategy of the Mango ecosystem; Xiaomang E-commerce has jointly developed co-branded peripherals with Shanghai, Jinfeng and other partners, and built an "Anime Zone" in cooperation with Golden Eagle Cartoon, with ecological vitality emerging continuously. At the 2026 China Entertainment Industry Annual Conference and Golden Pufferfish Award Selection, Xiaomang E-commerce won the honor of "Derivatives Company of the Year" by virtue of its continuous in-depth cultivation and innovative practice in the field of IP commercialization.



### Happigo Focus on the New "Traceability" Track

"Happigo" has multiple sales channels and is the most comprehensive media retail platform at present. Positioned as "media retail and e-commerce", the platform is committed to cross-industry, cross-media and cross-regional development. It has grown into a leader in China's new generation of home shopping industry in the past 12 years. The Happigo APP and Gou Xiao-er WeChat service account enable shopping in an entertaining and social way anytime and anywhere on mobile terminals. In 2025, Happigo formulated the "traceability" transformation strategy, which is the real "first year of traceability" for Happigo. The company is thoroughly transforming from a traditional TV shopping company into a new e-commerce company with "Traceability Notes" as the core IP, WeChat Channels as the main position and content-driven trust. It firmly adheres to "content-driven business", actively transforms from a "TV shopping platform" into a people-connecting content platform, provides a consumption entrance with companionship, resonance and independent opinions, continuously focuses on core groups and category scenarios, and actively integrates into the commercial closed loop of the Mango ecosystem. As a forerunner in the integration of content and consumption, Happigo is redefining the warmth and value of Chinese family consumption.



### EE-Media Industry Benchmark of Mango-style Artist Brokerage

EE-Media is a highly influential youth culture brokerage company in the Chinese-speaking region. It has successfully launched nearly 100 high-quality artists and built a sustainable and stable talent delivery system. The company has rich experience in record production, a huge music copyright library, and a high reputation in many fields such as music, film and television, and fashion. EE-Media focuses on the post-95s, post-00s groups and the two-dimensional culture field, deeply cultivates artist brokerage business, and its social influence, audience scale and commercial value have firmly ranked in the first echelon of China's young consumer market.

In 2025, EE-Media deeply integrated resource integration with innovation-driven development, focused its efforts precisely on the two core tracks of artist brokerage and music copyright, opened up the full chain of "artist reserve, resource delivery and reputation accumulation" in the Mango ecosystem, and successfully built a music copyright operation system with diversified income growth through external resource linkage and copyright scenario innovation, enabling the company to effectively achieve a dual leap in business quality and operational efficiency.



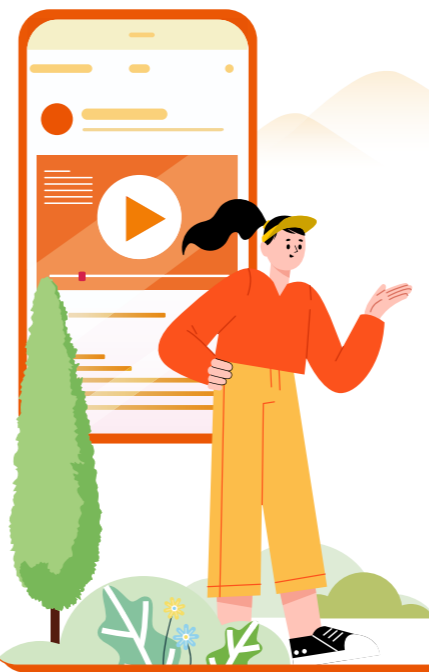
## Mainstream Leadership

### Nature of Party Media + Cultural Confidence: Strengthen Mainstream Publicity

During the reporting period, as a state-owned Party media enterprise, the company led mainstream publicity with the creation of a number of themed contents, shaped mainstream public opinion, and the mainstream publicity content cluster made joint efforts, with the scale and quality of main melody works reaching a new high and its influence and communication power leading the industry.

#### Cases "Headline Project" on the Homepage of the First Screen

The company takes the publicity of General Secretary Xi Jinping's ideology and image as the fundamental task to ensure that the reports on General Secretary Xi Jinping's ideology and activities can be seen and updated on Mango platforms every day. The playback volume of the "Special Zone for Major Reports on General Secretary Xi Jinping" on the first screen of Mango TV's homepage exceeded 6.2 billion times.



Cases

**Zuo Zongtang Recovers Xinjiang: A Pioneering Work Carrying Forward Patriotism and Eulogizing National Heroes**

The large-scale historical and cultural documentary *Zuo Zongtang Recovers Xinjiang* achieved a communication volume of 500 million, winning high praise from all circles at home and abroad. Produced by the Publicity Department of the CPC Hunan Provincial Committee, the Publicity Department of the CPC Xinjiang Uygur Autonomous Region Committee, the Publicity Department of the CPC Gansu Provincial Committee and Hunan Broadcasting System Media Group (Hunan Broadcasting System), and shot and produced by Hunan Golden Eagle Documentary Media Co., Ltd. (Hunan Golden Eagle Documentary Channel), the documentary premiered simultaneously on Hunan Satellite TV, Mango TV and Hunan Golden Eagle Documentary Satellite TV. *Zuo Zongtang Recovers Xinjiang* is praised as a pioneering work carrying forward

patriotism and eulogizing national heroes. The 6-episode documentary reviews the great feat of Zuo Zongtang in recovering Xinjiang seized by foreign forces and safeguarding national sovereignty and territorial integrity in 1875, and objectively presents the important roles of Liu Jintang, Lin Zexu, Zhang Yao, Shen Baozhen, Hu Xueyan and other important figures in the recovery of Xinjiang from multiple perspectives.



Cases

**Chinese Official Maxim II: Boosting the Construction of a Clean Culture**

"What is the foundation of a country, if not loyalty?" Guided by the National Radio and Television Administration, the 7-episode series of cultural micro-documentaries *Chinese Official Maxim* (Season II) boosts the construction of a clean culture. Based on the profound heritage of fine traditional Chinese culture, it narrates around seven themes: loyalty, impartiality, integrity, credibility, thrifty, making friends and moral integrity, showing the clean genes of fine traditional Chinese culture through the dialogue between ancient and modern times, and injecting cultural power into the in-depth promotion of the normalization and long-term effectiveness of style construction. This season not only inherits the creative concept of "bringing the words in ancient books to life" from the first season, but also builds a bridge of dialogue between the traditional official maxim culture and the new era through the in-depth integration of "culture + technology". The program achieved a 100% reputation rating, ranking first in the integrated communication index, media exposure and netizen evaluation in the list of online documentaries and TV documentaries of the Meilande Blue Eagle Integrated Communication Influence, and repeatedly ranking first in the documentary category of the Weibo Variety Show List. It received more than 100 reports and attention from over 30 mainstream media including Xinhua News Agency, Guangming Daily and China Youth Daily.



Cases

**Gold Rush, Entrepreneurship Open Mic, Why Meet in Hunan: The "Trilogy" of College Students' Entrepreneurship**

*Gold Rush, Entrepreneurship Open Mic, Why Meet in Hunan: The "Trilogy" of College Students' Entrepreneurship* The college student entrepreneurship program *Gold Rush 2025*, co-broadcast on Hunan Satellite TV and Mango TV, allows the audience to see the most simple and true ideals and feelings of young and fearless entrepreneurs. *Gold Rush 2025* ranked first in the viewership ratings of non-drama programs on provincial satellite TVs across multiple networks, with a total online communication volume exceeding 2.3 billion times. It was praised and reported by more than 300 institutions, mainstream media and top industry accounts including the National Radio and Television Administration, the Central Committee of the Communist Youth League, *People's Daily* and Xinhua News Agency. It was called a well-reputed program with "great feelings" by *People's Daily*. College students regard it as an "entrepreneurship guide" and "employment handbook", while investors and entrepreneurs see it as a "potential training base" for talent discovery. Hunan has also shown its sincerity and introduced the "Seven Ones" policy to encourage college students from all over the world to come to Hunan to start businesses with just a backpack. In October 2025, at MIPCOM in Cannes, France, Hunan Satellite TV and Mango TV jointly held the global distribution signing ceremony for the original mode of *Gold Rush 2025*, and formally signed an international distribution agreement with TGC Global Entertainment Inc. of the United States, a well-known program distributor covering 185 countries around the world. This is not only the first time that a Chinese college student entrepreneurship program mode has landed on an international top TV festival, but also set the fastest record for a Chinese variety show mode from the end of broadcast to globalization, marking that GBS's content creation strength has been recognized by the international market. The program mode will set off from Cannes and land on the global market in an all-round way.



*Entrepreneurship Open Mic*, the country's first college student entrepreneurship talk show, was co-created by GBS, the Hunan Provincial Department of Education and the China Communist Youth League Committee of Hunan Province, with special support from two platforms: "Youth Hunan" and "Hunan Students' Federation". The program aired 6 episodes, with the highest viewing share reaching 1.91% in China Audio-visual Big Data (CVB).

*Why Meet in Hunan*, a documentary about college student entrepreneurs on Hunan Satellite TV, innovatively cuts into the theme of college student entrepreneurship with a small-scale, youthful and documentary expression, telling the struggling stories of 10 college student entrepreneurs in Hunan. The program ranked first in the viewership ratings of non-drama programs on provincial satellite TVs in the same time period in China Audio-visual Big Data (CVB), and was on the hot search lists of various regions for a total of 212 times.





## Content is King

### Top-tier Creation + Premium Content Matrix: Excellent Performance in "Long, Medium and Short-form Contents"

During the reporting period, the company launched the theme creation of "Bright Journey of Chinese Modernization 2025". Variety shows lead the industry, with a number of high-quality positive energy variety shows loved by young people launched, continuously consolidating the leading advantages in such tracks as music variety shows and reality shows; High-quality long dramas have made a powerful breakthrough, with the company deepening the "Mango Dramas Are Wonderful" action plan, continuously increasing investment in head dramas, and reshaping the Mango drama brand with the advantages of the platform matrix; Medium and short dramas have achieved explosive growth, the strategic layout of micro short dramas has been accelerated, high-quality short dramas have set an industry benchmark, and a new mode of Mango micro short dramas has been built.

#### Cases *Singer 2025: Promoting Exchanges and Mutual Learning Between Chinese and Foreign Civilizations*

*Singer 2025* maintains its top position as a premium music variety show and promotes exchanges and mutual learning between Chinese and foreign civilizations. The program is broadcast live on Hunan Satellite TV and Mango TV. For music fans around the world, *Singer 2025* has long gone beyond competition itself and become an in-depth dialogue with music as the medium, vividly interpreting the profound connotation of "music has no boundaries": Top singers from all over the world meet here, and Eastern and Western melodies interweave and collide.

The entire season of *Singer 2025* received a total of 21,705 hot searches online and 1,636 top hot searches online, among which: There were 2,853 hot searches on both Weibo lists, and topics such as #Chen Chusheng the King of Singers#, #Shan Yichun and Wang Leehom's Beautiful Singing# and #Singer Rankings# received 57 "viral" topics on both Weibo lists. The total online communication volume of the program reached 109.66 billion times, with 86 topics achieving over 100 million communication volume and 3,673 videos receiving over 10,000 likes. The live competition of the King of Singers triggered nationwide attention and topped the viewership ratings in all aspects, ranking first among provincial satellite TVs in the same time period in four data platforms: China Audio-visual Big Data (CVB), CSM National Network, Happy Net and Kuyun.



#### Cases *Sound Trek 2025 Joint creation by 8 platforms, exploring a new model of multi-platform joint creation*

*Sound Trek 2025* responds to the market's demand for diverse and highly skilled new talents through systematic selection and full-process live broadcast training. Led by GBS, the program is co-produced and broadcast by eight platforms: Hunan Satellite TV, Beijing Satellite TV, Jiangsu Satellite TV, GRT Satellite Channel, Liaoning Satellite TV, Xinjiang Satellite TV, Mango TV and Tencent Video.

*Sound Trek 2025* aired 12 episodes and topped the viewership ratings for 12 consecutive weeks. The total share in CSM National Network, China Audio-visual Big Data (CVB), Happy Net and Kuyun ranked first among variety shows on provincial satellite TVs. Among them, Hunan Satellite TV ranked first among provincial satellite TVs in the same time period in CSM National Network, Happy Net and Kuyun in terms of viewing share, and ranked first among variety shows in China Audio-visual Big Data (CVB) in terms of share. The entire season received 5,689 hot searches on all terminals, 692 hot searches on both lists, and ranked first on major lists for 196 times.



#### Cases *Riding the Wind 2025 goes outdoors to show the diversified charm of women*

*Riding the Wind 2025*, an original international female cultural exchange and music competition variety show on Mango TV, follows the elder sisters as they move forward from Lingshui in Hainan to Hulun Buir in Inner Mongolia, looking outward and inward. Their dream-chasing stories of constant breakthroughs on outdoor stages have continuously pushed the program's reputation and popularity to new heights. *Riding the Wind 2025* received more than 15,424 hot searches online and topped the first place 451 times, with the video playback volume on TikTok exceeding 10 billion times, and was certified as a hit variety show on five major platforms: Weibo, TikTok, Kuaishou, rednote and Bilibili.

The program extends the stage to the vast world, showing the diversified charm of women on outdoor stages, and is an innovative move to show the great beauty of Chinese culture to the world, which has also been affirmed by more than 70 mainstream media including Xinhua News Agency, *People's Daily* and *Guangming Daily*. Starting from the setting of outdoor stages, *Riding the Wind 2025* has created a number of cultural tourism linkage activities, and its empowerment of local cultural tourism has been recognized by *People's Daily Online* as "driving a tourist boom".



Cases **Divas Hit the Road · One Heart Season brings the classic IP to new vitality**

*Divas Hit the Road · One Heart Season*, a travel exploration and cultural exchange program co-produced by Hunan Satellite TV and Mango TV, triggers public emotional resonance through high-quality content with emotions, culture and values, realizing the goal of driving large traffic with high quality. The main topic on Weibo has a reading volume of 500 million and a discussion volume of 380 million, with 483 related topics on the hot search list, and is certified as a Weibo hit variety show in 2025 with both good reputation and high popularity. What *Divas Hit the Road · One Heart Season* builds are bridges named "One Heart" - connecting the desire for emotional comfort in contemporary society and the win-win narrative of shared development between China and the world.



Cases **Flourished Peony & In the Name of Blossom fully bloom the glory of national culture**

The TV dramas *Flourished Peony* and *In the Name of Blossom* take the peony culture of the prosperous Tang Dynasty as the carrier, telling the legendary story of He Weifang, the owner of Fang Garden, and Jiang Changyang, the Flower and Bird Envoy, who run businesses to serve the country and guard the nation together. Among them, *Flourished Peony* won the "Magnolia Awards". After its broadcast, *Flourished Peony* saw a steady rise in viewership ratings, ranking first in the average CSM ratings among provincial satellite TVs in the same time period, and ranking first in the viewership ratings of satellite TVs in the same time period, first in platform playback volume on Kuyun for many days, first in the viewership ratings of TV dramas on satellite TVs in the same time period on Happy Net, and first on the Yunhe Dominance List; The second part of the series, *In the Name of Blossom*, topped the Maoyan online drama effective playback daily list for 15 consecutive days after its broadcast. At the same time, the dramas have boosted cultural tourism consumption in many places such as Hunan, Heze in Shandong and Luoyang in Henan, becoming a highly influential cultural phenomenon-level drama at the beginning of 2025. The touching story of "one peony boosting the prosperity of a city" was praised and reported by CCTV. The integrated mode of "film and television + cultural tourism" not only polishes the characteristic business cards of various places, but also injects new vitality into rural revitalization through vivid practices.



Cases **Perfect Match sets a new benchmark for costume light comedies**

The ancient costume light comedy ensemble *Perfect Match* tells the interesting story of Madame Li who travels to Bianjing to find good marriages for her four unmarried daughters in the reign of Emperor Renzong of the Northern Song Dynasty, with the whole family running businesses while choosing sons-in-law. The total pre-order volume of *Perfect Match* on the platform exceeded 4 million, and it also won the championship of the Weibo Drama Influence Unbroadcast List, ranked first on the DataWin New Drama Airs Prosperity Index List, and topped the first place on TikTok Drama List. Weibo's main topic reading volume reached 1.52 billion, and discussion volume reached 14.841 million.



Cases **Whispers of Fate becomes a hit on two platforms and tops the rankings consecutively**

The TV drama *Whispers of Fate* was a hit on both Hunan Satellite TV and Mango TV. In the first week of its broadcast, it received more than 1,600 hot searches online, and the drama topped the Yunhe TV Drama List, the Douban Total List, the Douban Popular List, the Weibo Drama List, and ranked third on the TikTok Drama List, with all popularity data rising steadily.



Cases **Deep Affectionate Eyes emerges as a new dark horse in urban emotional dramas**

The urban romance drama *Deep Affectionate Eyes* was a hit on both Hunan Satellite TV and Mango TV, with its prosperity index rising steadily since its broadcast. As a mid-tier drama with only an A-level production rating, it achieved a dark horse effect in the summer file under the impact of ancient costume and criminal investigation themes and the general sluggishness of modern idol dramas.



Cases

**Explosive Growth of Micro Short Dramas: Both Good Reputation and High Viewership Ratings**

01

**My Fair Princess**

The short drama version of *My Fair Princess* achieved a playback volume of over 800 million on Mango TV, a reading volume of over 140 million for the main topic on Weibo, and a playback volume of over 600 million for the main topic on TikTok. It topped the Maoyan short drama effective playback daily list and popularity daily list for many days, setting new highs for Mango TV's short dramas in terms of in-platform playback volume, user scale and member acquisition in the first week; It premiered on Hunan Satellite TV and ranked first in the audience share of post-00s and post-80s in the CSM National Network among all channels in the same time period.

03

**Girls Fighting Fate**

*Girls Fighting Fate*, a Republican-era female growth inspirational drama exclusively broadcast on Mango TV across the network, has achieved outstanding market performance with its exquisite production and profound conception. It exceeded RMB 1 million in revenue sharing within 46 hours of its launch, with the cumulative revenue sharing hitting new highs repeatedly, and was listed in the "Yunhe Annual Revenue Sharing Dramas". The cumulative effective online playback volume reached nearly 800 million times, and it topped the daily list of Mango TV on the Maoyan Online Drama Popularity List, receiving more than 50 hot searches online, with the cumulative exposure of related topics exceeding 1 billion.

02

**The Civet Cat Scholar**

*The Civet Cat Scholar*, the first derivative micro short drama of Mango-style's mystery variety IP "Escape the Room", has triggered a "suspense fever" in micro short dramas. The project achieved an online topic playback volume of over 200 million, 21 hot searches online, and topped the three lists of Maoyan short drama effective daily list, popularity daily list and suspense short drama hot list, and ranked first in the Vlinkage micro short drama playback index for a maximum of 18 times.

04

**Jiang Song**

*Jiang Song*, a micro short drama broadcast by the Mango Short Drama label, has been leading major lists during its broadcast, with a cumulative effective playback volume of 225 million on Maoyan, repeatedly winning the championship of Maoyan short drama effective playback, and topping the DataWin short drama prosperity index weekly list. Related topics have been on the hot search list for 70 times. The spontaneous recommendation by Bilibili UP hosts and in-depth discussions by netizens around the characters and plot all show the high quality of the drama.



## Digital and Intelligent Innovation

### Integration of Culture + Technology: New-quality Productive Force Improvement



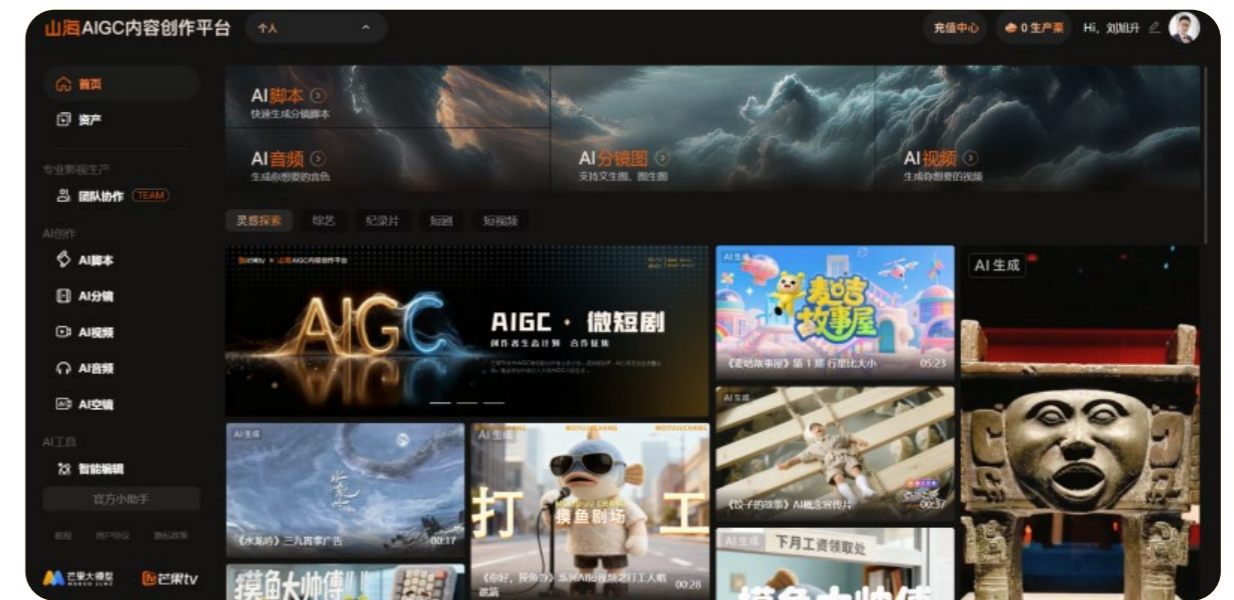
During the reporting period, the company firmly answered the era proposition of integrating culture and technology, built a dual-forward mode of "Content + Technology", and anchored the strategic goal of "the most technology-savvy cultural company and the most culture-savvy technology company". Through technology empowerment, it realized the efficient interconnection of content, users, data and resources, focused on the development of cutting-edge technologies such as AI, cloud computing and ultra-high definition, focused on the in-depth integration of technological application and content creativity, and focused on the resonant development of new products and full scenarios, jointly promoting the comprehensive upgrading of Mango digital and intelligent media platform.

#### Cases Mango Large Model: A key battle for "the most technology-savvy cultural company and the most culture-savvy technology company"

The company has promoted the "Artificial Intelligence + Audio-visual" initiative, and the "Mango Large Model" has effectively empowered production and undergone iterative upgrading, with 12 vertical models implemented and 83 application scenarios covered. It is evolving towards three major directions of "hardcore engine", "industry public facility" and "innovation incubator", and will realize scenario-based and large-scale profitability. The "Mango Mode" is building a vibrant value symbiosis system - a three-dimensional business mode of "data circulation × intelligent services × ecological empowerment". This is not only a monetization channel, but also a "rainforest" aimed at prospering the entire ecosystem.



Shanghai AIGC is an AIGC content creation platform under Mango TV, with the "Mango Large Model" as its core driving force. It integrates a complete tool chain from creative conception to visual production, and designs an efficient workflow specially for team collaboration. The platform is mainly oriented to professional film and television creators, providing a one-stop multi-modal content creation and coordination platform from script creation, art setting to storyboard production, and offering tools such as universal editing and scenario image fusion to solve high-difficulty scenarios; At the same time, it also provides single-point AI tools to support the basic generation of text, images, videos and audio. Supported by the Shanghai AIGC creation platform, Coordinates, the first pure AIGC micro short drama on the War of Resistance Against Japanese Aggression, has repeatedly topped the Maoyan micro short drama popularity daily list and effective playback daily list; *The Tea Bone of Yuming: The Raid Plan*, the first AI work integrating film and animation, was officially launched, enriching the viewing experience in multiple dimensions and expanding the audience group; AI soundtrack technology is deeply adapted to the emotional rhythm of variety shows such as *Daughters & Mothers II*; The short film *Huxiang Cultural Context* created by virtual shooting technology has attracted extensive attention at the China (Shenzhen) International Cultural Industries Fair; A number of AIGC 3D animations such as *Rongrong's Wonderful Workshop* and *National Treasure Exploration Collection* are being launched one after another.



Shanghai AIGC Content Creation Platform

In 2025, Mango Excellent Media comprehensively promoted new-quality content featuring the mutual inspiration of creativity and technology and the in-depth integration of AI and content, and actively strived to produce AIGC blockbusters and lightweight new hits.

**Cases** Explosive Growth of AIGC Micro Short Content Creation, AI Works Unlock New Imagination Space

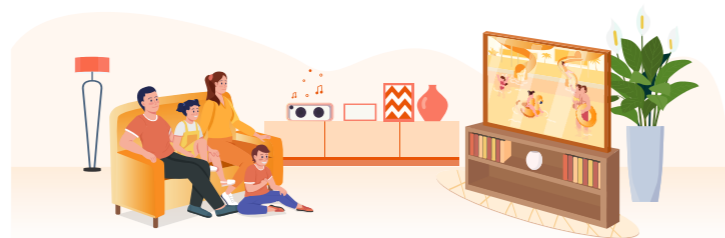
The company launched the "AIGC Micro Short Drama Creator Ecological Plan" to the entire industry, which will provide support for 100 micro short dramas, copyright IP of comic dramas, AI tools and capital flow, and invite global creators such as AIGC production institutions, universities and individuals across the country to join in building the AIGC content ecology. With enthusiasm and expectation, it promotes the high-quality development of the AIGC micro short drama and comic drama track and empowers creators.



As the first pure AIGC micro short drama on the War of Resistance Against Japanese Aggression, *Coordinates* activates the feelings of home and country through technological innovation. At present, the production of domestic AIGC micro short dramas is still in the initial stage of technological application exploration and content standardization construction, and the overall industrial maturity needs to be improved. Against the background, Mango TV launched the AIGC micro short drama *Coordinates*, which is not only a groundbreaking practice of its own in the field of content form and technology integration, but also provides a development paradigm of "technology empowers content, emotion anchors value" for the domestic AIGC micro short drama industry with a benchmark case, having important epoch-making significance of filling the industry gap and leading the creative direction. *Coordinates* won the double championship of Maoyan popularity and effective playback with its launch day data.

*The Tea Bone of Yuming: The Raid Plan* is the first AI work integrating film and animation, jointly presented by the Copyright Center of Mango TV and the AIGC Content Studio of the Intelligent Media Resource Center. It is an important attempt of the platform on the road of integrating "content + technology", showing the new possibilities of traditional IP under technological empowerment.

*The Stroke of Genius*, a sci-fi love AI micro short drama, is produced by Mango TV and China South Media, and co-produced by Mango TV Damang Project MGTV Studio and China Wit Media Co., Ltd. Liu Cixin serves as the literary supervisor for the first time, adapted from Chen Qiufan's novel of the same name. With science fiction as the starting point, the drama tells the reality within reach of everyone. *The Stroke of Genius* itself is deeply participated in the production by AI, and the creators used the power of AI to "shoot" a "workplace fable about AI".



**Cases** Ultra-high Definition Production and Broadcasting: Ultra-high Definition, New Mango

The company closely follows the policy guidelines, clarifies the technological direction and phased goals, and boosts the high-quality development of the industry with the construction of ultra-high definition. Giving full play to its independent research and development advantages, Mango TV has developed an ultra-high definition intelligent cloud production and broadcasting system, which has successfully controlled the cost of ultra-high definition production at 1.2 times that of high definition and improved the efficiency by more than 3 times. The number of ultra-high definition content on Mango TV Internet TV platform has reached nearly 4,000 works with more than 43,000 hours, completing the annual goal in advance. Hunan IPTV has carried out innovative cooperation and promotion with two major operators, China Telecom and China Mobile, to create exclusive ultra-high definition products such as "Cloud TV" and "Watch Freely". In the OTT channel, Mango TV has built a leading domestic 4K ultra-high definition zone, innovated the revenue sharing rules for ultra-high definition content cooperation, and promoted the launch of the zone to reach more than 100 million terminal devices. Hunan Satellite TV and Mango TV have formed a linkage between the two platforms, built an ultra-high definition system ecology with multi-platform linkage, and are extending the ultra-high definition capability to six major platforms such as Golden Eagle Cartoon and Xiaomang, realizing content co-creation, technology integration and business symbiosis. The ultra-high definition live broadcast experience of *Singer 2025* has been quickly reused on various platforms, forming a strong ecological synergy.



**Cases** Full AI-based Renovation of Mango TV APP

In 2025, Mango TV APP completed a systematic transformation with a full AI-based renovation and upgrading, and the platform launched more than 80 intelligent products such as "National Voting Supervision, Large Screen Bullet Curtain and Emotion Ball", with both interaction volume and duration doubling. It has fully reconstructed from the homepage to functions, from recommendation logic to interactive experience, bringing a new sense of immersion and all-time companionship through "content that knows you better finds you". Based on users' past viewing preferences and the popularity of the whole station's content, the platform uses multi-dimensional algorithms to predict users' interest points. The Mango AI agent "Mang Xiaoguo" has officially launched, and can freely transform into two characters, "Ling Xi" and "Guang Yu", according to your preferences. With AI as the basic capability, Mango TV APP can comprehensively screen high-quality works from various aspects such as plot tension, actor performance and word-of-mouth evaluation. The seamless connection between long videos and short content and the relay recommendation of hit content constitute the infinite Feed stream of Mango TV. The new version of Mango TV interface integrates the "Time Mode" design - from morning to night, the interface will change with time to provide users with companionship of different emotional temperatures.



Cases "Malanshan Cup" International Audio-visual Algorithm Competition

The 6th "Malanshan Cup" International Audio-visual Algorithm Competition attracted more than 40,000 teams from all over the world to compete on the same stage, competing around cutting-edge competition questions such as intelligent shooting robots, video generation model acceleration from images, multi-language translation of film and television voices, multi-modal data recommendation and AIGC creation, demonstrating the infinite potential of algorithms in the integration of culture and technology. The competition questions of this year's algorithm competition continued the design idea of "competition questions are scenarios", exploring the future and landing application practices at the same time, and closely combining algorithm innovation with Mango TV business scenarios. The competition questions cover "intelligent shooting robots", "video generation models from images", "multi-language translation of film and television", "multi-modal recommendation systems", and the "AIGC Creation Competition" focusing on cultural tourism and cultural museums, gradually transforming the potential imagination of intelligent production and communication of audio-visual content into practical applications.



Mango Globalization

State-owned Flagship + Independent and Controllable: Telling China's Stories Well

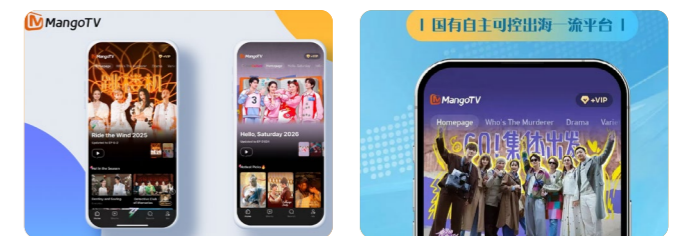
During the reporting period, the company implemented the "Mango Globalization Three-Year Action Plan" to build a state-owned independent and controllable globalization platform. Mango TV International APP, the flagship of globalization, has witnessed rapid growth in daily active users and revenue, and was selected as a "Key National Cultural Export Enterprise for 2025-2026"; A number of high-quality IPs, program copyrights and content modes have been successfully distributed globally; The vigorous development of localized joint content innovation in multiple regions has been achieved; The construction of overseas channels in Southeast Asia, the Middle East and other regions has entered a fast track of expansion.

Cases Mango Globalization: Telling China's Stories Well and Communicating China's Voice

Mango Excellent Media established "Mango International", a globalization company, carrying Mango's grand ideal of marching into the blue ocean, fully renewing from the dimensions of platform operation, technological upgrading and market development, and accelerating cultural globalization. Mango TV International APP, its core carrier of the "Mango Globalization Action", is committed to building a "first-class state-owned independent and controllable globalization platform". Its regional operation practice won an Excellent Case of International Communication by the Publicity Department of the CPC Central Committee, with the platform's download volume reaching 300 million and daily active users doubling; The intelligent base upgrading project was selected as a "Key National Cultural Export Project for 2025-2026"; By carrying Mango's self-developed "cross-modal multi-language translation large model", Mango TV International APP deeply integrates three core technologies: context-aware subtitle translation, emotional speech reproduction and generative lip synchronization, realizing high-quality cross-language intelligent translation of film and television content, making cross-cultural communication scenarios richer and communication more convenient; Focusing on diversified distribution, regional construction, commercial infrastructure and other aspects, it has launched PUGC creator community, FAST channel production and broadcasting platform, AI chat companion agent and so on one after another; The proportion of non-Chinese users on the platform has exceeded half and keeps growing, with users aged 18 to 24 accounting for 60%.



Mango TV International APP has built a special zone of "Xi's Moments", collecting and pushing publicity reports on General Secretary Xi Jinping's important speeches, important activities and important meetings. To tell the story of China's War of Resistance Against Japanese Aggression well to the world, Mango TV International APP has launched a series of content such as news blockbusters *Standing Tall with an Indomitable Spirit* and *Ironclad Evidence*, theme song *May I Be a Song*, and TV drama *Hidden Abyss*, explaining the historical significance and era echo of China's War of Resistance Against Japanese Aggression to the global audience and showing the indomitable spirit of the Chinese people. On the occasion of the 70th anniversary of the founding of the Xinjiang Uygur Autonomous Region, the large-scale historical and cultural documentary *Zuo Zongtang Recovers Xinjiang* was broadcast on Mango TV International APP, arousing heated discussions among overseas media and netizens. To thoroughly study and implement the spirit of the Fourth Plenary Session of the 20th Central Committee of the Communist Party of China, Mango TV International APP has collected news reports from Xinhua News Agency, CCTV and other media, and set the top recommendation of the focus big picture in the cultural channel of Mango TV International APP, promoting the infinite vitality of the path of Chinese modernization to the world.



Cases

Mango Content IP "Going Globally", Promoting International Communication with Innovative Discourse

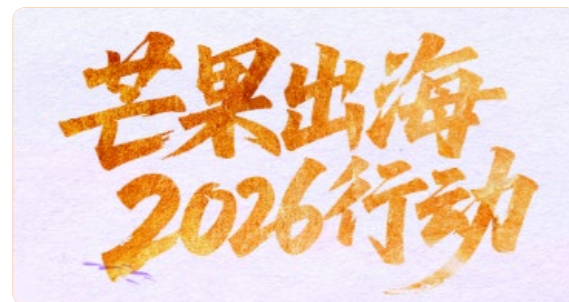
China, a documentary produced by the company, was broadcast on Channel 2 of Egyptian Television, attracting the attention of local political, media and cultural circles in Egypt. *Singer 2025* achieved volume fission with the strategy of "international linkage + regional penetration", with the total playback volume of the international APP and overseas social media reaching 64.56 million times, covering more than 200 million audiences, with users from Malaysia, the United States and Singapore accounting for the top positions. *Riding the Wind 2025* has built a three-dimensional distribution network of "content output + channel landing". In addition to the 29.9 million playback volume on international platforms, it has also landed on local channels such as Astro GO in Malaysia, Star HUB in Singapore and Sky Link TV in the United States. The second season of the Vietnamese version of *Sisters Who Make Waves* topped the ratings chart immediately upon its premiere on VTV3; The Vietnamese version of *Call Me by Fire* even won the Best Inspirational Program Award from the local Ministry of Information and Communications.



Cases

Actively Advancing Global Cooperation and Adhering to the Localization Strategy

Through launching Mango program blocks, co-founding TV stations, and co-creating programs, Mango Excellent Media has carried out cooperation with overseas partners such as Astro in Malaysia, YEAH1 in Vietnam, and the Royal Media Services in Kenya, vigorously promoting the global reach of Mango's content. Targeting Southeast Asia, the company launched Mango+, the first China-Vietnam co-created video platform, blazing a new trail for Chinese-language platforms to expand in Vietnam. It co-produced the Vietnamese version of *Haha Farmer* with Vietnam's YEAH1 Group and other partners, setting multiple local records in variety show investment, sponsorship and viewership ratings; In Thailand, the overseas self-produced variety show *Amazing Boy* was produced and broadcast, once soaring to the top of Thailand's hot search list on X platform. Targeting the Middle East, Mango TV International APP launched an Arabic interface language. Targeting Africa, the "China-Africa Children's Channel" on Mango TV International APP was officially launched, building a children's audio-visual cultural brand with distinctive China-Africa characteristics. Overseas channel cooperation has been continuously deepened: a three-year framework cooperation has been reached with Malaysia Tourism Board to jointly promote the production of cultural tourism programs and support local shooting; A strategic cooperation agreement has been signed with China Arab TV to create the "Mango Time Slot".



