

2022

ESG & CSR Report

Mango Excellent Media Co., Ltd.

About This Report

The 2022 ESG & CSR Report of Mango Excellent Media Co., Ltd. is the fourth social responsibility report published by Mango Excellent Media Co., Ltd. since its listing. The report aims to communicate with various stakeholders frankly on the ESG concepts, practices and performance of Mango Excellent Media Co., Ltd., and systematically respond to the expectations and demands of stakeholders.

Reporting period

The reporting period is from January 1, 2022 to December 31, 2022. To improve the comparability and forward-looking of the report, some contents have been extended moderately to the previous and subsequent years.

Release cycle

This report is issued annually, which is released together with the Company's annual report.

Reporting data

The data used in this report is derived from the company's internal statistical data, and public data of government departments and third-party agencies. The financial data in this report are denominated in RMB, and if there is any inconsistency with the financial report, the financial report shall prevail.

Reporting scope

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

Abbreviations

For ease of presentation and reading, in this report, Mango Excellent Media Co., Ltd. is referred to as "Mango Excellent Media" or the "Company". The full names and abbreviations of some of its subsidiaries involved in the report are as follows:

- Hunantv.com Interactive Entertainment Media Co., Ltd.: Happy Sunshine (Mango TV)
- Happigo Co., Ltd.: Happigo
- Shanghai EE-Media Co., Ltd.: EE-Media

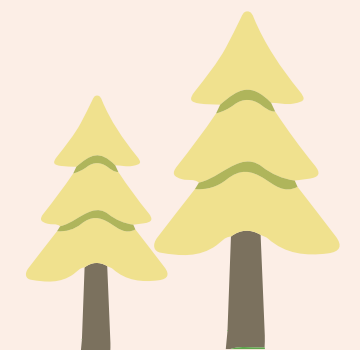
Preparation basis

- The United Nations Sustainable Development Goals (SDGs)
- GRI Sustainability Reporting Standards (GRI Standards)
- Guidelines on Corporate Social Responsibility Reporting for Chinese Enterprises (CASS-ESG 5.0) issued by the Institute of Economics of the Chinese Academy of Social Sciences (CASS)
- GB/T 36001-2015 Guidance on Social Responsibility Reporting
- International Standard ISO 26000 Guidance on Social Responsibility 2010
- Self-regulatory Guidelines for Listed Companies No. 2 - Standardized Operation of Companies Listed on GEM of Shenzhen Stock Exchange

Report version and access

The Chinese version of this report is disclosed simultaneously. In the event of any discrepancy between the English and Chinese versions, the Chinese version shall prevail. Both the English and Chinese versions are available electronically at <http://www.cninfo.com.cn>.

In case of any questions or suggestions about the report, please send an email to mangocm@mangocm.com or call (0731) 82967188.



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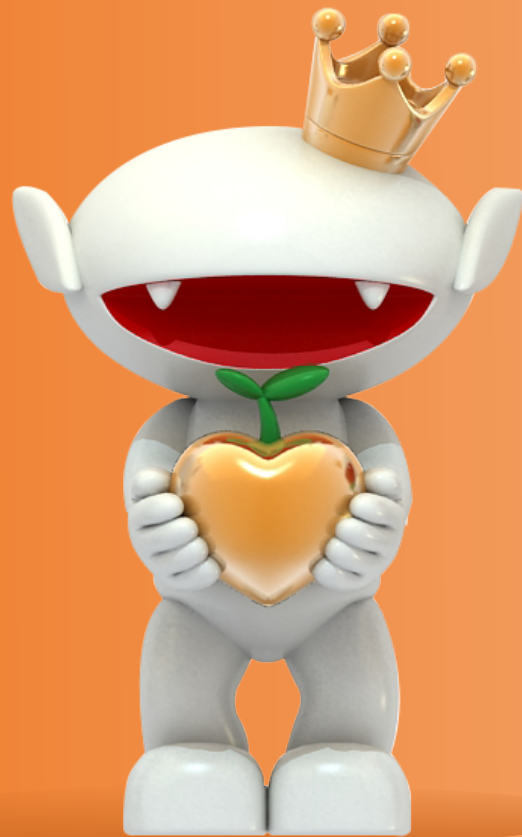
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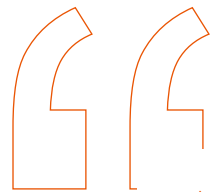
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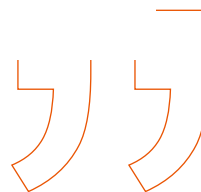




Message from the Chairman



The year 2022 has concluded as we went through myriads of great changes to embrace the coming of another spring. Last year, we witnessed a turbulent international landscape and also celebrated the successful convening of the 20th National Congress of the Communist Party of China. Our Chinese-style modernization is taking wings as the ship of China's economy sails farther amid stormy waters. The Year of the Tiger was also the first year for Mango to carry out revolution against all odds. Guided by Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era and spirits of his important address at Malanshan, we are constantly tackling the crucial difficulties of media convergence. Powered by our two platforms, we are working to muscle our way out in the industry by both exploring new opportunities and maintaining our current strengths, and find ways to achieve high-quality development for mainstream new media groups through institutional reforms.



Member of the Party Committee and Deputy General Manager (Deputy Director) of Hunan Broadcasting Film Group Co., Ltd. (Hunan Broadcasting System)
Secretary of the Party Committee of Hunan Satellite TV
Deputy Secretary of the Party Committee and Chairman of Mango Excellent Media Co., Ltd.

Cai Huaijun



Cultural development is key to cultivating a devoted and faithful soul. Without a soul, a man cannot stand, and a country cannot prosper. As the largest listed new media platform directly reporting to the CPC, we devote ourselves to the Party with complete and utter loyalty. Over the past year, focusing on the 20th National Congress of the CPC, we successfully launched a series of media campaigns among the mainstream public based on integrity and innovation. Special educational features such as Follow the Footsteps of the General Secretary and the Great Stride Forward were launched via both the Internet and TV. The Decade was a combination of short documentaries, interviews, and artistic performances to present the extraordinary achievements of the CPC since the 18th National Congress; Drama series such as Faith Makes Great and A Land So Rich In Beauty won the "Flying Apsaras Award", "Starlight Award", and "China News Award", an irrefutable testament to Mango's unwavering dedication to the Party. The Mango TV International APP has been downloaded over 118 million times, conveying China's voice in its full vibrancy to the world through our improving international communication system.

Self-revolution makes the bravest pioneers find breakthroughs from the unknown. In 2022, as the long video industry finally put a brake on its single-minded desire to get more clicks, Mango's long-term belief in sustainability and future-proofed development finally pays off. However, major breakthroughs cannot be achieved overnight. In order to maintain our unique advantages as a state-owned party media platform, we sought overall transformation from the top down, substantially promoting the integration of Hunan Satellite TV with Mango TV so that our market-oriented mechanism and integrated strategies could truly usher us into a better future; Taking technology empowerment and digital transformation as two major areas of breakthrough, we worked to create "value-oriented media" driven by new technologies to ensure the rational use of technology and healthy content generation; We also strengthened efforts to integrate resources among business clusters and lay

out plans for Xiaomang E-commerce and offline live entertainment. These self-reforming efforts helped accelerate supply-side structural reform, constantly enriching our expertise and enabling us to break industry boundaries.

By producing meaningful and educational shows, we inspired our audiences to pursue goodness and virtue. The pursuit of goodness is a fine tradition in artistic creation in China. We took it upon ourselves to achieve new heights in artistic creation. Infinity and Beyond, Sisters Who Make Waves, Call Me by Fire... We committed ourselves to make reality shows that were truly meaningful and enlightening, and in turn, drew inspiration from them to constantly upgrade our methods of making smash-hit shows. Racing Mangoers was another reality show which incorporated education on job security and career guidance, while Mango Cloud Supermarket echoed the national strategy of rural revitalization. On its arduous journey ahead, Mango will always keep its responsibilities in mind. In 2022, Mango Excellent Media once again won the title of "Top 30 National Cultural Enterprises", and Mango TV made it into the Top 20 Internet Platforms as the only state-owned platform.

As an old Chinese saying goes, "Charge at the toughest and aim at the farthest". This means in order to pursue the most ambitious goal, one shall begin by conquering the biggest challenge. What we achieved in 2022 did not come easily. It was thanks to the hardest effort by everyone at Mango that we could get where we are today. Looking forward, there is no precedent to follow as we explore to achieve high-quality development for mainstream new media groups; nor is there a formula for solving the conundrum of media convergence. Those who keep up their efforts often achieve their goal; and those who keep on walking often reach their destination. As long as we adhere to the "innovate-or-perish" mindset, keep motivated, and stand ready to take whatever risks that come our way, we can surely turn our ambitions into a beautiful reality as we join together like sparks of fire.



Message from the General Manager



The year 2022 witnessed the successful convening of the 20th National Congress of the Communist Party of China. To forge ahead in the new era with uplifting spirits, Mango Excellent Media stands ready to speed up creating a stronger mainstream new media platform and remain faithful to the Party based on integrity and innovation. As a mainstream new media platform directly reporting to the Party, Mango fulfills its social responsibility, above all else, by strengthening mainstream ideology with high-quality corporate development and continuously enhancing its leadership, visibility, and impact as a mainstream new media platform through reform and innovative efforts, so as to promote stronger and more extensive mainstream media campaigns.



Member of the Party Committee, Director and General Manager of Mango Excellent Media Co., Ltd.

Secretary of the Party Committee, Executive Director and General Manager of Mango TV

Member of the Party Committee of Hunan Satellite TV



Liang Deping

We uphold integrity and innovation to constantly enhance our leadership as a mainstream new media platform.

In 2022, Mango Excellent Media focused its efforts on publicizing and covering the 20th National Congress of the CPC, incorporating party construction in all our business aspects. A powerful smart platform matrix was built to empower our business development, and a unique Mango youth talent training mechanism was established to invigorate human resources. We continuously enhanced the core competitiveness of our self-developed content and innovation, winning three "Flying Apsaras Awards", two "China News Awards", and one "Starlight Award", and once again making it into the "Top 30 National Cultural Enterprises". Our core platform Mango TV stayed firmly on the top of the industry, constantly improving its leadership in value creation.

We promote integrated development to constantly enhance our visibility as a mainstream new media platform.

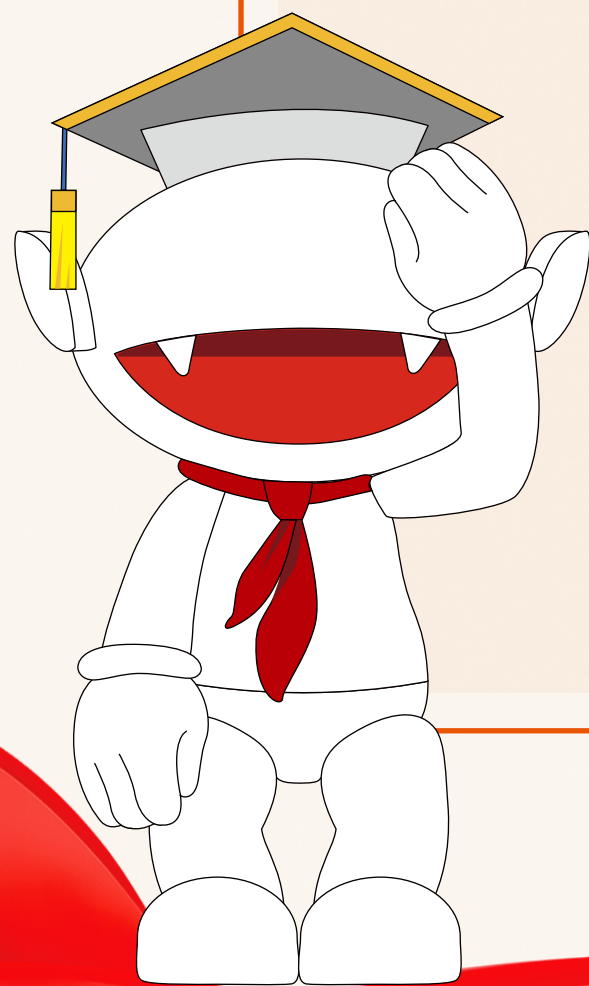
In 2022, we worked to promote integrated development between Hunan Satellite TV and Mango TV, as part of our larger reform and innovation strategy. Our market-oriented mechanism, integrated strategies, and the younger team ensured a high-quality supply of content while bringing in new platforms and channels of communication to increase the visibility of our media ecology. During the 20th National Congress of the CPC, Hunan Satellite TV and Mango TV gave full play to their advantages of integrated communication to present a matrix of positive-energy communication through a series of well-produced TV shows, triggering passionate and uplifting public discussions.

We launch globalization strategies to proactively expand our impact.

Adhering to cultural confidence, we continued to produce works that help communicate the Chinese culture. The second season of China, a large-scale historical documentary produced by Mango TV, was an effort to explore China's spirituality, strength, and source of confidence in the context of global communication while promoting the Chinese culture. We made continuous efforts to develop Mango TV International APP, our self-developed platform of international communication, to tell China's story and convey the Chinese civilization overseas. By the end of 2022, the Mango TV international APP has been downloaded by over 118 million times, an increase of 94.1% year-on-year; the number of overseas users has exceeded 111 million, with services covering over 195 countries and regions.

The sky is the limit as long as we brave the stormy waves. As we forge ahead in the new era, Mango Excellent Media will adhere to the spirits of the 20th National Congress of the CPC as its ultimate guidance to make even greater contributions to building a mainstream new media group and promoting China's cultural confidence and self-reliance.

A New Mission on a New Journey for a New Era



The 20th National Congress of the Communist Party of China (CPC) was convened triumphantly, sounding a clarion call of the times for us forging ahead on a new journey. On the new journey filled with glories and dreams, Mango Excellent Media, as a CPC-controlled mainstream new media, has been moving forward with enterprise and fortitude and adhering to its mission and responsibility to consolidate and strengthen mainstream ideology and public opinion.

As we advance into the new era, Mango Excellent Media assumes the new responsibility as a mainstream media and focuses on the construction and management of mainstream positions by virtue of its strength in ecology and new media platform, striving to grow its mainstream platform bigger and stronger and deliver more positive energy and themes.

Guided by the new direction of content innovation in this new era, the Company insists on a people-centered creative orientation to create contents that serve the people and socialism, and insists on the creative transformation and innovative development of dual-platform programs and dramas so as to launch more excellent works that enhance the spiritual power of the people.

In the new era, the Company has been exploring new paths for international communication. We tapped into outstanding traditional Chinese culture and displayed cultural confidence in creations. We also explored new ways of communication to expand overseas markets, with an aim of presenting a China that is credible, appealing, and respectable and promoting Chinese culture to the world.

However difficult it might seem, the challenge will be overcome. In the new journey for the new era, the Company has always adhered to Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era and the spirit of General Secretary Xi Jinping's important speeches on media integration, upheld the mission of raising the flag, gathering the people's heart, cultivating new people, promoting culture and demonstrating image as the party media and state-owned enterprise, held high the banner and sharpened the new mission of mainstream new media in the new era.



Publicizing the 20th CPC National Congress by Constructing a Positive Energy Communication Matrix

By upholding the leadership of the Party with utter loyalty, Mango Excellent Media, as a Party media and state-owned enterprise, carried out integrated communication by launching a number of major plans, products and arrangements via Hunan TV and Mango TV by virtue of its strength in ecology and new media platform during the 20th CPC National Congress, thus constructing a positive energy communication matrix and creating an enthusiastic, upward opinion atmosphere.

Pin the 20th CPC National Congress on the Top in Red Color

The Company has unified the slogan for publicity and coverage on its TV and website and launched a customised feature on the 20th CPC National Congress, "A New Journey from the Beginning - The 20th National Congress of the Communist Party of China", which presented the 20th CPC National Congress in a comprehensive manner and fully covered important issues. At the same time, the Company launched a feature on the "20th CPC National Congress" with numerous propaganda films launched on the all-media matrix, forming a large matrix + strong exposure communication.

Case

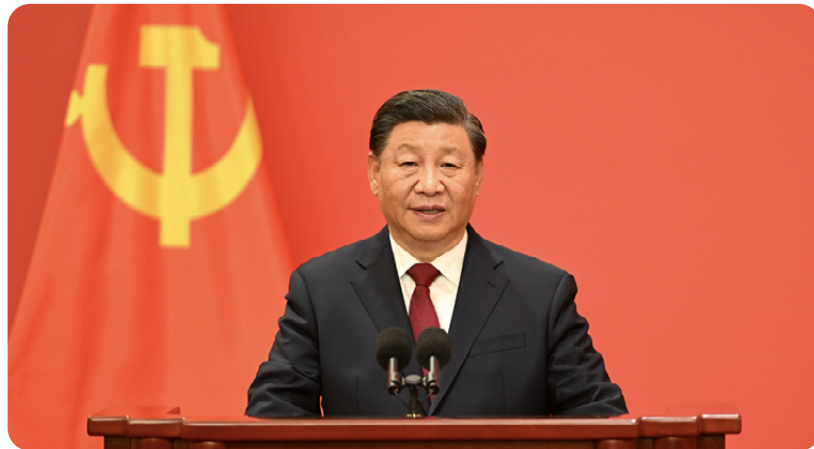
An exclusive channel was launched to publicize the 20th CPC National Congress



In October 2022, Mango TV pinned the 20th CPC National Congress on the top in red color, launched the "20th CPC National Congress Coverage Zone" and the News Zone on the home page, and set up an exclusive channel for the "20th CPC National Congress", all focusing on the spirit of General Secretary Xi Jinping's speech, the style of Party representatives and the Hunan delegation, etc. Integrating the media coverage of CCTV, Xinhuanet and Hunan Broadcasting System, we worked hard to promote "Footsteps of the General Secretary", "Great Changes in This Decade", "Striving for a New Journey", "Time for the 20th CPC National Congress", "Our New Era" and "Style of Delegates for the 20th CPC National Congress" and ensure the successful live broadcasting.



Exclusive Channel for the 20th CPC National Congress



Source: Xinhua News Agency

Trio Series

From October 7th to 23rd, 2022, the theoretical film Philosophy Shining China • Sharing, the news feature Letter from the General Secretary, and the theoretical film Journey of Ideas were released on Hunan TV and our new media platform Mango TV, demonstrating our responsibility and style as a mainstream new media.

Case

Philosophy Shining China • Sharing, encouraging joint struggle



In October 2022, Mango TV broadcast Philosophy Shining China • Sharing. The program is divided into three 30-minute episodes, each with the theme of "Sharing, Common Wealth and Struggle Together". Each episode focuses on the topics of "Sharing the fruits of development", "Towards common prosperity", and "Striving for the future", and visits Changsha, Hunan Province, the Eighteenth Cave Village in West Hunan, the Youxiqiao Village in Loudi, Minning Town in Ningxia Province, Hangzhou, Zhejiang Province, and Shenzhen, Guangdong Province, where the concept of shared development has been successfully practiced.



Philosophy Shining China • Sharing



Case Journey of Ideas, exploring historical changes

In October 2022, Mango TV broadcasted Journey of Ideas. The program consists of eight 30-minute episodes, namely "Yuanquan", "Fengmin", "Wuwo", "Qinglv", "Xianshou", "Dadao", "Hehe" and "Bense". The program combines innovative formats such as thematic micro-dramas, guest conversations, location readings, ancient and modern dialogues, and international links to vividly explain the original contributions of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, focusing on the transformative practices, breakthroughs, and landmark achievements of China since the 18th CPC National Congress.



▶ Journey of Ideas

Case Letter from the General Secretary, telling the story of family and country

In October 2022, Mango TV broadcasted Letter from the General Secretary. The program focuses on the correspondence between General Secretary Xi Jinping and the general public since the 18th CPC National Congress. We selected eight letters sent to the old Party branch secretary of the border village of Canyuan County in Yunnan, all the teachers and students of the Sino-Lao Friendship Nongbing Village Primary School, the elementary school students of the Macao Haojiang Secondary School Yingcai School, all the officers and soldiers of the "hard-boned sixth company", all the medical staff of China's Aids to Africa in the fight against Ebola, all the officers and soldiers of the 10th Squadron of the Fourth Detachment of the Shanghai Armed Police Force, all the officers and soldiers of the "plateau-stationed model battalion" and 15 old professors from the Xi'an Jiaotong University, aiming to tell the stories of the struggles of the recipients.



▶ Letter from the General Secretary

Innovative Program Publicity

During the 20th CPC National Congress, the micro-documentary The Past Decade, the documentary interview program The Past Decade - Light Chasers, the special program The Past Decade - Night of Light Chasers, the documentaries The Years, China (Season 1), China (Season 2), Ten Years of China, My New Era and I and Leading the Way, positive variety shows and melodramatic animations were broadcast round the clock and in full rotation, with focused themes and a wide range of categories, further growing the voice of mainstream public opinions.

Case The Past Decade Series focus on the struggle of new-generation light-chasers

The micro-documentary The Past Decade, the documentary interview program The Past Decade - Light Chasers, the special program The Past Decade - Night of Light Chasers focus on the struggle of ordinary people from all walks of life to join the construction of the new era and pursue their dreams and explain the spirit of light chasing in the process of China's development through stories of people with a sense of history and the times. After the program was broadcast, it was praised by mainstream media such as Guangming Daily and China Youth Daily, and won the 2022 Variety Annual Impact Special program of the Year.

Praise from the WeChat Official Account for the 20th CPC National

“ It attracted a huge number of audiences with its main theme and positive energy. ”



▶ Documentary interview program The Past Decade - Light Chasers



▶ Special program The Past Decade - Night of Light Chasers



▶ Micro-documentary The Past Decade



Intensive Broadcasting of Dramas

The Company carried out thematic planning for the content of its TV drama library based on Mango's two platforms and created a network zone for positive dramas to guide and showcase the glorious achievements of the new era in all aspects with round-the-clock coverage. For example, the self-produced drama Song of Lushan showcases the struggling people in China's advanced equipment manufacturing sector, and the drama Draw the Line presents the latest achievements of our judicial reform in a panoramic manner. In addition, Mango TV has also programmed melodramatic dramas such as Our Times, The Examination for Everyone, and HuTong.

Case Song of Lushan, showing the power of Chinese workers

Under the guidance of the National Radio and Television Administration and the All-China Federation of Trade Unions, produced by CCTV, the Publicity Department of the CPC Hunan Provincial Committee, the Hunan Provincial Federation of Trade Unions, Hunan Broadcasting System, Mango TV and Golden Light, supported by the Hunan Provincial Radio and Television Bureau and produced by Golden Light, Song of Lushan, the key drama in the New Generation Creation Exhibition Activities, was broadcast on CCTV-1 from 19 August 2022 and was exclusively broadcast on Mango TV. Based on the background of Hunan's equipment manufacturing industry, the drama anchored on the high-quality development of China's heavy industry since the 18th CPC National Congress, and tells the story of Lushan Heavy Industry, a state-owned listed company, which enters a period of deep reform and adjustment when two generations of workers worked together to make a breakthrough and lead the world relying on independent technology innovation. While telling the pain points of transformation for intellectual manufacturing, the drama also explores the changing relationship between man, machine, and technology, and shows the passion and commitment of Chinese workers to keep pace with the times.



▶ Song of Lushan



Case Draw the Line, an artistic manifestation of the rule of law in the new era

Draw the Line, a drama series aired by Mango TV, is an artistic endeavor at presenting people's courts' actual implementation of Xi Jinping's Thought of the Rule of Law and achievements in serving China's overall development and people-centric and impartial justice under the strong leadership of the Party Central Committee with Comrade Xi Jinping as its core. Carrying both educational and artistic purposes, the series resorts to a professional perspective while also responding to the most relevant public concerns, conveying important values by telling a series of compelling stories. It is a successful effort to explore new ways for producing realistic court shows, which is warmly received by the public and achieves good effects.



▶ Draw the Line



Expanding the Voice of Mainstream Media to Accelerate International Communication Capacity

Mango Excellent Media has long held the mission of responding to the national call and serving the country and adhered to the people-centered creative orientation by exploring outstanding cultural elements and incorporating traditional Chinese culture into its creations to enhance the cultural connotation of its works. In addition to expanding its mainstream voice, the Company also continues to explore new ways of communication and expand overseas market, so as to promote Chinese culture to the world.

Adhering to the People-centered Creative Orientation

The report of the 20th CPC National Congress pointed out that "we will encourage people-centered cultural creation and production of more outstanding works that inspire the people". Mango Excellent Media insists on being close to the masses and serving them, and has strengthened the connection between the media and the audience and launched excellent works that highlight mainstream values.

Case TV series Our Times, showing stories from all walks of life and painting a picture of hustle and bustle

Our Times, the key drama in the "Salute to the New Era, Strive for a New Journey" Excellent TV Dramas Exhibition for the 20th CPC National Congress, adopts the unit series mode and focuses on ordinary people from all walks of life through eleven unit stories. The drama tells "grounded, warm and resonant" Chinese stories via images, shapes a group portrait of the people in the new era, shows the vigorous struggle of representatives from all walks of life, and draws a gorgeous and colourful scroll.



▶ TV series Our Times

Case Who's the Murderer Collegiate Panel, promoting education on the general knowledge of the law

The Company upgraded Who's the Murderer VII and jointly produced Who's the Murderer Collegiate Panel, an innovative section, with the Supreme People's Court, to discuss the social hot topics, such as bullying in schools and protection of the rights and interests of the elderly, and popularize the professional legal knowledge related to such topics, through a large amount of intuitive and clear data and real cases. Meanwhile, to tie in with the broadcast of Who's the Murderer Collegiate Panel, Mango TV, together with the Supreme People's Court and a number of media, has planned a law education class, inviting netizens to share and discuss the legal knowledge in the program as well as the legal knowledge that is easily overlooked in daily life. By doing so, we aim to promote the knowledge of the law to more people, especially young groups, in a way most acceptable to them, and strengthen law education for all.