Diversified Derivation

IP Empowerment + Global Innovation: Unleashing the Post-chain Value

During the reporting period, the company activated the integrated media efficiency and industrial vitality across the full ecosystem and chain, and smoothed out content derivative tracks such as mini-games, trendy toys, cultural tourism and research travel. The Mango Open Metaverse has turned IP into a "universal interface" that captures emotions and creates value, and a "life symbol" that transcends dimensions and connects trends.

Cases

"Malanshan Cup" Mini-game Innovation and Entrepreneurship Competition & "Mang Haowan" Mini-game Platform

The first "Malanshan Cup" Mini-game Innovation and Entrepreneurship Competition is guided by the Game Publishing Committee of China Audio-visual and Digital Publishing Association, Hunan Provincial Press and Publication Bureau (Hunan Provincial Copyright Bureau), Hunan Provincial Department of Education, Hunan Broadcasting System Media Group Co.,Ltd., and the Publicity Department of Changsha Municipal Party Committee, and sponsored by the Administrative Committee of Malanshan (Changsha) Video Cultural and Creative Industrial Park, Hunan Provincial Animation and Game Association, and Mango TV. As a pioneer practitioner of the national strategy of technological empowerment for cultural innovation, Mango TV takes the opportunity of the competition to build a trinity Mango mini-game ecosystem of "Content + Technology + Scenario", forming a closed loop of "IP Development - Technological Empowerment - Ecological Feedback", and providing a Mango paradigm of "activating cultural DNA with technology and nurturing new industrial species with ecology". The competition attracted more than 1,500 teams to participate and incubated more than 100 games.



"Mang Haowan", an official mini-game platform independently developed by Mango TV, takes "Technology × Traffic × IP" as its three core engines, creating an immersive experience of playing while watching and integrating film and game. It is a full-chain platform integrating R&D support, convenient entry, and distribution for overseas markets. On the C-end, its mission is to release value: providing Mango TV users with a full range of light mini-games, realizing "same-screen" playback and interactive experience with adapted variety shows, and creating an immersive cycle of "drama-watching resonance - game interaction - social fission", thereby enhancing IP stickiness and Mango TV usage rate. On the B-end, its mission is to gather resources: building a high-quality platform to attract high-quality resources from the entire mini-game industry chain at home and abroad, thereby providing more services for Mango TV users and more business opportunities for Mango TV customers, such as richer marketing methods and global brand globalization. At present, "Mang Haowan" has gathered more than 200 high-quality mini-games, pioneered the "play while watching" scenario within the video playback frame. Users can start games in half screen without jumping pages, realizing a seamless connection from watching content to playing content, and truly opening up the interactive closed loop between long videos and games.



Cases Trendy Toy IP "Cluebie": Laying Out the New Blue Ocean of Emotional Economy

To deepen the integration of content and consumption and expand the influence of youth culture, Xiaomang E-commerce of Mango Excellent Media launched its first self-owned trendy toy IP - "Cluebie", officially opening up a new dual-drive track of "Content IP + Physical Consumption" on the basis of continuously consolidating the core content business, and building a full-chain IP value system from emotional resonance to product bearing. The trendy toy IP "Cluebie" takes the "Snow Mountain Dream Messenger" as its creative origin, shaping a group of emotional companions who "escape" from the top of the snow mountain to the world with the wind. Centered on the theme of "soul escape", the IP responds to the in-depth needs of contemporary young people for emotional release and self-care in a highly rational and efficient society. The launch of Cluebie is a clear strategic announcement, marking that the Mango ecosystem is deeply participating in and leading the new consumption wave with content as the foundation and products as the medium. To efficiently promote the strategic implementation, Mango TV, Xiaomang E-commerce and TOYCITY, a leading domestic trendy toy brand, have completed the signing of a strategic cooperation agreement. The two parties will carry out in-depth cooperation in IP co-creation, product R&D, supply chain management and channel expansion.



Cases IP Empowering the Cultural Tourism Industry: Investing in Zhangjiajie Tourism Group

The company has continuously extended its industrial chain, investing RMB 470 million to take a stake in the projects of Zhangjiajie Tourism Group and participate in its restructuring, and the restructuring and revitalization of Dayong Ancient City has been officially launched. Zhangjiajie boasts world-class unique landscapes, attracting more than 40 million domestic and foreign tourists every year, with rich cultural tourism consumption scenarios and huge market transformation potential. Mango has a strong platform matrix and innovation capability, with unique media creation and industrial investment capabilities in the field of "culture and tourism integration". The strategic cooperation is bound to create a brand-new situation for the integrated development of "media + cultural tourism". The in-depth integration of culture and tourism is the only way for the high-quality development of the industry. Mango has always taken it as its mission to empower the development of cultural tourism with media. The cooperation with Zhangjiajie aims to activate the local cultural tourism value with its advantageous resources, help Zhangjiajie's cultural tourism industry scale new heights, and contribute more to building Hunan into a world-class tourist destination.

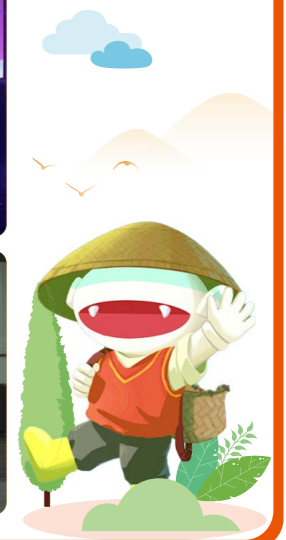
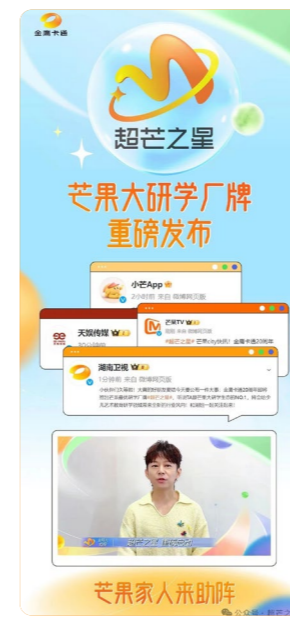


Cases Mango Research Travel: An interesting matrix

"Mangqu Research Travel" is the official research travel platform of Mango TV. Based on Mango's diversified and interconnected platform ecosystem, innovative ecosystem that keeps pace with the times, and rich content ecosystem, it builds an integrated research travel system of production, learning, research and application featuring "both cultural and tourism learning, suitable for both study and travel". It launches a Mango characteristic product matrix, expands on a large scale, continuously increases brand influence, forms an industrial closed loop with smooth internal and external circulation, and activates the Mango ecosystem.



[Super Mango Star] is a brand-new research travel label grandly launched by Golden Eagle Cartoon on its 20th anniversary. With adolescent art education as its underlying logic, it integrates the resource system of Mango-style platforms and links with top market channel resources. It will gradually incubate multiple industrial paths, forming a comprehensive Mango research travel ecosystem integrating art training, study travel experience and content creation with mutual support.



## Getting to Know Mango Excellent Media



### Development Strategy

2026 is the first year of the "15th Five-Year Plan", and also a crucial year for the deepening reform and transformation development of the radio, film and audio-visual industry. For resilient growth and eternal vitality of Mango, the company will always adhere to the guidance of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, thoroughly implement Xi Jinping Thought on Culture and the spirit of General Secretary Xi Jinping's important speeches and instructions during his two inspections in Hunan. With the integrated development of "culture + technology" as the core driving force, the company will actively undertake the cultural mission of the new era, focus on new contents, new technologies, new communication, new business and new tracks, and strive to build a digital and intelligent mainstream new media platform with global communication power, influence and competitiveness.

### The company

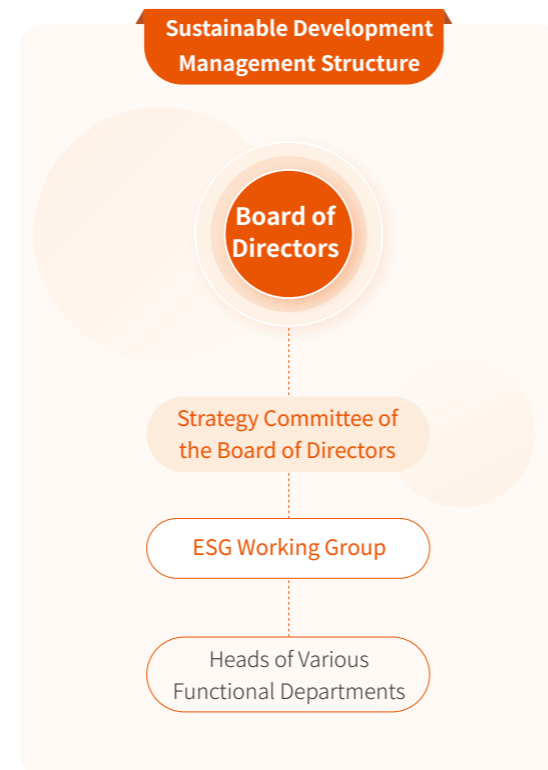
The company has integrated the concept of sustainable development into its corporate governance system, continuously improved the ESG management structure and operation mechanism, constantly enhanced the overall management and supervision capability for relevant issues, promoted the effective implementation of ESG requirements in strategic decision-making and operation management, and facilitated the long-term and steady development of the enterprise.

### Sustainable Development Management Structure

In terms of sustainable development management, the company has gradually established and improved a hierarchical ESG governance structure. Under the leadership of the Board of Directors, the company has incorporated ESG affairs into the overall framework of the corporate governance system. As the highest decision-making and supervision body for the company's ESG matter, the Board of Directors assumes overall supervision responsibility for ESG-related matters and performs the ultimate supervision duty for the effectiveness of ESG management. At the same time, the Board of Directors conducts the final deliberation and confirmation of the company's ESG information disclosure and relevant report content to ensure the standardization and completeness of information disclosure.

In terms of rights and responsibilities, the *Rules of Procedure for the Board of Directors* and the *Rules of Procedure for the Strategy Committee of the Board of Directors of Mango Excellent Media* clearly stipulate that the Strategy Committee of the Board of Directors of the company shall study and put forward suggestions on the company's ESG (Environmental, Social and Governance) related strategies, goals and important matters, and supervise their implementation.

At the implementation level, the company has set up an ESG Work Leading Group under the leadership of the Board of Directors to comprehensively promote the planning and implementation of the company's ESG-related work, and formed a coordinated promotion mechanism within the company. Each functional department is responsible for the specific implementation and daily management of ESG-related work in accordance with their division of duties, embedding environmental, social and corporate governance requirements into business processes and operational activities, and promoting the effective implementation of ESG management requirements at the company and its subsidiary levels.



Through continuous improvement of the governance structure and management mechanism, the company has made positive progress in ESG management. During the reporting period, the company has received positive external recognition for its ESG management and practices, winning ratings such as "Wind ESG Grade A" and "ESG CSI Index Grade AA".



### ESG-related Honors

### Materiality Issue Identification Process

In terms of materiality issue identification and ranking, combined with its own business characteristics and the development trend of the media industry, the company has established a relatively systematic materiality issue identification and management process to ensure that the sustainable development practices focus on issues with substantive impacts on its own operations and stakeholders.



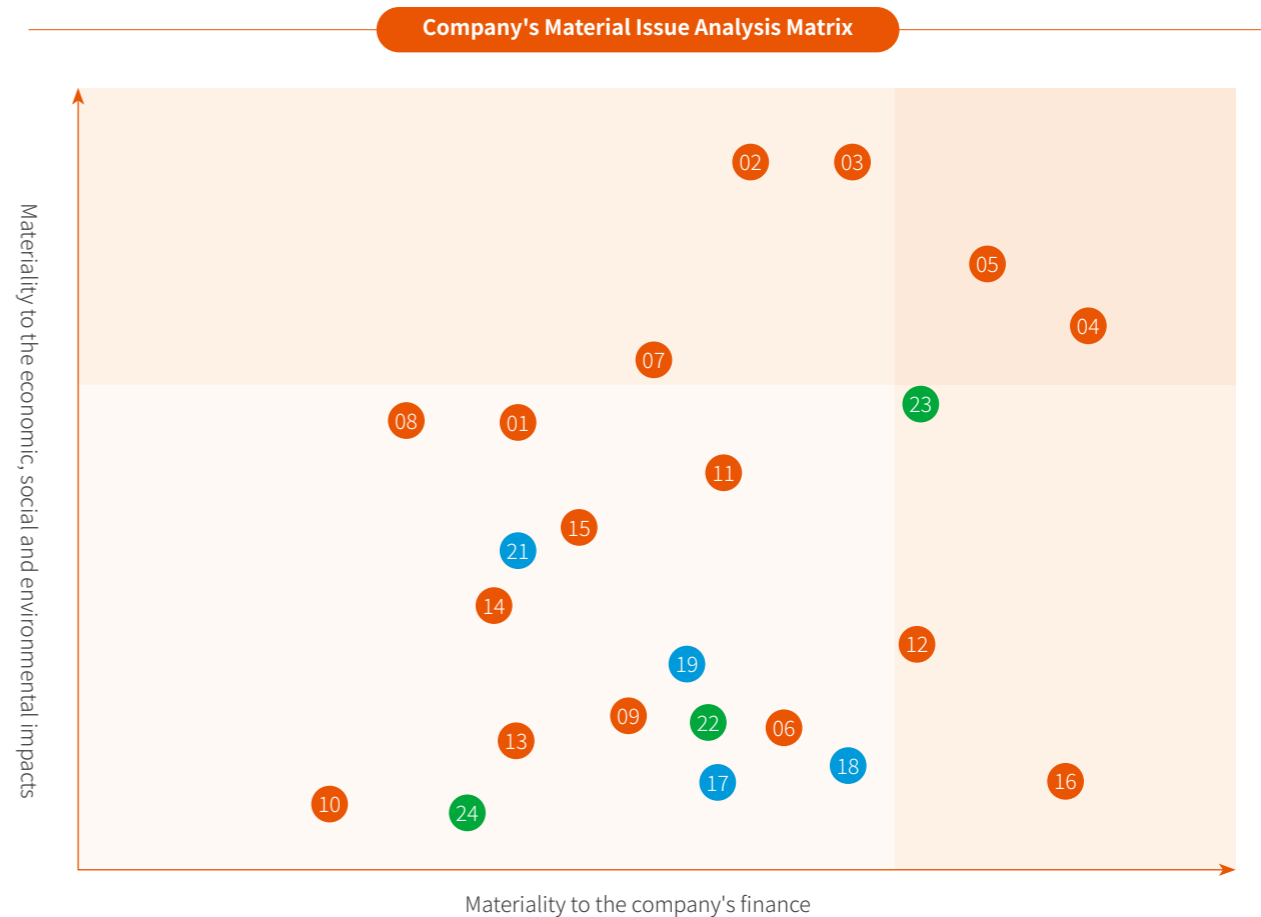
### Stakeholder Communication

The company regards stakeholder participation as an important foundation for promoting sustainable development. Through diversified communication channels, it maintains continuous interaction with shareholders, employees, customers, partners, the public and other stakeholders, timely understands the key concerns and reasonable demands of all parties, actively responds to relevant concerns, and continuously improves the level of social responsibility and sustainable development management.

Stakeholders	Expectations and demands	Communication methods and performance
 <b>Government and regulatory agency</b>	<ul style="list-style-type: none"> <li>Pay taxes in accordance with the law</li> <li>Operate with integrity and compliance</li> <li>Promote mainstream culture</li> <li>Ideological and cultural work</li> </ul>	<ul style="list-style-type: none"> <li>Take the initiative to pay taxes in accordance with the law</li> <li>Improve corporate governance</li> <li>Strengthen mainstream publicity</li> <li>Party building leadership</li> </ul>
 <b>Shareholders and investors</b>	<ul style="list-style-type: none"> <li>Achieve steady performance growth</li> <li>Increase investment returns</li> <li>Understand corporate operation</li> <li>Expand consumer groups</li> </ul>	<ul style="list-style-type: none"> <li>Improve corporate governance</li> <li>Protect shareholders' rights and interests</li> <li>Investor relations management</li> <li>Information disclosure</li> <li>Upgrade industrial agglomeration</li> </ul>
 <b>Customer/consumer</b>	<ul style="list-style-type: none"> <li>Excellent works</li> <li>Protection of rights and interests</li> <li>Privacy protection</li> <li>Content compliance</li> <li>Value-led</li> </ul>	<ul style="list-style-type: none"> <li>Technological innovation</li> <li>Strengthen information security management</li> <li>Content and advertising review</li> <li>Upgrade member rights and interests</li> <li>User experience assurance</li> <li>Protection of minors</li> </ul>
 <b>Suppliers and partners</b>	<ul style="list-style-type: none"> <li>Observe professional ethics</li> <li>Open and fair procurement</li> <li>Promote development of industry</li> </ul>	<ul style="list-style-type: none"> <li>Build long-term and stable cooperation</li> <li>Adhere to open and transparent procurement</li> <li>Promote industry exchange and cooperation</li> </ul>
 <b>Employees</b>	<ul style="list-style-type: none"> <li>Protection of rights and interests</li> <li>Provide vocational trainings</li> <li>Provide a good working environment</li> </ul>	<ul style="list-style-type: none"> <li>Abide by relevant laws and regulations</li> <li>Comprehensive training system</li> <li>Rich employee activities</li> <li>Systematic employee benefits</li> </ul>
 <b>Community and the public</b>	<ul style="list-style-type: none"> <li>Engage in public welfare activities</li> <li>Attach importance to public welfare publicity</li> <li>Promote gender equality</li> <li>Attach great importance to environmental protection.</li> </ul>	<ul style="list-style-type: none"> <li>Participate in volunteer activities</li> <li>Provide public welfare platforms</li> <li>Support public welfare publicity</li> <li>Rural assistance</li> <li>Inclusiveness for women</li> <li>Environmental protection</li> </ul>

### Analysis of Substantial Issues

On the basis of completing questionnaire surveys and opinion collection, the company conducts a systematic analysis and comprehensive assessment of various ESG issues, and forms a double materiality issue matrix by comprehensively considering the attention of stakeholders and the impact of issues on the company's own operation and sustainable development. Among them, information security and privacy protection, innovation-driven development, intellectual property protection, employee training and development, and climate change response have been identified as key issues with financial materiality.



- |  |  |                                      |
|--|--|--------------------------------------|
| 01 Media diversification   | 02 Responsibility communication and marketing              | 03 Value-led                         |
| 04 Digital innovation and R&D  | 05 Information security and privacy protection             | 06 Science and technology ethics     |
| 07 Customer and consumer services and protection of rights and interests | 08 Protection of minors                                    | 09 Equal employment for employees    |
| 10 Employee communication and democratic management                      | 11 Employee remuneration and welfare                       | 12 Employee training and development |
| 13 Promote development of industry                                       | 14 Rural revitalization                                    | 15 Social benefit                    |
| 16 Protection of intellectual property                                   | 17 Party building leadership                               | 18 Corporate governance              |
| 19 Risk internal control   | 20 Business ethics and anti-corruption                     | 21 Fair competition                  |
| 22 Environmental compliance management                                   | 23 Low-carbon program production (climate change response) | 24 Green office                      |



## Honors and Awards

### Mango Excellent Media

Honor Name	Granting Unit
The Seventh National Civilized Unit	Central Leading Group for Publicity, Ideological and Cultural Work
2025 · China's Top 30 Cultural Enterprises	Guangming Daily Press & Economic Daily Press
Ranked 20th among "Top 100 Chinese Internet Enterprises by Comprehensive Strength in 2025"	Internet Society of China
2025 Excellent Practice Case of the Board of Directors of Listed Companies	China Association for Public Companies
2025 Best Practice Case of Internal Control for Chinese Listed Companies	China Association for Public Companies
Grade A in the Annual Information Disclosure Appraisal of the ChiNext Market of the Shenzhen Stock Exchange	Shenzhen Stock Exchange
2025 China Copyright Gold Award · Promotion and Application Award	National Copyright Administration & World Intellectual Property Organization
Ranked first among digital media companies in "The 1st Media Sustainability Index"	China Media Culture Promotion Association

### Mango TV

Honor Name	Granting Unit
The Seventh National Civilized Unit	Central Leading Group for Publicity, Ideological and Cultural Work
Advanced Collective of the National Publicity System	Publicity Department of the CPC Central Committee, Ministry of Human Resources and Social Security, National Radio and Television Administration
2024 "Audio-Visual China, Global Broadcast" Selection: Won "Outstanding Promotion Agency"	General Office of the Publicity Department of the CPC Central Committee, General Office of the National Radio and Television Administration
2024 "Audio-Visual China, Global Broadcast" Selection: Singer 2024 and the documentary China won the "Excellent Works"	General Office of the Publicity Department of the CPC Central Committee, General Office of the National Radio and Television Administration

Honor Name	Granting Unit
<i>Singer 2024</i> won the "International Communication Award", <i>Echoes of the Northwest</i> won the "Jury Grand Prize", <i>Flourished Peony</i> won the "Best Art Design"	30th Shanghai TV Festival's Magnolia Awards
<i>Singer 2025</i> won the "Annual Influential Work"; <i>Riding the Wind 2025</i> and <i>Divas Hit the Road · One Heart Season</i> won the "Annual Excellent Works"; <i>Run for Time 2025</i> and <i>Who's the Murderer · Time Collection Season</i> won the "Annual Popular Works"; <i>in the Alley</i> won the "Annual Influential Work"; <i>Flourished Peony</i> won the "Annual Quality Work"; <i>180-Day Restart Plan</i> won the "Annual Innovative Breakthrough Work"; <i>Good Will Society</i> and <i>Deep Affectionate Eyes</i> won the "Annual Popular Works"; <i>Jiang Song</i> won the "Annual Excellent Short Drama"	Weibo TV & Internet Video Summit 2025
"Top 15 Provincial Radio and Television Converged Media Brands of 2025"; <i>Zuo Zongtang Recovers Xinjiang</i> won the "2025 Annual Excellent Documentary with Integrated Communication Influence"; <i>Riding the Wind 2025</i> won the "2025 Annual Top 10 Most Influential Variety Shows"; <i>Flourished Peony</i> and <i>Romance in the Alley</i> won the "2025 Annual Top 10 Most Influential TV Dramas"; <i>2024 Hunan Satellite TV &amp; Mango TV Mid-Autumn Festival Night</i> won the "2025 Annual Most Communicative AI Innovation Application Work"	Organizing Committee of 2025 China Communication Innovation Trend Forum, Organizing Committee of 2025 Blue Eagle Awards
7 works including the TV dramas <i>Begin Again</i> , <i>The City of Sunshine</i> , <i>Romance in the Alley</i> , <i>Echoes of the Northwest</i> , the documentary <i>Mawangdui · Immortal Years</i> , the variety show <i>Singer 2024</i> and the public welfare advertising <i>The Distance of Love</i> won "Recommended Honorary Works of the 13th Chinese College Students TV Festival"	Organizing Committee of the Chinese College Students TV Festival

### Golden Eagle Cartoon

Honor Name	Granting Unit
<i>Know the Dangers, Avoid the Risks, Safe Travel for Children</i> was rated as a Class III Work of the 2024 Radio and Television Public Welfare Advertising Support Program in 2025	Hunan Provincial Radio and Television Bureau
Class II Support for Communication Institutions (Provincial Direct) in the "2025 Hunan Provincial Radio and Television Public Welfare Advertising Competition"	Hunan Provincial Radio and Television Bureau
The original animated work <i>Detailed Talk on National Treasures Season II</i> won Mid-level Explorer in the "First Media Sustainable Development · ESG Works List"	Communication University of China, China Media Culture Promotion Association
The original animated work <i>Little Culture Guardians</i> won Excellent Animation (Practitioner) in the "First Media Sustainable Development · ESG Works List"	Communication University of China, China Media Culture Promotion Association

### Xiaomang E-commerce

Honor Name	Granting Unit
"Annual Derivatives Company" at the 2026 China Entertainment Industry Annual Conference and Golden Pufferfish Award Selection	Beijing Cultural Industry Investment and Financing Association

### Happigo

Honor Name	Granting Unit
Won the title of "Public Welfare Support Unit" in the 4th "Walking the Lei Feng Road" Lei Feng Volunteer Public Welfare Activity	Organizing Committee of the "Walking the Lei Feng Road" Lei Feng Volunteer Public Welfare Activity

# Chapter on Governance and Responsibility

## Concept

Mango Excellent Media adheres to the concept of high-quality governance, improves the governance system under the guidance of Party building, and promotes scientific decision-making, standardized operation and effective supervision. The company strengthens the structure of Board of Directors, information disclosure and investor communication, improves the risk management and internal control mechanisms, advocates integrity and fair competition, and strives to achieve the coordinated improvement of corporate governance and social value.

## Our Actions

- Party Building Leads the Way, Gather Strength for Progress
- Sound Governance and Standardized Operation
- Investor Relations Management, Mutual Trust and Win-win
- Risk Prevention and Control, Steady Development for a Long-term Future
- Honest Operation, Integrity and Uprightness

## Our Achievements

Mango Excellent Media, guided by Party building, continuously improves its corporate governance system and deeply integrates Party leadership into the entire process of operation and management. During the reporting period, the company systematically optimized its governance structure, revised and improved more than 20 core systems, and simultaneously improved governance standardization and operational efficiency. Information disclosure maintains high quality and transparency with zero errors. It has won Grade A in the information disclosure appraisal by the Shenzhen Stock Exchange for 7 consecutive years and the Excellent Practice Case of the Board of Directors of Listed Companies for 3 consecutive years. Investor relations management has been continuously deepened, and the communication mechanism has become more transparent and efficient. The investor education channel has launched more than 2,000 works with on-demand volume of over 800 million of times, winning many honors such as the “Tianma Award” for Investor Relations Management and The Best Practice Award for Investor Relations Management of Listed Companies issued by the China Association for Public Companies. Meanwhile, the construction of integrity has been continuously promoted in a strict manner, with more than 10 special inspections organized, further consolidating the foundation of compliant operation and building a strong risk prevention and control line.

## SDGs Alignment



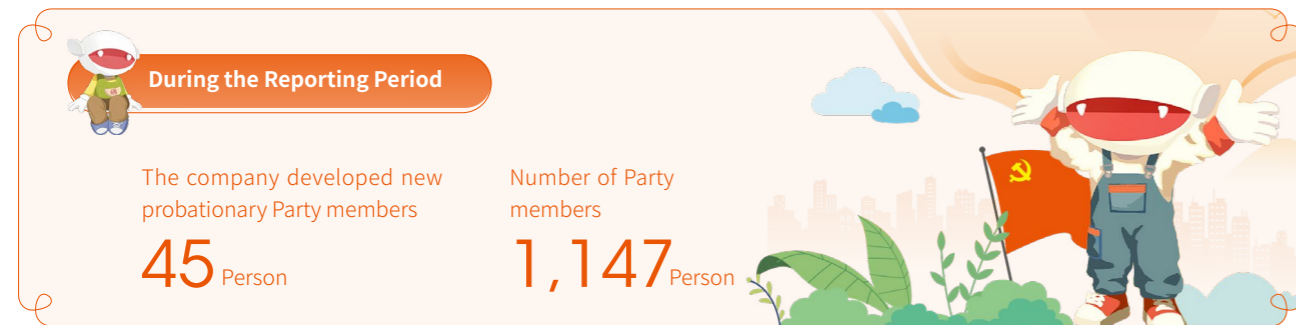
## Party Building Leads the Way, Gather Strength for Progress



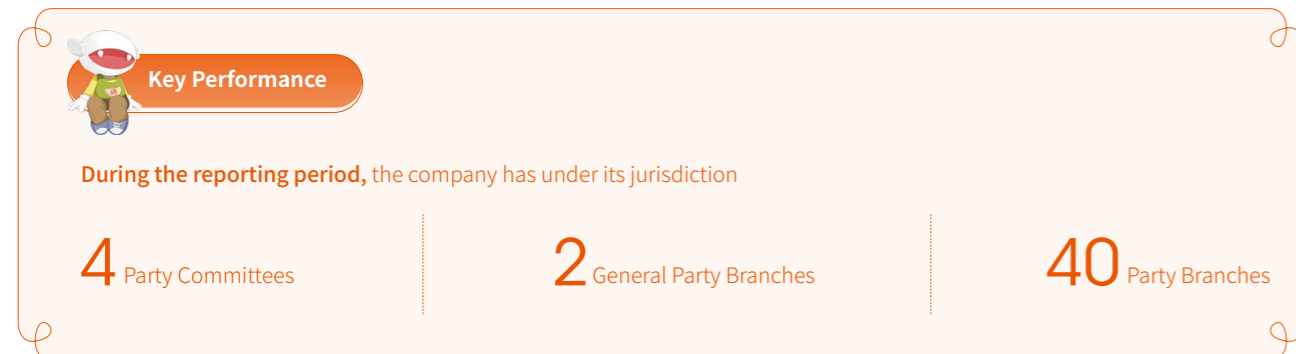
Mango Excellent Media adheres to deepening theoretical armament and work style construction, and promotes the in-depth integration of corporate culture and Party building under the guidance of Party building. The company consolidates the ideological foundation through regular theoretical learning, continuously optimizes the construction of grass-roots Party organizations, steadily expands the Party member team, gives full play to the fighting fortress role of grass-roots Party organizations and the vanguard and exemplary role of Party members, and anchors the correct direction for the high-quality development of the enterprise.

### ▶ Party building leadership

The company adheres to leading the high-quality development of the enterprise with Party building, deeply integrates Party leadership into the whole process of corporate governance and business operation, takes studying Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era as the primary political task, and strengthens the role of theoretical armament and ideological guidance. The company continuously improves the Party building system, strictly implements institutional documents such as the *List of Main Responsibilities of the Party Committee of Mango Excellent Media Co., Ltd. for Grass-roots Party Building* and the *Work Task Plan of the Party Committee of Mango Excellent Media Co., Ltd. for Implementing the Main Responsibility of Comprehensively and Strictly Governing the Party*. At the same time, it takes cultivating qualified Party members as an important starting point for talent development, strictly controls the quality of new Party members, optimizes the structure of the Party member team, continuously improves the quality and political capability of Party members, and provides solid talent guarantee and organizational support for enterprise development.



In terms of organizational construction, the company continues to consolidate the foundation of grass-roots Party organizations, optimize the setup of Party committees, general Party branches and grass-roots Party branches, and realize full organizational coverage and in-depth integration with business. Through standardized operation and institutional guarantee, the company continuously improves the cohesion, execution and combat effectiveness of Party organizations, gives full play to the fighting fortress role of grass-roots Party organizations and the vanguard and exemplary role of Party members, plays a core role in promoting reform and innovation, serving employees and gathering consensus, and provides strong political guarantee and organizational support for the steady operation and high-quality development of the company.



Cases

### Commemorative Conference for the 104th Anniversary of the Founding of the Party, Demonstrating the Achievements of Party Building Leadership and Organizational Construction

In July 2025, the company participated in the Group (TV Station) Commemorative Conference for the 104th Anniversary of the Founding of the Communist Party of China and the Commendation Conference for "Advanced Primary Party Organizations, Excellent Party Members and Excellent Party Workers". The conference awarded prizes to advanced primary Party organizations and excellent Party members, 14 veteran Party members with 50 years of Party standing received the "Glorious 50 Years in the Party" commemorative medal, and 94 new Party members took a solemn oath. The conference demonstrated the achievements of the construction of "Four Strong" Party branches through songs, situational interpretation and other forms, and all participants watched an educational VCR on implementing the spirit of the eight central regulations collectively. The activity strengthened the political awareness and sense of responsibility of Party members, gave full play to the leading role of Party building, and promoted the synchronous development of enterprise organizational construction and cultural construction.

Mango Excellent Media organized 84 people including the leading group, secretaries of grass-roots Party branches and newly developed Party members to participate in the commendation conference. Through layers of selection, 8 grass-roots Party branches of the company won "Advanced Party Branches", 13 Party members won "Excellent Party Members", and 10 Party members won "Excellent Party Workers".



Commemorative Conference for the 104th Anniversary of the Founding of the Communist Party of China and Commendation Conference for "Advanced Primary Party Organizations, Excellent Party Members and Excellent Party Workers"

## ▶ Thematic Education

In terms of thematic education, the company promotes the internalization and practice of the Party's innovative theories and improves the political judgment, political understanding and political execution of Party members and cadres through the normalization and institutionalization of the "First Issue" learning. The Party Committee Theory Learning Center Group of the company carries out concentrated learning and forms ideological consensus through study sessions and special seminars. The company formulated systems such as the *Division of Responsibilities for the Company's Learning and Education Work* and the *Monthly Project Control List for the Company's In-depth Implementation of the Spirit of the Eight Central Regulations in Learning and Education*, made overall arrangements, set up a special working group, refined tasks and carried out supervision and inspection, promoted the implementation of the spirit of the eight central regulations in the whole company, and effectively enhanced the disciplinary awareness and operational consciousness of Party members and cadres.

### Key Performance

#### During the Reporting Period

Party organizations at all levels carried out learning and education activities

**200** for multiple sessions

Conducted concentrated learning on the "First Issue"

**25** Times

The Party Committee Theory Learning Center Group carried out learning activities

**11** Times

Covering Party members and cadres for more than

**1,100** person

### Cases The Party Committee of the Dual Platforms held the 2025 Annual Democratic Life Meeting

In accordance with the unified deployment of the Party Central Committee and the requirements of the Provincial Party Committee, the Party Committee of the Dual Platforms held the 2025 Annual Democratic Life Meeting. With the theme of in-depth study and implementation of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, the meeting consolidated and deepened the achievements of learning and education on the spirit of the eight central regulations, closely linked to ideological and practical work, earnestly carried out self-examination and analysis and Party spirit analysis, and conducted criticism and self-criticism in a serious manner.



2025 Annual Democratic Life Meeting

### Cases

#### Deepening Party Building Learning and Promoting Comprehensive and Strict Governance of the Party

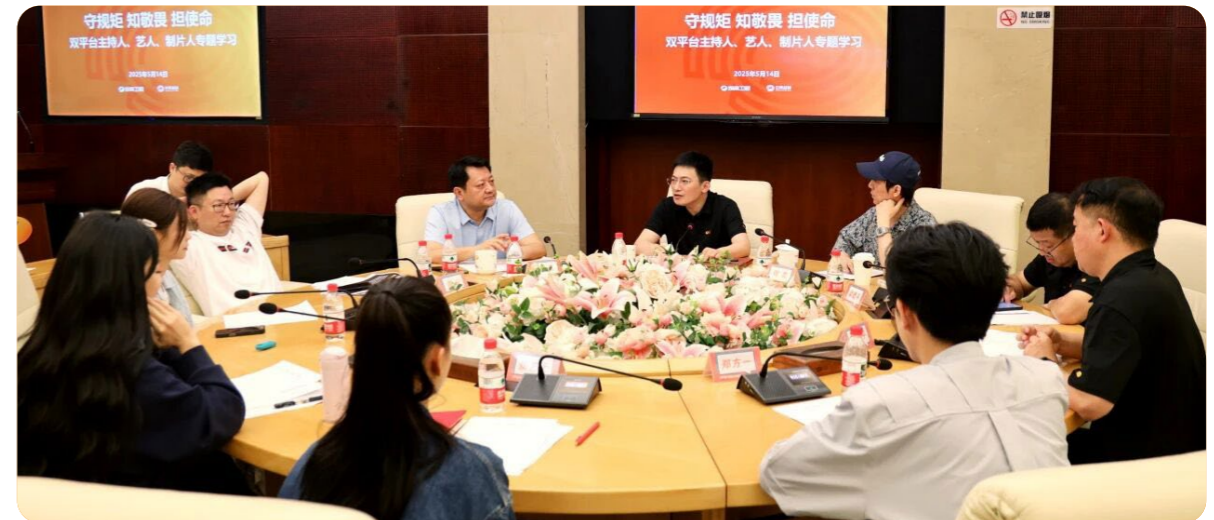
In October 2025, the company organized the study of the communiqué of the Fourth Plenary Session of the 20th Central Committee of the Communist Party of China, with the company's leading group members and heads of relevant units participating, promoting all Party members and cadres to comprehend the spirit of the conference and effectively play a leading and exemplary role.



### Cases

#### Abide by the Rules, Fulfill the Mission, Uphold Integrity and Innovate to Create High-quality Works

In May 2025, Mango Excellent Media, Mango TV and Hunan Satellite TV jointly held a special study meeting on "Abide by the Rules · Know Awe · Fulfill the Mission" for hosts, artists and producers, with more than 160 participants including the leading group of the dual platforms, relevant practitioners and brokers. The conference invited experts to give lectures on public opinion and creative logic, notified negative cases, reaffirmed management systems, and invited representatives to share experiences, aiming to strengthen the compliance awareness and sense of responsibility of practitioners, safeguard the security of ideological content and create high-quality cultural content.



Special Study Meeting on "Abide by the Rules · Know Awe · Fulfill the Mission"

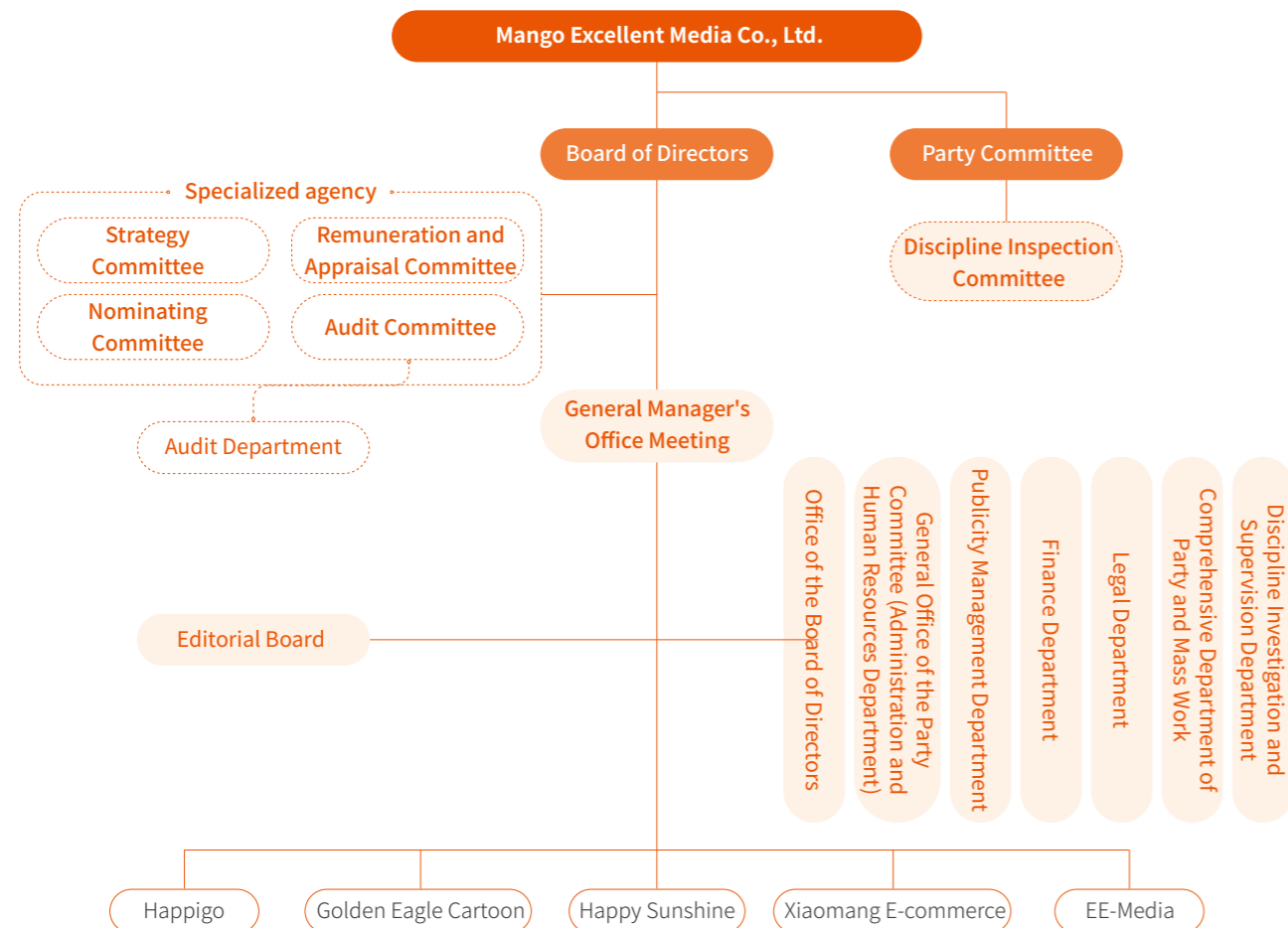
## Standardized Governance, Efficient Operation



Mango Excellent Media fully implements the latest laws, regulations and regulatory provisions, and revises and improves the *Articles of Association* in light of the company's actual situation in accordance with policy documents such as the *Company Law of the People's Republic of China*, *Guidelines for the Articles of Association of Listed Companies*, *Relevant Transitional Arrangements for the Implementation of Supporting Systems and Rules of the <New Company Law>*, *Listing Rules for the ChiNext Market of the Shenzhen Stock Exchange*, and *Self-Regulatory Supervision Guidelines for Listed Companies of the Shenzhen Stock Exchange No. 2 - Standard Operation of ChiNext Market Listed Companies*, so as to further standardize the company's operation and continuously improve the level of corporate governance.

### Governance System

In accordance with the requirements of the latest laws and regulations, the company has restructured the core of the governance framework, revised the *Articles of Association* to abolish the Board of Supervisors, whose supervision duties are undertaken by the Audit Committee of the Board of Directors, forming a decision-making and governance pattern of coordinated linkage among the shareholders' meeting, the Board of Directors and the Audit Committee of the Board of Directors. At the same time, the company has completed the revision and optimization of more than 20 core systems such as the *Rules of Procedure for the Shareholders' Meeting* and the *Rules of Procedure for the Board of Directors*, and added special rules such as the *Management System for the Resignation of Directors and Senior Executives* and the *Management System for the Suspension and Exemption of Information Disclosure*, building an institutional closed loop covering the whole process of decision-making, execution, supervision and disclosure. All governance subjects have clear powers and responsibilities and efficient coordination. With a diversified professional background and independent decision-making capability, the Board of Directors accurately controls the development direction, effectively balances the interests of shareholders and the long-term development of the company, and promotes the continuous improvement of governance efficiency.



Organizational Structure of the Company

### Board of Directors

The company standardizes the establishment of the Board of Directors in accordance with laws, regulations and normative documents such as the *Company Law of the People's Republic of China*, the *Securities Law of the People's Republic of China* and the Code of Corporate Governance for Listed Companies. Focusing on the two foundations of the diversified composition and independence construction of the Board of Directors, the company simultaneously strengthens the four supervision functions of audit, remuneration, selection and strategy, and anchors the sustainable development orientation to systematically improve the level of corporate governance, so as to ensure scientific decision-making, clear powers and responsibilities and efficient operation.



#### Key Performance

During the Reporting Period

The company held a total of

Board of Directors

6 Times

Deliberated and approved important matters

30 Item

Audit Committee of the Board of Directors

8 Times

Deliberated and approved important matters

18 Item

Special Meeting of Independent Directors

2 Times

Deliberated and approved important matters

2 Item



#### Honor of the Board of Directors



Mango Excellent Media won the China Association for Public Companies "2025 Excellent Practice Case of the Board of Directors of Listed Companies"



Mango Excellent Media won the China Association for Public Companies "2025 Excellent Practice Case of the Board of Directors of Listed Companies"



Mango Excellent Media won the China Association for Public Companies "2025 Best Practice Case of Internal Control for Chinese Listed Companies Office Best Practice"

## Diversification

The Board of Directors of the company brings together members with different backgrounds and professional fields, and with diversified perspectives and professional insights, it helps the company improve the level of corporate governance, optimize the quality of decision-making, and enhance the company's flexible adaptability to changes in the internal and external environment. The company continues to deepen the diversified construction of the Board of Directors, optimizes the personnel allocation from the dimensions of gender, age, professional background and industry experience, promotes a more balanced and reasonable structure of the Board of Directors, helps the company adapt to the complex market environment more efficiently, and further consolidates the core competitiveness for long-term sustainable development.

Type	Name	Gender	Age	Industry experience
Chairman	Cai Huaijun	Male	49	Strategy management
Independent directors	Sun Maosong	Male	64	Artificial intelligence
Independent directors	Luo Ting	Female	52	Financial management
Independent directors	Zhao Longkai	Male	53	Financial innovation
Non-independent directors	Yang Yun	Male	53	Financial management
Non-independent directors	Song Zichao	Male	57	Cultural media
Non-independent directors	Liang Deping	Male	47	Strategy management
Non-independent directors	Shen Wenhai	Male	55	Mobile communication
Non-independent directors	Peng Jian	Male	54	Strategic investment

Members of the Board of Directors of Mango Excellent Media



## Independence

The independence of the Board of Directors is the core cornerstone to ensure the fairness of decision-making, which can effectively avoid the decision-making process being dominated by a single interest group, thus effectively safeguarding the overall interests of the company and the legitimate rights and interests of all shareholders. This year, the company has deepened the construction of the independence of the Board of Directors: On one hand, it promoted the revision of the *Working System for Independent Directors*, refined the duty boundaries, performance norms and guarantee mechanisms of independent directors, and consolidated the foundation for their independent performance of duties at the institutional level; On the other hand, it completed the by-election of independent directors, specially invited an academician with research background in the cutting-edge science and technology field to serve as an independent director, and with his professional advantages, provided professional support for the company's strategic layout of the integration of culture and technology, further strengthening the independent decision-making capability and professional empowerment value of the Board of Directors.

## Shareholders' Meeting

The company strictly standardizes all links of the convening and preparation, holding and deliberation and voting of the shareholders' meeting. It formulates systems such as the *Articles of Association* and the *Rules of Procedure for the Shareholders' Meeting* to ensure the legal, compliant, rigorous and orderly operation of the meeting. To strengthen the legality and standardization of the meeting, the company specially invites professional lawyers to provide legal support throughout the process and issue special legal opinions; At the same time, it adheres to the principle of fairness and impartiality, and focuses on protecting the equal rights of minority shareholders. Under the whole-process standardized management and control, shareholders' right to know, right to participate and right to vote are fully guaranteed. The company encourages shareholders to deeply participate in the major decision-making of the company, and further gathers the trust and consensus between shareholders and the company.



Shareholders' Meeting.

**Key Performance**

**During the Reporting Period**

Board of Directors of the company is composed of **9** members

Including **3** independent directors

**Key Performance**

**During the reporting period, the company held a total of**

Shareholders' Meeting **2** Times

Deliberated and approved important matters **12** Item



# Investor Relations Management, Mutual Trust and Win-win



Mango Excellent Media strictly implements the regulatory policy of the China Securities Regulatory Commission of "being oriented to investors' needs". It regards investor relations management as a key measure to build a mutually trusted and win-win ecosystem, and continuously improves the information disclosure mechanism. In accordance with the *Measures for the Administration of Information Disclosure of Listed Companies* and other provisions, the company discloses announcements and files with the exchange in accordance with the law. It ensures that the information is true, accurate, complete and timely, providing support for investors' rational decision-making. At the same time, the company continuously innovates disclosure methods, strengthens effective connection with all parties in the market, and improves the standardization and transparency of investor relations management. It deepens investors' cognitive trust in the company and helps stabilize market expectations.

## Key Performance

### During the Reporting Period

The company disclosed a total of **111** announcement documents

The company filed various documents with the exchange **208** Copy

Information disclosure **Zero errors**  
There are no corrected announcements, supplementary announcements or supplementary filing situations

The company has won Grade A, the highest rating in the information disclosure assessment of the Shenzhen Stock Exchange, for **7** consecutive years

## Honors and Awards



Tianma Award for Investor Relations Management



The Best Practice Award for Investor Relations Management of Listed Companies issued by the China Association for Public Companies



Outstanding Institutional Attention Award in the national selection of investor relations management of listed companies

# Investor Relations Communication

Investor relations communication is an important link to promote the coordination of stakeholders. The company attaches great importance to and continuously improves the stakeholder communication system, and takes into account the needs of different types of investors in communication. On one hand, it deepens cooperation with research teams of Chinese and foreign securities firms. Through ways such as "going globally" to participate in strategy conferences of key securities firms and "inviting in" to organize special research and investment promotion meetings, it maintains in-depth interaction with institutional investors; On the other hand, relying on channels such as the irm.cninfo.com.cn Platform, investor hotlines, email and online collective reception meetings, it responds to the concerns of minority investors on a regular basis. The company has gradually formed a multi-dimensional and regular communication pattern. It efficiently listens to and feeds back the opinions and suggestions of stakeholders, fully guarantees investors' right to know and right to participate, and effectively stabilizes market expectations. It lays a solid foundation for the establishment of long-term mutual trust and the realization of coordinated development between the enterprise and stakeholders.

## Cases Online Collective Reception and Interaction, Smoothing Investor Communication Channels

In September 2025, the company participated in the "Capital Gatherers in Hunan · Chu Glory Shines on a New Journey - 2025 Online Collective Reception Day for Investors of Listed Companies in Hunan Area and Semi-annual Performance Briefing". The event was held in an online remote form. Investors participated through the "Panorama Roadshow" website, the WeChat official account "Panorama Finance" or the Panorama Roadshow APP. The company responded to investors' concerned questions online and conducted positive interactive exchanges with investors. It guaranteed investors' right to know and right to participate, and further improved the convenience and efficiency of investor relations communication.



2025 Online Collective Reception Day for Investors

## Cases Leading Fresh Conference Shows Achievements and Strengthens Investor Confidence

In May 2025, the company held the 2025 Mango Leading Fresh Conference in Changsha, with the participation of the company's senior executives, industry guests, partners and enterprise representatives. The event concentrated on presenting the achievements of the upgrading of full-category content renewal, global ecological marketing and the layout of the entire IP industry chain. It completed the signing of cooperation with two major technology brands on site, intuitively conveying the company's business strength and ecological win-win potential. It deepens investors' understanding of the company's development strategy and commercial value, and further consolidates investment confidence.



Mango Leading Fresh Conference



## ▶ Investor Education and Publicity

Taking the investor education base as the hub, the company deepens investor education work around the goals of "content upgrading, operation efficiency improvement and influence expansion". Relying on the investor education channel of Mango TV, it builds a bridge for government-enterprise linkage. Through the three-review linkage mechanism with competent departments and industry associations, it builds a strong defense line for content quality. It innovates the operation mode of the "Investor Education Theme Month", builds an investor education content system combining regular and special themes, and continuously enriches diversified supply. A series of measures have not only consolidated the industry leading position of investor education work, but also effectively popularized the concept of rational investment and prevented investment risks. It injects solid impetus into the standardized and large-scale development of the investor education cause.



**Key Performance**



Investor education channel

**During the Reporting Period**

A number of

# 2000+

investor education works have been launched on the investor education channel of Mango TV

The cumulative total on-demand volume of the channel of Mango New Media Investor Education Base has exceeded

# 8

hundreds of millions of times



Mango New Media Investor Education Base

## Risk Prevention and Control, Steady Development for a Long-term Future



The steady and long-term development of an enterprise relies on precise and effective risk prevention and control. Mango Excellent Media has always regarded risk management as a bottom-line project for stable operation. Based on the characteristics of the cultural media industry and its own business layout, it builds a risk management and internal control system suitable for actual scenarios. Through optimizing core systems, refining process norms and strengthening full-link compliance review, it continuously improves the forward-looking of risk prediction and the effectiveness of disposal. It ensures that all businesses are carried out in a compliant and orderly manner and resource allocation is scientific and reasonable, fundamentally preventing potential risks and hidden dangers.

## ▶ Risk Management

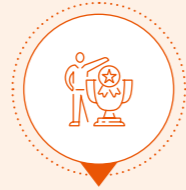
The company builds a risk management system with a systematic thinking. With reference to the COSO *Enterprise Risk Management - Integrated Framework*, it clarifies the risk management goals, scientifically divides risk categories and matches diversified response measures. Relying on the Audit Department, it carries out risk sorting for 10 core business sectors such as budget management and project investment. It adopts a matrix scoring model of "probability of occurrence × severity" to accurately assess the risk level, providing data-based guidance for internal control optimization and audit resource allocation. It gradually builds a management closed loop that organically unifies risk, internal control and internal audit, providing a solid guarantee for the company's strategic implementation, compliant operation and long-term development.



## Internal control

The company always adheres to a risk-oriented approach to consolidate the foundation of internal control, focusing on risk hidden dangers and practical problems to dynamically promote rectification and optimization. Following the core strategy of "overall design, phased implementation, compliance first and gradual improvement", it closely follows the pace of business development and the needs of strategic upgrading, and continuously iterates and updates the internal control system. Through system adaptation, process optimization and mechanism improvement, it ensures that the internal control system is highly adapted to the dynamic changes of business and the in-depth development of strategy. It provides all-round and sustainable internal control guarantee for the company's compliant operation and stable development. In addition, the company regularly organizes training related to internal control and risk management, continuously improves the level of internal control and perfects the company's internal control system.

### Key Honors



Mango Excellent Media won the "2025 Best Practice Case of Internal Control for Chinese Listed Companies" by the China Association for Public Companies



### Internal Organizational Structure of the Company

#### Internal Control Leading Group

The chairman is the primary head

#### Audit and Supervision Department

Be responsible for internal control and audit supervision

#### Internal Control Working Group

Organize the construction and improvement of the company's internal control system

#### Department business personnel

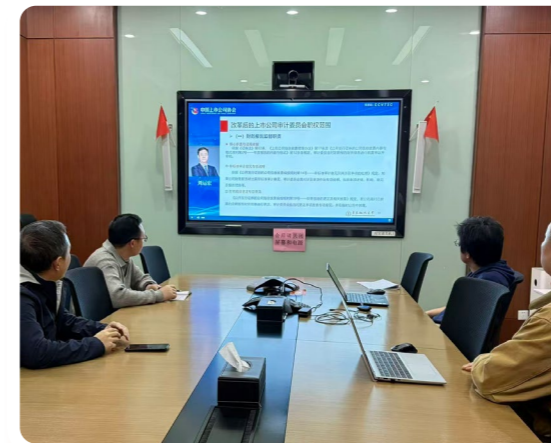
Be responsible for the implementation and optimization of internal control



### Cases

### Internal Control Training of the Audit Department Strengthening Practical Capability and Professional Quality

In 2025, the Audit Department has actively participated in various trainings, promoting experience exchange and case learning, and improving the practical operation capability of auditors. For major projects, the department regularly organizes internal scheduling and experience summary, discusses audit methods and strategies with actual cases, and encourages employees to participate in professional qualification examinations at the same time. Through systematic training and practical sharing, it effectively strengthens the executive power and professional quality of internal control, providing a solid support for the project risk management and the improvement of the internal control system.



## Honest Operation, Integrity and Uprightness



Mango Excellent Media adheres to the business concept of integrity and abiding by the law, and fully implements the principles of integrity and self-discipline and fair competition. It establishes and improves internal management and supervision mechanisms, strengthens corporate governance norms and moral constraints, and creates an open, fair and impartial business environment. It promotes the stable, compliant and high-quality development of the enterprise, demonstrating the social responsibility and value pursuit as a mainstream new media group.

### ▶ Combating Corruption and Building a Clean Government

The company insists on taking integrity and compliance as an important foundation for corporate governance and high-quality development. Around system construction, risk prevention and cultural guidance, it continuously promotes anti-corruption and integrity construction, and strives to create a fair, impartial and honest business environment. Combined with its own business characteristics and actual operation and management, the company continuously pays attention to the risks related to commercial corruption and improper acts. Through internal control and compliance management mechanisms, it identifies and assesses the integrity risks in key fields and links, and takes the relevant results as an important reference for improving management systems and optimizing management measures.

Starting from internal governance, the company has gradually established an anti-corruption management system covering key business fields. Around the key links of prevention, supervision, education and restraint of corrupt acts, it formulates and improves relevant management systems such as the Rules for the Disposal of Reports and Accusations by Discipline Inspection and Supervision Organs. It systematically integrates integrity requirements into the corporate governance structure and internal control system. The company issues the Integrity and Self-Discipline Convention, clarifying the integrity responsibilities and code of conduct of employees in the performance of their duties. New employees sign the Integrity and Self-Discipline Agreement upon entry, embedding the requirements of integrity and self-discipline into the entry management and daily management processes. It promotes the advance implementation of anti-corruption measures through institutionalization, and ensures the effective implementation of the system through continuous publicity and supervision.

On this basis, the company further extends the integrity and compliance requirements to external cooperation links. In the process of business cooperation with suppliers and partners, the company requires relevant parties to sign anti-commercial bribery clauses, clarifying the requirements of honest operation and integrity cooperation. It advocates standardized and transparent cooperative relations, and promotes the formation of a clean and orderly cooperation environment.

Key Performance

**During the Reporting Period**

The signing of the Integrity and Self-Discipline Agreement of the company covers most of the employees

# 100%

Suppliers signing of anti-commercial bribery clauses

# 100%

At the same time, the company attaches great importance to the construction of a clean and honest party conduct, and fully implements the requirements of comprehensively and strictly governing the party. It formulates and promotes the *Work Plan for the Construction of a Clean and Honest Party Conduct and Discipline Inspection and Supervision*, continuously strengthens the supervision of leading cadres and management, and carries out internal supervision and rectification work continuously. Party organizations at all levels carry out regular learning and training on integrity in combination with forms such as the "Three Meetings and One Lecture" system and "Theme Party Day" activities, promoting the internalization of integrity awareness in the mind and externalization in action.

The company has built a full-cycle discipline education system covering "entry - promotion - in-service". It conducts entry integrity education for new employees, pre-promotion integrity talks and signing of integrity commitments for newly promoted employees, and special training for key positions such as producers and procurement specialists.

The company carries out special supervision on the implementation of the spirit of the eight central regulations, compiles the *Negative List of the Eight Central Regulations*, and the training covers all producers, hosts, artists and key position employees of the company.



Key Performance

**During the Reporting Period**

Happy Sunshine carries out special inspections in fields with high integrity risks such as advertising investment promotion, copyright procurement and project bidding and tendering in conjunction with the Audit Department, Finance Department and other departments

# 2

Times

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Golden Eagle Cartoon organizes and carries out process compliance inspections on

# 4

key fields such as advertising agency, fund and asset management, bidding and procurement, and animation and variety show creation

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The headquarters and various subsidiaries keep a close eye on important nodes such as New Year's Day, the Spring Festival, the Dragon Boat Festival, the Mid-Autumn Festival and the National Day. They organize discipline inspection and supervision institutions to carry out unannounced visits and special inspections for more than

# 10

times, focusing on the inspection of official vehicle sealing, public fund consumption, official reception, gift-giving by express delivery, illegal eating and drinking, and on-duty attendance

**Cases** The Conference on the Construction of a Clean and Honest Party Conduct Strengthening Integrity Awareness and Sense of Responsibility

On March 18, 2025, Hunan Satellite TV and Mango Excellent Media held a working conference on the construction of a clean and honest party conduct, summing up the work of the past year and deploying the key tasks of the new year. The group and platform management, discipline inspection commission cadres, middle-level cadres and producers and other core post personnel attended the meeting. They collectively watched warning education videos and listened to special reports and leaders' messages. The meeting emphasized political supervision, discipline construction and system improvement, strengthened the awareness of integrity and self-discipline of all staff, and promoted the in-depth development of comprehensively and strictly governing the party. It creates a clean and upright political ecology of the enterprise, and improves the sense of responsibility and integrity quality of cadres and employees.

Relying on the communication advantages of the dual platforms of Hunan Satellite TV and Mango TV, the company continues to carry out the "Integrity Dual Platforms · Breeze Action". Centering on the themes of "integrity" and "thrift", it integrates the concepts of integrity and thrift into the practice of content production and communication through various forms such as program content, promotional short videos and creative posters. It actively plays the exemplary role of mainstream media in promoting a clean culture and guiding social trends.



**Cases** 2025 Special Warning Education Conference of "Breeze Action · Learn from Cases"

In November 2025, Hunan Satellite TV, Mango Excellent Media and Mango TV held the 2025 Special Warning Education Conference of "Breeze Action · Learn from Cases". More than 400 people including the Party committee leading groups, middle and grass-roots cadres, producers and front-line employees in key posts of the two platforms attended the conference and took the profound warning education course of "learning from cases" together. Since then, the healthy and upright atmosphere has prevailed. All employees of the two platforms will learn from cases, build a solid ideological defense line, and jointly create a clean and upright environment for undertaking and pursuing careers.



2025 Special Warning Education Conference of "Breeze Action · Learn from Cases"

**▶ Anti-Unfair Competition**

The company has always adhered to the principles of law-based operation and fair competition, continuously guarded against the risks of monopolistic acts and unfair competition, and maintained a healthy and orderly market order. The company strictly abides by the *Anti-Monopoly Law of the People's Republic of China*, the *Anti-Unfair Competition Law of the People's Republic of China* and other relevant laws and regulations, and clarifies the basic requirements for fair competition in corporate governance and operation management.

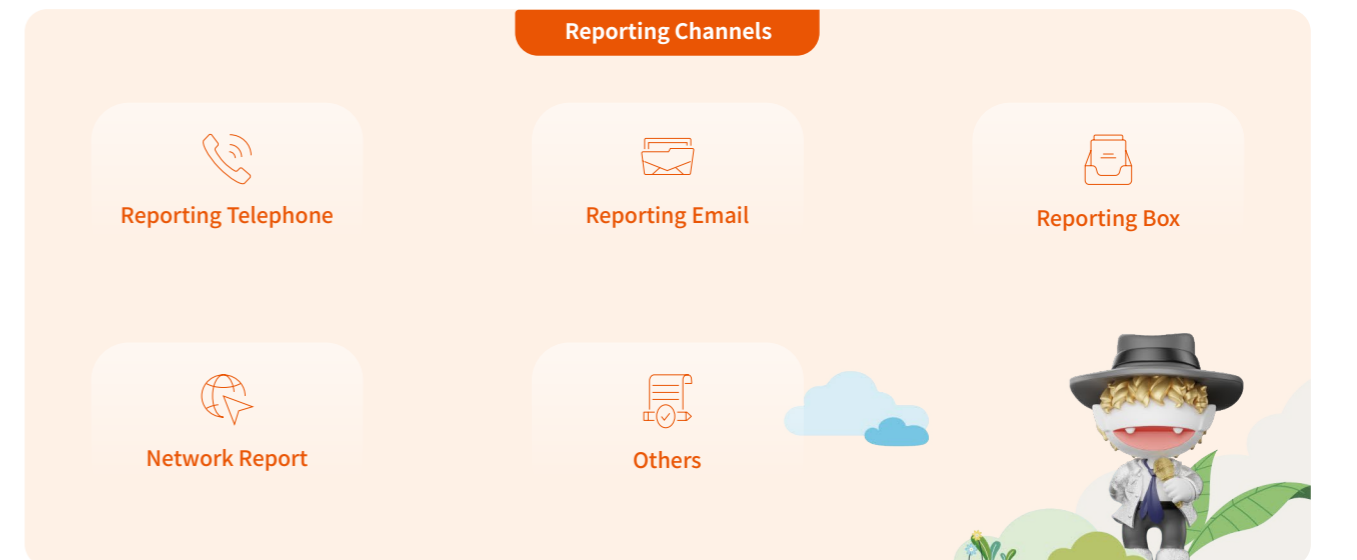
Centering on the management of anti-unfair competition, the company has gradually established and operated a compliance management system for anti-unfair competition and anti-monopoly, formulated and improved relevant management systems, and standardized the management of acts involving market competition in business activities. Relevant systems cover business cooperation, contract management, operational decision-making and other links, providing institutional guarantee for the implementation of fair competition requirements in daily operations.

At the same time, the company strengthens the learning and understanding of anti-unfair competition and anti-monopoly laws and regulations through internal publicity and special training, continuously optimizes the relevant management mechanisms in combination with business practices, constantly improves the standardization and effectiveness of anti-unfair competition management, and ensures the law-based, compliant and steady development of the company.

**▶ Reporting Mechanism and Whistleblower Protection**

The company continuously improves the internal supervision and accountability mechanisms, establishes and operates a standardized report management system, and provides institutional guarantee for preventing and correcting irregular acts. The company formulates and implements the *Rules for the Disposal of Reports and Accusations by Discipline Inspection and Supervision Organs*, clarifies the acceptance scope, handling procedures and relevant requirements of reports and accusations, smooths the reporting channels by setting up multi-channel reporting contact methods, and improves the standardization and operability of the reporting mechanism.

The company explicitly encourages internal and external employees and relevant parties to report fraud and other improper acts discovered or known in work in a good faith manner, and continuously improves the whistleblower protection and anti-retaliation mechanisms. The company strictly keeps the identity information of whistleblowers and relevant witnesses confidential, protects their legitimate rights and interests in accordance with laws and regulations, and prevents any form of unfair treatment due to reporting acts. For acts of retaliating against whistleblowers, the company will impose corresponding disciplinary sanctions and terminate labor relations in accordance with laws and regulations according to the severity of the circumstances; if the circumstances are serious, the case will be transferred to judicial organs for handling in accordance with the law, so as to effectively safeguard the impartiality and effectiveness of the reporting mechanism.



# Chapter on Social Responsibility

## Concept

Mango Excellent Media insists on integrating the concept of sustainable development into the whole process of operation and management, and continuously improves the governance and management mechanisms around key fields such as product and service quality, customer service guarantee, information security and content innovation. At the same time, the company pays attention to supply chain responsibility, promotes responsible procurement practices, attaches importance to talent team building and employee development, actively performs social responsibilities, participates in social public welfare undertakings, and strives to realize the coordinated promotion of enterprise development and social value creation.

## Our Actions

- Strictly Control Standards, Guard Quality
- Customer First, Rights and Interests First
- Information Security, Jointly Build Trust
- Innovation-led, Industry Co-prosperity
- Responsible Procurement, Shared Value
- Walk with Youth, Grow Towards the Sunshine
- Gather Small Kindnesses, Jointly Build a Better Future

## Our Achievements

Mango Excellent Media adheres to user-centricity, strictly controls content and product quality, achieving zero mass quality accidents and recalls. Customer service satisfaction reaches 99.64%, the youth mode is fully implemented, building a solid barrier for the protection of minors. The information security system is sound, with no major data leakage incidents throughout the year. Abundant innovation achievements, R&D investment of RMB 384 million, holding 790 patents and 4,391 registered trademarks, and in-depth advancement of industry-university-research cooperation. Comprehensive employee protection, labor contract signing rate 100%, social insurance coverage 100%. Remarkable public welfare results, the Mango Public Welfare Platform has raised more than RMB 44.68 million and launched 134 public welfare projects.

## SDGs Alignment



## Strictly Control Standards, Guard Quality



Mango Excellent Media attaches great importance to product and service quality, and takes quality control as an important foundation for safeguarding consumers' rights and interests and promoting the sustainable development of business. The company formulates and implements internal systems such as the *Category QC Operation Management System* and the *Detailed Rules for the Handling of Disputes over Commodity Quality Problems*, continuously promotes the implementation of quality management in all businesses and all processes, takes the ISO9001 quality management system as a reference, constantly improves the quality management structure, and gradually forms a quality management mechanism covering commodity development, sales, logistics distribution, after-sales service and other links to ensure that quality requirements are effectively connected and implemented in all business links.

In terms of organizational and operational mechanisms, the company builds a professional quality control team, which is responsible for quality planning, quality control and quality assurance throughout the entire commodity process, and coordinates with business departments to participate in quality management together. Through internal review, special audit, problem traceability and root cause analysis, the company promotes the effective operation of correction, prevention and continuous improvement mechanisms. At the same time, the company attaches importance to the construction of quality culture, strengthens the quality awareness of all employees through various forms such as quality publicity, hierarchical training and departmental promotion, and gradually creates a quality culture centered on result orientation and continuous improvement within the company in combination with incentive and restraint mechanisms such as quality evaluation and quality notification.



Quality Management System Certification Certificate of Happigo

### Product Quality Improvement Measures of Xiaomang E-commerce



#### Merchant Access and Qualification Review

**Multi-dimensional Qualification Review:** Comprehensively verify business licenses, industry permits, production capability and quality control systems, establish a blacklist of the "Business Abnormality List" and the "List of Severe Illegal and Untrustworthy Entities", and prohibit the entry of untrustworthy merchants.

**Special Review for High-risk Categories:** For high-risk categories such as food, cosmetics and medical devices, production licenses and third-party testing reports are required; for mandatory certified commodities such as mother and baby products and 3C digital products, CCC certification must be verified and retained.

**Anonymous Sampling Inspection and Verification:** For drop-shipping commodities, implement "mystery buyer" sampling inspection and send them to third-party testing institutions to verify the consistency between commodity quality and publicity and the merchant's performance capability.



#### Commodity Shelving Quality Control

**Commodity Information Norms:** Require merchants to fully and accurately disclose key information such as ingredients, materials and implementation standards, strictly prohibit false or exaggerated publicity, and commodities that do not meet the requirements are not allowed to be put on shelves.

**Intelligent Shelving Review:** Access the risk control system, use AI image recognition and natural language processing technologies to automatically review commodity pictures, titles and detail pages, and intercept non-compliant content.

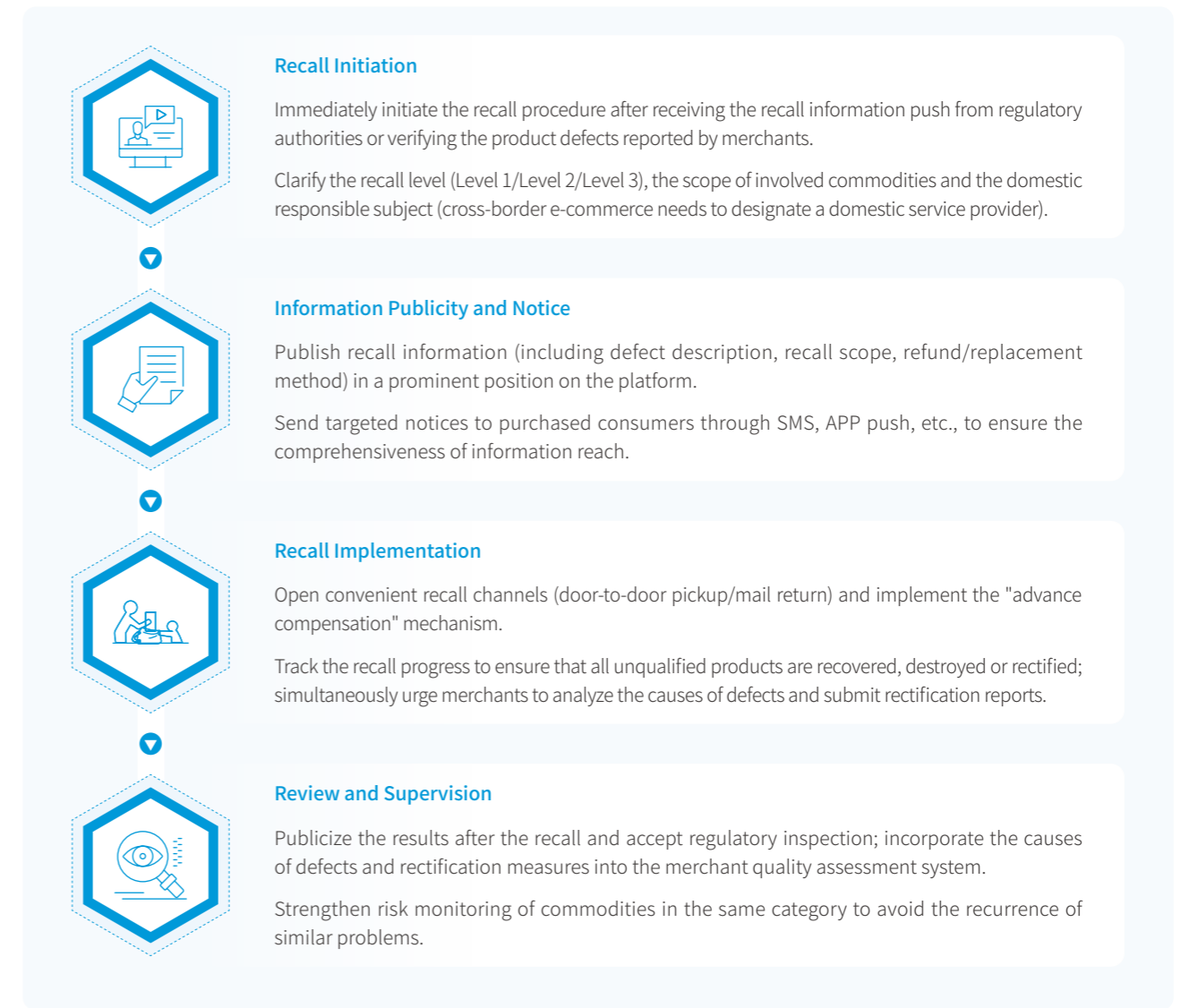


#### Quality Monitoring of On-shelf Commodities

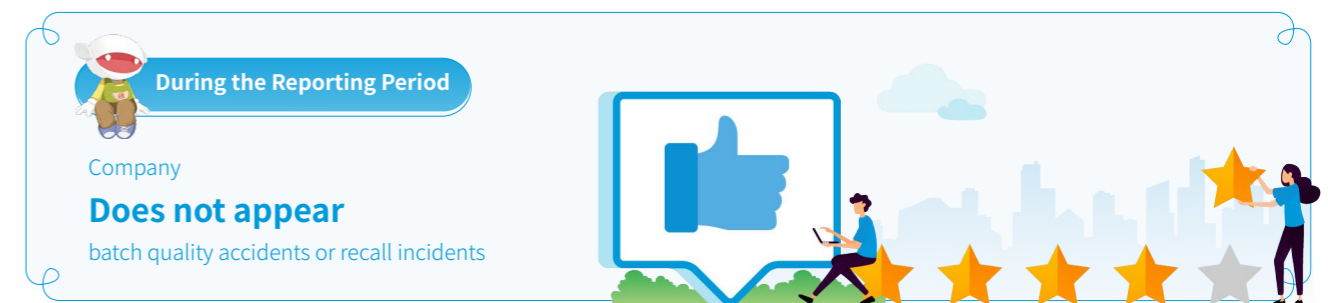
**Regular Sampling Inspection:** Build a three-level sampling inspection system of "source - warehousing - market", and immediately rectify, recall or remove unqualified commodities once found.