▶ Who's the Murderer Collegiate Panel



Advocating Traditional Chinese Culture

According to the report of the 20th CPC National Congress, "Guided by the core socialist values, we will develop advanced socialist culture, promote revolutionary culture, and carry forward fine traditional Chinese culture. In doing so, we will be well-placed to meet people's ever-growing intellectual and cultural needs and continuously grow China's cultural soft power and the appeal of Chinese culture". Mango Excellent Media deeply understands the significance of combining the basic principles of Marxism with the fine traditional Chinese culture, and practices the spirit of the 20th CPC National Congress with practical actions. By deeply excavating and explaining the contemporary value of fine traditional Chinese culture, we have worked hard on innovative forms of expression and promoted and passed on fine traditional Chinese culture in a form favored by people, so that the most basic cultural genes of the Chinese nation can adapt to contemporary culture and harmonise with modern society. We truly record the times with high-quality masterpieces, play the positive role of literature and art, advocate positive culture to youth, and shoulder our responsibility as mainstream new media to better tell China's stories, make China's voice heard, and present a China that is credible, appealing, and respectable.



Case Activating historical memory and exploring Chinese culture



China (Season 2), a large-scale historical documentary supported by the "Doc China" communication project of the Publicity Department of the CPC Central Committee, directed by the Publicity Department of National Radio and Television Administration and co-produced by Mango TV, Hunan TV and Beijing Bojing Culture, was broadcast simultaneously on 28 February 2022 on Mango TV and Hunan TV. The documentary continues the narrative and subject matter of the first season and takes a look at the changes in Chinese thoughts by focusing on the development of ideas, institutions and culture from the inflection point of the Tang Dynasty to the end of the 2,000-year imperial system. In the midst of a grand historical process, the documentary traces how China has come along the way through vigorous images and vivid narratives by selecting people and events that have had a profound impact on China and are highly representative and epochal, and capturing important points that were groundbreaking, transformative or iconic at the time.



▶ Documentary China (Season 2)

Besides, the documentary China (Season 2), more inclusive and innovative than its first season, explores the cultural context based on a global perspective and the source of Chinese spirit, Chinese power and Chinese self-confidence under international communications.



Case Personal Tales along the Silk Road demonstrate Chinese cultural confidence



Personal Tales along the Silk Road, Mango TV's self-produced documentary about the Silk Road culture and archaeology-related workers of the new era, was broadcast exclusively on Mango TV from 20 April 2022. This documentary focuses on the spirit of perseverance and struggle presented by workers engaged in archaeological excavation, cultural relics protection and cultural communication in different positions along the Silk Road, aiming to bring viewers closer to the Silk Road culture, feel the ambition of the new-generation cultural workers, and learn the essence of Chinese civilization.



▶ Documentary Personal Tales along the Silk Road

Case Promoting traditional Chinese food culture through food dramas



"Food is the first necessity of the people." Chinese culture stretches back thousands of years, and food culture has a long history and heritage. Royal Feast, a costume drama on food broadcast exclusively on Mango TV from 22 February 2022, connects moving stories with traditional cuisines. The drama has been well received by authoritative media such as China Daily, Global Times, The Beijing News, Guangzhou Daily and Culture&Tourism China.

Praise from Xinhuanet



With a focus on the profound food culture, Royal Feast discovers excellent dishes and presents them on screen to create a visual feast for netizens.



Enhancing International Communication Capabilities

As indicated in the report of the 20th CPC National Congress, "we will strengthen our international communications capabilities, present a China that is credible, appealing, and respectable and present Chinese culture to the world". Adhering to its strategic mission of "spread of Chinese culture overseas", Mango Excellent Media has developed its superior content such as drama and variety shows, while establishing an overseas communication matrix with Mango TV International App as the core to actively participate in the production and distribution of movies, in a bid to make greater contributions to the overseas communication of Chinese stories.

The Company has built up a distinctive international communication system and become an important new force in cultural outreach. As at the end of the Reporting Period, Mango TV's international communication works have won the China News Award for four consecutive years. The number of downloads of Mango TV International App exceeded 118 million, an increase of 94.1% year-on-year; the number of overseas users has exceeded 111 million, with overseas business services covering more than 195 countries and regions worldwide. Mango TV has also continued to strengthen content operations on overseas mainstream new media platforms such as Facebook, Twitter and YouTube to enhance fan experience and stickiness. We have acquired a total of 18.04 million subscribers on our official YouTube channel, becoming No.1 MCN in Chinese on the platform. We have also released 18 TV dramas such as The Long River, Growing Pain 2 and Guo's Summer, 18 short dramas such as A Familiar Stranger and Behind the Moon, 5 variety shows such as Infinity and Beyond and Sisters Who Make Waves, 6 documentaries such as The Pride of Hunan Cuisine and Taste of New Year, and one animated film The Story of Animal Kingdom in many countries and regions such as Japan, Korea, and North America.

Case Bilingual features were launched to highlight overseas communication

The Company also attaches great importance to the overseas communication of the 20th CPC National Congress. We have launched features in both Chinese and English on the home page of International App and recommended the coverage on the 20th CPC National Congress in both Chinese and English in the flash map, while providing English translation and English subtitles for the documentary The Past Decade and The Past Decade·Light Chaser, so as to allow more overseas users to watch them and enhance their publicity.



▶ Picture on the 20th CPC National Congress at the Mango TV International APP

Case Attending the Cannes Film Festival to promote quality IPs overseas

In May 2022, Mango TV participated in the China Film Pavilion at the Cannes Film Festival together with more than 20 professional film organizations, showcasing the achievements of outstanding Chinese films and film organizations from Mainland China since 2021 to the world and promoting international exchange and cooperation in the field.



▶ China Film Pavilion at the Cannes Film Festival

Case Strategic cooperation was reached to build a Southeast Asia international communication center

The Company actively responds to the "Belt and Road" Initiative and accelerates the interconnection of international transport routes. In August 2022, at the international communication forum of "Shaping a Credible, Admirable and Respectable Image of China" of the China New Media Conference, Mango TV signed a strategic cooperation agreement with Lao National Television and YN Mobile Digital TV Corporation to promote cooperation in platform construction, content licensing and translation, and integrated communication, and explore media industry cooperation in Southeast Asian countries. Such cooperation also can promote Chinese content to the world, better tell Chinese stories, promote cultural exchanges between the two countries, and facilitate the innovation and progress of the cultural industries in the two countries.



▶ Signing Ceremony of the China New Media Conference

Case Telling Chinese stories and conveying Chinese voice

The historical legendary drama The Long River, a key project of the National Radio and Television Administration, has been broadcast simultaneously on the global platforms such as Hunan TV, Mango TV, Mango TV International App, YouTube, Line TV, iTalkBB and Viki in multiple languages. The drama portrays and shows the Chinese sages who sacrificed their lives to rule rivers and their perseverance and persistence, breaking through the limitations of different cultural contexts and circles, inspiring emotional and spiritual resonance among global viewers and generating buzz and acclaim overseas. The TV rights of the drama have been distributed to North America, South Korea, Thailand, Japan, and other countries and regions, and the drama will be scheduled for broadcast on AisaN in South Korea and MONO in Thailand.



▶ The Long River was broadcast via iTalkBB in North America



Mango Excellent Media Against All Odds

> About Mango Excellent Media

Mango Excellent Media Co., Ltd. is the first state-owned new media company in the A-share market featuring integrated development, full media channels and content production industry chain, as well as the unified integrated media industry and capital operation platform under Hunan Broadcasting Film Group Co., Ltd. (Hunan Broadcasting System).

The main business of the Company includes Mango TV's Internet video business, new media interactive entertainment content production, and content e-commerce business. Relying on Mango's integrated media ecosystem, the Company focuses on the operation of Internet video platform and strives to build a media industry chain ecosystem with a synergistic development of upstream and downstream covering membership, advertising, IPTV, OTT, film and television, variety shows, artiste brokerage, music copyright operation, IP derivative development and live entertainment, and content e-commerce.

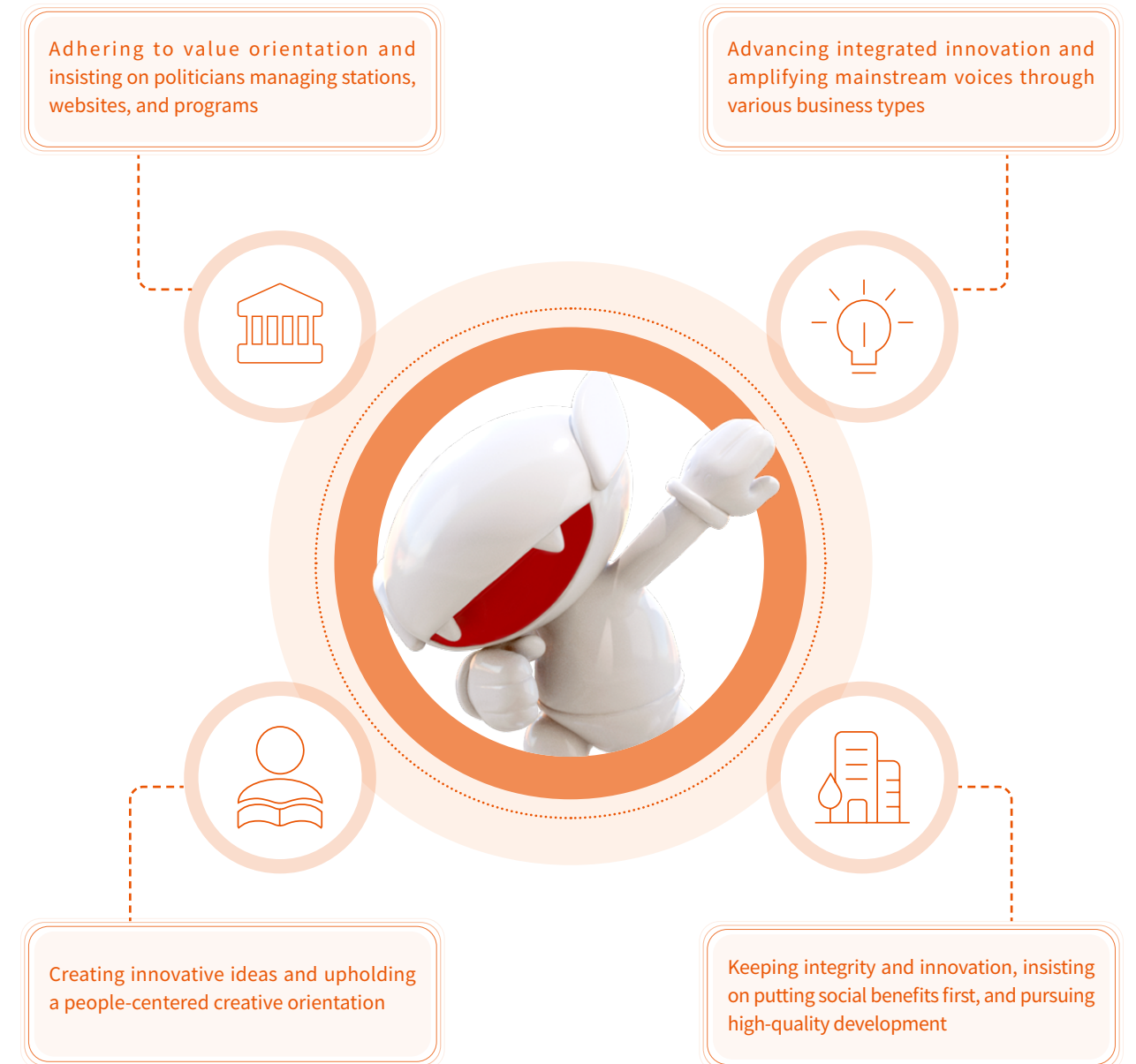


▶ Main business and brands of the Company



> Development Strategy

Mango Excellent Media is a media under the leadership of the Party. In 2022, the Company resolutely implemented the strategic policy of exercising full and strict governance over the Party, strictly fulfilled the main responsibility of the Party Committee for exercising full and strict governance over the Party, and insisted on planning, deploying, promoting, and assessing the Party's construction together with its business work.



➤ Responsibility Management

Communication with Stakeholders

Mango Excellent Media attaches great importance to communication and exchange with internal and external stakeholders of the Company, and has launched dialogues with stakeholders through various channels to gain a deeper understanding of the demands and expectations of each stakeholder, so as to gain the trust and support of all parties and promote the continuous improvement of social responsibility management.