**Big Data Early Warning:** Identify quality risks and abnormal low-price acts by analyzing return rate and negative review keywords, and conduct real-time monitoring and evidence preservation of live broadcast e-commerce content to guard against the risk of publicity violations.

In terms of product quality risk prevention and control and recall management, the company continuously improves the quality problem disposal and product recall mechanisms, sets quality control points in all links relying on the customer service process, establishes a customer hotline and multi-channel feedback mechanism, and improves the response efficiency to consumers' consultations and complaints. In view of quality problems of different degrees, the company implements hierarchical and classified management, and urges the rectification of general problems within a time limit; for more serious problems, take measures such as un-shelving, recall and corresponding management; for circumstances with potential security hazards, timely initiate the procedures of emergency un-shelving, advance compensation and regulatory reporting. For commodities with ineffective rectification, abnormal complaint rates or major quality risks, implement delisting management in accordance with laws and regulations, and prevent the re-shelving of problematic commodities through a checklist management mechanism.



Product Recall Handling Process



# User-oriented, Rights and Interests Supreme

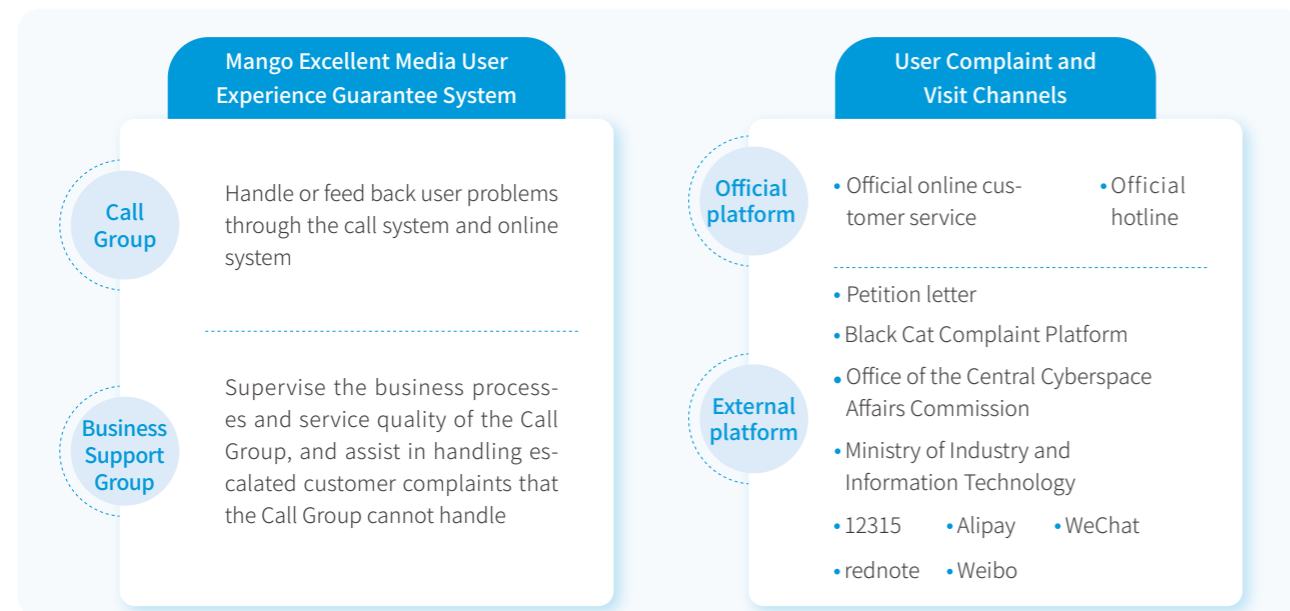


Mango Excellent Media has always adhered to the "user-centric" service concept, taking improving user experience and safeguarding user rights and interests as important goals of customer service management. In the process of business operation, the company continuously improves the customer service and management mechanisms, pays attention to the improvement of user experience and satisfaction, safeguards the legitimate rights and interests of consumers in accordance with the law, and actively responds to the reasonable demands of users. At the same time, the company continuously strengthens the protection of the physical and mental health of minors, adheres to the principles of compliance, prudence and responsibility in content communication and market promotion, strives to create a safe, healthy and trustworthy product and service environment for users, and promotes the long-term and steady development of the platform ecosystem.

## ▶ Guarantee of Customers' Rights and Interests

The company strictly follows internal systems such as the *Customer Service Standards and Norms and the User Complaint Handling System*, continuously improves the standardized, normalized and professional customer service system, ensures that user consultations and complaints can be responded to in a timely manner and handled properly, and constantly improves the overall service quality and user satisfaction.

In terms of organizational and operational mechanisms, the company's Customer Service Department is composed of a Call Group (including first-line and second-line customer service) and a Business Support Group, forming a two-tier service structure of "front-end acceptance and back-end support", and is responsible for the acceptance of user consultations and complaints through all channels. The company implements a complaint hierarchical response mechanism in accordance with established systems, clarifies the whole-process management requirements such as complaint acceptance, classification, handling, tracking, follow-up and improvement, promotes the closed-loop solution of customer problems, and ensures the standardization and timeliness of service handling.



In terms of member service and rights and interests management, the company continuously improves the small-screen, large-screen and full-screen member service systems around different user content consumption scenarios to meet the diversified content consumption needs. On this basis, the company continuously enriches the forms of member rights and interests, explores differentiated member service modes, and improves the member service experience and user stickiness through multi-level member products and exclusive activities. The Grand Member Center focuses on the refined operation of user rights and interests, comprehensively carries out multi-dimensional member-exclusive activities, and continuously improves the value of member services.

## Cases Members Deeply Participating in the Review Mechanism and Attending the Scene to Enhance Interaction

The Mango TV Innovation and Research Center, in conjunction with the Advertising Department of the two platforms, the TV Grand Member Center and the Mango Young CEO Club, innovatively launches the "Dual Voting" review mechanism in the "Vigorous PD Challenge Camp". Members directly participate in program decision-making as reviewers, realizing the transformation from viewers to participants. The mechanism expands the boundary of member participation, safeguards users' right of expression and participation, and enhances the trust and interaction between the platform and core users.



Members Participating in the "Vigorous PD Challenge Camp" Dual Voting Meeting

## Cases Offline Meetings of Member Partners to Strengthen the Perception of Member Rights and Interests and Participation Experience

In November 2025, Luo Yunxi, the Mango TV member partner, held an exclusive "Telepathic Connection" meeting with 150 Mango members offline, launched the limited peripherals of the collection gift box on site, and deeply integrated member rights and interests with immersive experience through interactive forms such as quick questions and answers and tacit challenges. Relying on the member partner mechanism, the activity guides users to claim and activate exclusive rights and interests, gains positive social feedback, effectively enhances member satisfaction and a sense of belonging to the platform, and promotes the implementation of member rights and interests.



Mango Members' "Telepathic Connection" Exclusive Meeting

## ▶ Improving Customer's Satisfaction

To continuously improve customer service quality and user satisfaction, the company collects user feedback through an online real-time evaluation system, sets up convenient satisfaction evaluation entrances in official online customer service and hotline service scenarios, and ensures the smoothness of user evaluation channels. At the same time, the company continuously strengthens the training and capability building of customer service personnel, improves the complaint analysis and improvement mechanism in light of user evaluation, constantly optimizes the service process through performance incentives and quality-oriented appraisal, and promotes the continuous improvement of customer service level.

### Regular Training and Capability Building

Continuously improve the professional proficiency, communication skills and service awareness of customer service personnel through daily pre-shift meetings, regular special training, situational drills, etc., to ensure professional and efficient service responses

### Closed-loop Complaint Management and Improvement Mechanism

Implement online service evaluation invitations, regularly analyze user feedback, hold service quality improvement meetings, formulate improvement plans for typical problems and track their implementation, so as to promote the continuous optimization of service processes

### Performance Incentives and Quality-oriented Appraisal

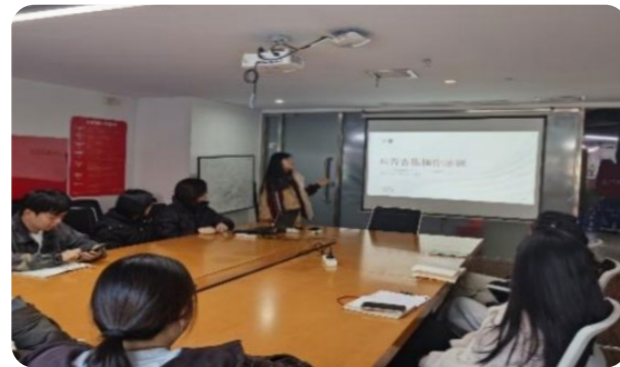
Incorporate user satisfaction and service quality evaluation into the performance appraisal system, set monthly goals and incentive bonuses, stimulate team enthusiasm, and strengthen the service-oriented cultural atmosphere

Measures to Improve Customer Service Quality

### Internal Training to Improve Customer Service Capabilities



Pre-launch Business Training



Customer Service Call Operation Training



New Product Launch Training



Pre-shift Training for On-duty Staff

### Key Performance

#### During the Reporting Period

Total number of Mango TV hotlines and online customer service  
**176,747** Person

Overall satisfaction  
**99.64%**

Golden Eagle Cartoon has issued a total of satisfaction questionnaires  
**8,000** Piece

Recovered valid customer satisfaction survey  
**6,000** Piece

For service experience  
**95%**

Satisfaction with play equipment  
**98%**

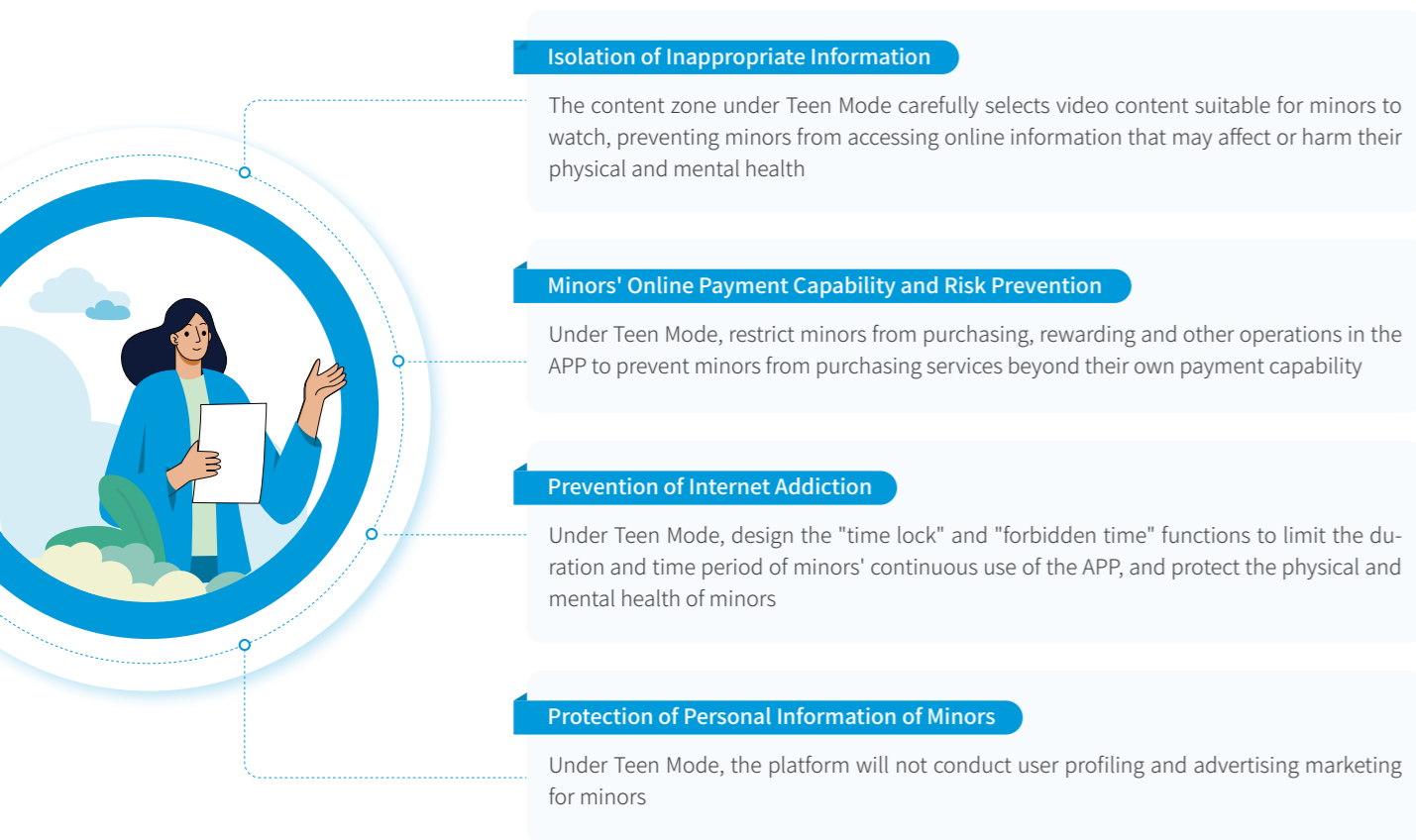


## ▶ Protecting Customers' Physical and Mental Health

The company attaches great importance to the protection of the physical and mental health and legitimate rights and interests of minors, strictly abides by the *Minor Protection Law of the People's Republic of China*, the *Regulations on the Protection of Minors in the Cyberspace*, the *Regulations on the Administration of Radio and Television*, the *Provisions on the Administration of Programs for Minors* and other relevant laws and regulations, formulates and implements the *Personal Information Protection Policy for Minors*, systematically integrates the requirements for minor protection into platform operation and customer service management, and actively guides minors to use online audio-visual products healthily.

In terms of content management and product functions, the company implements strict review and management of broadcast content, all animated films and TV programs obtain relevant licenses or complete the filing in accordance with the law, the broadcast content complies with the three-review system and the rebroadcast review requirements, and sets up security-oriented prompts and viewing rest reminders during playback. At the same time, the company launches the "Teen Mode" in applications such as Mango TV, continuously optimizes the user experience of minors, enriches high-quality audio-visual content suitable for minors of different age groups, assists guardians in strengthening usage management, and creates a safe, healthy and positive online audio-visual environment.

In terms of personal information protection, the company follows the principles of "legitimacy and necessity, informed consent, clear purpose, security guarantee and lawful utilization", standardizes the collection and use of minors' personal information in accordance with the law, earnestly performs relevant protection obligations and responsibilities, and guards against the personal information security risks of minors.



⚙️ Functions of the "Teen Mode"

### Guardian Supervision Function

Minors cannot perform operations other than minor-specific content

Automatically turn on the time lock with a default setting of 30 minutes

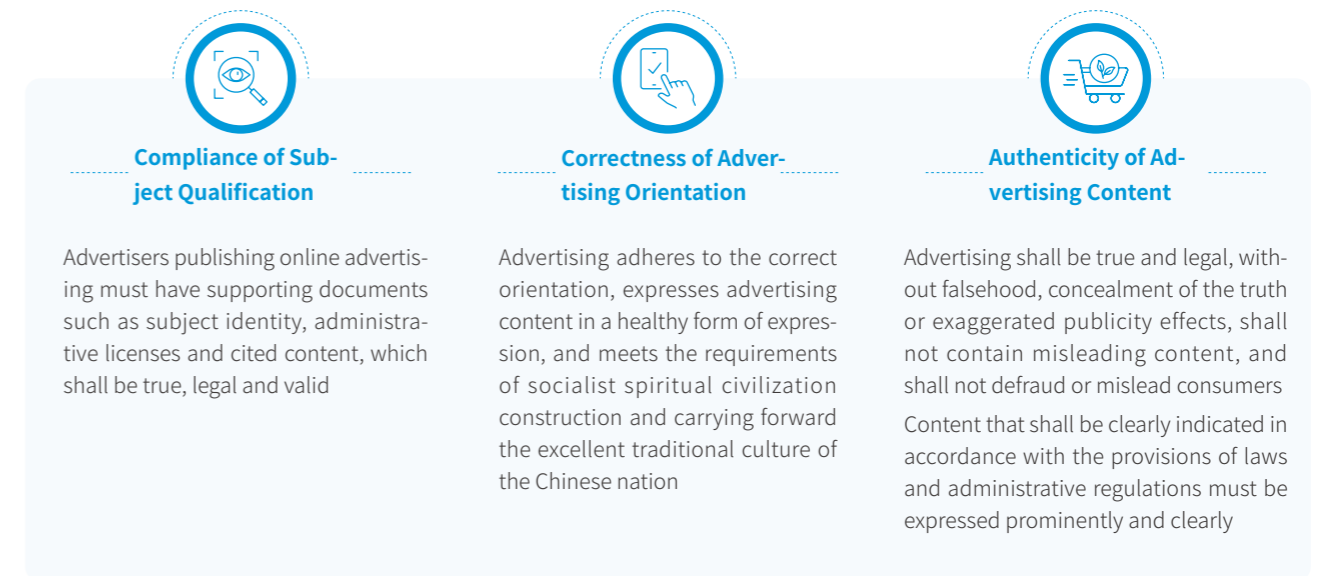
Unavailable from 22:00 every night to 6:00 the next morning

If the single use duration exceeds the trigger time, verification is required to continue using

## ▶ Responsible Marketing

In the process of content communication and commercial promotion, the company adheres to the prudent and compliant marketing principles, and integrates social responsibility requirements into all links of advertising delivery, program promotion and content marketing. Relying on the attributes of a media platform, the company focuses on content orientation management in marketing activities, respects cultural differences in different regions and groups, and avoids misleading or negative impacts on users and the public, especially minors.

The company implements standardized management of advertising materials and promotional content used in marketing, and the relevant content undergoes compliance and risk control review in accordance with the established process before production and release to ensure that it complies with relevant laws and regulations, industry norms and platform management requirements. At the same time, the company continuously optimizes the marketing management methods in combination with communication practices and user feedback, and promotes the formation of a healthy and rational communication environment and commercial cooperation order.



♻️ Review Norms for Advertising Materials

### Cases Dual Platform Advertising Training Conference

The opening training activity of the advertising centers of Hunan Satellite TV and Mango TV was held grandly in Changsha. All employees of the dual-platform advertising centers gathered in Changsha from Beijing, Shanghai and Guangzhou. With the theme of "Unite for a New Start · Fight for a Winning Beginning", the training set up three core modules of "Trend Insight, Build a Solid Defense Line, and Temper Practical Skills", aiming to equip all advertising partners with knowledge, clarify boundaries, empower practical operations, and gather strength for the new year's challenges.



♻️ Advertising Business Training

# Information Security, Jointly Build Trust



Mango Excellent Media strictly abides by the *Cyber Security Law*, the *Data Security Law*, the *Personal Information Protection Law* and other laws and regulations as well as relevant industry norms, and has built a systematic management system for information security and personal privacy protection. Taking governance, strategy, risk and opportunity management, and indicators and goals as the four core supports, it forms a top-down, full-process and sustainable management mechanism to ensure the steady development of business, controllable risks and continuous protection of user rights and interests.



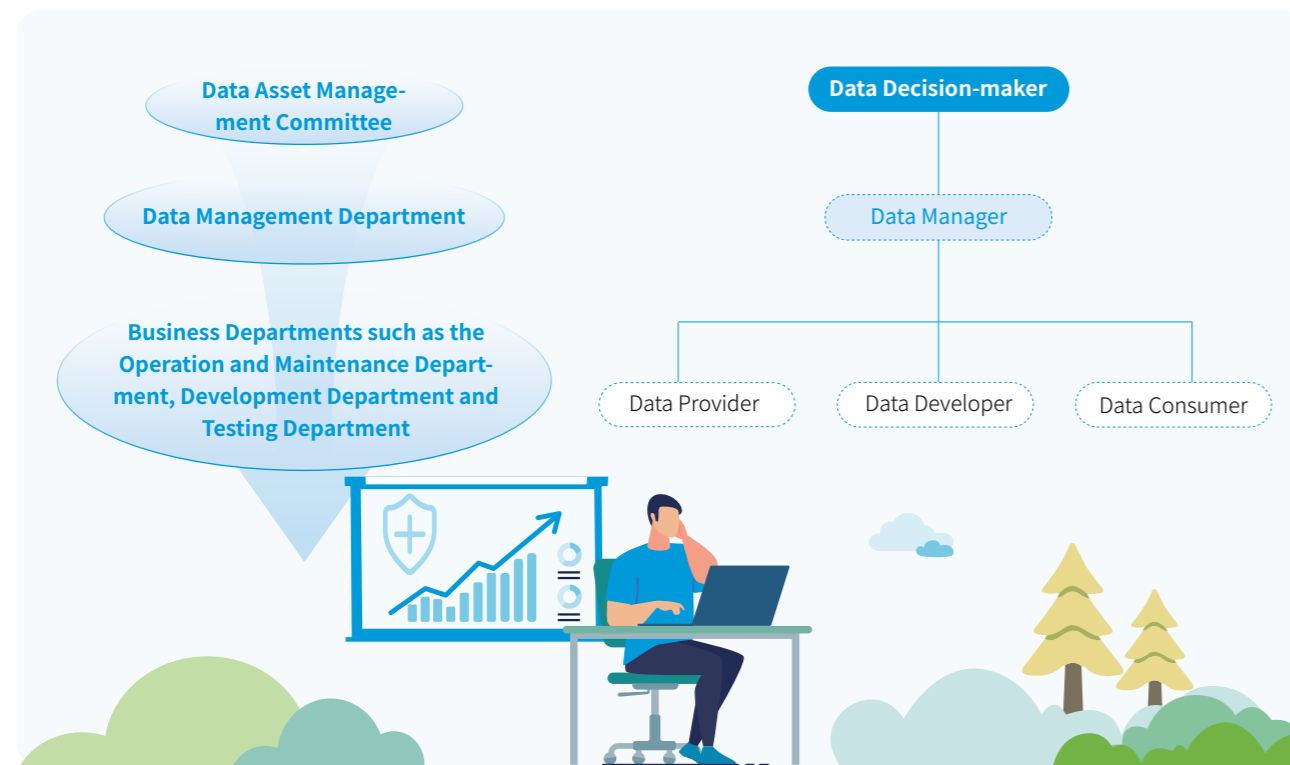
Mango TV Data Asset Discovery Capability Certificate



Mango TV Personal Information Protection Impact Assessment Logo

## Governance

The company attaches great importance to data security governance and incorporates it into the overall corporate governance system. The company has established a sound institutional system, including the *Data Security Management Measures* and the *Business System Security Management System*, to provide institutional guarantee and process norms for data asset management. At the same time, the company sets up a special leading body to coordinate information security management work, clarify the duties of the management and various departments, form a top-down management system, and ensure the security of data in all links of collection, storage, transmission and use.



Department name	Role	Responsibilities
Data asset management Committee	Lead data asset management; make decisions on the major work content and direction of data asset management	Be responsible for arbitration when problems arise among data role parties
Data Management Department	Data asset management	Take the lead in formulating policies, standards, rules and processes for data asset management; coordinate accountability conflicts; in terms of data asset security management, formulate various data rules and supervise the implementation of norms; be responsible for formulating the overall data control process in the data asset management platform; be responsible for providing a secure data development and query platform and data interfaces
Operation and Maintenance Department, Development Department, Testing Department	Data Producer	Bear production-side security responsibilities for data security in the data production process; ensure the security of data collection, transmission and other processes
Business Departments such as Data Operation and Data Consumption	Data User	Security Responsibility

Mango TV Data Asset Management Organizational Structure

In terms of customer privacy and personal information protection, the company regards user information as a core asset, formulates systems such as the *Personal Information Protection Policy*, and strengthens employees' awareness of information security and operational norms. The company sets up a Personal Information Security Leading Group, with the General Manager coordinating strategy and decision-making, and the Product Technology Department responsible for daily management and technological support. The head of each department is the primary person responsible for the personal information security of the department, and shall implement and supervise relevant work. Employees' personal information security performance is incorporated into the performance appraisal system and linked to remuneration, bonus and promotion to promote an information security culture with the participation of all employees.



## Strategy

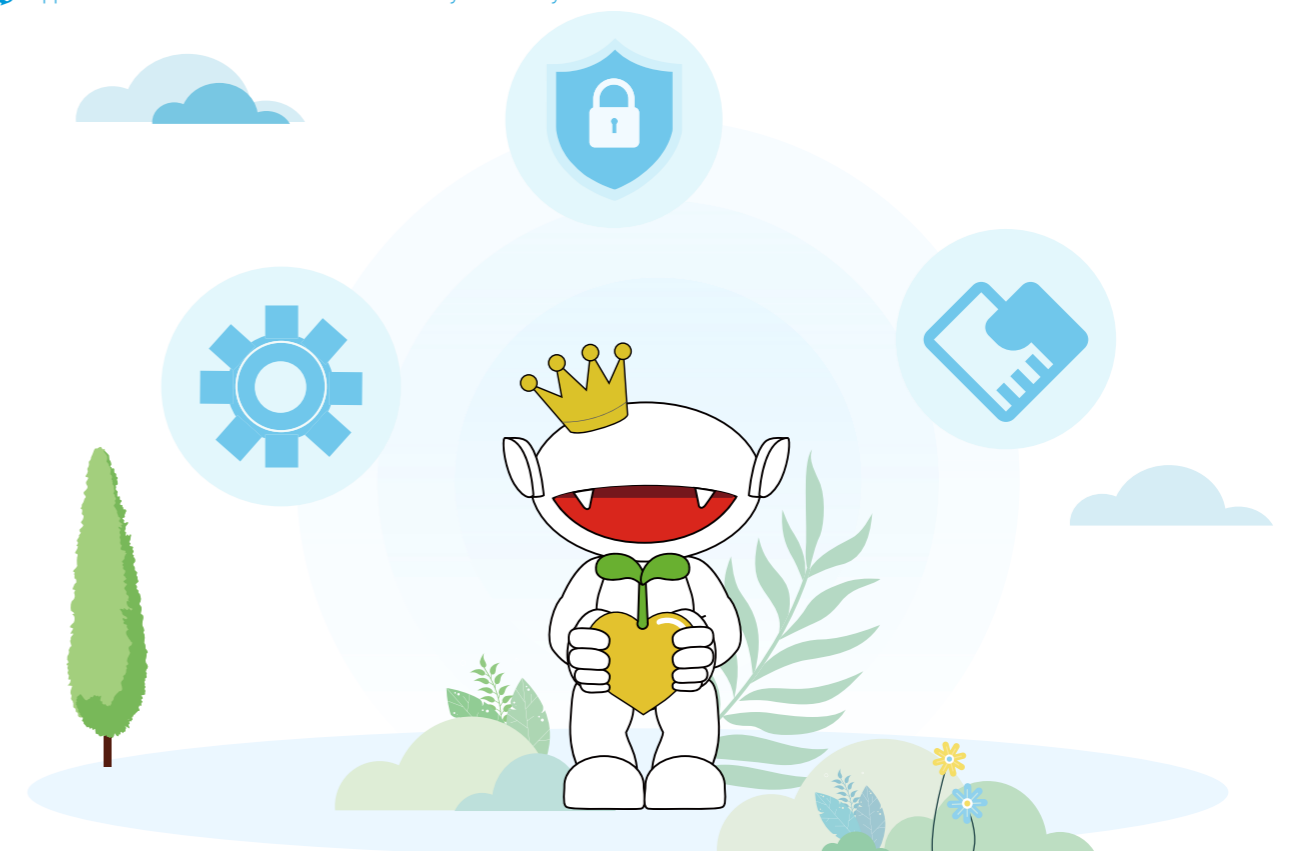
Combined with the characteristics of business operation, the company conducts periodic assessments of different types of risks by identifying potential technology, data, management and compliance risks, clarifies their possibility and potential impacts, and formulates corresponding response measures at the same time. At the same time, the company pays attention to the strategic opportunities brought by information security management, and promotes the steady development of business and the accumulation of user trust through continuous optimization of the management system and technological means.

Risk Type	Risk Description	Risk Occurrence Time Cycle	Possibility of Risk Occurrence	Company Finance Impact Description	Response Measures
<b>Data Leakage Risk</b>	Including inadequate hierarchical protection of personal information, unauthorized access/download/transmission of data, irregular use of mobile media, failure to clear data during equipment maintenance/scraping, etc.	Short Term	High	Data leakage may lead to user compensation, damage to brand reputation and business stagnation	Establish a data hierarchical protection mechanism, strict permission management, full lifecycle management of data, regular security reviews, and emergency response plans for unexpected incidents
<b>Technological Security Risk</b>	Unpatched system vulnerabilities, malicious code/virus attacks, network intrusions, equipment hardware failures, missing or invalid data backups	Medium and Long Term	Medium	System interruption or data loss may lead to business stagnation, operational losses and increased repair costs	Regular vulnerability repair and security patrols, deploy encryption and access control technologies, implement data backup and recovery strategies, and continuously update the security protection platform
<b>Management and Operational Risk</b>	Insufficient employee security awareness, unreasonable permission allocation, irregular system configuration changes, delayed emergency response, improper data control in third-party cooperation	Medium and Long Term	Medium	Management errors may trigger information leakage or system failures, increasing business operation risks and compliance costs	Strengthen information security training and publicity, clarify post security responsibilities, standardize operation processes, and strictly implement the third-party data management system
<b>Compliance Risk</b>	Failure to comply with the <i>Cyber Security Law</i> , <i>Personal Information Protection Law</i> and other regulations, and non-compliant processes for the collection/storage/use/destruction of personal information	Medium and Long Term	Low	May face regulatory penalties, fines or business restrictions, affecting revenue and brand reputation	Improve the compliance management system, conduct regular internal reviews and third-party evaluations, and continuously optimize data processing processes

🌐 Risk Identification of Information Security and Privacy Protection

Opportunity Type	Opportunity Description	Opportunity Occurrence Time Cycle	Opportunity Occurrence Risk Occurrence	Company Finance Impact Description	Response Measures
<b>Operational Opportunities</b>	A sound security management system can reduce business interruption losses and improve operational stability	Medium and Long Term	High	Improved operational stability helps reduce losses and support business growth	Improve the mechanisms for data hierarchical protection, backup and recovery, emergency plans and drills, and optimize daily security management processes
<b>Technological Opportunities</b>	The deployment of encryption, access control and other technologies can promote the upgrading of IT architecture and provide security support for business expansion	Medium and Long Term	High	Upgrading security technologies can improve efficiency, reduce risk costs and provide guarantee for business expansion	Sustained technological investment, strengthen system security protection, upgrade IT infrastructure, and apply advanced security technologies
<b>Cooperation Opportunities</b>	Standardizing the third-party data control mechanism can expand compliant cooperation scenarios and reduce cooperation risks	Medium and Long Term	High	Reduced cooperation risks bring more business cooperation opportunities and support revenue growth	Strictly implement the third-party data management process, sign compliance agreements, and regularly review the security status of partners

🌐 Opportunities Identification of Information Security and Privacy Protection



## ▶ Impact, Risk and Opportunity Management

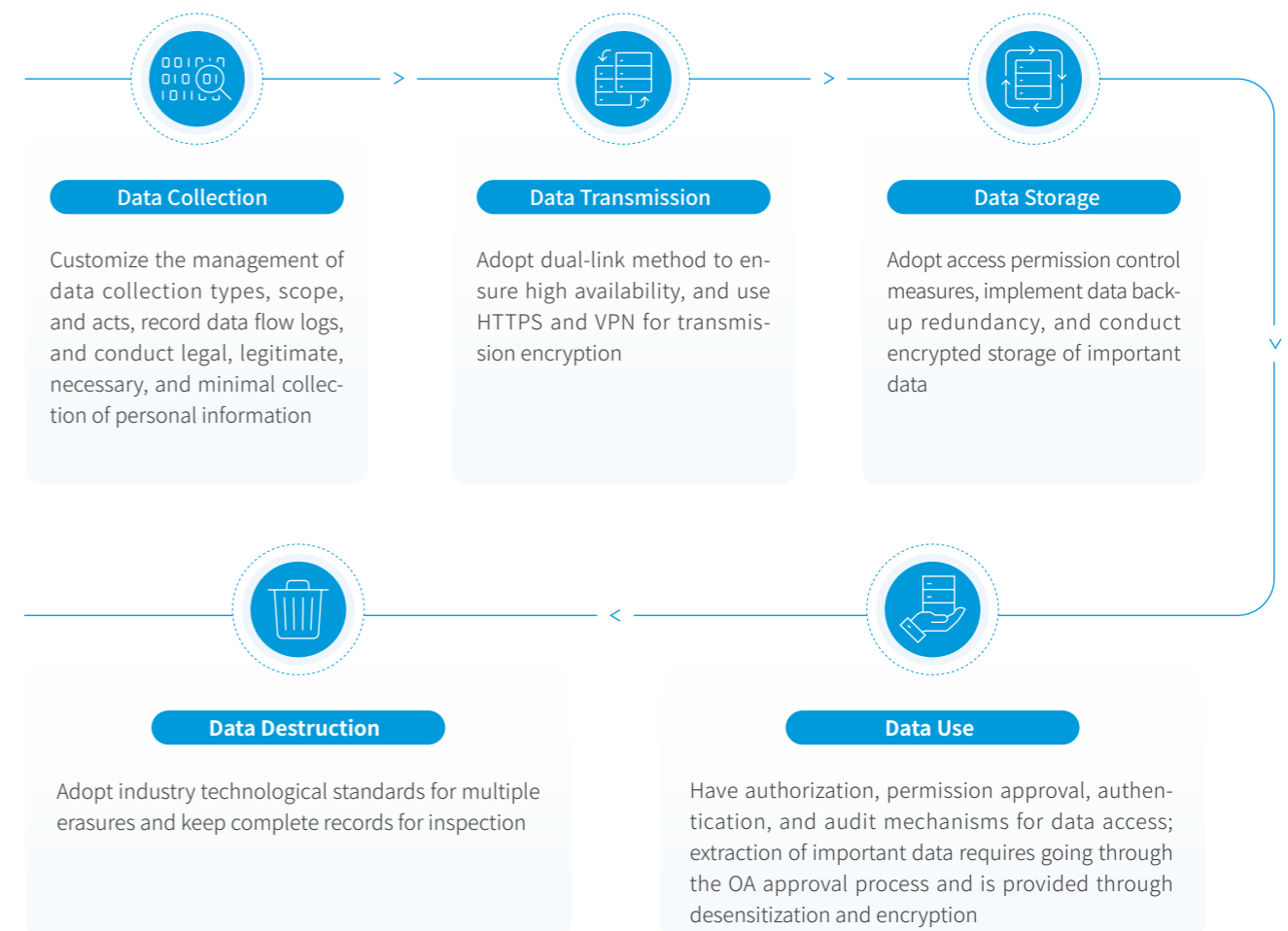
The company attaches great importance to information security and personal privacy protection, and regards information security management as an important foundation for ensuring the sustainable development of business and enhancing user trust. The company has established a complete management system covering risk identification, risk assessment, risk response, monitoring and improvement, and ensures the scientific, standardized and sustainable information security management through multi-dimensional measures such as systems, technologies, processes and training.



## Construction of Information Security Platform

The company continuously promotes the construction of an information security platform, building an information security management system covering the full data lifecycle, including organizational development, institutional guarantee, data asset management, data approval, management audit, partner management, education and training, reporting and complaints, emergency response, and compliance assessment. It achieves unified and standardized management, promoting the development of information security management towards standardization, processization, and systematization.

At the same time, the company implements full-lifecycle security management in all stages of data collection, transmission, storage, use, sharing, and destruction to ensure controllable data security risks and lay the foundation for risk identification and assessment.



Mango TV Data Full Lifecycle Security Management

## Information Security Review

To ensure the safe and stable operation of business systems, the company continuously carries out information security compliance management in accordance with national laws, regulations, and industry norms. In accordance with the requirements of network security level protection, the company invites third-party authoritative evaluation institutions to conduct level protection evaluation on business systems every year, and combines it with internal self-inspection to timely identify and rectify potential risks and hidden dangers. Through regular information security reviews and assessments, the company continuously improves the level of system security protection and compliance management capabilities. In 2025, the company did not experience any major data security or personal information leakage incidents.



**Happigo Information Security Review**

For key business systems and important data, the company formulates differentiated backup strategies in accordance with the requirements of data classification management to ensure data integrity, availability, and security. Combined with the importance and sensitivity of data, the company reasonably sets backup frequency and storage methods, regularly inspects and verifies the effectiveness of backup data, reduces the risk of data loss caused by system failures, operational errors, or emergencies, and ensures business continuity.

**Combination of Full Backup and Incremental Backup**

- Level 1 personal information: conduct full backup daily to ensure data integrity and consistency
- Level 2 personal information: conduct full backup once a week, and daily incremental backup between full backups to reduce backup data volume while ensuring data recoverability
- Level 3 personal information: conduct full backup once every two weeks according to business needs

**Retention of Multiple Backup Versions**

- Retain a certain number of historical backup versions to trace back to the previous correct version in case of logical errors or malicious tampering of data

**Off-site Backup Storage**

- Store backup data in geographically dispersed data center computer rooms and cloud storage service providers to ensure that data can still be recovered from off-site backups in case of data loss caused by natural disasters, power failures, cyber attacks, etc. in the local data center
- Regularly inspect the integrity and consistency of off-site backup data

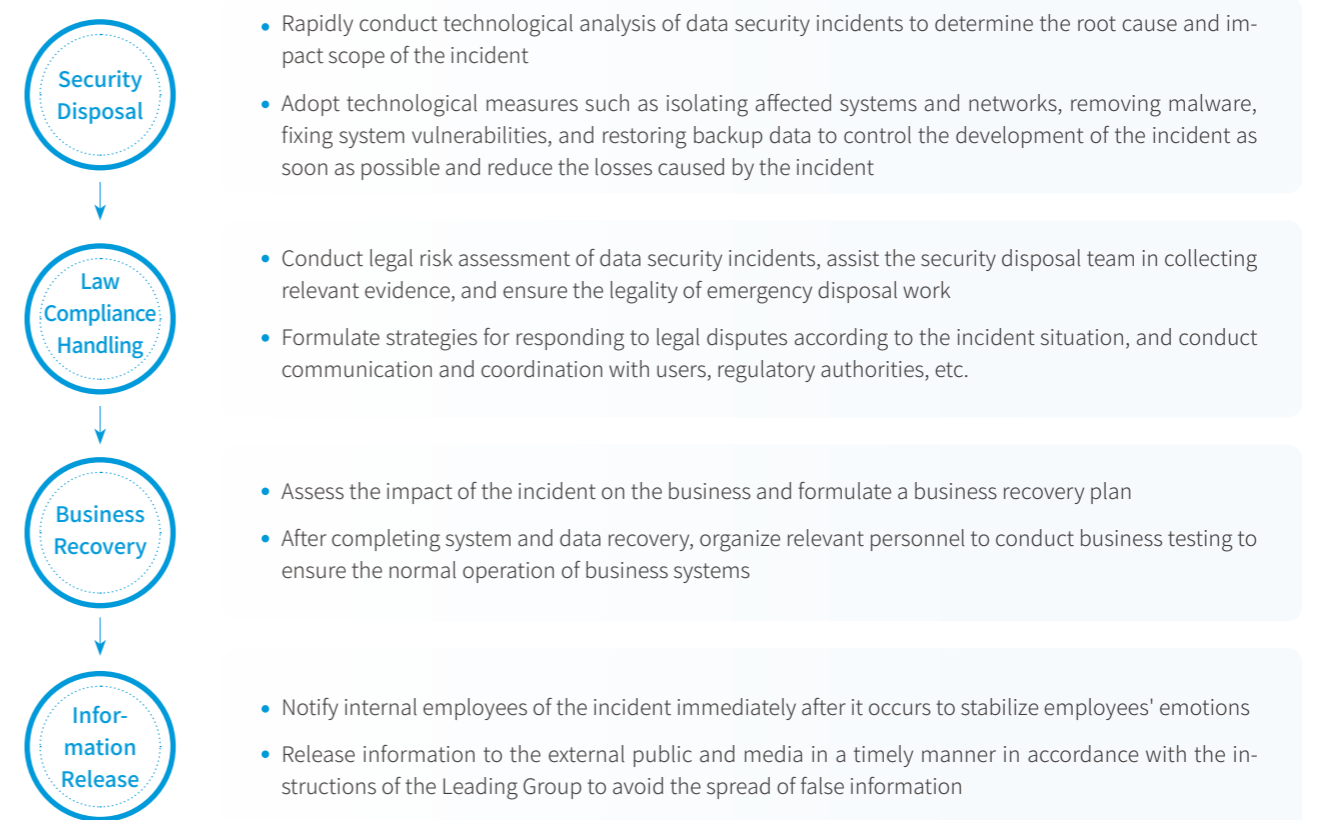
**Data Backup Policy**

## Information Security Emergency Management

The company attaches great importance to the construction of response capabilities for information security emergencies, has formulated and implemented a number of institutional documents such as the *Emergency Plan for Safe Broadcasting and Cyber Security*, *Emergency Plan for Cyber Security Incidents*, and *Emergency Handling Plan for Personal Information Leakage*, and established a relatively complete information security emergency management system.

To ensure rapid and effective emergency response, the company has established a Data Security Emergency Leading Group and an Emergency Working Group, with the Chief Technology Officer (CTO) as the leader, to uniformly command all departments to carry out disposal according to their division of duties, and clarify the handling processes and requirements for incidents such as cyber-attacks and information leakage through a hierarchical response mechanism.

At the same time, the company regularly organizes information security emergency drills to test and optimize the effectiveness and operability of emergency plans, and continuously improves rapid response and coordinated disposal capabilities. In the event of a security incident, the company will timely activate the emergency plan, take effective measures to control the impact of the incident, and issue relevant safety reminders or announcements to users in accordance with laws and regulations to minimize risk losses.



**Mango TV Emergency Disposal Process**

Cases Information Security Emergency Drills to Improve Employees' Network Protection Capabilities

From November to December 2025, Mango TV participated in the "HW2025" Offensive and Defensive Actual Combat Drill organized by the Public Security Department of Hunan Province. During the drill, the company was the target of attacks, and all employees strengthened network security protection and emergency response. The key focuses of the drill include preventing phishing, preventing sensitive information leakage, strictly controlling the security of office areas and equipment, and self-inspection and protection measures for office computers. Through actual combat drill, employees have mastered the network threat identification and response processes, and the company's overall information security protection capabilities have been strengthened.

## Consumer Privacy Management

The company attaches great importance to user privacy and personal information protection, and has established and continuously improved the consumer privacy management system around the principles of legal, legitimate, and necessary processing of personal information. The company has formulated and implemented relevant institutional documents such as the *Xiaomang Personal Information Protection Policy* and *Personal Information Classification Protection Policy*, which clearly regulate the collection, use, storage, sharing, and protection requirements of personal information.

Through the combination of institutional constraints, process management, and technological protection, the company continuously strengthens the protection of users' personal information, prevents adverse impacts on consumers' rights and interests due to improper handling, and enhances users' trust in the platform.

### Xiaomang E-commerce User Privacy Protection Measures

- Xiaomang E-commerce adopts advanced encryption algorithms to encrypt users' data transmission on the platform and the stored data.
- In terms of internal management, Xiaomang E-commerce has established a strict access control system. Internally, different permission levels are divided according to employees' different duties.
- In terms of collecting user information, Xiaomang E-commerce follows clear authorization principles. When users register or use certain functions for the first time, it will display the content and purpose of the information to be collected to users in a clear and understandable manner; Data sharing with third-party partners will also be carried out with the user's consent.
- When there are major changes to the privacy policy, users will be notified through in-site messages, push notices, etc., allowing users to make informed choices.

## Information Security Awareness Promotion

To enhance the awareness of information security and privacy protection among all employees, the company continuously carries out information security awareness promotion and education and training work. Through various forms such as system lectures, special training, and internal communication, it strengthens employees' understanding and implementation of information security laws and regulations, company systems, and job responsibilities, providing guarantee for the healthy development of the company's digital business.

Training and Education

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Code of Conduct

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Resignation and Transfer Management

- New employees must receive safety training upon entry; on-the-job employees conduct regular safety knowledge updates and skill training
- Conduct at least 1 emergency drill every year to improve risk prevention awareness
- Encourage employees to participate in external professional training and certification exams, and provide certain rewards and promotion opportunities for employees who obtain relevant qualifications

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- Clarify employee operation guidelines, prohibiting acts such as account sharing, unauthorized uninstallation of security software, and irregular use of mobile media
- Establish a mechanism linking employees' safety performance with performance appraisal

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- Timely recover the materials and system permissions of resigned/transferred personnel, require them to sign a confidentiality commitment, and strictly prevent information leakage

🌐 Employee Information Security Management

### Cases

#### Golden Eagle Cartoon Co-develops "AI + Interaction + Virtual" with the Group Technology Scheduling Center

In 2025, Golden Eagle Cartoon and the Group Technology Scheduling Center successfully held a technological exchange and sharing meeting. The meeting focused on cutting-edge production technologies and innovative applications, aiming to deepen the cooperation between the two parties in the field of digital and intelligent content creation, and highlighted their continuous in-depth cultivation and breakthroughs in the "AI + Interaction + Virtual" digital and intelligent production system, especially the new progress achieved in the highly anticipated "Time-Space Condensation 3.0" technology. At the same time, the center detailedly demonstrated the top technological strength and application potential of the new virtual studio.



### Cases

#### Golden Eagle Cartoon's OA System Training Promotes the Implementation of Data Security

In 2025, Golden Eagle Cartoon's Production Middle Office Center, together with the Administration and Human Resources Center, integrated data security management requirements into OA system training, and promoted employees to implement data security specifications in daily office work through cross-departmental cooperation. The training helps employees understand data security management requirements, enhances their security awareness in office system operations, and promotes the implementation of information security management in daily office scenarios.



🌐 Photos of OA System Use and Data Security Training

## ▶ Indicators and Goals

The company takes "compliance first, controllable risks, and rights and interests protection" as its core goals, and builds a systematic indicator system and management mechanism. By clarifying management indicators and performance standards, the company continuously monitors and assesses information security risks, personal information protection, and business continuity, ensures the effective implementation of various measures, and promotes the synchronous improvement of risk prevention and control, compliance management, and user rights and interests protection.

For specific indicators and performance, please refer to the "Key Performance Indicators Table" in the report.

Goals	Completion Status of the 2025 Goals
<b>Compliance:</b> Ensure that customer privacy protection is fully in line with the <i>Personal Information Protection Law, Data Security Law, and industry regulatory requirements</i>	Achieved
<b>Risk Prevention and Control:</b> Reduce the incidence of customer sensitive data leakage risks to 0 through technological upgrading (such as data encryption and desensitization) and process optimization	Achieved
<b>Rights and Interests Protection:</b> Clarify the response mechanism for customer rights and interests such as data query, correction, and deletion, with a 100% resolution rate for customer privacy rights and interests consultation	Achieved

🌐 Mango TV's Goals Related to Data Security and Customer Privacy Protection

## Industry Innovation, Value Leadership



Mango Excellent Media adheres to innovation-driven development, integrates the concept of innovation into key links such as corporate governance, strategic planning, risk and opportunity management, and indicators and goals, and systematically promotes the construction of an innovation system. By improving institutional guarantees and organizational mechanisms, the company continuously consolidates the foundation for innovation and promotes the coordinated evolution of technological progress and business development. At the same time, the company actively carries out industry exchanges and industry-university-research cooperation, pays attention to cutting-edge technologies and industrial trends, promotes the sharing of innovative resources and capability improvement, continuously enhances core competitiveness, and provides support for achieving high-quality development and sustainable value creation.

Scientific Research Projects	Project Name	Organization Unit
2025 National Data Element X Finals - Commercial Value Award in the Cultural Tourism Track	High-Quality Audio-Visual Data Empowers Intelligent Production of Cultural Content and Drives Systematic Transformation of Mainstream Media	National Data Administration
2025 National High-Quality Data Set Pilot Project	High-Quality Data Set for Mango TV's Audio-Visual Industry	National Data Administration
2025 National Computing Power Foundation List Action	Mango TV Integrated Storage-Computing Scheduling Management Platform	Ministry of Industry and Information Technology of the People's Republic of China
2025 National Audio-Visual System (Audio-Visual) Typical Case	Comprehensive Intelligent Perception Platform for Variety Shows Based on Multi-Terminal Collaboration	Ministry of Industry and Information Technology of the People's Republic of China
2025 "National Smart Radio and Television Network New Service" Case	"Large and Small Screen Smart Connection · Watch and Exercise Simultaneously" - Living Room "Audio-Visual + Fitness" Solution	National Radio and Television Administration
2025 Hunan Provincial "Artificial Intelligence +" Top 10 Key Enterprises and Top 10 Application Scenarios	Hunan Happy Sunshine Interactive Entertainment Media Co., Ltd. (Culture Creativity) Large Model Empowers Audio-Visual Content Creation (AI + Audio-Visual)	The People's Government of Hunan Province, Industry and Information Technology Department of Hunan Province
2025 Hunan Provincial Innovation and Entrepreneurship Team	Innovation and Entrepreneurship Team for the R&D and Application of Key Technologies in the Production and Broadcasting of GBS's Domestic "Dual Vivid" Standard	Department of Science and Technology of Hunan Province
2025 Furong Plan Special Topic on Technology Leading Talents	Special Topic on Technology Empowering Cultural Industry Innovation Project - Lu Haibo	Department of Science and Technology of Hunan Province
2025 Hunan Provincial Advanced Computing Typical Application Cases	Mango Intelligent Monitoring Cloud Platform Solution	Department of Science and Technology of Hunan Province
2025 Annual Hunan Provincial Audio-Visual System (Audio-Visual) Typical Application Case	Comprehensive Intelligent Perception Platform for Variety Shows Based on Multi-Terminal Collaboration Mango Interactive Film-Game Platform "Cloud Director · Multi-Screen Simultaneous Viewing" Multi-Dimensional Interactive Live Broadcast Audio-Visual System	Department of Science and Technology of Hunan Province

## Governance

The company incorporates innovative R&D into an important part of the corporate governance system, and builds a systematic and sustainable governance structure around the principles of institutional norms, controllable risks, and incentive compatibility. The company has established a sound intellectual property management system, clarifying that the Party Building Department is responsible for system construction, file management, and daily management, and the Public Affairs Department is responsible for trademark, copyright, and patent infringement rights protection and legal docking, ensuring that innovative achievements are legally compliant and efficiently transformed.

In terms of science and technology ethics governance, the company has established a science and technology ethics review working group composed of technology, legal affairs, and content review departments, systematically carries out ethical risk identification and assessment of new technology applications, embeds science and technology ethics requirements into the full process of technology R&D and application, effectively prevents potential risks, and ensures the coordinated development of technological innovation and social responsibility.

In terms of innovative personnel governance, the company builds a multi-level technological talent structure, and continuously supplements talents in key technological fields through institutionalized talent introduction, training, and incentive mechanisms. Through a cross-border integrated training mode, it deeply integrates engineers with content production to form a composite innovation team, and at the same time supports mechanisms such as remuneration inclination, special rewards, and excellent project selection to stimulate innovation vitality and sustained R&D motivation.



## Strategy

In the process of promoting the innovative R&D strategy, the company fully recognizes that while technological innovation brings development opportunities, it may also be accompanied by multi-dimensional risks. Centering on R&D investment, technology application, compliance governance, and changes in the market environment, the company systematically identifies and assesses risks related to innovative R&D at the strategic level, and formulates corresponding response measures in combination with business characteristics to enhance the company's sustainable development capabilities in a complex environment.

Risk Type	Risk Description	Likelihood of Time Cycle	Possibility of Occurrence of the Risk	Company Finance Impact Description	Response Measures
<b>Technology Iteration Risk</b>	Rapid technological update may lead to limited application of some R&D achievements due to changes in technological routes or the emergence of alternative technologies	Medium and Long Term	Medium	May result in prolonged payback period of R&D investment, affecting R&D efficiency and resource allocation	Strengthen R&D planning management, focus on cutting-edge technology trends, promote in-depth integration of technology and business, and improve the transformation capability of R&D achievements
<b>Market and Commercialization Risks</b>	The commercialization process of technological achievements is affected by changes in the market environment and user needs, with uncertainties	Medium and Long Term	Medium	Slower-than-expected technological commercialization may affect the optimization of revenue structure and long-term growth potential	Continuously track market changes, promote the synergy between technology and business scenarios, and explore diversified application paths
<b>Intellectual Property Risk</b>	There is a risk of infringement disputes or insufficient intellectual property protection in the process of content creation and technology R&D	Medium and Long Term	Medium	May lead to legal disputes, compensation expenses, or damage to brand value	Establish a full-link intellectual property management and protection system, and strengthen copyright review, right registration, and infringement monitoring
<b>Science and Technology Ethics and Compliance Risks</b>	The application of new technologies may involve compliance and ethical problems such as data privacy, algorithmic fairness, and value transmission	Medium and Long Term	Medium	Improper management may lead to increased compliance costs or reputational risks, indirectly affecting operational stability	Improve the science and technology ethics review mechanism, strengthen full-process ethical risk assessment, and enhance data protection and compliance management

Identification of Innovative R&D Risks

Opportunity Type	Opportunity Description	Opportunity Occurrence Time Cycle	Opportunity Occurrence Risk Occurrence	Company Finance Impact Description	Response Measures
<b>Industrial Upgrading Opportunities</b>	The film and television production and content industry is evolving towards industrialization and digitalization, promoting the upgrading of production methods and management modes	Medium and Long Term	High	Help reduce long-term production costs and improve the level of scale and standardization	Improve the construction of R&D and production systems, and promote process optimization and technology application implementation
<b>Internationalization Development Opportunities</b>	Digital content and technology platforms help the cross-regional communication of cultural products and expand international market space	Medium and Long Term	High	Help expand revenue sources, optimize business structure, and enhance anti-cyclical capabilities	Strengthen the construction of technological platform capabilities, and improve product adaptability and international communication capabilities
<b>Brand Reputation Opportunities</b>	Adhering to technology for good and strengthening science and technology ethics and intellectual property protection help shape a responsible and trustworthy corporate image	Medium and Long Term	High	Help improve brand recognition and user stickiness, enhance market competitiveness, and have a positive impact on long-term operations and capital market performance	Integrate science and technology ethics and compliance requirements into the full process of R&D and operations, strengthen information disclosure and communication, and continuously improve brand credibility

Identification of Innovative R&D Opportunities

## Impact, Risk and Opportunity Management

The company incorporates innovative R&D into an important part of strategic management, systematically identifies, assesses, and manages potential risks and impacts in the process of technological innovation, while seizing development opportunities brought by technological progress. By establishing institutionalized R&D planning, intellectual property management, and science and technology ethics governance systems, the company strengthens compliance, risk prevention and control, and achievement sustainability in the full process. The company focuses on the in-depth integration of R&D with business, content, and the market, ensuring that innovative activities not only promote technological progress and commercial value improvement, but also help safeguard social responsibility, data security, and audience interests, realizing the multi-dimensional value of innovative R&D at the strategic, compliance, and sustainable development levels.

**Innovative R&D**

The company attaches great importance to the core role of innovative R&D in business development and strategic realization, incorporates technological innovation into the overall strategic planning of the company, and builds a systematic and sustainable R&D layout. By building an industry-leading algorithm base, film and television industrialization production platform, and high-efficiency content communication platform, the company promotes the in-depth integration of technology, content, and business, and continuously improves original capabilities, content production efficiency, and international communication capabilities. At the same time, the company actively explores technology commercialization and international development to ensure that innovative R&D achievements can be effectively transformed into strategic value and market opportunities. The R&D planning runs through the full process from creative design to achievement application, providing a basis for identifying and managing potential risks brought by technological innovation.

<b>Build a Leading Algorithm Base Platform</b>	With AIGC, industry large models, and audio-visual algorithms as the core, build an intelligent content production and operation system to realize the full-process intelligence of content from creative generation, production to communication, and improve content innovation efficiency, interactive experience, and ultra-high-definition audio-visual quality
<b>Build an Advanced Film and Television Industrialization Production Platform</b>	By integrating the production resource chain, promote standardized, large-scale, and replicable production processes, focus on the development of virtual production and broadcasting and ultra-high-definition cloud production and broadcasting technologies, improve the efficiency and quality of film and television content production, and explore and promote the formation of an internationally influential "Chinese standard" for film and television production
<b>Build a High-Efficiency Content Communication Platform</b>	Relying on Mango TV and related matrix products, build a coordinated and efficient content communication system to realize the connection of long, medium, and short content, the integration of audio and video, and resource sharing, and promote the rapid growth of new businesses on a unified technological base
<b>Expand International Technology Layout for Globalization</b>	With Mango TV International APP as the core, build a self-developed technological platform, launch AI assistants, virtual interactions, and Chinese-themed content channels, enhance platform intelligence and interactivity, and improve the international communication effect of Chinese content
<b>Explore Technology Commercialization Paths</b>	Export mature technological schemes such as AIGC and ultra-high-definition production and broadcasting through the "Mango Technology Middle Office", promote the extension of technological capabilities to commercial scenarios, expand business boundaries, and break through the limitations of traditional media profit modes

Mango TV Product Technology Innovation-Driven Planning

**Cases Multi-Screen Intelligent Linkage Technology to Improve User Interactive Experience**

In 2025, Mango TV launched multi-screen intelligent linkage technology based on its own IP resources, realizing scenario interconnection between TVs and mobile terminals. Launched the industry's first TV bullet curtain and special-shaped bullet curtain products, covering mainstream TV manufacturers, increasing users' single program viewing time, and gaining recognition from the National Radio and Television Administration; It has been deeply applied in *Singer 2025* and *Sound Trek*, and the innovative case displayed at CCBN 2025 has been recognized by leaders. The project also creates the industry's best "microphone-free KTV" experience, realizing cross-terminal second connection, mobile phone as microphone, and high-fidelity audio transmission, covering channels such as Sony, improving user interaction participation and the platform's differentiated competitiveness.



Large and Small Screen Interactive Innovation

**Key Performance**

During the Reporting Period Company's R&D Investment RMB

**384** million



**Cases Ultra-High-Definition Cloud Production and Broadcasting Platform to Improve Production Efficiency**

In 2025, Mango TV deployed an ultra-high-definition cloud production and broadcasting platform, realizing full-process cloud-based intelligent coverage from material processing, editing and rendering, special effects synthesis to finished product delivery. The self-developed Chuangying Cloud Editing Tool combines large models with domestic computing power to lower the threshold of post-production and improve production efficiency. The platform reduces the cost of ultra-high-definition production to 1.2 times that of high-definition, and improves production efficiency by more than 3 times, which has been deeply applied to large-scale variety show production. Relying on technological innovation, Hunan Satellite TV and Mango TV were certified as the first national HDR Vivid 4K ultra-high-definition dual-platform demonstration units, and their key technologies were selected into the Top Ten Cases of the UHD World Association in 2025, achieving cost reduction, efficiency improvement, and industry benchmark leadership.



Ultra-High-Definition Cloud Production and Broadcasting

**Cases Ultra-High-Definition Cloud Production and Broadcasting Platform to Improve Production Efficiency**

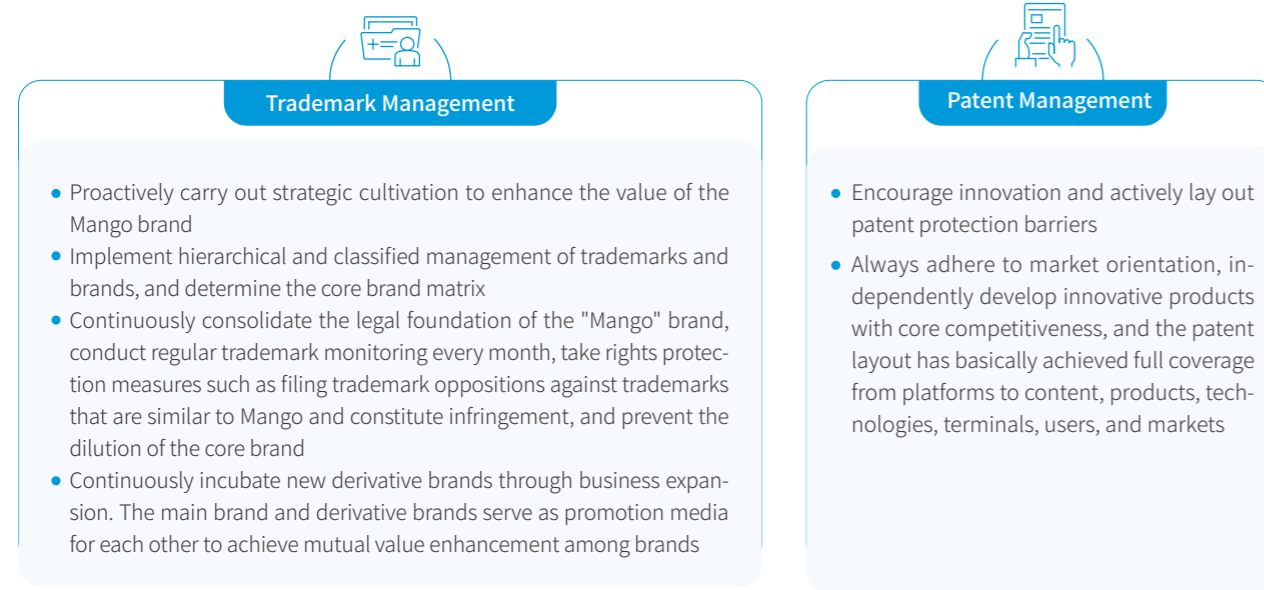
Mango TV applied the "4K ultra-high-definition + 3D audio" live broadcast scheme in *Singer 2025*, completed the research and development of domestic AudioVivid 3D audio end-to-end technology, and realized the independent implementation of the full process from production, processing to terminal rendering. The technology is applied for the first time in the live broadcast of stage music variety shows and automotive intelligent cockpits, filling the industry gap and enhancing the influence of domestic standards. Through self-developed binaural rendering algorithm and terminal adaptation optimization, high-fidelity 3D audio restoration is realized, providing professional monitoring experience for the production team and immersive music variety experience for the audience, establishing a technological benchmark for Mango TV's music programs.



Exclusive Audio Vivid 3D Audio Experience of *Singer 2025* in Intelligent Cockpits

### Protection of intellectual property

The company elevates intellectual property management to a strategic level, and establishes a sound intellectual property operation and protection system covering copyrights, trademarks, patents and other fields. Form a scientific and standardized management mechanism through clear division of duties. The company strictly implements intellectual property protection measures in the full process of R&D and content creation, prevents and responds to potential infringement risks, and ensures the legal and compliant operation of innovative achievements.



### Copyright Scientific Layout to Build a Three-Dimensional Protection Network

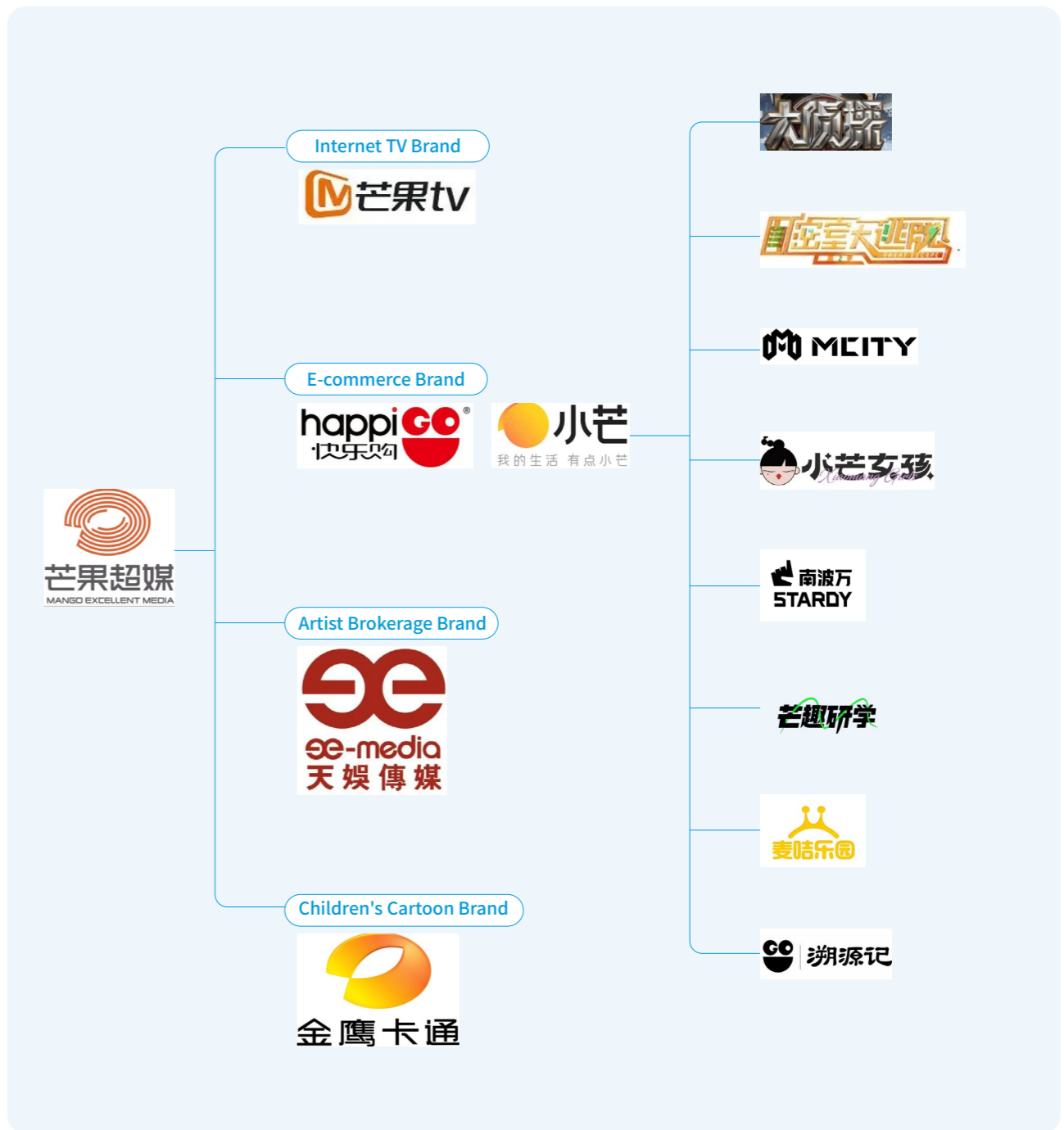
To strengthen intellectual property risk management, the company establishes a full-link three-dimensional protection network covering all links from project approval, R&D, content production to achievement release. The company conducts trademark layout and copyright chain review in advance, formulates copyright review guidelines, and ensures that the sources of core intellectual property elements are legal and the ownership is clear. At the same time, the company standardizes the attribution of works and conducts copyright registrations to fix the ownership of rights, and prevents infringement acts such as piracy and unauthorized broadcasting through real-time monitoring, ensuring the legal and compliant nature of innovative achievements in the full process of creation, communication, and commercialization.



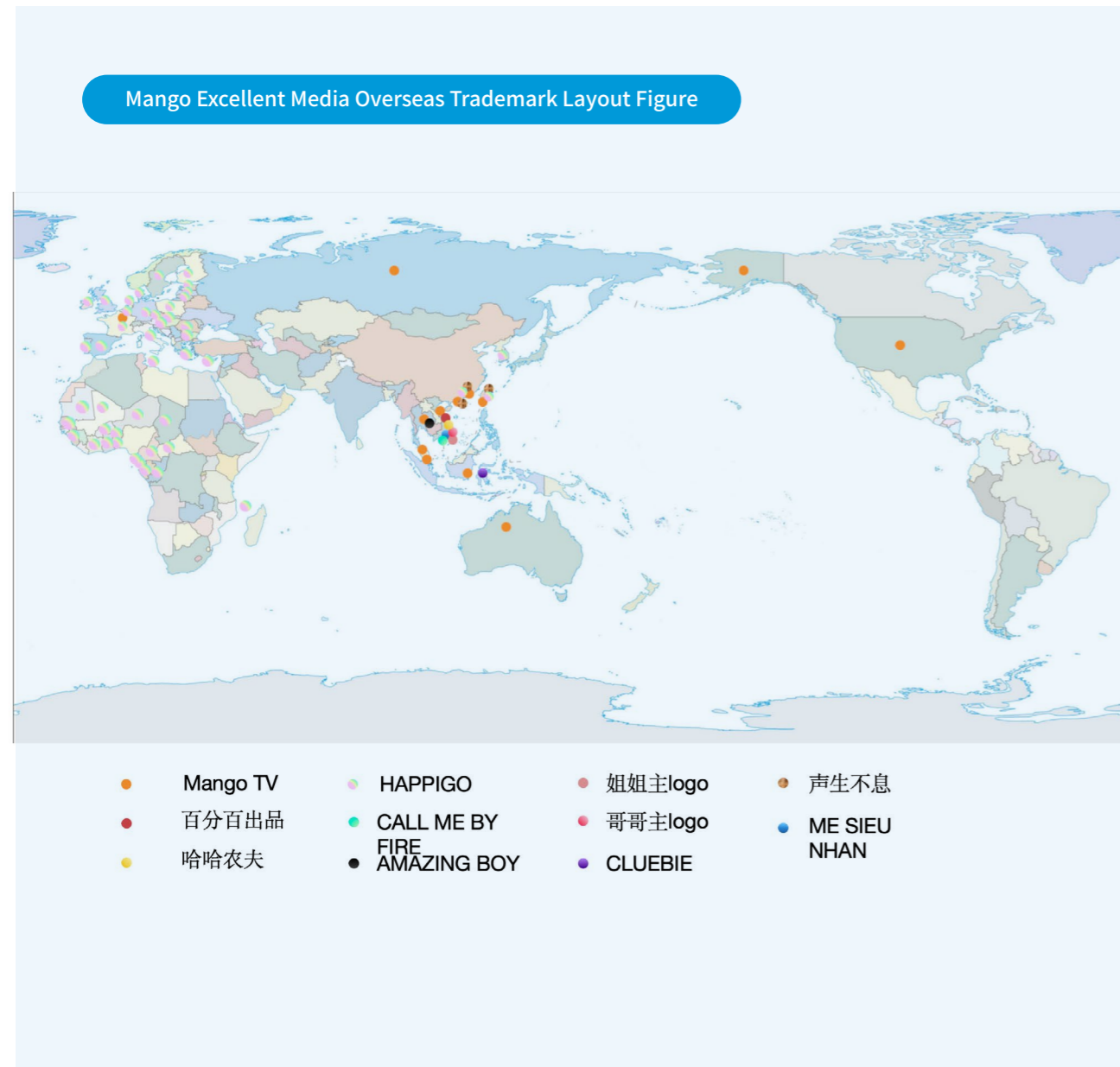
### Trademark Strategic Cultivation to Enhance the Value of the Mango Brand

The company further strengthens trademark management and brand value cultivation, and builds a systematic management system around core brand resources. In terms of brand system construction, the company implements hierarchical and classified management of trademarks and brand assets, builds a brand matrix with "Mango-style" and "Happy-style" as the core, and carries out centralized and unified management of primary core trademarks, effectively avoiding internal duplicate applications and potential conflicts, and improving the standardization and coordinated efficiency of trademark management.

In terms of brand cultivation, the company continuously promotes brand incubation in line with business development. By expanding diversified business scenarios, it cultivates derivative brands such as "Mcity", "Xiaomang Girls" and "No.1", forming a pattern of coordinated development of main and sub-brands, and realizing mutual empowerment and value enhancement among brands.



In terms of international layout, the company keeps pace with business globalization, and continuously promotes overseas trademark registration and protection. The main brand "MangoTV" and core program trademarks such as *Sisters Who Make Waves* and *Call Me by Fire* have been laid out in key business countries, providing strong support for international business expansion.



In terms of trademark protection, the company establishes a regular monitoring mechanism, conducts regular infringement risk checks, and takes measures such as trademark oppositions, administrative complaints and civil lawsuits in accordance with the law against infringements similar to core brands such as "Mango TV" and "Happigo", effectively protecting brand rights and interests and preventing core brands from being diluted.

**Patent Encourage Innovation and Lay out Patent Protection Barriers**

Carry out systematic patent layout around key R&D projects such as AIGC, audio-video broadcasting control, and virtual shooting. Selectively recommend multiple patents to enter overseas countries such as Singapore and the United States through the PCT route, continuously strengthen the company's core competitiveness in scientific and technological innovation. At present, it has basically achieved full coverage from platforms to content, products, technologies, terminals, users and markets.