Stakeholders	Expectations and demands	Communications and performances
 Government and regulatory authority	<ul style="list-style-type: none"> • Paying taxes in accordance with the law • Operating with integrity and compliance • Promoting mainstream culture 	<ul style="list-style-type: none"> • Actively paying taxes in accordance with the law • Improving corporate governance • Making innovative explorations to expand mainstream publicity
 Shareholders and investors	<ul style="list-style-type: none"> • Stable performance growth • Improving return on investment • Understanding the Company's operations 	<ul style="list-style-type: none"> • Improving corporate governance • Safeguarding shareholders' rights and interests • Investor relations management • Information disclosure
 Customers / Consumers	<ul style="list-style-type: none"> • Excellent works • Privacy protection 	<ul style="list-style-type: none"> • Increasing innovation efforts • Strengthening information security management
 Suppliers and partners	<ul style="list-style-type: none"> • Compliance with business ethics • Open and fair procurement • Driving industry development 	<ul style="list-style-type: none"> • Creating long-term stable cooperation • Insisting on open and transparent • Promoting industry exchange and cooperation
 Employees	<ul style="list-style-type: none"> • Protection of rights and interests • Providing vocational training • Good working environment 	<ul style="list-style-type: none"> • Compliance with relevant laws and regulations • Comprehensive training system • Colorful employee activities
 Communities and the public	<ul style="list-style-type: none"> • Commitment to charity • Emphasis on public welfare promotion 	<ul style="list-style-type: none"> • Participating in volunteer activities • Promoting public welfare activities on a regular basis

Materiality Analysis

Mango Excellent Media actively fulfills its social responsibility, makes in-depth analysis of macro policy orientation and trends in sustainable development at home and abroad based on social responsibility compilation guidelines, trends in corporate issues in the media industry, stakeholder demands and relevant plans for its social responsibility work, and clarifies its materiality issues in social responsibility through questionnaire surveys:



 Value guidance	 Media diversification	 Promoting culture overseas	 Content review and ad compliance
 Technology development and innovation			 Digital development
 Information security and privacy protection			 Employee care and motivation
 Intellectual property protection	 Social responsibility management	 Customer service and rights protection	



Contribution to UN Sustainable Development Goals

- The Company determines the remuneration in line with its development stage and effectiveness, which is competitive as compared with industry remuneration in the region, and can attract, motivate, and retain talents.

- The Company meticulously carries out water conservation actions, maintains plumbing pipes on a daily and timely basis, and posts water conservation slogans to raise employees' awareness of water conservation.

- The Company has launched a variety number of shows and TV dramas created from a female perspective, focusing on women's psychological issues and conveying a new era of women style.

- The Company adheres to the principle of equal employment, guarantees equal pay for men and women for equal work, adds parental leave and nursing leave, and offers annual surprises on March 8 Women's Day to protect the legitimate rights and interests of female employees. The Company has also launched a public welfare campaign on the theme of "She Power", which focuses on women's issues and aims to speak up for women.

- The Company has established the Mango New Media Investor Education Base to help investors establish the concept of "long-term investment, value investment and rational investment" with professional and extensive investment education knowledge.

- The Company has collaborated with universities to launch the "Mango Youth Creation", which aims to enhance the professional skills of creators through constructive commentary and focused, in-depth discussion of issues.

- The Company has formed a training course system for all business segments and employees at all levels. The training courses were conducted in four segments, namely, ideology, industry trends, general quality and professional ability, to enhance the professional ability and comprehensive quality of employees.

- The Company has separately formulated the Personal Information Protection Policy for Minors for its APP and has set a "Teenager Mode" for minors to ensure their healthy physical and mental development.

- The Company has strengthened its awareness of the red line of safety by conducting regular inspections, fire-fighting training, anti-terrorism and anti-riot training, and providing annual health check-ups for employees to effectively safeguard their lives.

- The Company and Window of the World, Changsha launched the "June 1st Children's Painting" offline parent-child public welfare activity to accompany children's healthy and happy growth.

- The Company actively responded to the call of the Central Commission and Hunan Provincial Committee of CPC and organised a series of live streaming activities such as "Great Changes in Xinshan Township" and "Yanling Yellow Peaches" to revitalise rural areas.



- Taking the integration of the two platforms as an opportunity, the Company has been actively building a "mainstream new media platform led by innovation in the era of digital intelligence" and promoting innovation in the form of media products.

- The Company has independently developed innovative products with core competencies. During the Reporting Period, the Company carried out more than 2,000 innovation and optimisation projects.

- The Company worked with partners such as Huawei and China Mobile to promote technology innovation.

- The Company strives to create a diversified, fair and just working environment to ensure that all employees are not treated differently because of factors such as religion, gender, age and disability.

- The Company focused on the construction of "Cultural Hunan" and worked with Hunan TV to organise promotional activities for the Hunan Provincial Tourism Development Conference and the Yiyang City Culture and Tourism Integration Development Conference, contributing to the recovery of tourism consumption in Hunan Province.

- Leveraging Mango's strength in ecology and new media platform, the Company adheres to the people-centered creative orientation, integrates traditional Chinese culture into its creations, and constructs a multi-dimensional positive energy communication matrix.

- The Company abides by the concept of low-carbon operation and encourages all employees to travel in a low-carbon manner.

- The Company has participated in the Million Forests Project and has produced environmental programs and dramas to convey green values.

- The Company has identified the risk points and control measures that should be taken in each business segment to effectively control risks at source and improve its basic management.

- The Company has built up a distinctive international communications system and has signed strategic partnerships with a number of companies to build a Southeast Asia International Communication Center.

- The Company has been engaged in various forms of industry cooperation activities to promote the healthy development of the industry.

- The Company insists on creating a safe and reliable supply chain structure and star partnership through transparent procurement and due diligence, so as to promote friendly cooperation among suppliers.

› Honors of the Year

Mango Excellent Media

Name of Honor	Issuer
The 14th "Top 30 Cultural Enterprises in China"	Guangming Daily Press, Economic Daily Press
5A Rating in the "2022 Evaluation of the Duty Performance of Board Secretaries of Listed Companies"	China Association for Public Companies
2022 Best Practices for the Board Office of Listed Companies	China Association for Public Companies

Mango TV

Name of Honor	Issuer
Dream Chasers won the second prize of the 32nd China News Award - International Communication	All-China Journalists' Association
We Are Young - Female Soldier Squad on the Plateau won the third prize of the 32nd China News Award - News Feature	All-China Journalists' Association
Faith Makes Great, A Land So Rich In Beauty, The Circuit Inspection Group and Stage Builder won the 33rd Feitian Award for Outstanding TV Dramas	National Radio and Television Administration
China Season 1 won the 27th China Television Arts Starlight Awards for Outstanding TV Documentary	National Radio and Television Administration
Faith Makes Great, Refinement of Faith, China and Ideal won the Best Works Award for the 15th Spiritual Civilization Construction in Hunan Province - Special Award	Publicity Department of Hubei Provincial Committee
A Land So Rich In Beauty, Personal Tales along the Silk Road, Chairman Mao and The Story of Animal Kingdom won the Best Works Award for the 15th Spiritual Civilization Construction in Hunan Province - Excellent Works Award	Publicity Department of Hubei Provincial Committee
Daughters of the Party won the first prize of the 2021 Hunan News Award for short video features	Publicity Department of Hubei Provincial Committee, Hunan Press Association
Today in 100 Years won the first prize of the 2021 Hunan News Award for creative interaction	Publicity Department of Hubei Provincial Committee, Hunan Press Association
Dream Chasers won the first prize of the 2021 Hunan News Award for international communication	Publicity Department of Hubei Provincial Committee, Hunan Press Association
We Are Young won the special award of Hunan News Award for network news feature	Publicity Department of Hubei Provincial Committee, Hunan Press Association
Fourteen works, including Call Me By Fire, won the Hunan Radio and Television Award for outstanding new media works	Hunan Radio and Television Association New Media Committee
Mango TV was awarded "New Era · New Brand · New Impact" New Brand for Media Integration in Radio and Television	National Radio and Television Administration
Mango TV was awarded 2022 Top 50 Software and Information Technology Service Providers in Hunan Province in terms of Competitiveness	Hunan Software Industry Association
Mango TV was awarded 2022 National High-Tech Enterprise	Department of Science and Technology of Hunan Province, Hunan Provincial Department of Finance, Hunan Taxation Bureau of State Taxation Administration of The People's Republic of China
Mango TV was awarded 2022 Top 30 Internet Enterprises in Hunan Province in terms of comprehensive strength	Hunan Internet Society
Mango TV was awarded the Outstanding Defense Unit in Hunan Province's "Protect the Network 2022" Network Attack and Defense Exercise	Public Security Department of Hunan Province

EE-Media

Name of Honor	Issuer
A Land So Rich In Beauty won the Best Works Award for the 15th Spiritual Civilization Construction in Hunan Province - Excellent Works Award	Publicity Department of Hubei Provincial Committee
Participated in the source donation of TV translations in minority languages during 2019-2021	TV Drama Division of National Radio and Television Administration, Public Services Division of National Radio and Television Administration
A Land So Rich In Beauty was nominated for the 31st China TV Golden Eagle Award for Outstanding TV Drama	China Federation of Literary and Art Circles, China TV Artists Association
A Land So Rich In Beauty won the 33rd Feitian Award for Outstanding TV Drama (2020-2021) of China Radio, Film and Television Awards	National Radio and Television Administration

Happigo

Name of Honor	Issuer
"Yanling Yellow Peach Origin Live Streaming" won the "2021 Annual Public Welfare Award of China TV Shopping Industry"	China Home Shopping Alliance
Liuyiguo Beef Products Live Streaming won the "Gold Award for the Kitchen Food Category Program"	China Home Shopping Alliance
Producer Yu Bin won the "Gold Award for Outstanding Program Producer" for his live streaming of Miaolaobiao bacon products	China Home Shopping Alliance
SH Duan Hong won the "2021 China TV Shopping Industry Gold Host"	China Home Shopping Alliance
The Great Wall 618 Festival, created in cooperation with Great Wall Motor, won the "2021 Special Program Silver Award of China TV Shopping Industry"	China Home Shopping Alliance
2021 Mother's Day Special Event - Gambiered Canton Gauze Awards won the "Silver Award in the category of popular beauty programs in China TV Shopping Industry"	China Home Shopping Alliance



Governance



Party Media Loves the Party and Assumes Its Mission

> Passing on the Tradition of Revolution

The Party Committee of Mango Excellent Media always takes Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era as its guide, deeply studies and implements the spirit of the 20th CPC National Congress, deeply understands the decisive significance of the "two establishments", enhances the "four consciousnesses", firmly establishes the "four confidences" and achieves the "two safeguards", thus building firm ideals and beliefs with ideological construction as a guide. The Party Committee of the Company fully implements the "first issue" system, takes political study as the first fixed part of the Party Committee, organizes at least one central group study per month, and organizes 12 collective studies throughout the year. After the victory of the 20th CPC National Congress, the Company especially formulated the General Arrangement Plan for Studying, Publicizing and Implementing the Spirit of the 20th CPC National Congress to effectively unify the thoughts and actions of its cadres and employees to the spirit of the Congress. The leading cadres of each department played the role of leading and promoting the study and meticulously studied and understood the spirit of the 20th CPC National Congress, striving to enable each "works produced by Mango" to convey our wonderful culture and values and contribute to the construction of a mainstream new media company.

Case Effectively promoting the normalization and long-term effect of Party history learning and education

The Company has implemented the decision and deployment of the Party Central Committee and the requirements of the provincial Party committee, effectively promoted the normalization and long-term effect of Party history learning and education, and persisted in doing practical work for the masses. On May 25, 2022, Zhang Huali, Secretary of the Party Committee and Chairman of the Board of Directors of the Group Company, carried out special research on the normalization and long-term effect of Party history learning and education in the party branch of Xiaomang E-commerce.



> Zhang Huali, Secretary of the Party Committee and Chairman of the Board of Directors of the Group Company, carried out research on the normalization and long-term effect of Party history learning and education



> Site of the Research Meeting

Case Learning Party history to draw strength

In May 2022, the Company held a special study seminar for dual-platform hosts, artists, and agents to study the Brief History of the Propaganda Work of the Communist Party of China. This thematic study was a pragmatic initiative of the Company in response to the Central Government's decision to promote the normalisation and long-term effect of Party history learning and education. During the meeting, the participants talked about their experiences and forged a consensus to continue the spiritual bloodline and gather strength from the century-old history of the Party's propaganda work, so as to continuously create a new situation of propaganda and ideological work. Mango TV hosts, artists, and agents have expressed in their speeches that they should draw strength from the study of the Party's history, enhance their business abilities and make contributions in their own jobs to sound the positive energy louder. In the future, they will effectively transform the achievements of learning into a strong impetus to conduct propaganda and ideological work in the new era, and write a new chapter and show a new role in serving the overall interests of our country.



> Party History Learning and Education Seminar

Case Youth admires the Party

In April 2022, to welcome the successful convening of the 20th CPC National Congress and celebrate the 100th anniversary of the founding of the Communist Youth League of China, under the support and guidance of the Party Committee of the Group Company (TV Station), the Youth League Committee of the Group Company (TV Station) actively responded to the call of the Central Committee of the League to carry out education activities on the theme of "Welcome the 20th CPC National Congress, Follow the Party's Leadership and Advance to a New Journey" and held the "Youth Admires the Party - My Youth in Mango" youth activity on the occasion of China's Youth Day. The outstanding young people of the Company actively participated in the activity and expressed that they would bear in mind the ardent wishes and deep expectations of General Secretary Xi Jinping and forge ahead with the courage, passion, persistence and perseverance.



> Mango Youth Tree

Case Striving for a new journey, together for a shared future



In July 2022, on the occasion of the "101st anniversary of the founding of the Communist Party of China" and the "25th anniversary of Hong Kong's return to the motherland", Mango TV refined the scheduling and operation of high-quality content on both platforms. In particular, the main content composed of IPs such as Mango dramas, variety shows and documentaries, together with a matrix of short programs, interviews and highlights, as well as interactive and integrated contents for July 1, provided youth groups with three-dimensional and matrixed new mainstream contents in various forms of narration, so that positive energy can be truly conveyed to young people.