Simultaneously promote hierarchical management of licensed patents, deepen the precise matching of patented technologies with business projects, accelerate the transformation of technological achievements into business value, and provide solid support for the implementation of the innovation incentive mechanism. At the same time, solidify the innovation incentive system with institutional norms, fully stimulate employees' internal innovation motivation, hold regular excellent patent recognition activities, build a long-term innovation ecosystem, and comprehensively improve the company's patent quality and overall innovation strength.

**Management Digital and Intelligent Empowerment to Build a Systematic Management Matrix**

To improve the efficiency of intellectual property asset management, the company independently develops a copyright management system and a trademark management system, and introduces a customized patent management system to realize systematic management and dynamic tracking of various intellectual properties, providing strong support for the development, protection and operation of intellectual property. On this basis, the company continuously accumulates and improves the intellectual property system, forming an intellectual property portfolio covering trademarks, patents, copyrights, computer software copyrights and other types, and has rich copyright work resources.

**Key Performance**

By the end of 2025

Mango Excellent Media has owned registered trademarks in total

**4,391** pieces

Computer software copyright registrations

**307** pieces

Hold valid patents

**790** pieces

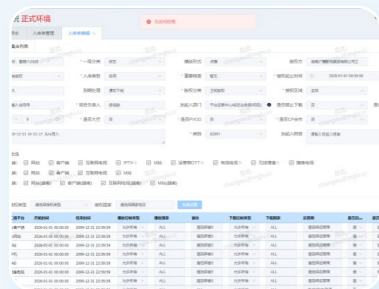
Valid copyright works in the library

More than **10000** pieces

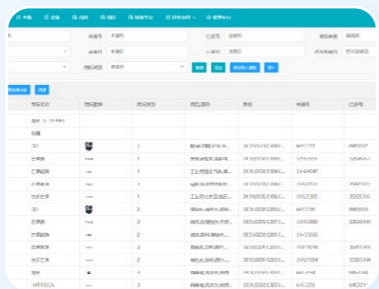
Copyright registrations

**1,299** pieces

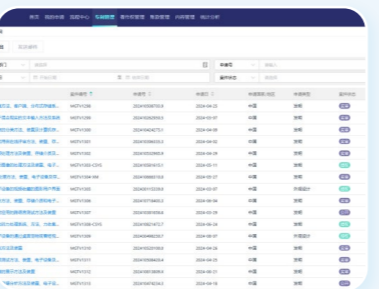
**Copyright Management System**



**Trademark Management System**



**Patent Management System**



**Training Empowerment from Multiple Dimensions to Build a Highland for Exchange and Common Progress**

The Company continues to foster an open and professional intellectual property ecosystem by holding regular special training sessions and themed forums. Focusing on cutting-edge issues such as artificial intelligence copyright, patent mining, and copyright globalization, it has launched a series of internal training programs including *Overview of Artificial Intelligence Copyright Problems and Special Training on Patent Application and Innovation Mining*, and created the themed forum "Voice of AI, Endless Sound". Through learning driven by training and research promoted by discussions, the Company continuously enhances the awareness of intellectual property protection and professional operation capabilities of all employees, providing solid support for content innovation and industrial development.

**Intellectual Property Theme Training**



Training on Overview of Artificial Intelligence Copyright Problems



Special Training on Patent Application and Innovation Mining



"Voice of AI, Endless Sound" Intellectual Property Theme Forum and Exchange Meeting



Special Training on Practical Matters and Compliance Key Points of Copyright Globalization

### Abiding by Science and Technology Ethics

The company establishes an Artificial Intelligence Science and Technology Ethics Review Committee to conduct full-process ethical risk assessment on new technologies and artificial intelligence projects. In the stages of technology project approval, prototype testing, and launch, the company focuses on the security of target audiences, data privacy, and value transmission, ensuring that experience design takes into account the physical and mental health of audiences and mainstream social values. In the application of artificial intelligence technology, the company strictly regulates the processes of intelligent content generation, user profiling, and recommendation algorithms, prevents algorithmic discrimination, privacy leakage, and traffic-only oriented acts, and improves data desensitization and anonymization mechanisms. At the same time, the company actively promotes the filing of self-developed large models, explores the establishment of an ethical risk assessment indicator system, participates in the construction of industry science and technology ethics standards, and strengthens compliance management, so as to realize the coordinated development of technological innovation and ethical governance.

**Cases** **Hosting the Malanshan Cultural and Technological Ethics Forum to Promote Industry Ethical Governance**

In October 2025, Mango TV hosted the Malanshan Cultural and Technological Ethics Conference, inviting experts and scholars from Renmin University of China, Fudan University, Tongji University and other universities to participate. The conference conducted in-depth discussions on themes such as data ethics in the integration of culture and technology, AI application and intelligent for good, and science and technology ethics education and talent training, promoting academic exchanges and practical exploration. Through the conference, the enterprise clarified the ethical boundaries of AI application and data governance, provided theoretical support and action paths for the implementation of the concept of technology for good, and strengthened Mango TV's ethical responsibility and compliance practices in the cultural and technological industry.



2025 Malanshan Cultural and Technological Ethics Conference

### Indicators and Goals

Centering on the strategic direction of innovative R&D and international development, and focusing on the development direction of independent platform construction and technology empowerment, the company sets the strategic goal of "building a digital platform-based media group under the Party's leadership and state-owned ownership, with global communication power, influence, and competitiveness" in combination with its own business reality. Orientation-oriented phased goals. The company regularly tracks and evaluates the progress of relevant goals, and makes dynamic adjustments according to changes in the internal and external environment to ensure that innovative R&D activities proceed steadily on the premise of compliance, security, and sustainability.

For relevant data performance indicators and annual performance, please refer to the "Key Performance Indicators Table" in the report.

### Industry Co-progress

Through industry-university-research cooperation, industry exchanges and cooperations, the company builds a coordinated ecosystem where technological innovation, talent training and industrial application mutually support each other. Relying on open interaction and resource sharing, the company continuously improves its innovation capability and industry influence, and promotes the in-depth integration and high-quality development of culture and technology.



### Industry Exchange

The company actively participates in various industry exchange activities and builds an open platform to promote knowledge sharing and experience learning. Through multi-channel and multi-form exchanges, the company continuously absorbs cutting-edge technologies and innovative concepts, expands the team's vision and innovation capability, and promotes the continuous progress of the integrated development of culture and technology.

**Cases** **CCBN2025 Shows Mango TV's Achievements in the Integration of Technology and Culture**

In April 2025, the 31st China Content Broadcasting Network (CCBN2025) was held at Shougang Park in Beijing. In response to the call of the National Radio and Television Administration for "technology empowering culture and innovation-driven development", Mango TV carefully created five thematic exhibition areas and 14 exhibition items, comprehensively displaying the integrated ecosystem of technology and culture from content intelligent creation to global communication. The exhibition presented Mango TV's practical achievements in media integration, technological innovation and global communication, promoted industry exchange and cooperation, and provided a model for the high-quality development of radio and television technology.




China Content Broadcasting Network

**Cases** **Mango TV Makes an Appearance at the Cultural Industries Fair to Promote Digital Cultural and Creative Industries and Global Communication**

In May 2025, the 21st China (Shenzhen) International Cultural Industries Fair was held in Shenzhen, with GBS making a grand appearance as the organizer. The exhibition focused on displaying Mango TV's innovative achievements in the integration of culture and technology, demonstrating Mango TV's capability to promote cultural inheritance and global communication, and enhancing the influence of digital cultural and creative industries.




### Cases Participate in the PM-Summit to Promote the Improvement of Technological Capabilities and Innovative Practices

The 2025 PM-Summit was held in Beijing, co-sponsored by CSDN and Boolan, gathering experts from the global Internet and technology product fields. Mango TV sent 8 members of its product technology team to attend the conference, carried out learning and exchanges around generative AI and product innovation trends, and thoroughly mastered the experience of AI technology implementation, agent design and commercial application. The participation strengthened the team's technological capabilities and innovative practice level, promoting Mango TV to maintain a leading position in product R&D and intelligent innovation.




2025 PM-Summit

### Industry Cooperation

The company attaches importance to establishing cooperative relations with industry partners and scientific research institutions to build a cooperative innovation ecosystem. Through modes such as technological cooperation, joint R&D and talent training, it realizes resource sharing and complementary advantages, promotes the implementation of technological innovation and industrial upgrading, and strengthens the industry influence in the field of cultural and technological integration.

### Cases Mango TV Cooperates with Alibaba Cloud to Build AI Training Camp to Promote Technology Implementation

In December 2025, the product technology team of Mango TV cooperated with Alibaba Cloud to hold the "AI Application Development Training Camp", carrying out scenario-based teaching and practical drills for the company's technological backbones. The training focused on strengthening practical AI development capabilities and overcoming technological bottlenecks in business implementation, attracting more than 60 technological backbones to participate. The cooperation not only improved the team's capabilities in AI technology application and development, but also accelerated the implementation of AI technology in Mango TV's business scenarios.




Mango TV & Alibaba Cloud 2025 AI Application Development Training Camp

### Cases Golden Eagle Cartoon Magee Land Cooperates with Henan Museum to Innovate Cultural Tourism Experience

Golden Eagle Cartoon Magee Land launched the "Magee Detective Fun" project in conjunction with Henan Museum. With the IP image "Magee" as the core, it developed a real-scene treasure hunt AR interactive platform, integrating cultural relics, cultural tourism and cultural and creative industries to build a trinity digital cultural relics experience. The project pioneered the interactive drama game scene in national-level museums, combining exhibits with AR technology to allow children to participate and experience through scripted games, enhancing cultural cognition and interactive participation. The cooperation innovated the way of visiting museums, enhanced the public's interest and recognition of Chinese culture, and provided a new mode for promoting the digital integration of cultural tourism.

### Industry-University-Research Cooperation

By deepening university-enterprise cooperation and the integration of production and education, the company has built an industry-university-research coordinated system where technological R&D, talent training and application practice mutually support each other. Relying on universities and scientific research institutes, the company deeply integrates cutting-edge technology with cultural media, realizes the implementation of scientific research achievements and industrial application through practical projects and training systems, and promotes the two-way interaction between technological innovation and talent training. At the same time, Mango Tongxue under Golden Eagle Cartoon extends the concept of industry-university-research to youth education, realizing the close combination of research travel projects, art practice and media display.

Cooperation Unit	Cooperation Matters
Beijing International Studies University	Establish a joint laboratory for intelligent film and television translation to tackle the language and localization problems of film and television content globalization, and significantly improve the international communication efficiency of Chinese works
Shanghai Jiao Tong University Hunan University	Actively carry out cooperation around intelligent computing resource sharing, acceleration and quantization of multi-modal character video generation large models, etc.
Changsha University	Cooperate to launch the integration of production and education project of virtual shooting, introduce self-developed systems into teaching practice, and cultivate cutting-edge technological talents for the industry
Hunan Mass Media Vocational and Technical College	Carry out teacher training for double-qualified AIGC audio-visual creator (intermediate level) in colleges and universities, actively respond to the national digital strategy for cultural industry, and continuously fill the gap of AIGC audio-visual talents

Mango TV University Cooperation Projects



## Responsible Procurement, Shared Value



Mango Excellent Media adheres to the concepts of responsible procurement and sustainable management, improves the supplier management and security system, and promotes the standardized operation and controllable risks of the supply chain. In cooperation, the company adheres to the principles of fairness, impartiality and integrity, strengthens the assessment, appraisal and support of suppliers to ensure a stable and reliable supply chain, and at the same time treats small and medium-sized enterprises equally to promote long-term cooperation and sustainable development of all parties in the supply chain.

### Supply Chain Management

With legal compliance and responsible procurement as the core, the company has formulated the *Procurement Management Measures*, *Xiaomang Platform Merchant Entry and Commodity Qualification Standards*, and *Xiaomang Platform Merchant Cooperation Termination Rules*, established and improved the supplier management system, clarified the procurement scope, process norms and division of powers and responsibilities, and ensured the standardized operation of the full procurement process. In supplier management, the company implements a strict access and exit mechanism to review and assess suppliers' qualifications, credit and performance capabilities; at the same time, it establishes a regular appraisal system to evaluate suppliers' service quality, performance and compliance, and conducts classified management based on the appraisal results; for suppliers that do not meet the standards or have major risks, the company can activate the exit mechanism to stop cooperation in a timely manner to prevent repeated cooperation or accumulation of potential risks.



#### Key Performance

##### During the Reporting Period

Xiaomang E-commerce conducts monthly appraisals of suppliers, with a coverage rate of

**100%**

The average proportion of qualified suppliers from January to December 2025 was

**100%**

#### Pre-tendering Control

- For competitive negotiation/consultation tendering, the Procurement Department will conduct initial screening among the entire market and supplier database according to the actual business situation, and then select no less than three suppliers to participate in the negotiation.
- The Tendering Office will conduct a rationality review of the qualification requirements, procurement content and bid evaluation methods in the initial bid documents formulated by the Procurement Department, which will then be reviewed by members of the tendering team.
- Before issuing the bid documents, the Tendering Office will review the affiliated relations, risk status of the suppliers selected by the Procurement Department and whether they are blacklisted suppliers. After the review, the bid documents will be issued by the Tendering Office.

#### Tendering In-process Control

- Before the bid opening, the bid evaluation team will first conduct qualification review of suppliers, and only suppliers who pass the qualification review can enter the review stage.
- In addition to rigid qualification requirements, the bid documents will also require participating suppliers to sign a letter of commitment to integrity and law-abiding and a letter of commitment stating no kinship with the on-the-job employees of GBS to avoid affiliated risks.
- The bid evaluation process is subject to the supervision of the discipline inspection department at any time and recorded in audio and video throughout to ensure the discipline of the venue.

#### Post-tendering Control

- After the tendering, the relevant bid winning results will be announced by the Tendering Office. The Procurement Department will sign a contract with the winning supplier according to the tendering results and content, and the contract content will be signed after joint review and approval by multiple departments.
- The Procurement Department will connect with suppliers during the execution of procurement activities, which are subject to the supervision of all personnel. After the completion of procurement activities, multiple departments will evaluate the suppliers' execution in the supplier evaluation system, and the final agreed balance can only be paid after the evaluation.
- The Tendering Office will conduct rating management based on the evaluation results of all suppliers.



### Supply Chain Security

In terms of supplier security management, the company focuses on supply chain resilience and sustainability. Through measures such as multi-category supplier layout, reasonable setting of security inventory, careful selection of logistics partners and carrying out supplier training, it ensures the smooth operation of all links in the supply chain. Through institutionalized management and continuous communication, the company improves suppliers' execution capabilities and cooperation levels, promotes the efficient operation of the supply chain, and provides strong support for the company's business continuity and long-term sustainable development.

#### Multi-category Supplier Layout



In terms of commodity category management, Xiaomang E-commerce reasonably diversifies supply sources in combination with business characteristics to avoid excessive dependence on a single supplier. For core commodity categories, the platform improves supply stability and risk response capabilities by introducing multiple merchants that meet the access requirements for cooperation.

#### Safe Inventory Setting



Combined with the importance of commodities, sales rhythm and supply guarantee, Xiaomang E-commerce reasonably sets security inventory levels for key commodities to improve the stability of inventory management and risk response capabilities.

#### Logistics Partner Selection



By introducing multiple logistics service partners and comprehensively considering their service quality, distribution coverage and transportation guarantee capabilities, Xiaomang E-commerce improves the stability and reliability of logistics services.

#### Xiaomang E-commerce Supply Chain Security Guarantee Measures

#### Cases

### Construction of Merchant Training System to Coordinately Improve Operational Capabilities and Platform Performance

In 2025, Xiaomang E-commerce continued to carry out training for settled merchants through online channels, with the participation of the platform operation team and relevant merchants. The training released operational guidelines and rule interpretations centrally through the We-Chat official account, and carried out "one-on-one" targeted information push and communication counseling in combination with the business operations of merchants, covering practical points such as store setup, backend operations and platform rules. Through systematic and hierarchical training arrangements, it helps merchants improve their operational cognition and practical capabilities, enhance their understanding of platform rules, and promote the compliant operation of merchants and the coordinated development of the platform.



#### Supplier Settlement Guidelines

## Suppliers Sustainable Development

The company continuously improves the procurement and supplier management mechanisms, and gradually integrates the requirements of standardized procurement and sustainable development into the process of supplier cooperation and management. Through the full-process management of procurement business, the company implements the concept of sunshine procurement, promotes the standardized and orderly conduct of procurement activities, and takes integrity requirements as an important foundation for supplier cooperation.

In supplier cooperation, the company requires relevant parties to sign integrity agreements, clarify the responsibilities and obligations of both parties in compliant operation and business ethics, and promote the formation of a transparent and honest cooperation environment. At the same time, in supplier access and cooperation management, the company gradually pays attention to their basic performance in aspects such as environment, employee rights and interests, security management and business ethics, guides suppliers to enhance their awareness of sustainable development, and promotes the construction of stable and responsible cooperative relations.

## Equal Treatment of Small and Medium-Sized Enterprises

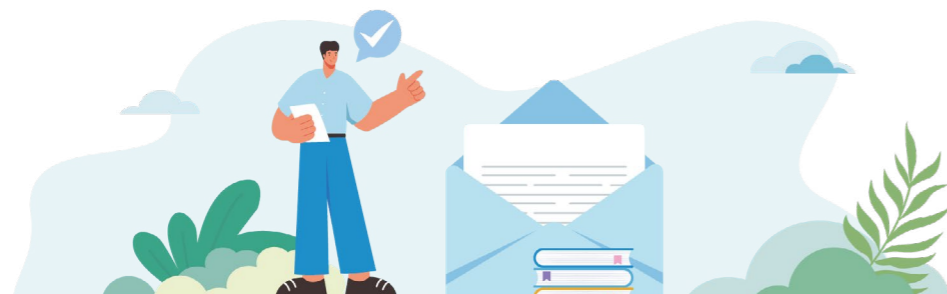
In business cooperation, the company adheres to the principles of fairness and integrity, conducts business transactions in accordance with laws and agreements, and pays attention to establishing stable and standardized cooperative relations with small and medium-sized enterprises. The company strictly performs its payment obligations in accordance with the contract to protect the legitimate rights and interests of partners. During the reporting period, the company had no outstanding payable accounts, effectively safeguarding the reasonable interests of small and medium-sized enterprises and promoting the healthy and sustainable development of industrial chain cooperation.

## Walk with Youth, Grow Towards the Sunshine

Mango Excellent Media adheres to the people-oriented concept, takes the "innate youth" culture as the core, and builds an employee development system deeply adapted to the strategy and business. By improving the talent introduction and training mechanism, protecting employee rights and interests, and optimizing welfare and occupational health and security management, the company enhances employees' sense of belonging and happiness. At the same time, the company condenses employees' value consensus through diversified humanistic care, promotes the in-depth implementation of corporate culture, and then synchronously enhances the brand's attractiveness to talents and organizational centripetal force.

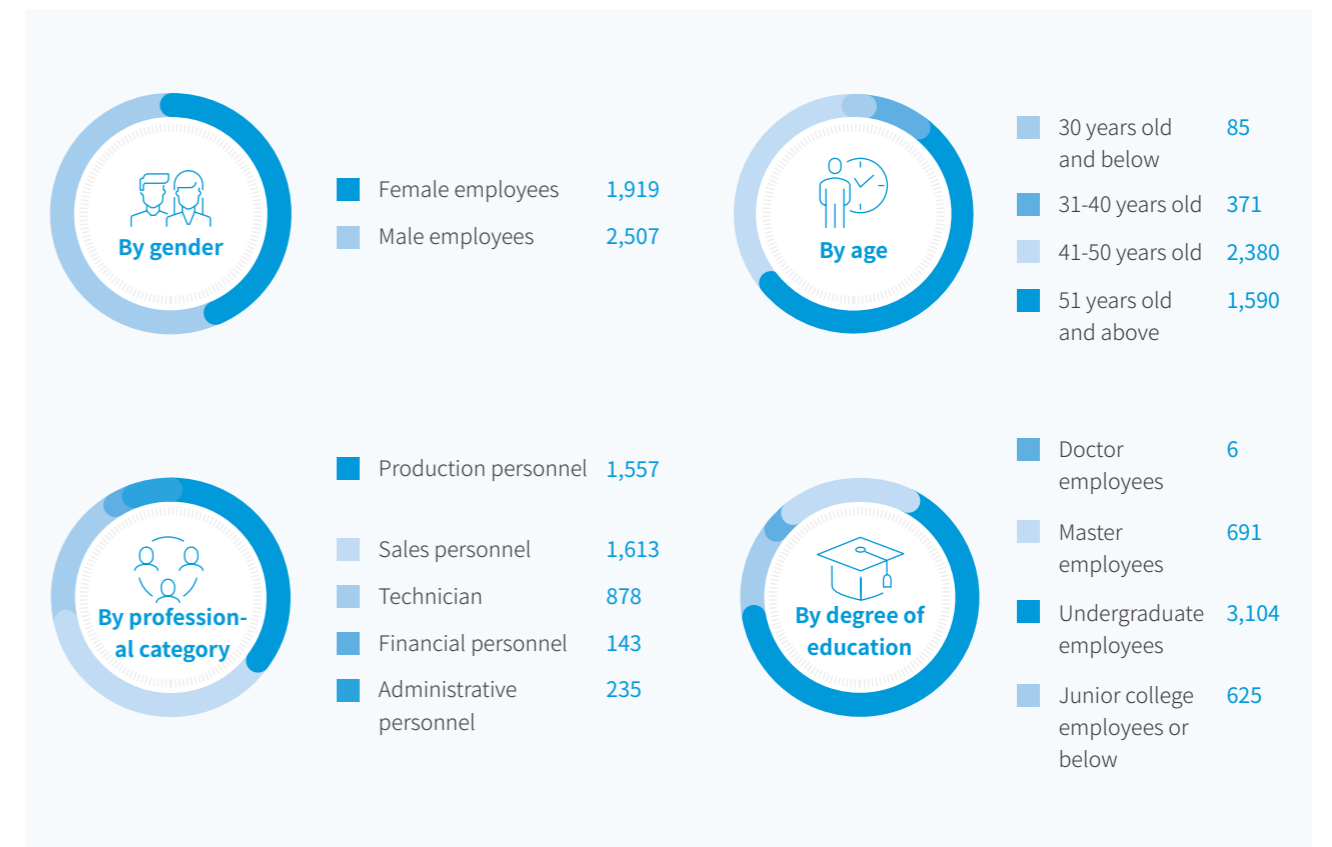
## Compliant Employment of Employees

The company adheres to the principles of open, equal, competitive and merit-based recruitment and selection, and is committed to creating a fair employment and development environment for employees. With the talent-prioritized development strategy as the core, the company establishes a talent training system matching the enterprise development strategy, and promotes a good ecosystem for the common growth of employees and the enterprise.



## Employee Employment

The company strictly abides by the *Labor Law*, *Contract Law* and other relevant laws and regulations, prohibits the employment of child labor, ensures gender pay equality, firmly safeguards the legitimate rights and interests of female employees, and creates a harmonious working atmosphere. In addition, by formulating internal rules and regulations such as the *Labor Contract Management Measures*, the company establishes compliant and equal labor relations with employees in accordance with the law, clarifies employees' code of conduct, rights and obligations, realizes the standardization and normalization of employment management, and builds a solid institutional barrier for stabilizing labor relations and protecting the legitimate rights and interests of both parties.



Employee Composition in 2025

### Key Performance

During the Reporting Period

The proportion of labor contracts signed by employees of the company and its subsidiaries is **100%**

Social insurance coverage rate **100%**

## Remuneration System

The company has established a fair and reasonable remuneration management system to effectively attract, cultivate and retain outstanding talents, providing high-quality and sufficient human resource support for development and helping to achieve business goals. The company has formulated the *Remuneration and Welfare Management Measures*, clarifying the overall principles, remuneration structure and proportion, remuneration payment, special remuneration types and other special circumstances of the employee remuneration system. Guided by value contribution, it adheres to the principle of benefit first and fairness, realizing the in-depth connection between employee interests, department performance and company performance.

## Performance Appeal Channels and Feedback Mechanisms

The company has established a clear performance result confirmation process relying on the digital system, covering links such as performance confirmation time, employee performance submission and review, and scoring. To protect the legitimate rights and interests of employees, the company has established a performance appeal mechanism. If employees have objections to the appraisal results, they can appeal to the Human Resources Center and relevant committees, which will accept and handle the appeals to ensure the objectivity and fairness of the appraisal results. After the approval of performance results, each center (department) will organize performance interviews based on the appraisal results, focusing on employees whose performance is below the qualified standard, and jointly formulate improvement plans through constructive communication to promote employees' growth and development.

## Employee training and development

The company adheres to the people-oriented development concept and regards employee training and development as an important basic work to improve organizational capabilities and support the long-term development of business. Centering on the needs characteristics of compound and innovative talents in the cultural media industry, the company continuously improves the employee training mechanism. Through systematic training, career development channel construction and talent incentive arrangements, it promotes employees' capability improvement and personal growth, realizing the coordinated advancement of employee development and the company's strategic goals.

## Governance

The company and its subsidiaries incorporate employee training and development-related work into the human resource management system for overall promotion, formulate institutional documents such as the *Human Resource Management System*, *Cadre Selection and Appointment Management Measures*, and *Promotion Management Measures*, which are organized and implemented under the leadership of the management. The Human Resources Department is responsible for specific planning, coordination and implementation, and continuously optimizes the training and talent development management mechanism in combination with business development needs and employee team structure to ensure the standardization and sustainability of relevant work.



## Strategy

From the dimensions of talent supply stability, organizational capability building and long-term competitiveness, the company systematically identifies risks and opportunities related to employee training and development, focusing on key factors such as core talent flow, key post capability matching, internal training efficiency and talent echelon construction. It comprehensively assesses their occurrence cycle, possibility and potential impact on operational and financial performance, and clarifies corresponding management directions and response measures accordingly, providing a decision-making basis for the subsequent optimization of the training system and the implementation of talent development strategies.

Risk Type	Risk Description	Time Cycle	Occurrence Probability	Description of the Impact on Company Operation and Finance	Response Measures
<b>Core Talent Loss Risk</b>	The cultural media industry is highly competitive, and talents in key posts such as content creation, technology and management have high mobility. Insufficient training and development mechanisms may lead to the loss of core talents	Medium and Long Term	High	May increase recruitment and training costs, and have an impact on content production efficiency and business continuity	Improve the three types of career development channels of "management, professional and support", strengthen internal training and incentives, and enhance employees' sense of belonging
<b>Insufficient Talent Supply Risk</b>	The rapid iteration of new media technologies and content forms has increased the needs for compound talents. Insufficient talent reserve and training rhythm may affect business development	Medium and Long Term	Medium	May restrict business expansion and innovation capabilities, and affect medium and long-term competitiveness	Strengthen campus and social recruitment, continue to carry out talent selection activities such as the "Green Mango Program", and lay out talent echelon construction in advance

Employee Training and Development Risk List

Opportunity Type	Opportunity Description	Time Cycle	Occurrence Probability	Description of the Impact on Company Operation and Finance	Response Measures
<b>Opportunities for Talent Capability Improvement</b>	Systematic training and development mechanisms help improve employees' professional capabilities and comprehensive quality, and enhance overall organizational capabilities	Medium and Long Term	Relatively high	Help improve operational efficiency and content quality, and form long-term value	Continuously promote hierarchical and classified training, strengthen training depth, and enhance capability building
<b>Improvement of Employer Brand and Attractiveness</b>	A sound talent training system helps improve the company's employer brand image and enhance the attractiveness to outstanding talents	Medium and Long Term	Medium	Help reduce recruitment costs and improve recruitment quality	Strengthen the display of training results and communication on employee development to help employees achieve career development

Employee Training and Development Opportunities List

## Impact, Risk and Opportunity Management

The company incorporates the identification results of talent-related risks and opportunities into the existing human resource management process. It focuses on expanding talent sources through university-enterprise cooperation, improving talent discovery and internal promotion management mechanisms, and continuously carrying out employee training and capability improvement in combination with job needs to promote the transformation of talent risks into organizational development opportunities.

### University-enterprise Cooperation

By deepening university-enterprise cooperation, the company builds a multi-level talent training and practice platform. Relying on university disciplinary resources and its own advantages in content production, communication and industry, it promotes the in-depth integration of industry-university-research, forms a coordinated mechanism in talent introduction, practical teaching, capability training and employment connection, continuously expands young talent training paths, and lays a solid talent foundation for the company's high-quality development.

Cases

#### Mango TV Cooperates with Peking University to Build an Ideological and Political Practice Course Education Base and Promote a New Education Mode

In June 2025, Mango TV and the School of Earth and Space Sciences, Peking University co-built the "Ideological and Political Practice Course Education Base" in Changsha, and the School of Earth and Space Sciences, Peking University awarded Mango TV the plaque of "Peking University Ideological and Political Practice Course Education Base". Relying on Mango TV's advantages in content production and communication, combined with university disciplinary resources, the cooperation explores the integration path of ideological and political education and popular science practice, and promotes the implementation of relevant programs and practical projects, which helps expand the forms of young people's ideological and political education and improve the effectiveness of university-enterprise coordinated education.



Unveiling Ceremony of the "Peking University Ideological and Political Practice Course Education Base"

Cases

#### Signed a Strategic Framework Cooperation Agreement with Hunan Vocational College of Art

Mango TV signed a strategic framework cooperation agreement with Hunan Vocational College of Art. Combining their respective advantages, the two parties will jointly unveil the "Mango TV Talent Training Base", and with the theme of "Ideals Shine 'Mango' and 'Art' Flourishes", jointly create a "Dream Factory" to further promote the close integration of industry-university-research, and deepen cooperation in professional construction, R&D platform construction, university-enterprise training base construction, student internship and employment, etc.



### Talent Discovery and Promotion Management

To promote the long-term, healthy and sustainable development of the company, it has established a sound talent discovery and promotion mechanism, built three types of career development channels of "management, professional and support", promoted the connection between employees' personal development plans and the company's business needs and strategic goals, and promoted the coordinated advancement of organizational development and employees' growth. The company fully respects employees' career development wishes, and through the internal rotation mechanism, provides diversified development paths such as cross-company and cross-department transfers, professional sequence promotions and internal competitions, creating favorable conditions for employees' capability improvement and career development.

Cases

#### Dare to Break Boundaries and Shine Anew - Mango TV Launches the 2025 Green Mango Training Camp

In November 2025, the Mango TV-2025 Green Mango Program was launched, closely following the core of the "culture + technology" strategy, taking youth cultivation as the core starting point, and building a fair, open and accurately empowered talent selection and training system. The Green Mango Training Camp will build a platform for the rapid growth of young talents through a training system of in-depth research travel, mentor guidance and project practice, realizing synchronous development with the company.



Opening Scene of the Green Mango Program

Cases

#### Professional Advancement - Mango TV's "Spark Program" Campus Recruitment Screenwriter Trainee Training

In July 2025, Mango TV's "Spark Program" Campus Recruitment Screenwriter Trainee Project was officially launched, with 8 selected creators from multiple professional colleges and universities participating in the opening camp and systematic training. Closely focusing on multiple dimensions such as high-quality horizontal mid-length dramas, hot theaters, cultural tourism content, Hongguo horizontal and vertical screen development, and AIGC theaters, the training camp has set up rich creative practice directions for trainees, improving the professional capabilities and industry cognition of young screenwriters, reserving new forces for platform content innovation, and promoting the sustainable development of the content ecosystem.



Opening Camp Ceremony of the "Spark Program" Campus Recruitment Screenwriter Trainee

Cases

#### Golden Eagle Cartoon Establishes Multi-channel Talent Training and Development to Strengthen Young Employee Training

Golden Eagle Cartoon continuously improves the multi-channel mechanism for talent training and development, strives to build a growth platform for young employees, and supports young talents with willingness, capability and responsibility to stand out in practice and take on more important duties. In 2025, the company selected a number of post-90s young cadres through the "four-platform linkage" competition mechanism; It simultaneously promotes the "Mango Young Talent Program" to strengthen the construction of reserve talent echelons, and actively connects with the "Green Mango Program" to cultivate new forces. The company focuses on creating conditions for employees to realize their personal values, continuously stimulates organizational vitality, and promotes young talents to play a greater role in key posts and important stages.



To be added

### Internal Capability Promotion

Centering on the company's strategic planning and business development needs, taking the "Mango Training" online training platform as the carrier, and relying on internal and external faculty resources, the company systematically builds three types of training systems covering general capabilities, professional capabilities and leadership. Through the blended learning model of "combination of online and offline, coordination of internal and external", it covers the entire career development cycle of employees and effectively supports the talent training and capability improvement of various business segments of the company.

Training Type	Targeted Trainee	Training contents
General Training	All Employees	Regularly carry out "Mango Charging Station" training, including PPT, EXCEL, official document writing, workplace communication and expression, data thinking, business etiquette, image management, etc., to improve the work efficiency and competitiveness of the company and employees, and better adapt to the workplace environment.
Business training	All Employees	By analyzing industry trends, market dynamics and business processes, it matches internal and external course faculty from sections such as content, product, technology, operation, market, business and function, aiming to enable employees to fully master the required professional knowledge and practical skills.
Talent Development Training	New Employees, Interns, Labor Outsourcing Personnel	Organize training such as "Mango First Lesson" and "Mang Haowan Training Camp" to help "newcomers" quickly transform into reserve talents that meet the company's strategic development needs and Mango cultural value recognition in terms of enterprise development, business planning, general systems, etc.
	Talents with Outstanding Professionalism	Plan training such as "Internal Trainer Classroom/Sharing Session" and "Happy Youth Army" to develop and disseminate experience for professional talents.
Job qualification Certification Training	Middle Managers	Plan projects such as "Management Personnel Training" to improve managers' leadership, innovation, strategic thinking and other qualities through management evaluation, course learning, experience development, etc., and further improve the construction of the management team.
	Some Key Positions	Actively organize employees to participate in continuing education required by relevant departments, and obtain more than 90% of the qualification certificates to improve employees' work standardization and professional capabilities.

Company Talent Training System

### Cases Golden Eagle Cartoon Carries Out Induction Training Covering Diverse Employment Groups

In July 2025, Golden Eagle Cartoon organized the 35th training for probationary employees, interns and labor outsourcing personnel, jointly implemented by the Personnel and Security Line of the Administration and Human Resources Center, with 64 participants. The training content covers company systems, employment compliance and safety management requirements, and is carried out uniformly for different employment types, helping various personnel clarify behavioral norms and job responsibilities, reflecting the full coverage of the company's training system for diverse employment groups, and laying a solid foundation for standardized management.



Training for Probationary Employees, Interns and Labor Outsourcing Personnel

### Cases Master Course System Continues to Upgrade to Empower Employees' Capability Improvement

In 2025, the course content of the Mango Training Platform continued to be enriched, launching multiple master courses, including AIGC series such as *DeepSeek Reshapes the Office Scene*, *DeepSeek + Excel Dual Power Efficiency Data Analysis*, *AIGC Dream Factory: From Beginner to Advanced Application*, *New Technology, New Media*, *New Order: Characteristics and Logic of the New Consumption Era* and other emerging field training. Relevant courses are closely aligned with technological changes and industry trends, helping employees improve digital literacy and work efficiency, expand business cognition and thinking boundaries, and provide support for organizational capability improvement and high-quality development.



Online Master Course - Deepseek + Excel Dual Power Efficiency Data Analysis

### Cases Create the "Mango Academic Café" Learning Brand to Promote Business Transformation

In 2025, the "Mango Academic Café" learning brand of Mango TV planned and held four high-quality learning salons throughout the year, inviting many top industry scholars to carry out in-depth sharing and cross-border dialogues around cutting-edge topics. Open to employees, the activity builds an exchange platform with both academic depth and practical orientation, guiding employees to combine cutting-edge ideas with business scenarios, and promoting knowledge transformation and capability improvement. Through continuous and high-quality learning supply, this series of salons has effectively stimulated employees' critical thinking and innovation awareness, empowering a total of 1,171 employees throughout the year and providing intellectual support for business development.



Mango Academic Café

### Cases Theme Exchange Activity "Mango Youth π Party" to Expand Content Innovation Ideas

In May 2025, Golden Eagle Cartoon organized the 9th theme exchange activity "Mango Youth π Party - The N+1 Possibilities of the Animation Market", co-planned by the Administration and Human Resources Center and the Animation Business Center, with about 150 employees participating. The activity carried out sharing and discussions around animation market trends and content form innovation, promoted cross-departmental communication, stimulated employees' diverse thinking on the development of the animation business, and provided useful support for improving content innovation capabilities and team collaboration.



Mango Youth π Party Training

### Degree Courses and Skill Certification Support

While conducting business training, the company actively encourages and supports employees to pursue degree courses and professional skill certifications to enhance their comprehensive competence and professional background, providing stable talent support for the development of key businesses and long-term organizational growth.

#### Cases Implement the Young Talent Program to Cultivate Compound Backbone Forces

In 2025, focusing on the capability needs of young backbones for the company's rapid development, Mango TV promoted the second phase of the "Young Talent Program" and jointly launched the "Mango TV Young Talent Hunan University Mini MBA Class" with the School of Business Administration of Hunan University through innovation. With "reform, collaboration and practicality" as the core, the project systematically sets up six course modules including innovative thinking, team leadership, human resource and financial management, and marketing innovation, strengthening the integration of theory and business practice through university-enterprise collaborative teaching. A total of 47 young students completed all courses and obtained completion certificates from Hunan University, which effectively improved the comprehensive management capabilities and business support capabilities of young talents, reserving high-potential talents for the company's medium and long-term development.



🌐 "Two-Hundred-Talent" Programme

#### Cases Carry Out Skill Certification Training to Consolidate Professional Capabilities and Technical Support

The company actively encourages employees to improve their professional capabilities through skill certifications, and organizes multiple skill certification training sessions around the construction of key business capabilities. In 2025, 4 backbone engineers from Mango TV's Intelligent Research Center participated in the *Advanced Training for Network and Information Security Administrators* to enhance their professional capabilities in cyberspace security; 30 content reviewers from the Publicity Management Center participated in the *Network Audio-Visual Program Reviewer Training Course* to systematically strengthen program review norms and practical skills; The series of certification training has effectively improved employees' professional qualifications and job competence, providing strong support for content security and technological iteration.



🌐 Skill Certification Training (Program Reviewers)

### Metrics and Targets

The company formulates annual training arrangements and training priorities in an overall manner every year. With the goal of continuously improving the training system and resource allocation, it tracks and evaluates talent training and development indicators through training satisfaction surveys and other methods.

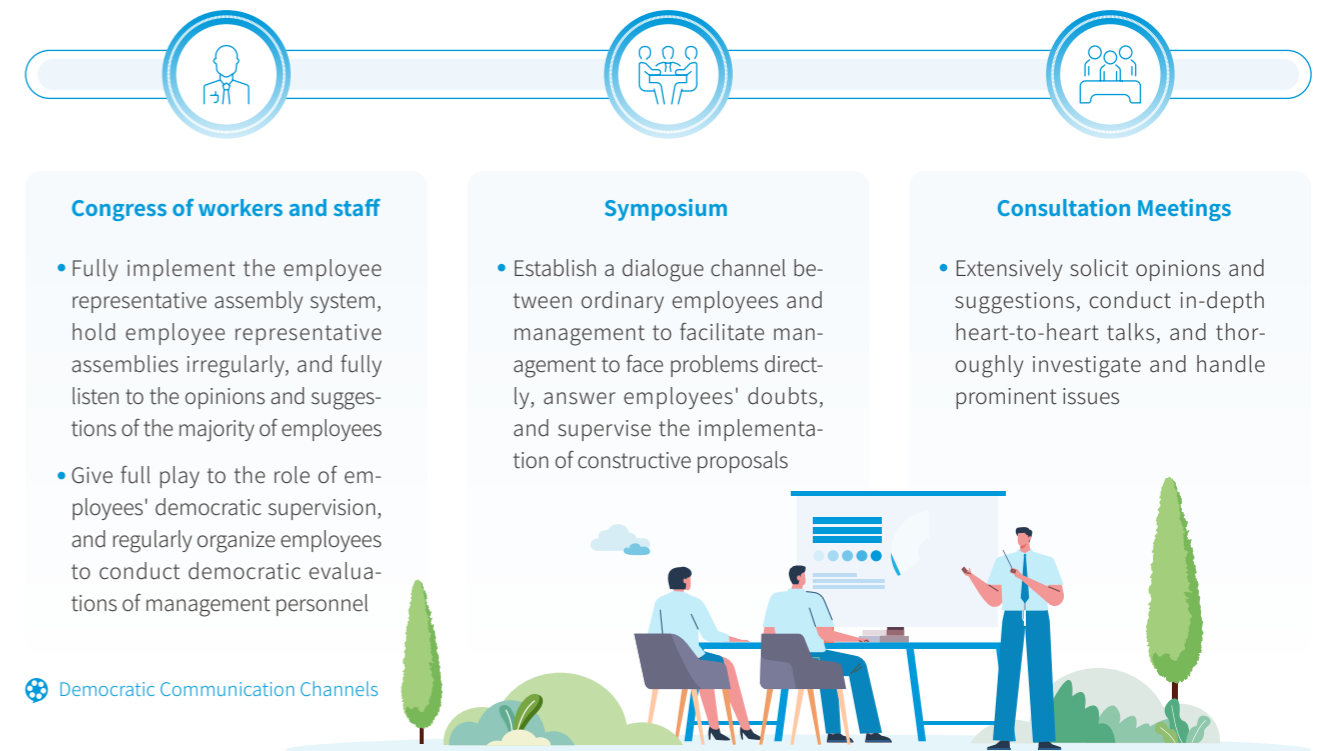
For relevant data performance indicators and annual performance, please refer to the "Key Performance Indicators Table" in the report.

## ▶ Rights and Interests and Welfare of Employees

The company attaches importance to democratic management and employee care, continuously improves employee participation and communication mechanisms, fully protects employees' right to know, right to participate and right to express, and creates an open and inclusive organizational atmosphere. At the same time, through a variety of employee care initiatives and cultural activities, the company pays attention to employees' physical and mental health and professional experience, enhances organizational cohesion and a sense of belonging, and promotes the common growth of employees and the enterprise.

### Democratic Management

The company is committed to building a transparent, open and efficient organizational environment, and has established a multi-level and institutionalized democratic management communication system for this purpose. It includes regularly holding employee representative assemblies and employee satisfaction surveys to listen to collective voices, normalized online and offline real-time feedback channels to ensure smooth daily communication, as well as anonymous suggestion boxes and exclusive hotlines that fully protect privacy, ensuring that every voice can be heard safely and truly. Adhering to the concept that democratic communication aims to solve problems and create win-win outcomes, the company insists on closed-loop tracking of important communication results to promote the transformation of dialogue into practical actions. These practices together form a solid cornerstone for building a healthy and sustainable career community with employees.



### Key Performance

#### During the Reporting Period

The company has carried out a total of Employee satisfaction investigation

Coverage  
**100%** Employees



## Employee Care

The company regards employee care as an important link to unite people and empower growth, formulated the *Employee Welfare System*, and built a comprehensive and caring welfare system covering work support, life care, emotional comfort and growth assistance. Focusing on the diverse needs of employees, the company responds to practical concerns in work and life with regular initiatives, conveys corporate warmth through refined services, allows care to penetrate into career development and daily life, continuously enhances employees' sense of belonging, happiness and emotional resonance, and gathers organizational synergy for common progress.

### Welfare system

The company strictly abides by national regulations on working hours and leave, and continuously improves a comprehensive welfare system covering basic security, health protection and life care. The company steadily implements core guarantees such as five insurances and one fund and supplementary commercial insurance, optimizes caring initiatives such as annual health check-ups, paid annual leave and holiday benefits, and simultaneously provides diversified employee care services. It conveys corporate temperature through solid and complete welfare guarantees, effectively enhancing employees' sense of belonging and happiness.



Welfare system

## Caring for Female

The company attaches great importance to the well-being of female employees, adheres to the concepts of gender equality and humanistic care, and builds a multi-dimensional and caring exclusive care system for women. Through targeted initiatives such as implementing a flexible work mechanism, exclusive health protection and customized special welfare, the company accurately responds to the diverse needs of female employees in balancing career development and life, allowing female employees to fully feel respected, cared for and empowered, escorting their career growth, and effectively protecting the legitimate rights and interests and development space of female employees.

### Cases Empower Intangible Cultural Heritage Women to Shine with Youthful Power

In March 2025, Mango TV's Mango Public Welfare Platform launched the public welfare activity "I Bloom · A Beautiful Journey of Public Welfare" on International Women's Day, focusing on female inheritors of intangible cultural heritage. Through online exhibitions, story-telling and interactive fundraising, it showcases the core role of women in rural revitalization and cultural inheritance. The activity accurately connects with women-themed public welfare projects, attracts a large number of users' attention and participation, effectively helps the development of vulnerable women groups, and promotes the spirit of self-confidence and self-improvement of women in the new era.



Women's Day Activities

## Condolence and Assistance

The company has always focused on employees' actual difficulties and provided timely and accurate support. In response to employees' life difficulties, the company provides assistance and conveys warmth through diversified initiatives such as special condolences and material support, effectively demonstrating the enterprise's deep care for employees. It builds a solid backing for employees in difficulty, further narrows the emotional connection between the enterprise and employees, helps build a harmonious and symbiotic labor relations, and continuously strengthens employees' sense of belonging and organizational cohesion.

### Cases Spring Festival Condolences and Heartwarming Assistance

In January 2025, the company carried out the "2025 Spring Festival Warmth Condolence" activity in subsidiaries such as Mango TV, focusing on employee groups in need of key assistance and care. A total of 10 people, including employees with major illnesses, needy Party members, needy masses and winners of honors above the provincial and ministerial level, received special condolences. Through on-site visits and Spring Festival blessings, the care and warmth of the organization are accurately delivered to each condolence recipient, effectively alleviating their life difficulties and conveying heartwarming power.



Spring Festival Condolences to Needy Employees

### Cultural construction

The company attaches great importance to cultural construction, regarding it as an important support for uniting team consensus and consolidating the foundation of enterprise development. By carrying out various cultural activities with rich connotations, the company builds a platform for employees' spiritual and cultural exchange and value recognition, effectively unites employees' centripetal force, continuously strengthens employees' sense of belonging and happiness as "Mango people", empowers the stable operation of the enterprise with cultural soft power, and injects lasting spiritual motivation and organizational vitality into the company's high-quality development.

#### Cases Hold Employee Basketball Game to Unite Team Forging Ahead Power

From October to November 2025, Mango Super Media formed a team to participate in the 4th Group (TV Station) Mang BA Employee Basketball Game. Mango TV and Golden Eagle Cartoon attracted 81,000 online viewers through multi-channel live interaction, which effectively united employees' strength, showed the unity and fighting spirit of employees, and strengthened team sense of belonging and cohesion. 14 teams competed on the same stage, and after 50 fierce competitions over 21 days, Mango TV finally won the championship.



Employees' basketball game.

### Health and safety of employees

The company attaches great importance to occupational health and safe employment management, continuously improves relevant systems and management mechanisms, and integrates employees' health and operational safety into the entire process of daily operations and management. By strengthening risk prevention and control and safety awareness building, the company is committed to creating a safe, healthy and stable working environment for employees, protecting their physical and mental health, and consolidating the foundation for the sustainable development of the enterprise.

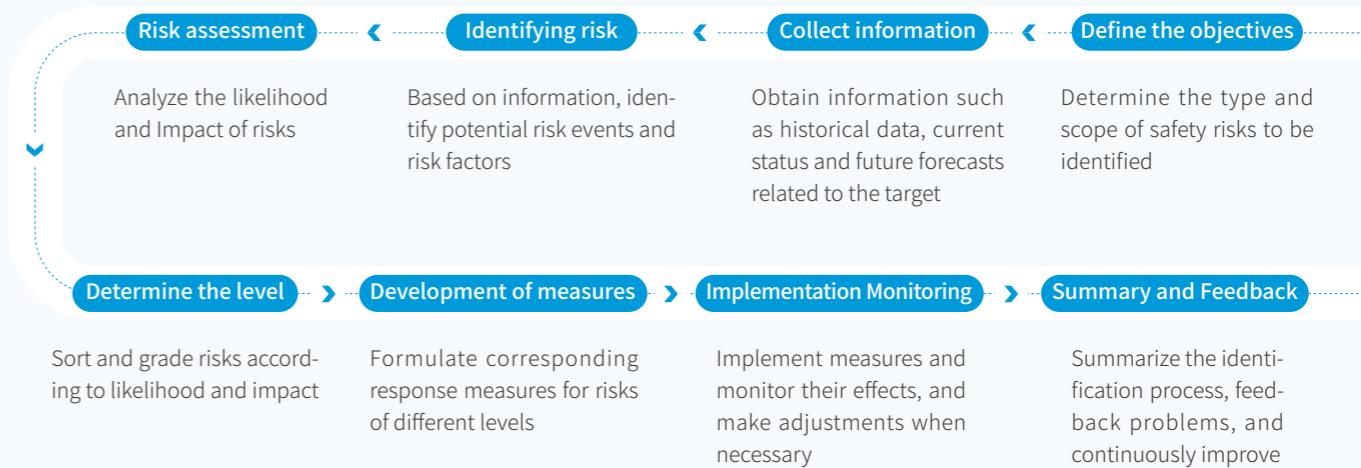
#### Occupational health

The company takes occupational health management as a core work, establishes and implements an occupational health and safety management system, clarifies relevant management requirements and implementation processes, focuses on dual care of physical and mental health, regularly organizes special activities, continuously improves employees' health protection awareness and risk prevention capabilities, builds an all-round defense line for occupational health and safety, and provides guarantee for employees to perform their duties with peace of mind and the stable development of the enterprise.



#### Safe Employment

In terms of safety guarantee, the company has established and improved an occupational safety risk prevention and control system, systematically carried out full-process safety risk identification, hierarchical assessment and dynamic monitoring, and accurately identified potential safety hazards and risk sources in various positions and links. At the same time, the company builds a regular and full-coverage safety training mechanism, supports and improves the emergency plan system and regularly organizes emergency drills, effectively enhancing the safety awareness and emergency response capabilities of all employees, and building a solid safety barrier for the high-quality development of the enterprise.



Safety Risk Identification and Prevention and Control Process

### Safety training

To consolidate the foundation of safe employment, the company regularly conducts safety training, including core points such as hidden danger investigation and fire training drills, effectively improving the safety practical operation capabilities and responsibility awareness of all employees, and building a solid line of defense for the safe operation of the enterprise.

### Cases Cloud Push + Offline Broadcast to Strengthen All Employees' Safety Awareness

In April 2025, Mango TV carried out the theme publicity and education activity "National Security Education for All, Going Deep and Solid for the 10th Anniversary". Online, it pushes graphic analysis and special short videos relying on WeChat work groups to build a cloud-based fragmented learning platform; Offline, it sets up theme display racks and broadcasts publicity and education content through intelligent electronic screens in a loop to build an immersive scene. The activity created a strong publicity and education atmosphere, effectively improving the national security legal awareness and sense of responsibility of all employees.



🌐 National Security Education Day Publicity



🌐 Happigo Fire Training

🌐 Happigo Fire Training and Fire Fighting Drill



🌐 Xiaomang E-commerce Network Data Security Awareness Training

🌐 Golden Eagle Cartoon Fire Training

### Cases Focus on Fire Practical Training to Weave a Tight Safety Production Protection Network

From April to June 2025, Golden Eagle Cartoon organized all employees to carry out fire safety knowledge training. The company specially invited teachers from the 119 Fire Safety Service Center to give lectures, explaining the causes of fires, hidden danger investigation and emergency strategies combined with real cases, demonstrating the use of fire-fighting equipment, which effectively improved the fire safety knowledge reserve and emergency response skills of all employees, strengthened safety responsibility awareness, and helped build a safe and harmonious working environment.



🌐 Fire safety training

### Cases The First Safety Lesson at the Start of Work, All Employees Tighten the Safety String

In February 2025, in response to the requirements of relevant departments and the group, Mango TV established a special working group to organize all employees and outsourced personnel to carry out the "First Lesson on Safety at the Start of Work" activity. The activity adopted forms such as centralized lectures, new media video learning, and self-inspection and correction of hidden dangers. It supervised safety at the scene of the program *Riding the Wind · 2025*, investigated and rectified fire and electricity hidden dangers in the office area, achieved full coverage of safety education, effectively improved the safety quality of all employees, and consolidated the foundation for safe production throughout the year.



🌐 The First Lesson at the Start of Work

### Emergency Management

Emergency management is an important support for enterprise security production and a key starting point for preventing and resolving various security risks. The company has formulated the *Security Production and Fire Emergency Plan*, *Sudden Fire Accident Emergency Plan*, and *Anti-Terrorism and Explosion-Proof Emergency Plan*, strictly implemented the work arrangements of higher authorities and the group, carried out practical drills and other links with various security-themed activities as carriers, strengthened the practical operation of emergency skills, and effectively improved the risk identification and emergency disposal capabilities of all employees.

#### Cases 4-minute Rapid Evacuation, Fire Practical Training for Real Skills

In April 2025, under the deployment of the Safety Production Leading Group, Golden Eagle Cartoon organized fire safety officers and the Security Department to carry out fire fighting and emergency evacuation training. Immediately after the training, an emergency evacuation drill was carried out. All employees were safely evacuated to the designated venue within 4 minutes, and practical training on dry powder and carbon dioxide fire extinguishers was also conducted simultaneously, which significantly improved employees' safety literacy and emergency practical capabilities.



Emergency and evacuation lighting

#### Cases Carry Out Anti-Terrorism and Emergency Response Drills to Improve the Practical Response Capabilities of the Security Team

In July 2025, Happigo organized the security team to carry out anti-terrorism and emergency response drills. The drill focused on the practical links of emergency response, strengthening the proficiency of security personnel in disposal processes through simulating real combat scenarios. This drill effectively improved the rapid response and practical disposal capabilities of the security team in the face of sudden anti-terrorism incidents, accumulated valuable practical experience for the proper response to similar situations in the future, and further consolidated the company's security protection system.



Anti-Terrorism and Emergency Response Drill

## Gather Small Kindnesses, Jointly Build a Better Future



Mango Super Media actively fulfills its social responsibilities, continuously participates in rural revitalization and social public welfare undertakings, and combines enterprise development with social value creation. Through carrying out diversified public welfare actions and supporting measures, the company pays attention to grass-roots development and people's livelihood improvement, helps enhance public welfare, and promotes the sustainable development of the enterprise in serving and repaying society.

### Rural revitalization

The company actively responds to the national rural revitalization strategy, combines its own resource advantages and platform characteristics as a media and cultural enterprise, and explores diversified paths to participate in rural revitalization. Through content communication, brand promotion and resource coordination, the company pays attention to rural development issues, helps display rural images and spread culture, and promotes social cognition and understanding of rural revitalization achievements and practices.

#### Cases Carry Out Anti-Terrorism and Emergency Response Drills to Improve the Practical Response Capabilities of the Security Team

In May 2025, artists from EE-Media participated in the public welfare film viewing program "Light and Shadow Classes in a Paradise". On the occasion of Children's Day, they conveyed film and television culture and growth care to rural children through content communication and on-site interaction. With public welfare film viewing as the carrier, relevant activities expand public attention to the cultural needs of rural children through socialized communication, strengthen the communication effect of public welfare issues, and promote more social forces to pay attention to rural revitalization and the cultural development of minors.



### Cases Rural Revitalization and Agriculture Assistance Actions Implemented to Improve Agricultural Product Sales and Industrial Influence

In 2025, focusing on the theme of rural revitalization, Happigo adopted the "traceability live broadcast + direct procurement from production areas" model, carried out agriculture assistance activities in major agricultural product producing areas such as Hunan, Yunnan and Xinjiang, and promoted the effective connection between agricultural products and the market through the combination of live broadcast display and direct supply sales. Among them, the Xishuangbanna "Thumb Corn" project drove the income increase of local farmers. The "Mango Revitalization Cloud Supermarket" linked with the group (TV station)'s promotional content of "Good Things in Hometown", carried out special promotion of "One County, One Product", focused on promoting 14 county-level characteristic agricultural products, expanded sales channels, and helped the development of rural characteristic industries.



**Agriculture assistance live broadcasts**

## Social benefit

The company actively fulfills its social responsibilities, coordinates and promotes social public welfare practices, continuously carries out public welfare actions in fields such as love transmission, education public welfare, volunteer services and cultural public welfare, combines enterprise resources with social needs, promotes public welfare undertakings and enterprise development in the same direction, and continuously creates positive social value.

### Key Performance

From the beginning of the year to the end of the reporting period

The total number of public fundraising organizations settled on the Mango Public Welfare Platform	Launched projects	The total accumulated fundraising exceeds	The total accumulated donations exceed
<b>69</b> Numbers	<b>134</b> Piece	<b>4,468</b> RMB ten thousand	<b>32</b> Ten thousand person-times

During the Reporting Period

The proportion of public welfare broadcasts on Golden Eagle Cartoon's large screen in commercial advertisements reaches	The content covers	
<b>35%</b>	<b>20</b> more than categories	<b>118</b> theme series promotional videos

Broadcast public welfare advertisements	Cumulative
<b>10,826</b> Number of entries	<b>8,120</b> Minute

### Key Certificates



Honors Related to Public Welfare Activities of Happy Sunshine and Mango TV

## Love Transmission

Adhering to repaying society with responsibility, the company actively carries out love transmission public welfare actions, pays attention to vulnerable social groups, continuously invests in disaster relief and poverty alleviation and other fields, helps alleviate people's livelihood difficulties, and conveys warmth and care.

### Cases Emergency Response to Assist Tibet Earthquake Relief and Support Disaster Area Rescue and Resettlement

In January 2025, a magnitude 6.8 earthquake occurred in Dingri County, Xigaze City, Tibet. The Mango Public Welfare Platform quickly launched an emergency response, jointly with public fundraising charitable organizations to urgently launch 3 public fundraising projects such as "Aid Tibet Xigaze Earthquake". Mango TV simultaneously mobilized all platform resources for communication and mobilization, raising more than 800,000 yuan in a short period of time for emergency rescue and resettlement of affected people, demonstrating the platform's rapid response, resource coordination and social mobilization effectiveness in emergencies.



**Aid Tibet Earthquake Relief**

**Public Welfare of Education**

Centering on the public welfare needs in the field of education, the company continuously participates in and supports educational public welfare activities, paying attention to the growth of young people and the fairness of educational resources. Combining its own resources and business characteristics, the company helps the steady progress of educational public welfare projects through content support, public welfare activities and collaborative cooperation.

**Cases**

**Brand Student Assistance Launches "Micro Light Becomes Sun" Mango Public Welfare Student Assistance Season to Gather Youth Participation and Continuous Support**

In August 2025, the Mango Public Welfare Platform continued its student assistance brand IP and launched the "Micro Light Becomes Sun" Student Assistance Season. It planned a series of student assistance projects around the growth stories of students in distress, attracting young groups to participate and support through the combination of content communication and public welfare mobilization. A total of 4,316 people participated in the platform's student assistance projects, raising more than 310,000 yuan online and offline to provide continuous student assistance support for students in distress, and enhancing young users' sense of participation and identity in public welfare actions.



2025 "Micro Light Becomes Sun" Mango Public Welfare Student Assistance Season Promotional Poster

**Cases**

**Psychological Care Creates the Popular Science Short Film "Become Armor to Courageously Protect Their Hearts" to Expand the Dissemination of Adolescent Mental Health**

In 2025, Golden Eagle Cartoon, in conjunction with the Maji IP, launched the psychological popular science series short film "Become Armor to Courageously Protect Their Hearts", which explains emotional management and psychological adjustment knowledge in the form of animation, and carries out mental health popular science communication for children and adolescents. The series of content was launched and promoted through the platform matrix, with a total online playback volume exceeding 50 million times, which increased the discussion and public attention of mental health issues among adolescents.



Public Welfare Promotional Film "Become Armor to Courageously Protect Their Hearts"

**Cases**

**Warm Spring Care for Needy Thalassemia Families to Alleviate the Treatment and Living Burdens of Sick Children**

In 2025, the Mango Public Welfare Platform launched a care action for thalassemia children in conjunction with multiple public welfare forces. In January, volunteers were organized to enter multiple hospitals to distribute condolence money to 26 children with severe thalassemia and deliver 100 love gift packages to needy families across the province. During the World Thalassemia Day in May, the platform donated 200,000 yuan and visited 20 needy families, simultaneously launching thalassemia popular science content and public fundraising projects, accumulating more than 1.62 million yuan in donations for the rescue and prevention publicity of children with severe thalassemia.



Care for Needy Thalassemia Families



**Cases**

**People's Livelihood Care Focuses on "The Elderly, Children and Needy Groups" to Expand Public Participation and Precise Assistance**

In September 2025, focusing on the theme of China Charity Day, the Mango Public Welfare Platform launched the public fundraising project "Kind Heart Towards the Sun, Warming Thousands of Families" for the "elderly, children and needy groups", and carried out communication and mobilization relying on Mango TV's all-media matrix to continuously attract social public participation. As of December 2025, the project has attracted more than 72,000 participants in donations, with the raised funds exceeding 7 million yuan. In November of the same year, the platform carried out offline public welfare activities in Yiyang. Through public welfare classes and material condolences, the assistance resources were accurately delivered to the recipients, promoting the implementation of people's livelihood care. It is a vivid practice of media platforms fulfilling social responsibilities and helping common prosperity.



China Charity Day Focuses on "The Elderly, Children and Needy Groups"



## Volunteer Activities

The company encourages employees to actively participate in volunteer services and continuously carries out various forms of volunteer activities around social care and public needs. Through organizational guidance and resource coordination, the company supports employees to play an active role in education support, community services and public welfare activities, promoting the combination of volunteer services and daily work.

### Cases Volunteer Service Launches "Mang Xiaofeng" Happy Teaching Support Action to Assist the Growth of Border Students

In October 2025, Mango TV participated in the "Mang Xiaofeng" Happy Teaching Support Volunteer Service Activity, organized employees to donate clothes to students in Turpan, Xinjiang, and arranged young producers to go to the local area with the teaching support group to carry out teaching support. During the activity, volunteers invested a total of 172 hours in volunteer services through the combination of teaching courses and material donations, providing learning support and care for local students, and promoting knowledge exchange and emotional connection.



"Mang Xiaofeng" Happy Teaching Support Volunteer Service Activity

### Cases Volunteer Service Carries Out Lei Feng Month Series Actions to Promote Employee Participation and Community Services

In March 2025, Mango TV organized a series of volunteer service activities around Lei Feng Month, organizing employees to participate in public welfare walks, safety publicity and education, and tree-planting practices, covering community and campus scenarios. During the activity, volunteers provided services through public welfare walks, safety knowledge interactions and green actions. Among them, the "Learn from Lei Feng to Help Safety" activity accumulated 44 hours of service, which further stimulated employees' enthusiasm for public welfare participation and promoted the regular development of volunteer services.



Carry out "Learn from Lei Feng to Help Safety" Activity



Carry out environmental protection Activities



Honors Related to Volunteer Activities of Subsidiaries

## Cultural Public Welfare

The company pays attention to the protection and inheritance of excellent traditional Chinese culture, and combines the advantages of media platforms to continuously participate in public welfare practices related to cultural inheritance. Through content communication, public welfare activities and collaborative cooperation, the company promotes the combination of traditional culture and modern communication forms, and expands the social influence of cultural communication.

### Cases Cultural Inheritance Launches "Spring 'Book' Travel Notes" on World Book Day to Innovate Reading Communication Experience

In April 2025, during World Book Day, the Mango Public Welfare Platform launched a special project "Spring 'Book' Travel Notes", linking Mango hosts and young people, integrating sound creation, AI technology and public welfare content, creating an interactive H5 of spring "sound" scenes and releasing theme short videos. Through online and offline linkage, it guides the public to participate in reading practices, expands the expression of reading scenes, and improves the participation and communication reach of reading promotion.



"Spring 'Book' Travel Notes" on World Book Day

### Cases Cultural Relic Protection Carries out the Theme Activity "Cross Mountains and Seas, Digital Return Home" to Stimulate Public Participation in Cultural Relic Protection

In May 2025, during International Museum Day, Mango TV launched the theme activity "Cross Mountains and Seas, Digital Return Home". On the occasion of the return of the Zidanku Silk Books to the motherland, the platform used digital technology to create interactive H5 and co-created content, guiding the public to understand the journey of lost cultural relics returning home, and realizing the "digital reproduction" of cultural relics through AI technology. The activity linked multi-platform communication and user creation participation, driving all sectors of society to pay attention to cultural relic protection issues and setting off an upsurge in the protection of lost cultural relics.



Cross Mountains and Seas, Digital Return Home Theme Activity Promotional Poster



# Chapter on Environmental Responsibility

## Concept

Mango Super Media actively implements the concept of green development, deeply integrates ecological environment protection and climate change response into its development strategy, and actively responds to the national "dual carbon" goals. In view of the characteristics of the media industry such as light assets and high digitalization, the company continuously explores low-carbon paths for media operations through measures such as improving the environmental management system, promoting green production and office, and spreading environmental public welfare culture. While improving energy utilization efficiency, it exerts the influence of mainstream media to assist global climate action, realizing the joint improvement of enterprise value and environmental benefits.

## Our Actions

- Low-Carbon Operation and Intelligent Energy Conservation
- Efficient Resources, Cyclic Utilization
- Practice Waste Reduction and Green Office
- Green Communication and Jointly Build Ecology

## Our Achievements

Practicing the concept of green development, Mango Excellent Media continuously promotes low-carbon operation and efficient resource utilization, facilitating the coordinated progress of enterprise development and ecological protection. During the reporting period, the company established a climate risk management system and conducted greenhouse gas inventory, promoting refined energy and water resource management. The carbon emission intensity per unit revenue continued to be optimized, and no major environmental incidents or administrative penalties occurred. Meanwhile, the company continuously promotes paperless office, energy conservation and consumption reduction, and waste classification. In the content production process, it strengthens the recycling of props and packaging reduction, and the practice of circular economy has gradually achieved results. Relying on the media platform, it carries out public welfare publicity and tree planting activities, spreads ecological concepts, guides the public to participate in environmental protection, and all operation projects avoid ecologically sensitive areas. No environmental violations occurred throughout the year, and the foundation for green development has been continuously consolidated.

## SDGs Alignment



# Green Communication, Low-carbon Operation



Based on the characteristics of the media industry, Mango Super Media takes "green communication" and "low-carbon operation" as important starting points for fulfilling environmental responsibilities. On the one hand, through improving internal management and operational practices, it steadily promotes energy conservation, consumption reduction and low-carbon development, reducing the impact of its own operations on the environment; On the other hand, it gives full play to the advantages of media content and platform communication, integrates the concept of ecological civilization into content creation and public communication, and actively guides the public to pay attention to climate change and ecological protection issues.

## Addressing Climate Change

As a cultural media enterprise with content production and platform operation as the core, the company fully recognizes the profound impact of climate change on social and economic development and industry operation methods. It takes climate change response as an important part of fulfilling environmental responsibilities, combines the characteristics of the media industry, actively explores the development path of integrating low-carbon operation and green communication, and continuously improves relevant management mechanisms and practical measures.

### Governance

The company incorporates climate change response-related work into the ESG management system for overall promotion, led by the board of directors and coordinated by the ESG Work Leading Group, improving climate change management responsibilities and coordination mechanisms. At the same time, the company introduces the support of third-party professional institutions, continuously optimizes the climate risk management system through research and evaluation, strengthens the ability to identify and track greenhouse gas emissions during operations, and on this basis, gradually improves the environmental data management and disclosure mechanism, enhancing the standardization and professionalism of climate-related governance.

### Strategy

Combined with the operational characteristics of the media industry and its own business structure, the company systematically identifies and analyzes climate change-related risks and opportunities from two dimensions: transition risks and physical risks. It focuses on their occurrence cycle, possibility and potential impact on the company's operations and financial performance, and clarifies corresponding management and response directions accordingly, improving the company's ability to adapt to and adjust to climate change.

Classification	Risk Type	Risk Description	Time Cycle	Occurrence Probability	Company Finance Impact Description	Response Measures
Transitional Risks	Policy/Regulatory Risk	The continuous advancement of the "dual carbon" policy has gradually raised requirements for energy use, energy conservation management and environmental information disclosure, putting forward higher compliance requirements for the company's operation and management	Medium and Long Term	High	May lead to a phased increase in compliance management and energy-saving transformation investment	Track policy changes, improve environmental management and compliance mechanisms, and carry out adaptive adjustments at the system and management levels in advance
Transitional Risks	Energy and Operational Cost Risks	Energy price fluctuations and adjustments to energy use structure may affect the operating costs of office spaces, studio production and data centers, etc.	Medium and Long Term	Medium	May lead to a phased increase in operating costs	Promote the application of energy-saving equipment, strengthen energy efficiency management, and explore the use of clean energy
Physical Risks	Extreme Weather Risks	The increase in extreme weather events such as high temperatures and heavy rains may affect the progress of content production, office operations, and the stability of data centers	Short, intermediate & long duration	Medium	May increase emergency disposal costs and affect phased operational efficiency	Improve emergency management and guarantee mechanisms, and strengthen the operation management of key facilities

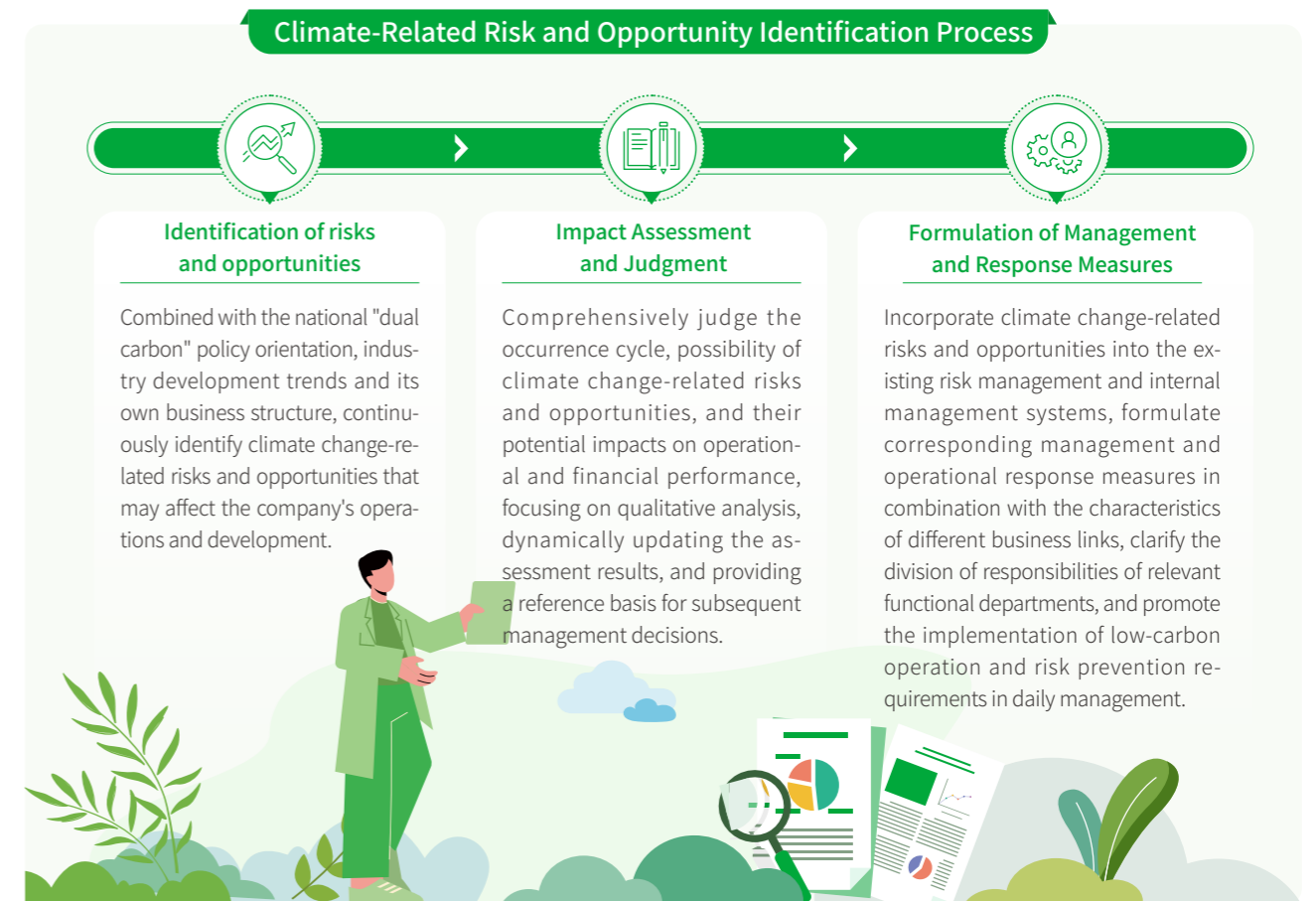
Climate Change Risk Identification List

Opening Chapter	Chapter on Governance and Responsibility	Chapter on Social Responsibility	Chapter on Environmental Responsibility	Concluding Chapter		
Classification	Opportunity Type	Opportunity Description	Time Cycle	Occurrence Probability	Company Finance Impact Description	Response Measures
Development opportunity	Green Content and Communication Opportunities	The rising demand for environmental protection and low-carbon themed content provides space for the company to give play to its media communication advantages and create characteristic content	Medium and Long Term	Relatively high	Helps enhance content influence and brand value, forming long-term comprehensive benefits	Continuously plan and disseminate green-themed content, and give play to the platform's communication advantages
Development opportunity	Low-Carbon Operation and Management Improvement Opportunities	Improve operational efficiency and management level through energy conservation, consumption reduction, green office and digital management	Medium and Long Term	Medium	Helps reduce unit operating costs in the medium and long term	Promote low-carbon operation practices, encourage employees to adopt green travel methods such as public transportation, bicycles or walking, reduce car use, and thereby reduce carbon emissions

Climate Change Risk Identification List

## Impact, Risk and Opportunity Management

The company incorporates climate factors into the existing risk management and operation management systems, strengthens the identification, assessment and response to the impacts related to climate factors through the combination of standardized processes and specific practices, and promotes the implementation of management requirements in daily operations.