▶ Daughters of the Party 2



▶ Infinity and Beyond 2022



Case Remain true to our original aspiration and forge ahead to a new journey



In July 2022, the Company actively participated in the celebration of the 101st anniversary of the founding of the Communist Party of China and the 20th CPC National Congress organised by the Group Company, which was held at Malanshan Square. The event promoted the normalisation and long-term effect of Party history learning and education through a Party history knowledge quiz challenge, the renewal of admission oath of the CPC, interviews with old and new Party members, and the awarding of a commemorative medal for "50 Years of Glory in the Party", and continued to strengthen the spirit of "breaking through", the energy of "creating" and the style of "doing", so as to welcome the successful convening of the 20th CPC National Congress with practical actions.



▶ July 1 Theme Activity

Case EE-Media launched the video collection activity



In July 2022, the Company launched the "Women in Hunan Admires the Party and Welcomes the 20th CPC National Congress" campaign to further study and implement Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, vividly demonstrate the development achievements of women in Hunan and the beautiful changes in their lives since the 19th CPC National Congress, and create a sound social atmosphere to welcome the successful convening of the 20th CPC National Congress. Participants should use video and pictures to tell vivid and wonderful stories of the new era, and focus on the changes in the lives of women and families in Hunan since the 19th CPC National Congress, their development and progress, their aspirations for a better life, and their commitment to our national rejuvenation.



▶ Women in Hunan Admires the Party and Welcomes the 20th CPC National Congress

Case Organising employees to watch the opening of the 20th CPC National Congress



At 10:00 a.m. on October 16, 2022, the 20th National Congress of the Communist Party of China (CPC) opened in the Great Hall of the People in Beijing, and General Secretary Xi Jinping made a report to the Congress on behalf of the 19th Central Committee of CPC. The Company organized all employees to listen to or watch the live broadcast of the 20th CPC National Congress and carried out profound studies and discussions.



▶ Members of the leading team of the two platforms collectively watched the opening of the 20th CPC National Congress



▶ Mango Excellent Media HQ, Mango TV, Happigo, and EE-Media watched the opening ceremony of the 20th CPC National Congress



Case Studying the spirit of the 20th CPC National Congress and conducting study sessions

After the successful convening of the 20th CPC National Congress, the Company quickly started to study, propagate, and implement the spirit of the Congress, consciously unified its thoughts and actions to the spirit and the central government's decision and deployment, and effectively took the study and implementation of the spirit as the primary political task for the current and future periods.



▶ The Company's leadership team organized the study and implementation of the 20th CPC National Congress



▶ Cai Huaijun spoke at the study session on the 20th CPC National Congress

Case Micro-lessons were held to promote the 20th CPC National Congress

In November 2022, Happigo, a subsidiary of the Company, participated in the "Learning and Implementing the Spirit of the 20th CPC National Congress" micro-party lessons competition organised by the Company, and opened special columns on <https://www.hxw.gov.cn/>, <https://redstarclouds.com/> and the <http://szgw.portal.hndj.gov.cn/home> to exhibit fine micro-party lessons. This activity educates the people with the things around us and speaks a theory with simple words, touching the souls of Party members and causing their resonance of ideas.

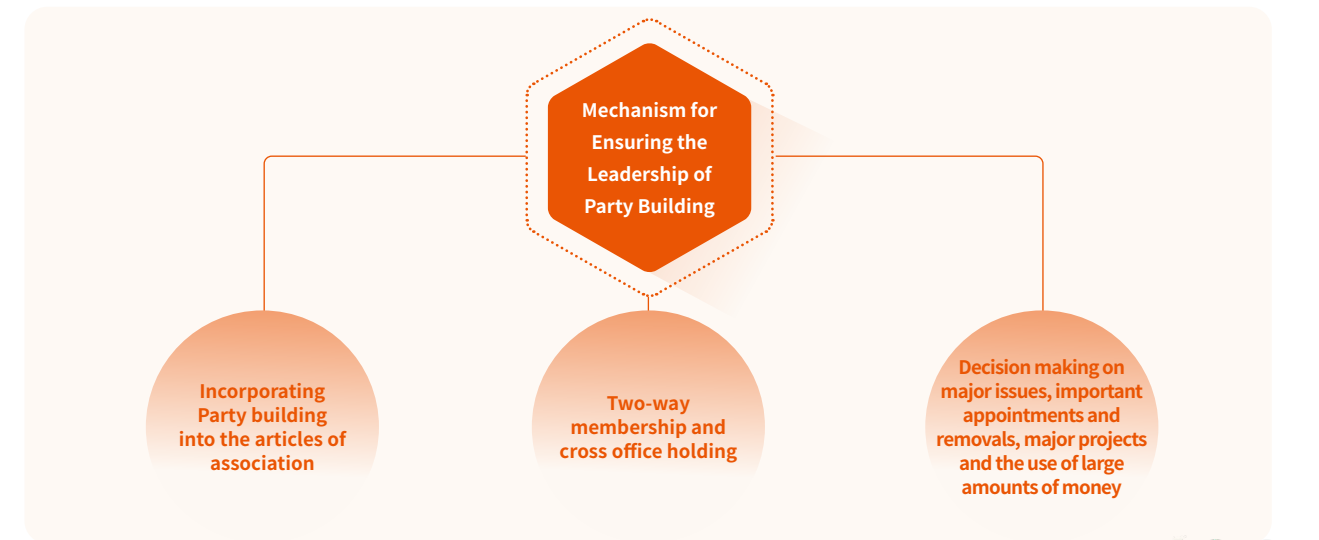


▶ Happigo's Micro-party Lessons



▶ Reinforcing the Foundation of Party Building

The Company has always insisted on integrating the core role of Party building into the whole process of deepening media integration and all areas of business development, and promoting the high-quality construction of mainstream new media groups with high-quality Party building. In 2022, the Party Committee of the Company further developed business backbones to join the Party, strengthened the construction of grass-roots Party organizations, promoted the "cross-posting" of Party branches and administrative organizations, adhered to the "branch built on the team", and truly built the grass-roots Party branches into a bastion of righteousness and innovation, so as to promote the high-quality development of our business.



Case Honoring outstanding Party members, Exemplary Party workers, and advanced community-level Party organizations to motivate their progress

To further promote the standardisation of the Party building of Mango Excellent Media, the Company's former Party building brand "Frontier Project" was readjusted to "Outstanding Party Members, Exemplary Party Workers, and Advanced Community-Level Party Organizations". With the theme of "Ignite Youth and Create the Future", the Company held a meeting to celebrate the 101st anniversary of the founding of the CPC and honor outstanding Party members, exemplary Party workers, and advanced community-level Party organizations by Hunan TV, Mango Excellent Media and Mango TV. At the meeting, the Company commended 12 advanced Party branches, 47 outstanding Party members and 16 exemplary Party workers, inspiring all Mango Party members to draw strength from the century-old Party history. The Company further promoted the deep integration of media and better shouldered the historical mission of consolidating and strengthening mainstream public opinion, which was widely praised by the leaders and all Party members present.



▶ The First Meeting to Honor Outstanding Party Members, Exemplary Party Workers and Advanced Community-Level Party Organizations

Mango Excellent Media

There were **966** registered Party members in 2022

26.7 % of employees were Party members

150 probationary members of CPC were to be full members throughout the year



Mango TV

In 2022, the number of Party branches under the Party Committee of Mango TV grew from **22** to **24**, with the number of Party members reaching **679**. A total of **68** meetings of

Party committee were held throughout the year, and a total of **43** materials were studied, such as the spirit of General Secretary Xi Jinping's important speech on his visit to Hunan, Xi Jinping The Governance of China (Volume 4), the spirit of Xi Jinping's Work in Zhengding, and the spirit of the 20th CPC National Congress, which were seriously implemented into content innovation and business management. Focusing on the spirit of General Secretary Xi Jinping's important speeches and instructions in Hunan and major realistic issues in the reform and development of Hunan Broadcasting

System, we conducted special studies and discussions and **12** central group studies were organised in 2022.

Happigo

In 2022, a total of **18** meetings of Party committee were held, **12** special studies were conducted, and

40 issues were considered, including the adjustment of the organisation structure and division of labour among senior management, the appointment of managers, salary adjustment, ideological work, inventory clearance and the handling of historical issues, etc. In particular, the security work during the National Day and the 20th CPC National Congress was comprehensively planned, unified and advanced in a stable manner.

3 Party members were developed and **37** probationary members were transferred to full members.

EE-Media

In order to further improve EE-Media's Party building work system, with reference to the primary-level Party building system of the Company and Mango Excellent Media and combined with its actual

situation, EE-Media developed and improved **10** primary-level Party building systems, including "Measures for Establishment and Election of Primary-level Party Organizations of EE-Media", constantly consolidating the foundation of its party building and promoting the discipline, institutionalization and standardization of its Party organization building. As of mid-November, the branch committee

organized **14** special studies throughout the year, where the spirit of important speeches and instructions of General Secretary Xi Jinping, the Brief History of the Propaganda Work of the Communist Party of China, Let the Masses Live a Good Life - Xi Jinping's Work in Zhengding, Xi Jinping The Governance of China (Volume 4), the report of the 20th CPC National Congress and its spirit, as well as other important books and theories were studied and discussed intensively.

> Building A Clean-Fingered Highland

The Company has always upheld the Party's fine tradition and style of work, and strived to create a clean political ecology. The Company integrated and promoted the construction of the institutional mechanism that makes sure officials don't dare to, are unable to and have no desire to commit corruption, and especially formulated the Work System for the Disciplinary Inspection Committee (Trial) to promote its business development in a healthy and orderly manner. The Company also formulated the Personnel Management Recusal Regulations to strengthen the supervision and restraint on the post and performance of duties, carried out three special rectification activities for establishing affiliated companies, setting up off-book accounts, and extravagance and waste, implemented the Notice on Deepening the Rectification of Illegal Receipt of Red Envelopes and Gifts by Leading Cadres, and strictly carried out supervision and inspection of the implementation of the spirit of the eight-point decision on improving Party and government conduct within the Company, so that Party members and cadres would not forget their original mission, adhere to the bottom line and not touch the red line, thus contributing to building a clean workplace.

Case Strengthening integrity by establishing a reporting mechanism

The Company attaches great importance to the reporting work and specially sets a green channel for reporting, and will not tolerate any violation of regulations and discipline. In December 2022, the Company opened an email address and telephone number for reporting integrity violations, and set up a reporting box to accept all-round supervision of the masses.



▶ Reporting Box at the Entrance of the Company

To create a clean environment, the Company carried out warning education through various measures such as producing and organizing employees to watch the Confession, an education film, and urging all Party members to follow the "Clean Mango" WeChat account, so as to convey knowledge on discipline, laws, morality, and responsibilities with real cases and enhance the integrity and self-discipline of Party members and cadres.

March



Happigo, a subsidiary of the Company, held a special study session for the theoretical study central group of the Party committee (as enlarged) and the work arrangement meeting on the Party integrity

April



The Company held the 2022 Party Integrity Construction Work Conference

August



The Company held several warning education conferences to watch the Confession and share feelings

▶ 2022 Integrity Education Activities Organised by the Company



▶ Mango Excellent Media Headquarters and Branches Conducted Warning Education

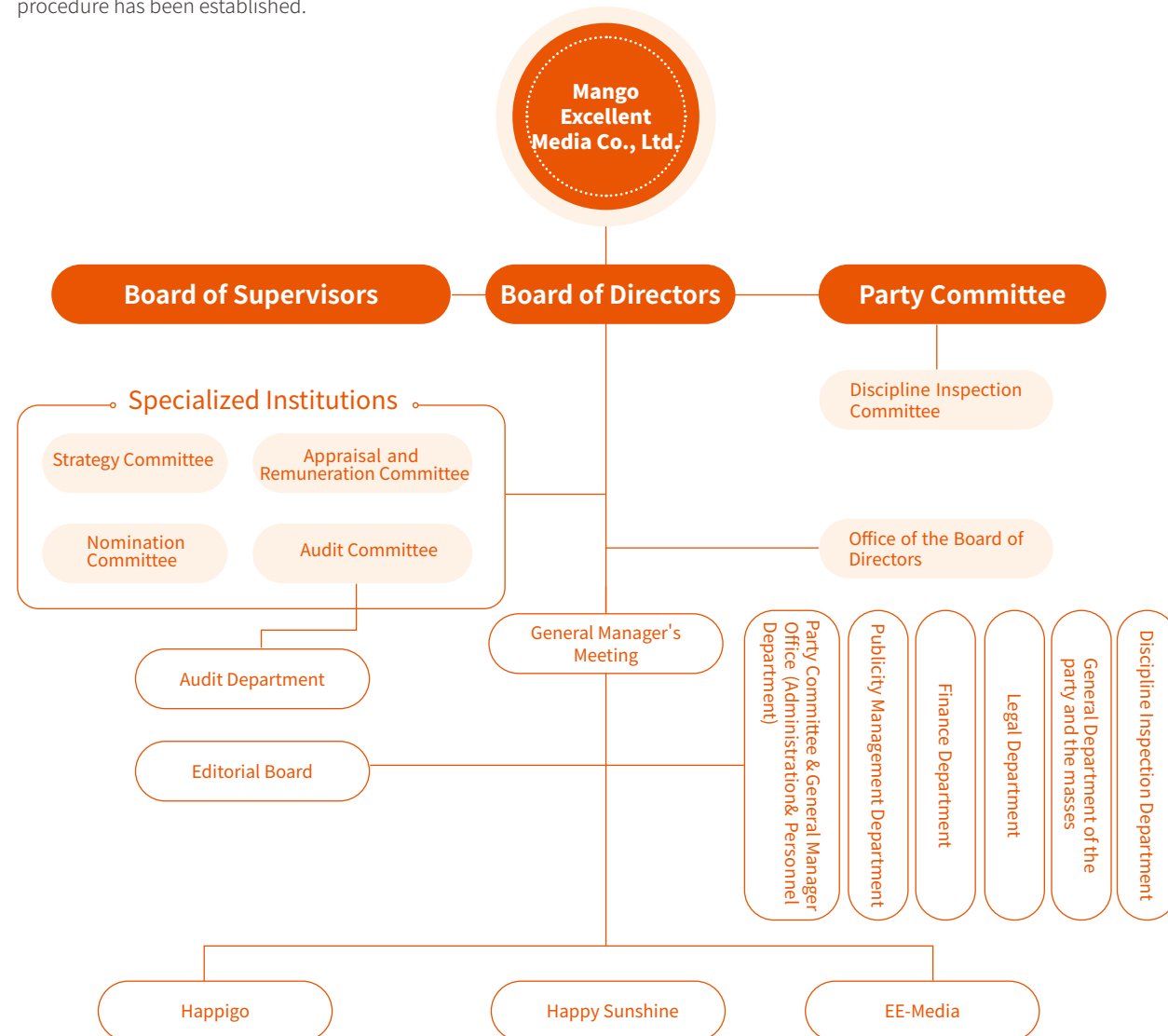


▶ The Group Company (TV Station) Warning Education Conference

Sound Governance and Protection of Rights and Interests

Regulating the Operation of the Mechanism of General Meeting of Shareholders, Board of Directors and Board of Supervisors

The Company continues to improve its governance structure and organisational structure and has established a comprehensive system including the Rules of Procedure for the General Meeting of Shareholders, the Rules of Procedure for the Board of Directors, the Rules of Procedure for the Board of Supervisors, and the Working System for Independent Directors. The General Meeting of Shareholders is the power body of the Company, the Board of Directors, and the Board of Supervisors are elected by the General Meeting of Shareholders, the Board of Directors is the permanent power body, the Board of Supervisors is the permanent supervisory body, and the operation management (Office of the General Manager) is the daily operation body and enjoys the right to operate. The Board of Directors has a Strategy Committee, a Nomination Committee, an Appraisal and Remuneration Committee, and an Audit Committee. The internal audit department is accountable and reports to the Audit Committee. The Party Committee of the Company, as an integral part of the corporate governance structure of the Company, plays a role in the leadership and political cores. The "four committees and one management" forms a corporate governance system with their respective duties and responsibilities, coordinated operation and effective checks and balances, and a complete system of rules of procedure has been established.



In 2022, the Company held 2 General Meeting of Shareholders,	6 meetings of the Board of Directors,	and 4 meetings of the Board of Supervisors	
The Board of Directors consists of 9 directors,	including 3 independent directors,	and 1 female director	
The Board of Supervisors consists of 3 supervisors,	including 1 employee supervisor	The Company has 7 senior executives, including 1 female senior executive	

High-quality Information Disclosure

As a responsible company, Mango Excellent Media believes that information disclosure is the key to sustainable corporate development. Therefore, with information disclosure as the core, the Company has built an information disclosure system oriented to the actual needs of investors. We strengthened the construction of information confidentiality system, standardised the information disclosure process and strived to improve the quality and efficiency of disclosure by establishing an information disclosure team.

Key Performance

During the reporting period, the Company disclosed a total of 106 announcements,	including 6 regular reports	and 100 temporary announcements	The Company has been rated A in information disclosure for four consecutive years
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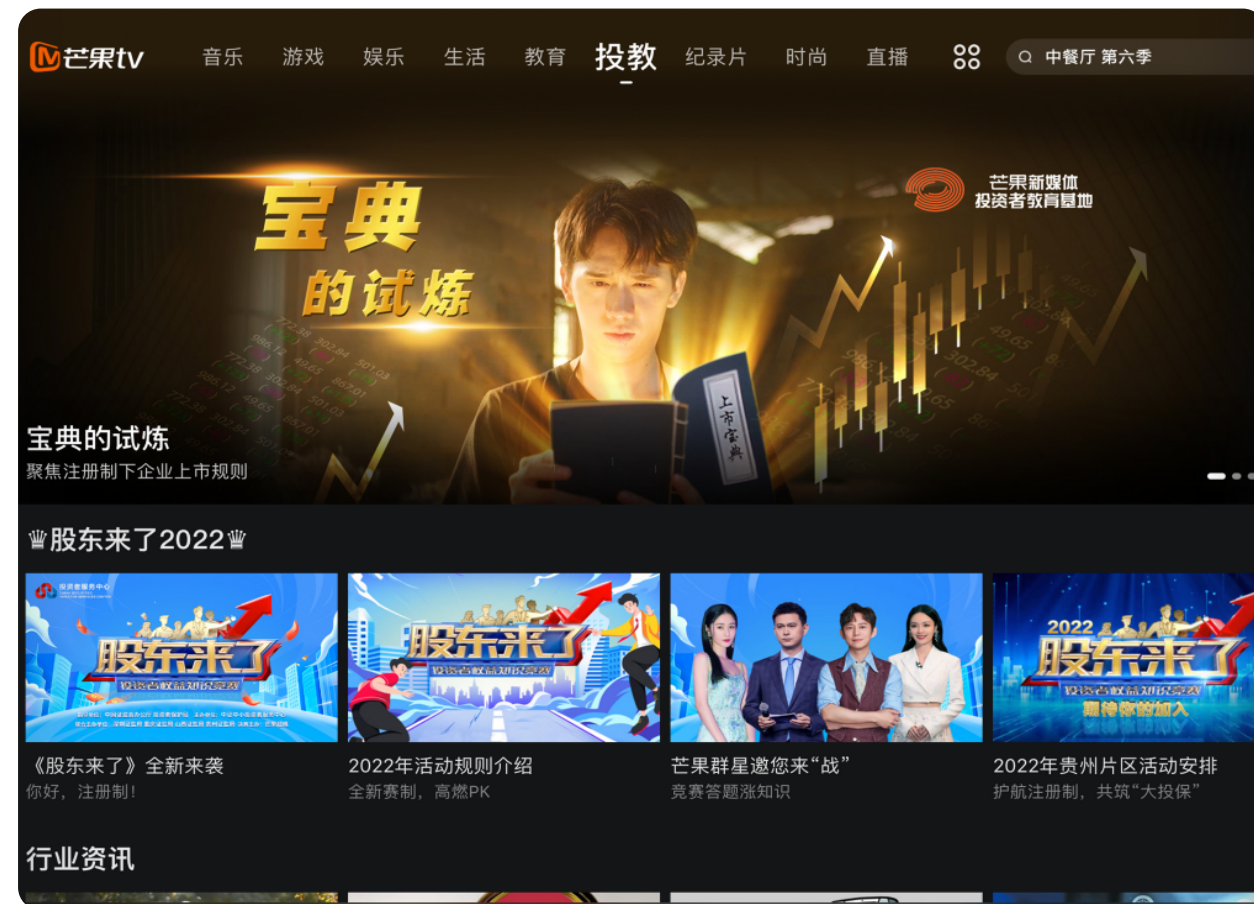
The Company was awarded the 2022 Best Practices for the Board Office of Listed Companies by China Association for Public Companies



The Company was awarded 5A Rating in the "2022 Evaluation of the Duty Performance of Board Secretaries of Listed Companies" by China Association for Public Companies

► Protecting the Rights and Interests of Investors

By leveraging on its strength in new media platform, the Company has fulfilled its social responsibility to protect investors. Mango New Media Investor Education Base produced various investor education programs such as How to Get Wealth, How to Invest and One Minute to Become a Financial Manager, prepared the finals of "The Shareholders Are Comin" and held investor education forums to help investors establish the concept of "long-term investment, value investment and rational investment". In doing so, we developed the Mango brand for protecting investors with our professional and extensive investor education contents and light and lively expression ways.



► Investor Education Channel

Key Performance

During the reporting period, the Company's investor education channel actively promoted the establishment of columns on topics such as "Registration System Reform", "New Relisting Regulations", "Promoting the Development of National Financial Education", "The Shareholders Are Coming", and "Prevention and Fight against Illegality". A total of approximately

9,000 minutes of videos have been launched on the channel, and the cumulative viewership of the channel has exceeded **250** million.

Case Introducing new investment education programs to establish scientific investment concepts



In January 2022, the Company launched How to Get Wealth, the first online financial investment education program jointly planned and launched by Mango New Media Investor Education Base and Securities Association of Hunan Province. The program consists of financial



► How to Get Wealth

observers, financial planners, financial students and hosts, who discuss the hottest economic topics and teach the hottest investment ideas. The program is divided into four episodes focusing on four groups, namely those living from paycheck to paycheck, families with three children, university students and the elderly, aiming to help guests answer investment questions, prevent investment risks and establish a scientific and rational investment values.

Case Filming a creative microfilm to popularise the registration reform



In May 2022, the Company responded positively to the "Hello, Registration System" short video competition by launching a creative microfilm The Trial of the Treasure Code, which won the first prize of the National Gold Award. This event was the first time that Mango New

Media Investor Education Base used a creative microfilm to popularise investment education to the audience. The microfilm was shot in a cinematic way, using a dual narrative approach of virtual + reality, blending the real story of a real-life VR game hall with the imagined drama of life in a virtual game, allowing the texture of the images to match the plot development and highlighting its realistic meaning and educational significance.



► The Trial of the Treasure Code

Case Organized the finals of "The Shareholders Are Coming" to improve Investors' knowledge

In November 2022, the national finals of "The Shareholders Are Coming" 2022 came to an end. The event was guided by the General Office of the CSRC and the Investor Protection Bureau of the CSRC, and jointly organised by the China Securities Investor Services Center, the securities regulators of Shenzhen, Chongqing, Shanxi, and Guizhou, and Mango Excellent Media, covering 36 regions across the country as well as Hong Kong, Macao, and Taiwan. The event upgraded the content and increased the promotion of the core contents of listing, issuance and delisting under the registration system. Meanwhile, to echo the introduction of the Futures and Derivatives Act, we simulated options purchase and exercise on site. Through multi-faceted, multi-level, and full-coverage education activities on rights and interests, the Company further played a role of demonstration and guidance to help small and medium-sized investors fully know their rights, actively exercise their rights and defend their rights according to the law, thereby creating a favourable public opinion environment for the healthy and stable development of the capital market. On November 3, the national finals of "The Shareholders Are Coming" 2022 was broadcast on Hunan TV and Mango TV. Thanks to the active promotion of Mango artists, the program has been viewed efficaciously more than 12 million times, and has been reported by many media.



▶ The Shareholders Are Coming



▶ Supports from artists



▶ Xinhua News Agency reporting production of the finals

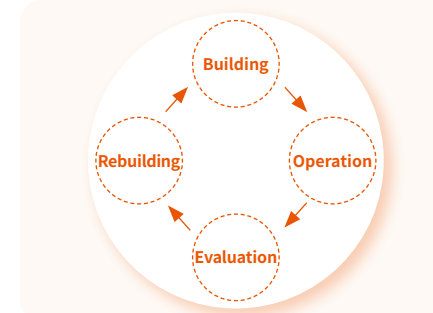
▶ Guangming Daily reporting broadcast of the finals

▶ People's Daily Online reporting successful ending of the finals

Optimising Internal Control

Mango Excellent Media attaches great importance to promoting and improving its standardized operation by strengthening its internal control system. In the process of establishing and improving the internal control system, we adhere to the risk-oriented principle, rectify and optimize the problems found in a timely manner, and adopt the approach of "overall design, step-by-step implementation, compliance first and gradual improvement" to constantly update and improve the existing internal control system in accordance with the business development of the Company, so as to keep the internal control in line with the Company's business and ensure that the Company has the necessary control policies and procedures for its major business activities.

To better evaluate the design and operation of its internal control, the Company has defined the specific contents for internal control evaluation in accordance with the regulatory requirements related to internal controls, its operational characteristics, its business model, and risk management requirements.



▶ Closed-loop Internal Control Process

To ensure the implementation of the internal control process, the Company has built a closed-loop management internally, regularly conducted evaluation tests on internal control, sorted out the internal control manuals, systems, and processes of each department involved in the business, and formulated a rectification plan based on the results of the sorting to ensure the integrity of the system as a whole. At the same time, the Company has developed a list of internal control deficiencies based on the results of internal control evaluation and tests, and each business department has formulated a rectification plan based on the list and implemented the deadline for completion of rectification and the person responsible for rectification.