## Metrics and Targets

In terms of indicator and target management, the company has carried out greenhouse gas emission inventory work, covering Scope 1 and Scope 2 emissions, focusing on energy use in links such as office operations and platform operation. By gradually improving the relevant data collection and management mechanisms, it enhances the completeness and comparability of greenhouse gas emission data, providing basic support for low-carbon operation management. In terms of target setting, the company actively responds to China's strategic goals of achieving carbon peaking before 2030 and carbon neutrality before 2060, and disseminates green concepts while promoting the company's own low-carbon development.


During the reporting period, the company's greenhouse gas emissions are mainly generated by direct emissions from purchased natural gas energy and indirect emissions from purchased electricity energy. In accordance with the standards of the "2019 Emission Reduction Project China Regional Power Grid Baseline Emission Factors", the company calculates Scope 1 and Scope 2 greenhouse gas emissions at each operating point, and the performance is shown in the following table:

Indicator	Unit	2025	2024	2023
<b>Total amount of greenhouse gas discharge</b>	Tonnes of CO <sub>2</sub> equivalent	11,216.85	10,277.60	10,543.59
<i>Including: Direct emission</i>	Tonnes of CO <sub>2</sub> equivalent	781.40	574.02	418.82
<i>Indirect discharge</i>	Tonnes of CO <sub>2</sub> equivalent	10,435.45	10,321.13	10,124.77
<b>GHG emission intensity</b>	Tons of carbon dioxide equivalent / 10,000 yuan of revenue	0.008	0.008	0.007

Note: The statistical scope includes Mango Super Media Headquarters, Happy Sunshine, Golden Eagle Cartoon, Xiaomang E-commerce, Happigo, and EE-Media

## Environmental compliance management

The company attaches great importance to environmental compliance management, continuously improves the environmental governance and risk prevention and control system, promotes green operations in accordance with laws and regulations, and prevents environmental incidents from having adverse impacts on the company's operations and the public. The company's operating points are mainly office buildings. In accordance with the "Emergency Response Law", it formulates environmental emergency plans, improves the emergency mechanism and organizational system, responds to sudden environmental events such as typhoons and heavy rains in a timely and effective manner, minimizes casualties and property losses, and ensures the normal order of the company's production and employees' lives.



**Key Performance**

During the reporting period, the company did not experience any sudden major environmental incidents, nor did it receive major administrative penalties from relevant departments such as ecological and environmental authorities or be held criminally responsible due to environmental incidents.

## Ecosystem and Biodiversity Conservation

The company's operating points are located in urban commercial areas, and do not involve ecologically sensitive and fragile areas such as ecological protection red lines and nature reserves; Its main business is the production of Internet and new media-related content, which has been identified as not having a significant impact on the local ecosystem and biodiversity. As a state-controlled enterprise, based on its own media resources, the company practices the concept of "green communication", continuously participates in and promotes public welfare activities related to ecological protection. Through public welfare publicity, organizing afforestation and ecological protection themed activities, it supports the protection of wild animals and plants and the restoration of natural habitats, guides the public to pay attention to ecosystem and biodiversity protection, and disseminates environmental protection concepts.

Cases
**Broadcast Marine Protection Public Welfare Propaganda to Enhance Children's Environmental Protection Concepts**

To enhance children's awareness of the fragility of the marine ecological environment and cultivate environmental protection awareness from an early age, Golden Eagle Cartoon launched the public welfare promotional film "Protect the Marine Environment, Leave Fairy Tales for the Future" on its channel platform. The film adopts a child-friendly narrative method, integrates the concept of marine ecological protection into vivid and interesting audio-visual expressions, and guides minors to pay attention to practical issues such as marine pollution and biodiversity loss. By naturally embedding ecological civilization education into daily viewing scenes, Golden Eagle Cartoon gives full play to the positive guiding role of children's media, allowing environmental protection concepts to take root in children's hearts imperceptibly, and helping to build a future of harmonious coexistence between humans and nature.



Public Welfare Promotional Film "Protect the Marine Environment, Leave Fairy Tales for the Future"

Cases
**Practice Ecological Responsibility and Carry Out Tree-Planting Volunteer Activities**

In March 2025, the company joined hands with Hunan Satellite TV to jointly carry out a tree-planting activity in Changsha, with the participation of the main person in charge of the company's Party Committee, management representatives, nearly 100 cadres and employees, new hosts and artist volunteers. Through collective tree planting and volunteer labor, this activity integrates the concept of ecological civilization into Party building and team building practices, enhances employees' environmental awareness and organizational cohesion, and fully reflects the responsibility of state-owned media enterprises in protecting ecosystems and biodiversity.



Tree-Planting Volunteer Activity

Cases
**Nature Classroom Enters Campus, Public Welfare Activities Help Cultivate Young People's Ecological Awareness**

In November 2025, the Mango Public Welfare Platform cooperated with the Hunan Provincial Ecological Protection Volunteer Service Federation and the Xinhua County Wildlife Protection Volunteer Rescue Service Station to carry out the "Whole People Help · Tianmen Eagles Fly" nature classroom entering campus public welfare activity. The activity invited environmental volunteers to take the real story of rescuing sparrowhawks as the entry point, carry out themed publicity and education on refusing wild game and protecting biodiversity to more than 6,000 teachers and students of the school, and issue appointment letters to the first batch of "Little Migrant Bird Guardians". Through immersive classrooms and model demonstrations, the activity guides young people to establish the concept of respecting nature and protecting wild animals, promotes the integration of ecological civilization education into daily campus life, and continuously cultivates grass-roots environmental protection forces.



WildlifeProtectionAct

## Low-carbon and Environmental Protection, Green Office



As a media and entertainment enterprise, Mango Super Media's daily business activities do not involve industrial production links, and no industrial wastewater or waste gas emissions are generated during operations. Neither the company nor its important holding subsidiaries belong to the type of enterprises that have a significant impact on the environment due to production and business activities in the list of enterprises required to disclose environmental information in accordance with the law.

The waste generated by the company in daily operations is mainly general solid waste such as office domestic garbage and relevant consumables formed during daily operations. Although the overall emission scale is small, the company still attaches great importance to waste management and green office, continuously implements environmental protection measures such as garbage classification and green office, and promotes the standardized management and resource-based treatment of domestic waste. At the same time, the company continuously improves employees' environmental awareness and reduces the potential impact of daily operations on the environment.

**Key Performance**

During the reporting period, the company did not receive major administrative penalties or be held criminally responsible due to pollutant emissions.

- Digital Office**  
Actively promote video conferences and remote collaboration methods to reduce energy consumption and carbon emissions caused by business trips. At the same time, continuously promote the transmission and storage of electronic documents, reduce dependence on paper documents, and promote paperless office.
- Double-sided Printing to Save Paper**  
Implement paper management requirements such as double-sided printing in office areas, guide employees to print on demand, save paper, and reduce paper waste generation.
- Reduce the Use of Disposable Supplies and Advocate Reuse**  
Minimize the use of disposable cups, tableware and other supplies in office scenarios, encourage employees to use reusable personal supplies, and reduce waste generation from the source.
- Strengthen Environmental Protection Publicity and Guidance**  
Regularly release environmental protection tips and green office initiatives through internal publicity boards, electronic screens and other carriers.
- Green Procurement to Promote Source Reduction**  
In the procurement of office supplies and equipment, give priority to products with environmental protection certification or energy-saving attributes, support sustainable production and consumption methods, and reduce resource consumption and environmental impact from the source of procurement.

## Efficient Resources, Cyclic Utilization

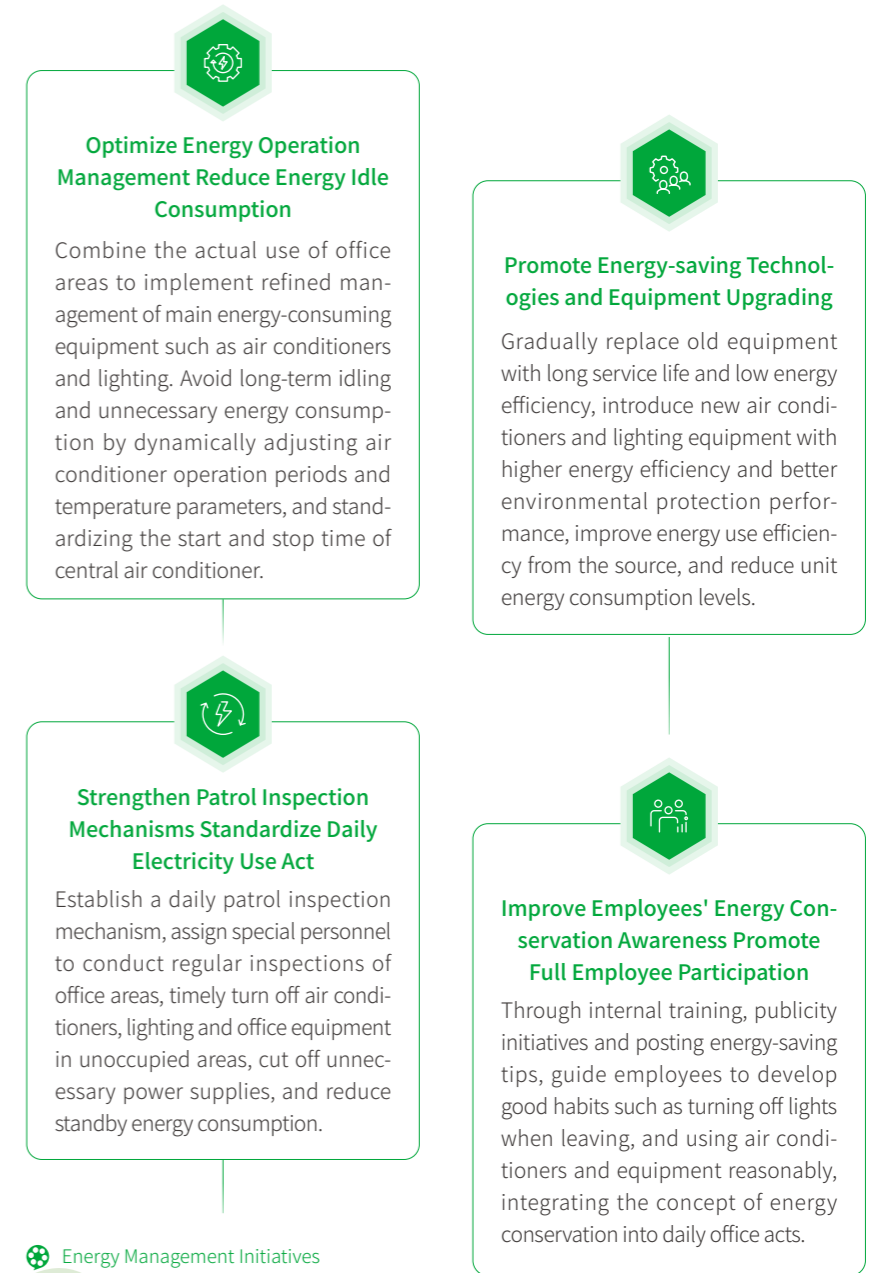


Centering on key energy-consuming links such as office operations, studio production and the operation of relevant facilities, Mango Super Media continuously promotes refined energy management, improves energy use efficiency and reduces unnecessary energy consumption through the combination of technical optimization and management improvement.

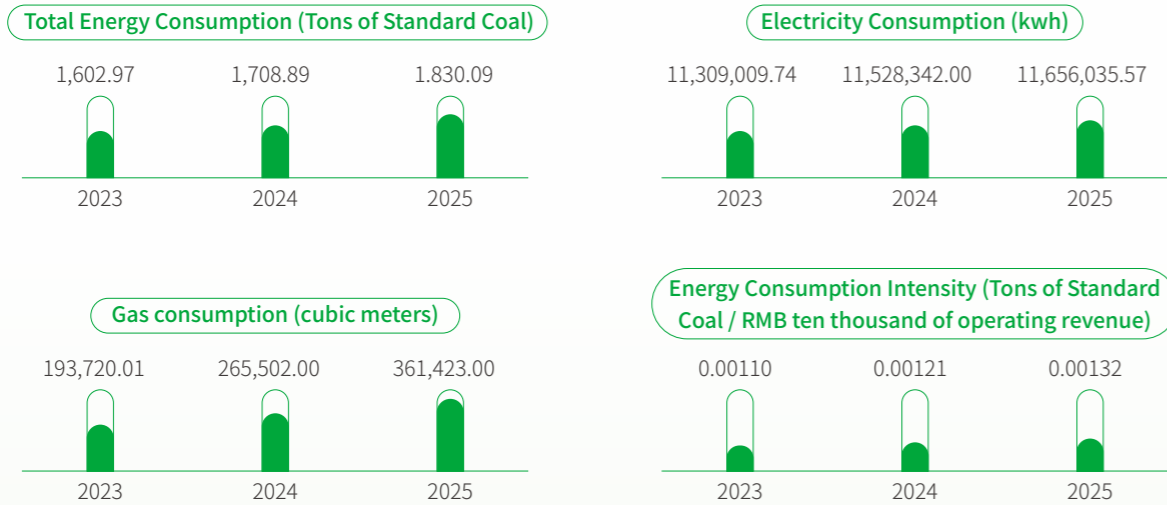
### Energy management

Upholding the concept of green development, the company takes energy management as an important starting point to improve operational efficiency and fulfill environmental responsibilities. Centering on office operations and relevant business scenarios, it continuously promotes energy conservation and consumption reduction management. It reduces energy consumption intensity through the combination of issuing the "Energy Conservation Initiative", optimizing energy-saving equipment, refined energy management and employee participation.

The company's energy use mainly includes purchased electricity and natural gas, and it does not involve the use of clean energy for the time being. The company conducts regular monitoring of energy consumption at each operating point, sets annual energy use and conservation goals, continuously explores and carries out energy-saving practices, and constantly improves the standardization and refinement of energy management.



During the reporting period, the company's energy use is shown in the following table:



Note: The total energy is calculated in accordance with GB/T 2589-2020 *General Rules for Calculation of the Comprehensive Energy Consumption*. In response to policy requirements, the unit of total energy has been converted from "kilograms of standard coal" to "tons of standard coal" this year, and the statistical scope remains unchanged.

### Water Resource Management

The company's water supply comes from municipal water purchase, and it does not involve the use of industrial water. The company focuses on the rational use and water conservation of water resources. By improving the daily water management mechanism, strengthening the guidance of employees' water-saving awareness and promoting water-saving measures, it promotes the integration of water resource conservation concepts into daily operations, reduces unnecessary water resource waste, and improves water resource use efficiency.

#### Strengthen Guidance on Water-Saving Awareness

Through internal publicity and other methods, continuously improve employees' awareness of the importance of water conservation, guide employees to reasonably control water consumption in daily activities such as hand washing and drinking water, and integrate the concept of water conservation into daily office acts.

#### Optimize Configuration of Water-Using Facilities

Select water-saving facilities such as faucets and toilet tanks in office areas to reduce single water consumption, reduce water resource consumption at the hardware level, and improve water use efficiency.

#### Strengthen Daily Monitoring and Patrol Inspection Management

Regularly verify water meter reading data, conduct year-on-year and month-on-month analysis of water use, timely identify abnormal increments, carry out inspections and repairs, and reduce water resource waste caused by problems such as water leakage.

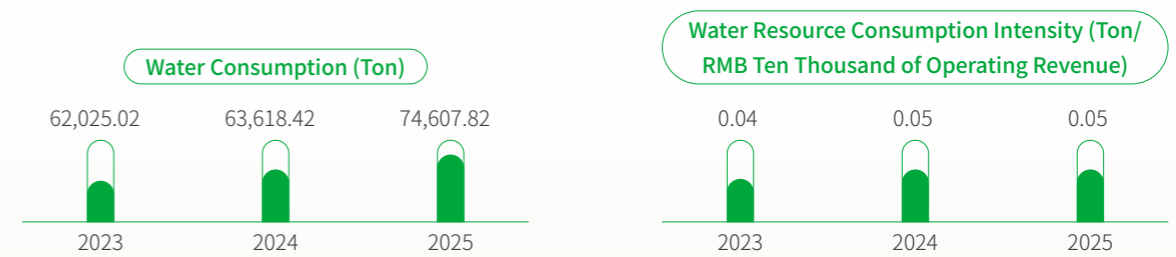
#### Adopt Water-Saving Operation Methods

Adopt water-saving work methods in green plant maintenance, cleaning and other operation links, encourage employees to report water leakage and other situations in a timely manner, promote rapid response and disposal of problems, and form a closed loop of water-saving management.



Company's Water-Saving Measures

During the reporting period, the company's water resource use is shown in the following table:



### Circular Economy

Taking the implementation of national green development and resource conservation requirements as the circular economy goal, the company integrates the concept of circular economy into relevant businesses and daily operation management. Centering on operational scenarios such as shooting and production, logistics and packaging, and product design, it gradually introduces the concept of circular economy, and promotes the efficient use of resources through resource reuse, material reduction and application of environmental protection materials.



#### Reuse of Shooting Props

In the process of content production and shooting, reuse and standardize the management of some shooting props, reduce the input of disposable materials, and lower resource consumption and waste generation.



#### Reduction Management of Logistics and Packaging

In e-commerce and logistics-related links, continuously optimize packaging design and material selection, reduce unnecessary packaging layers on the premise of meeting transportation security needs, explore more environmentally friendly packaging schemes, and promote the reduction and sustainable management of packaging materials.



#### Use of Environment-Friendly Materials

In the design and operation of some children's products and offline children's parks, advocate the concept of green sustainability, give priority to the selection of environment-friendly materials, and adopt degradable materials for some products to reduce environmental impact while ensuring security and user experience.



#### Green Delivery

In business operation and daily office-related scenarios, explore circular shipping methods, reduce the use of disposable packaging consumables, and improve the resource utilization efficiency of logistics links.











Specific Measures for Packaging Management and Circular Economy

# Concluding Chapter

## Highlight Programs

### Variety Category



<p><b>Singer 2025</b></p> <p>Music Builds a Bridge for International Cultural Exchange</p> <p><b>Responded Topics</b></p> <p>Value Leadership and Technological Innovation</p> 	<p><b>Endless Melody · Chinese Wave Season</b></p> <p>With "Chinese Wave" as the Core Theme Sing Popular Masterpieces of Chinese Music</p> <p><b>Responded Topics</b></p> <p>Value-led</p> 	<p><b>Riding the Wind 2025</b></p> <p>Music "Her Path of Blossoms" International Women's Cultural Exchange</p> <p><b>Responded Topics</b></p> <p>Value Leadership and Technological Innovation</p> 	<p><b>Who's the Murderer · Time Collection Season</b></p> <p>Decode Puzzles with Logic Touch Human Nature with Empathy</p> <p><b>Responded Topics</b></p> <p>Value-led</p> 	<p><b>Divas Hit the Road · One Heart Season</b></p> <p>Blaze a New Trail for Travel Variety Shows Heartfelt Value Resonance</p> <p><b>Responded Topics</b></p> <p>Value-led</p> 	<p><b>Sound Trek 2025</b></p> <p>Eight Major Platforms Discover New Music Talents Help More Young Talents Stand Out</p> <p><b>Responded Topics</b></p> <p>Value Leadership and Promoting Industry Development</p> 
<p><b>Talk Chuang</b></p> <p>Launch Entrepreneurship Group Chat</p> <p><b>Responded Topics</b></p> <p>Value Leadership and Economic Drive</p> 	<p><b>Gold Rush 2025</b></p> <p>Focus on College Students' Technological Entrepreneurship</p> <p><b>Responded Topics</b></p> <p>Value Leadership and Economic Drive</p> 	<p><b>Entrepreneurship Open Mic</b></p> <p>College Students' Entrepreneurship Talk Show</p> <p><b>Responded Topics</b></p> <p>Value Leadership and Economic Drive</p> 	<p><b>Paris Partners</b></p> <p>Youth Partners Store Opening and Entrepreneurship Reality Show</p> <p><b>Responded Topics</b></p> <p>Value Leadership and Economic Drive</p> 		

Documentary Category



*Mawangdui · The "Astonishing" Immortal Years*

Bring the Cultural Relics "Life" Vivid Practice of "Integration of Culture and Technology"

Responded Topics

Value Leadership and Technological Innovation



*Zuo Zongtang Recovers Xinjiang*

Promote Patriotism Pioneering Work Eulogizing National Heroes

Responded Topics

Value Leadership and Promoting Culture



*Chinese Official Maxim (Season II)*

Focus on the Excellent Traditional Culture of China Value Inheritance in the New Era

Responded Topics

Value Leadership and Integrity Culture

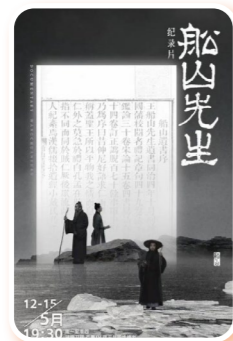


*Master Chuanshan*

Focus on the Excellent Traditional Culture of China Inheritance Value in the New Era

Responded Topics

Value-led



*Why Meet in Hunan*

Tell Good Stories of Innovation and Entrepreneurship in Hunan

Responded Topics

Value Leadership and Economic Drive



Film and Television Drama Category



*Flourished Peony*

"One Peony Boosting the Prosperity of a City" Won the "Magnolia Awards"

Responded Topics

Value Leadership and Promoting Culture



*In the Name of Blossom*

Successively Show the Peony Culture of the Prosperous Tang Dynasty in Panorama

Responded Topics

Value Leadership and Promoting Culture



*Romance in the Alley*

Era Story Touching the Heart

Responded Topics

Value-led



*Perfect Match*

Joyful Completeness and Ode to Women

Responded Topics

Value-led



*Whispers of Fate*

A Righteous Fantasy Visual Feast

Responded Topics

Value-led



*Deep Affectionate Eyes*

Love and Growth

Responded Topics

Value-led



Film and Television Drama Category



*Good Will Society*

Laugh with Tears and Skilled Benevolence

Responded Topics

Value-led



*180-Day Restart Plan*

Focus on the New Proposition of Urban Mother-Daughter Relation

Responded Topics

Value-led



*Splendid Youth*

Join Hands to Break Through and Protect the Country, Pursue Career and Love Together

Responded Topics

Value-led



*Jiang Song*

A Journey of Women's Self-Redemption Through Ancient and Modern Times

Responded Topics

Value-led



*Riding the Wind 2025: Thirty and Encouraged*

"Riding the Wind" Career Counterattack and Stunning Stage Performance

Responded Topics

Value Leadership and Technological Innovation



*Coordinates*

The First Pure AIGC Micro Short Drama on the War of Resistance Against Japanese Aggression

Responded Topics

Value Leadership and Technological Innovation



Short Drama Category



*My Fair Princess*

Short Drama Reappears the Classic IP My Fair Princess

Responded Topics

Value-led



*The Civet Cat Scholar*

The First Derivative Micro Short Drama of the Mystery Variety IP "Escape the Room"

Responded Topics

Value-led



*Girls Fighting Fate*

Republican-era Female inspirational Growth

Responded Topics

Value-led



*The Tea Bone of Yuming: The Raid Plan*

The First Film-Comic Linked AI Work

Responded Topics

Value Leadership and Technological Innovation



*Stroke of Genius*

Sci-Fi Romance AI Micro Short Drama

Responded Topics

Value Leadership and Technological Innovation



## Key Performance

Indicators	Unit	2023	2024	2025	
<b>Operation Indicators</b>					
Total operating income	RMB hundred million	146.28	140.80	138.13	
Net profit attributed to parent company	RMB hundred million	35.56	13.64	12.27	
Total assets	RMB hundred million	314.22	325.3	331.72	
Total taxable amount	RMB hundred million	5.11	5.49	6.25	
Dividend amount of shareholders	RMB hundred million	3.37	4.12	4.86	
<b>Governance Indicators</b>					
Number of the Shareholders' Meeting held	Times	2	2	2	
Number of the meeting of the Board of Directors held	Times	6	6	6	
Number of the meeting of the special committees held	Times	9	8	8	
Number of the independent directors' special meeting held	Times	/	3	2	
Members of the Board of Directors	Person	9	9	9	
Independent directors	Person	3	3	3	
Female director	Person	1	1	1	
Number of disclosed announcements	Copy	116	111	111	
<b>Social Indicators</b>					
R&D investment	RMB hundred million	4.19	3.95	3.84	
Cumulative number of registered trademarks owned	Piece	4,279	4,355	4,391	
Cumulative number of valid patents owned	Piece	355	558	790	
Cumulative work copyright registrations	Piece	786	1,089	1,299	
Total number of employees	Person	4,397	4,512	4,426	
Signing rate of labor contract	%	100	100	100	
Social insurance coverage rate	%	100	100	100	
Classification by gender	Male	Person	1,949	1,971	1,919
	Female	Person	2,448	2,541	2,507
Age	30 years old and below	Person	1,725	1,771	1,590
	31 - 40 years old	Person	2,232	2,290	2,380
	41 - 50 years old	Person	370	361	371
	51 years old and above	Person	70	90	85
Education background	Junior college employees or below	Person	745	709	625
	Undergraduate employees	Person	3,035	3,103	3,104
	Postgraduate	Person	611	695	691
	Doctor employees	Person	6	5	6

Indicators	Unit	2023	2024	2025	
Position	Production personnel	Person	1,517	1,551	1,557
	Sales personnel	Person	1,694	1,660	1,613
	Technician	Person	774	876	878
	Financial personnel	Person	147	156	143
	Administrative personnel	Person	265	269	235
Medical insurance coverage rate	%	100	100	100	
Coverage rate of employee physical examination	%	100	100	100	
Cumulative investment in public welfare and charitable causes	RMB ten thousand	2,046	2,632	4,468	
<b>Environmental Indicators</b>					
Scope 1 GHG emissions	Tonnes of CO <sub>2</sub> equivalent	418.82	574.02	781.40	
Scope 2 GHG emissions	Tonnes of CO <sub>2</sub> equivalent	10,124.77	10,321.13	10,435.45	
Total GHG emissions (Scope 1 + Scope 2)	Tonnes of CO <sub>2</sub> equivalent	10,543.59	10,277.60	11,216.85	
GHG emission intensity (Scope 1 + Scope 2)	Tonnes of CO <sub>2</sub> equivalent / RMB ten thousand of operating revenue	0.007	0.008	0.008	
Total power consumption	kwh	11,309,009.74	11,528,342.00	11,656,035.57	
Gas consumption	Cubic meter	193,720.01	265,502.00	361,423.00	
Total energy consumption	Kilograms of standard coal	1,602,969.31	1,708,885.43	1,830,092.07	
Energy intensity	Kilograms of standard coal / RMB ten thousand of operating revenue	1.10	1.21	1.32	
Water consumption	Ton	62,025.02	63,618.42	74,607.82	
Total water consumption intensity	Tons / RMB ten thousand of operating revenue	0.04	0.05	0.05	

## Indicator Indexes

### Self-Regulatory Supervision Guidelines for Listed Companies of the Shanghai Stock Exchange No. 14 - Sustainable Development Report (Trial) (April 2024) Alignment

Indicators	Corresponding Chapters in the Report
Climate Change Response	Green Communication, Low-carbon Operation
Pollutant Emissions	Low-carbon and Environmental Protection, Green Office
Waste Disposal	Low-carbon and Environmental Protection, Green Office
Ecosystem and Biodiversity Conservation	Green Communication, Low-carbon Operation
Environmental Compliance Management	Green Communication, Low-carbon Operation
Energy Utilization	Efficient Resources, Cyclic Utilization
Water Resource Utilization	Efficient Resources, Cyclic Utilization
Circular Economy	Efficient Resources, Cyclic Utilization
Rural Revitalization	Gather Small Kindnesses, Jointly Build a Better Future
Social Contribution	Gather Small Kindnesses, Jointly Build a Better Future
Innovation-Driven	Industry Innovation, Value Leadership
Science and Technology Ethics	Industry Innovation, Value Leadership
Supply Chain Security	Responsible Procurement, Shared Value
Equal Treatment of Small and Medium-Sized Enterprises	Responsible Procurement, Shared Value
Product and Service Safety and Quality	Strictly Control Standards, Guard Quality; User-oriented, Rights and Interests Supreme
Data Security and Customer Privacy Protection	Information Security, Jointly Build Trust
Employees	Walk with Youth, Grow Towards the Sunshine
Due Diligence	Risk Prevention and Control, Steady Development for a Long-term Future
Stakeholder Communication	ESG Governance; Investor Relations Management, Mutual Trust and Win-win
Anti-Commercial Bribery and Anti-Corruption	Honest Operation, Integrity and Uprightness
Anti-Unfair Competition	Honest Operation, Integrity and Uprightness

### Global Reporting Initiative (GRI) Standard Indexes

GRI Indicators	Relevant Explanations	Relevant Chapters
<b>Instructions for Use</b>	From January 1, 2025 to December 31, 2025, Mango Excellent Media reported the information cited in this GRI Content Index with reference to GRI standards.	
<b>GRI 1 Used</b>	GRI 1: Foundation 2021	
<b>Organization and Its Reporting Practices</b>		
G2-1	Organization Details	Getting to Know Mango Excellent Media
G2-2	Entities included in the organization's sustainable development reports	Entities included in the organization's sustainable development reports
G2-3	Reporting period, reporting frequency and contact person	About the Report
<b>Activities and Workers</b>		
G2-6	Activities, value chain and other business relations	Getting to Know Mango Excellent Media
G2-7	Employees	Walk with Youth, Grow Towards the Sunshine
<b>Governance</b>		
G2-9	Governance structure and composition	Standardized Governance, Efficient Operation
G2-10	Nomination and selection of the highest governance body	Annual Report
G2-11	Chairman of the highest governance body	Annual Report
G2-12	Oversight role of the highest governance body in managing impacts	Standardized Governance, Efficient Operation
G2-19	Remuneration policy	Annual Report
G2-20	Finalize remuneration procedures	Annual Report
G2-21	Annual total remuneration ratio	Annual Report
<b>Strategies, Policies and Practices</b>		
G2-22	Statement on the sustainable development strategy	ESG Management
G2-23	Policy commitment	Standardized Governance, Efficient Operation
G2-24	Blending policy commitment	Standardized Governance, Efficient Operation
G2-25	Process for remediating negative impacts	Party Building Leads the Way, Gather Strength for Progress
G2-26	Mechanisms for seeking suggestions and proposing concerns	Party Building Leads the Way, Gather Strength for Progress
G2-27	Compliance with laws and regulations	No violations or illegal acts occurred in the company
G2-28	No violations or illegal acts occurred in the company	Industry Innovation, Value Leadership
<b>Stakeholder Participation</b>		
G2-29	Approach to stakeholder participation	ESG Governance

GRI Indicators	Relevant Explanations	Relevant Chapters
<b>Substantial Issues</b>		
G3-1	Process of determining the substantial issues	ESG Governance
G3-2	Substantial Issues list	ESG Governance
G3-3	Management of substantial issues	ESG Governance
<b>Economic Performance</b>		
G201-1	Economic value directly generated and distributed	Annual Report
G201-3	Defined benefit plan obligations and other retirement plans	Annual Report
G201-4	Fiscal subsidies provided by the government	Annual Report
<b>Market Performance</b>		
G203-2	Significant indirect economic impacts	Rural Revitalization and Social Contribution
<b>Anti-corruption</b>		
G205-1	Operating sites which have passed the corruption risk assessment	Honest Operation, Integrity and Uprightness
G205-2	Communication and training of anti-corruption policies and procedures	Honest Operation, Integrity and Uprightness
G205-3	Confirmed corruption incidents and actions taken	Honest Operation, Integrity and Uprightness
<b>Taxation</b>		
G207-1	Tax policy	Annual Report
G207-2	Tax governance, control and risk management	Annual Report
G207-3	Stakeholder participation and management related to tax concerns	Annual Report
G207-4	Country report	Annual Report
<b>Energy</b>		
G302-1	Energy consumption inside the organization	Energy Management and Resource Conservation
G302-3	Energy intensity	Energy Management and Resource Conservation
G302-4	Reduce energy consumption	Energy Management and Resource Conservation
G302-5	Reduce energy demand for products and services	Energy Management and Resource Conservation
<b>Water Resources and Wastewater</b>		
G303-5	Water consumption	Efficient Resources, Cyclic Utilization
<b>Emission</b>		
G305-1	Direct (Scope 1) GHG emissions	Green Communication, Low-carbon Operation
G305-2	Energy indirect (Scope 2) GHG emissions	Green Communication, Low-carbon Operation
G305-4	GHG emission intensity	Green Communication, Low-carbon Operation

GRI Indicators	Relevant Explanations	Relevant Chapters
<b>Supplier Environmental Assessment</b>		
G308-1	New suppliers screened according to environmental standards	Responsible Procurement, Shared Value
<b>Employment</b>		
G401-2	Benefits provided to full-time employees (excluding temporary or part-time employees)	Walk with Youth, Grow Towards the Sunshine
G401-3	Parental leave	Walk with Youth, Grow Towards the Sunshine
<b>Occupational Health and Safety</b>		
G403-1	Occupational Health and Safety Management System	Walk with Youth, Grow Towards the Sunshine
G403-2	Hazard identification, risk assessment and incident investigation	Walk with Youth, Grow Towards the Sunshine
G403-3	Occupational health service	Walk with Youth, Grow Towards the Sunshine
G403-5	Occupational health and safety training for workers	Walk with Youth, Grow Towards the Sunshine
G403-6	Improve the health of workers	Walk with Youth, Grow Towards the Sunshine
G403-7	Prevent and mitigate occupational health and safety impacts directly related to business relations	Walk with Youth, Grow Towards the Sunshine
G403-8	Workers covered by occupational health and safety management system	Walk with Youth, Grow Towards the Sunshine
<b>Training and Education</b>		
G404-1	Average hours of training for each employee per year	Walk with Youth, Grow Towards the Sunshine
G404-2	Improvement scheme for skills of employee and transition assistance scheme	Walk with Youth, Grow Towards the Sunshine
<b>Diversification and Equal Opportunity</b>		
G405-1	Governing institution and employee diversification	Walk with Youth, Grow Towards the Sunshine
<b>Local Communities</b>		
G413-1	Operating sites with local community participation, impact assessment and development plans	Gather Small Kindnesses, Jointly Build a Better Future
<b>Supplier Social Assessment</b>		
G414-1	New suppliers screened according to social standards	Responsible Procurement, Shared Value
<b>Customer Health and Safety</b>		
G416-1	Assessment for the health and safety impacts based on the categories of products and services	Strictly Control Standards, Guard Quality
<b>Customer Privacy</b>		
G418-1	Proven complaints related to infringement of customer's privacy and loss of customer's data	Information Security, Jointly Build Trust

## Reader Feedback

Distinguished readers,

Greetings!

Thank you very much for taking the time to read the *2025 Sustainable Development and Social Responsibility Report of Mango Excellent Media Co., Ltd.* To provide you and other stakeholders with more valuable information and effectively promote the company to improve its capability and level of performing corporate social responsibility, we sincerely look forward to your opinions and suggestions.

### Multiple Choice (Please check ✓ in the appropriate box)

1. Your overall evaluation of the report:

Very good       Good       Average       Below average       Poor

2. Does the report respond and disclose the problems that are of concern to stakeholders?

Very good       Good       Average       Below average       Poor

3. What do you think of Mango Excellent Media's performance in terms of economic responsibility?

Very good       Good       Average       Below average       Poor

4. What do you think of Mango Excellent Media's performance in terms of environmental responsibility?

Very good       Good       Average       Below average       Poor

5. What do you think of Mango Excellent Media's performance in terms of security management?

Very good       Good       Average       Below average       Poor

6. What do you think of Mango Excellent Media's performance in terms of employee responsibility?

Very good       Good       Average       Below average       Poor

7. What do you think of Mango Excellent Media's performance in terms of community responsibility?

Very good       Good       Average       Below average       Poor

8. Do you think the information, indicators and data disclosed in the report is clear, accurate and complete?

Very good       Good       Average       Below average       Poor

9. Do you think the organization and layout design of the report are easy to read?

Yes       No

### Open-ended Question

What opinions and suggestions do you have on Mango Excellent Media's performance of social responsibility and the report?

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