Mango TV

In 2022, Mango TV continued to strengthen the construction of its internal control system in order to achieve the goal of standardising business, empowering management, and scientific development. In accordance with the principle of "concise and practical", we continued to improve 30 systems to effectively prevent and control key risks in our main business areas and ensure operational compliance.

We optimised the approach to the production of self-produced variety shows and revised the system for variety shows, such as the System for the Proceedings of the Variety Show Project Committee and the Management Measures for the Production of Self-Produced Variety Shows. We also improved the production mechanism for drama series, formulated the Rules of Procedure for the Film and TV Drama Project Committee and the Rules for the Management of the Black List of Film and TV Drama Partners, and established rules for the evaluation and quality control of film and TV drama series, so as to improve the evaluation and decision-making procedures for film and TV drama series projects, further enhance their quality rates, create high-quality and popular projects, and prevent and mitigate related risks.

We strengthened control points for content production. We comprehensively revised the Management Measures for the Production of Self-produced Dramas, Management Measures for Customised Drama Business, and Management Measures for the Purchase of Film and TV Dramas, and updated the control points for new models in a timely manner to make the existing controls more relevant to the business reality. We also established various standards to enhance efficiency, developed pricing guidelines and allocation standards for key production elements to ensure the effectiveness and efficiency of content production. Besides, we actively carried out self-examination and self-correction and strengthened internal control training and dissemination.

EE-Media

We established relevant rules and regulations such as the Management Measures for Internal Control of the Company, Rules for the Implementation of the Decision Making on Major Issues, Important Appointments and Removals, Major Projects and the Use of Large Amounts of Money, Regulations for the Management of Personal Social Information Platform, Crisis Management Systems, and Production and Operation Oriented Management Systems.

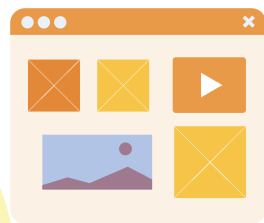
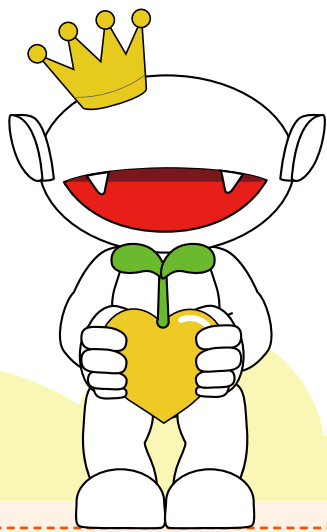
We optimized seven systems, including the Management Measures for the Selection and Contracting of Newcomers, the Management Measures for the Training of Artists, the Management Measures for the Assessment of Film and TV Drama Resident Staff, the Management Measures for the Payment of Quarterly Performance Awards and Year-end Awards, the Management Measures for Company Expenses, the Management Measures for Project Management, and the Ideological and Political Training System for Artist Agents, to provide institutional safeguards for the compliance of our business and further establish a comprehensive, hierarchical, and clear internal control system.

Happigo

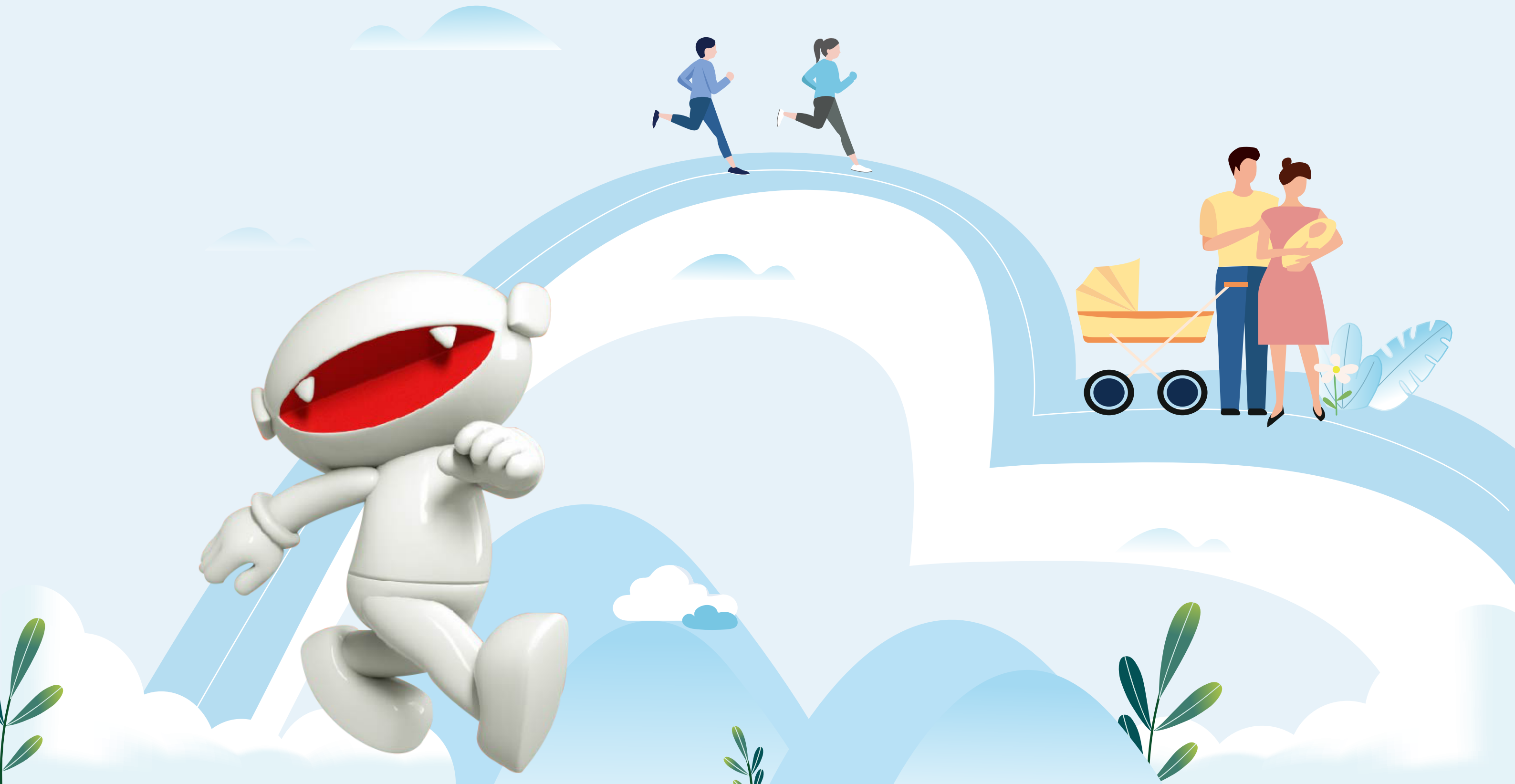
We initiated the updating of the Company's internal control manual to establish a direct connection between risks, processes, and controls, and to clarify the risk points that exist in each business segment and the control measures that should be taken.

We comprehensively reviewed systems and processes and strengthened the management of systems and processes. A total of 16 management modules and 17 systems were improved and completed.

Through the special audit, we reorganised the main business processes with risk factors such as authorisation management, merchandise management and gift management, raised 45 risk matters and followed up on their rectification, and clarified the risk points in key business links and the control measures to be taken, thereby effectively controlling risks at source and improving our basic management capability.



Society





Creating Ecology Synergy and Making Breakthrough by Innovation

> Integrated Development of Two Platforms

In August 2014, the Central Leading Group for Comprehensively Deepening Reform considered and approved the Guiding Opinions on Promoting the Integrated Development of Traditional and Emerging Media. In the same year, Hunan Broadcasting System implemented the strategy of exclusive broadcast of Hunan TV's copyrighted programs on Mango TV to build its own internet platform. In September 2020, the General Office of the Central Committee of the Communist Party of China and the General Office of the State Council issued the Guideline to Further Beef up the Media Convergence, proposing to "build a number of new mainstream media with strong influence and competitiveness as soon as possible", and Hunan Broadcasting System innovatively put forward the strategic concept of "building a mainstream new media group". In March 2022, Hunan Broadcasting System held a meeting to promote the in-depth integration of Hunan TV and Mango TV, which connected advertising, variety shows, and TV series, and deepened the station-network integration.

As a mainstream new media platform under Hunan Broadcasting System, Mango Excellent Media has implemented the central government's decision on media integration. Relying on Mango's strength in ecology and conditional upon meeting the regulatory requirements of listed companies, the Company liberated content creations, increased content innovation and improved the product cluster chain by exploring and promoting the co-creation and sharing mechanism of the two platforms. The Company established the variety show project committee, TV series project committee, and advertising business management committee for the two platforms to address issues such as content reserves, innovation, and upgrading and advertising resources and make it possible to regularize content products that are value-oriented and meet market demand, thus laying a solid foundation for the building of a mainstream new media group with strong communication power, guidance, influence, and credibility. On the basis of this, we have embarked on a value-based media integration from the physical level, and are building a more value-led all-media communication ecology.



Strategic Integration

We developed a stable "triangular pivot" to achieve uniformity in standards and implementations.



Market-based Mechanisms

The long-standing "producer responsibility system" of Mango TV has been extended to Hunan TV, where the risks are covered by the two platforms and the producer is responsible for the social value, content quality, and cost of the entire project



Young Talents

We insisted on reforms and promoting young talents.

> All-media Integration

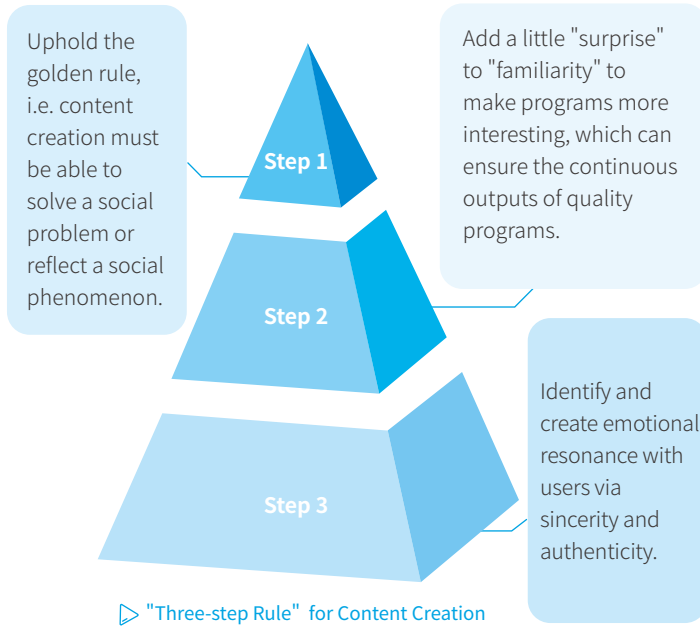
During the 20th CPC National Congress, Hunan TV, and Mango TV carefully launched a number of major plans, products, and arrangements by virtue of their advantages in integrated communication, and constructed a multi-dimensional positive energy communication matrix, thus creating an enthusiastic and upward public opinion atmosphere. In the meantime, we solicited investments through the two platforms by use of their advantages.



> "Move Forward Against Headwinds" Investment Solicitation Meeting

Upgrade of TV Dramas and Variety Shows

The report of the 20th CPC National Congress proposed that "ideological work is about forging the character of a country and the soul of a nation. We must ensure that the Party firmly exercises leadership over this work and that the responsibility system for it is fully implemented. We will cement and expand the mainstream thoughts and ideas that inspire hard work in the new era". In terms of film and television, Mango Excellent Media continued to push forward with its "Mango Monsoon" theatre to effectively improve the hit rate and quality rate of film and television dramas; in terms of variety shows, we increased research and development efforts, strived to launch more than 40% of innovative programs, and continued to expand its influence in the variety shows industry. In addition, the Company firmly abandoned online celebrities and extreme fan culture in content creation, and consolidated the responsibilities of the two-platform variety shows and drama project committees, prioritising social responsibilities from the source of creation. The editorial committee and the publicity management centre have controlled creation orientation to keep the whole process under control.



Successive Broadcast of Fine Film and TV Dramas

During the reporting period, Mango TV launched 163 TV dramas, including key TV dramas and short micro-dramas under the "Mango TV program". Four TV dramas, namely Song of Lushan, Draw the Line, The Long River, and Twenty Your Life On 2, were selected as part of the "2022 China TV Drama Anthology" by the National Radio and Television Administration. Mango Monsoon launched 5 station-web series and 4 web series, among which Guo's Summer, A Year Without A Job and The Disappearing Child focused on social reality topics from different dimensions, got most viewership on multiple networks among provincial TV stations, and gained high market attention. A series of high-quality short dramas represented by A Familiar Stranger and The Killer Is Also Romantic under the "Mango TV program" have been well received.

Case Dine With Love, delivering cozy atmosphere

Produced by Mango TV, Hunan TV, Mango Excellent Media and Xionghaizi Media and co-produced by Xinshixiang Technology and Yizhen Group, the urban romance drama Dine With Love was broadcast on Hunan TV and simulcast on Mango TV on February 14. The drama creatively expresses love, family love, and friendship through dishes and creates a cozy atmosphere through dining, delivering romance and love to the people that live a "fast-paced" life in the 21st Century.



▶ City sweet love drama Dine With Love

Case The Crack of Dawn, presenting the power of women

The realistic female suspense drama The Crack of Dawn, co-produced by Mango TV, Mango Excellent Media and Xinjiang Huayu Times Film Co., Ltd. was aired exclusively on Mango TV from January 27. The drama is created from a female perspective and points to various realistic social issues via the confusing plot, effectively promoting the knowledge of law.



Xing Ge, Senior Editor, Motion Picture and Arts Committee of China

“The drama focuses on women's psychology, alongside a wide range of social topics such as choice of interests, doubts, and trusts, and unveils human nature with delicate brushstrokes. Serious in theme, important in content, and sophisticated in form, this drama is an inspiration for similar creations. The extension of goodness and beauty reflects warmth and realistic concerns.”



▶ Realistic female suspense drama The Crack of Dawn

Launching of Popular Variety Shows

In terms of variety shows, during the reporting period, Mango TV launched 77 variety shows. Sisters Who Make Waves 3, Who's the Murderer VII, Great Escape 4 and Call Me by Fire 2 were selected as the Top 10 network variety shows in 2022 (Data from Enlightent), with Sisters Who Make Waves 3 ranking first and further consolidating its position as the leader of variety shows. The innovative program Infinity and Beyond 2022, dedicated to the 25th anniversary of Hong Kong's return to China, was praised as a "cultural integration trendsetter in the Greater Bay Area" and selected as one of the "National Radio and Television Administration's Network Audiovisual program Excellent Creation and Dissemination Projects". The outdoor travel experience reality show Go for Happiness has received positive words of mouth and popularity, with a high Douban rating of 9.6, and its sequel Go for Happiness 2 has also scored 9.5.

Case Sisters Who Make Waves, presenting the style of women in the new era

Sisters Who Make Waves 3, Mango TV's self-produced inspirational music competition show, was broadcast on May 16. The show brings together outstanding women from various fields to break through themselves and present a wonderful stage for the audience, showcasing women's confident and wise attitude towards life and the beauty of self-helping and mutual support, encouraging the new generation of women to be self-help and enjoy themselves. The show's first broadcast has received over 300 million views and has been in Trending for over 70 times on Weibo.

Meanwhile, Sisters Who Make Waves 3, in collaboration with the Publicity Department of the All-China Women's Federation, has launched an online call for entries to find women who dare to be the first in the new era and who have emerged as leaders in various fields. By showcasing the stories of women who dare to be the first and are in their prime, the show conveys to the public the enthusiasm and energy of women struggling in the new era and advocates the spirit of the times of self-reliance and hard work.



▶ #New Power of Women# Online Call for Entries

Case Infinity and Beyond, a model of cultural exchange



Directed by the Network Audiovisual Department of the National Radio and Television Administration, the Hong Kong, Macao, and Taiwan Affairs Office and the Publicity, Culture, and Sports Department of the Liaison Office of the Central People's Government in Hong Kong S.A.R, and co-produced by Mango TV and TVB, the music program Infinity and Beyond 2022 was jointly broadcast by Mango TV, Hunan TV and TVB. The program brings together singers from the Mainland and Hong Kong to collaborate on classic songs. Through the resonant musical language, the program enables people from different generations to empathise and build emotional ties, providing a model for cultural exchange between the Mainland and Hong Kong, as well as promoting more dialogues and multi-level, multi-disciplinary, and multi-channel exchanges among people, especially young people.

Once the program was launched, it swept the No. 1 spot on the top 12 charts and won the No. 1 spot on the CSM national network for several episodes, with a cumulative audience of nearly 150 million. The program has been ranked the No.1 in Hong Kong SAR in terms of viewership in the same time period, making it the highest-rated variety show in Hong Kong TVB 2022, reaching 70% of Hong Kong's TV viewers and appearing in TVB's annual half-yearly report. The program has been searched for more than 2006 times on the Internet, topped 205 times, and related topic on the short video platform has received 4.24 billion plays. The program's songs have been on QQ Music top boards for nearly 40 consecutive days, creating a huge impact at home and abroad, and sparking a "Hong Kong Music Wave" in both the Mainland and Hong Kong. It has been praised as a "cultural integration trendsetter in the Greater Bay Area".



▶ Music Program Infinity and Beyond 2022



▶ Panoramic Music Competition Variety Show Call Me by Fire 2

Case Call Me by Fire, promoting the enterprising spirit



Call Me by Fire 2, Mango TV's self-produced panoramic music competition variety show, was aired on August 19. The show invites artists from various fields to challenge different styles of music and performance forms with craftsmanship and dedication, and break through themselves and expand boundaries with reverence for the stage and striving for excellence, and invites heroes of the times to tell moving stories and pay tribute to touching moments. It further clarifies the new contemporary connotation of the spirit of struggle, pays tribute to the struggling role models of the whole society and industry, explores the fervent hope of life's possibilities, and manifests and promotes the spirit of being enterprising and striving for advancement.



▶ Focusing on New Trendy Domestic Products

Relying on the extensive contents and unique Mango ecosystem of Hunan Broadcasting System, Mango Excellent Media began to develop content e-commerce and launched Xiaomang APP to extend its content business and create Mango Mode 2.0. Xiaomang E-commerce, through a series of IP projects, breaks the boundaries of large and small screens with its fancy content matrix and gameplay, and creates a new consumption hotspot for e-commerce. It is committed to fully penetrating the Chinese cultural elements and Chinese brands to the life of Chinese youth, so as to shape a fashion and promote it, along with Chinese brands, to the world, thus growing together with new trendy domestic brands. In January 2022, the "Xiaomang APP - XIAOMANG Night of China" won the "Best E-Commerce Marketing Innovation Award" at the iResearch Marketing Awards for its excellent new marketing ideas, new methods, and outstanding results.



Xiaomang E-commerce insists on the positioning of "a content e-commerce platform for new trendy domestic products". By strengthening the connection with the Mango ecosystem and creating core products, Xiaomang E-commerce's GMV grew 6 times year-on-year and DAU peaked at 2.06 million. In 2022, Xiaomang E-commerce completed its first round of financing to bring in the necessary liquidity for the strategic incubation period and accelerate the construction of the "content + video + e-commerce" business closed-loop. Firstly, it focused on the integration of content and e-commerce by precisely reaching the target consumer group via IP and creating representative products such as the self-owned brand "Nanbowan" baseball jerseys. Secondly, it explored innovative strategies for scenario-based selling by driving the hot sales of cooperative goods and developing new businesses through Who's the Murderer, Detective College, Racing Mangoers, and other high-quality IP resources of Mango. Thirdly, it held parties for domestic products, such as "XIAOMANG Night of China" and "XIAOMANG New Year's Shopping Festival", and launched marketing activities in conjunction with major IPs such as Sisters Who Make Waves and Call Me By Fire to expand the cooperative brand matrix and enhance the influence of the Xiaomang brand. At present, Xiaomang E-commerce has developed several product lines, including apparel, food, cosmetics, celebrity merchandise, art toy, pets, and camping, and will continue to explore the content e-commerce potential and guide young users to purchase domestic products.



Case XIAOMANG New Year's Shopping Festival, promoting new domestic products

Xiaomang created hotspots in multiple ways and accurately grasped the traffic of Chinese-chic trends to promote domestic products. It hosted the "XIAOMANG New Year's Shopping Festival" to promote quality domestic products to young people, leading the Chinese-chic trend and expressing our confidence. The show was the most watched on all networks and connected users from the show to the Xiaomang App. Hot topics related to "XIAOMANG New Year's Shopping Festival" had over 1.5 billion exposures and over 5.5 million discussions on the internet. The show was the first on both the Variety Influencer and Variety Topics charts, with more than 70 top searches and 33 top Weibo searches.



▶ XIAOMANG New Year's Shopping Festival

Case Xiaomang Night of Hanfu, passing on hanfu culture

Xiaomang E-commerce held the Xiaomang Night of Hanfu and 2022 Xiaomang Hanfu Festival on the occasion of the upcoming Chinese National Costume Day and broadcast it live on Mango TV, Xiaomang APP and Happigo. The party showcased Xiaomang's exclusive Hanfu products in the form of singing and performance + catwalk, exclusively presenting the beautiful costumes of different Hanfu brands. The exclusive Hanfu merchandise generated sales of over RMB1 million within five minutes after Xiaomang began selling. The party also joined hands with the national game Honor Of Kings to give out limited edition Q-version hand-me-downs of popular Hanfu characters, and cooperated with the new fashion magazine "wonderland" to create momentum for the party, bringing Hanfu more exposures.



▶ Xiaomang Night of Hanfu and 2022 Xiaomang Hanfu Festival

▶ Exploring the Technology Future

Firmly grasping the opportunity of the fourth industrial revolution and the dual-platform amalgamation, driven by new technologies, Mango Excellent Media has indoctrinated Internet thinking to its whole structure, as well as integrated and restructured production factors to release greater content productivity, making "culture and technology to coexist in harmony", and standing firmly in the first echelon of video. Meanwhile, taking into account the three logic of value, market, and ecology, the Company has taken active part in building a "mainstream new media platform led by innovation in the digital intelligence era" centered on content value under the driving force of technology application and ecological layout.

Promote the innovation of media products

- Combining the spirit of craftsmanship with high technology, the Company has innovatively applied film-level photography technology to variety shows, by applying the technology of "one shot" in Infinity and Beyond 2022, "high dynamic range image" in the documentary China, "ultra-high-definition cloud production and broadcasting" in Call Me by Fire, and "time track" in Dance Smash to create high-quality visual effects, bringing users an immersive artistic experience and spiritual enjoyment.

Create a highland for gathering Internet young talents

- Adhering to the cultivation of a core "content + technology" composite talent team, the Company has currently had such talents which account for a proportion of over 50%, including a total of 716 technical engineers;
- Through innovative algorithm competitions, the Company has attracted over 2,000 top technical talents both at home and abroad to participate therein, successfully recruiting more than 100 algorithm talents to join the Company;
- In recent years, the Company's technical team has repeatedly won the championship and runner-up in international top competitions in the fields of recommendation system and audio & video, allowing Changsha, an inland city, to build a small highland for Internet talent gathering.

Strengthen research on new technologies and models

- Mango TV has established the "Innovation Academy" and jointly set up a VR application laboratory, which is the first in China and the third in the world, with ShanghaiTech University, giving an initial attempt to virtual human, virtual concert, Xiaomang virtual shopping street and Web 3.0, among other areas;
- The Company has signed a strategic cooperation framework agreement with Huawei to work together on various fields including science fiction theater, metauniverse, and IP derivative.

芒果超媒 MANGO EXCELLENT MEDIA

▶ Explore the amalgamation of technology and culture

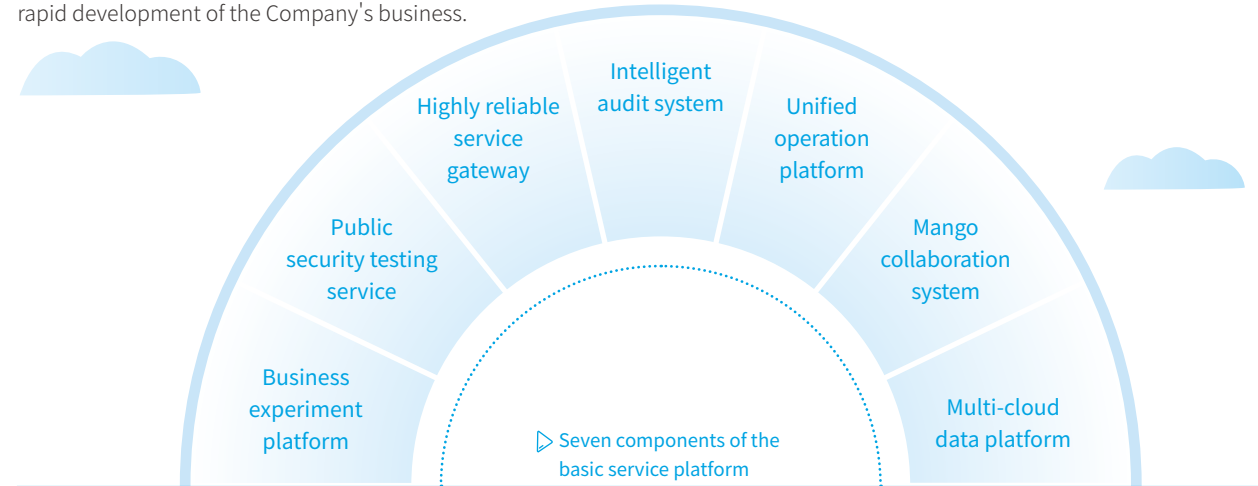
Key Performance

- During the reporting period, in terms of technology and innovation, the Company won
- 4 international awards
 - 9 national awards
 - 4 provincial awards
 - 1 municipal award
 - 3 industrial awards
 - Published 4 papers in top international journals
 - Participated in the development and issuance of 2 group standards

Case Mango TV basic service platform



With the steady development of Mango TV, the Company has had a growing group of users as well as increasingly diversified products, services, and business forms, putting forward higher requirements for product technology. In order to avoid overlapped development, repeated getting stung, and long-term continuous duplicated investment from an isolated and incongruous "chimney-like" development of each business line, the Company has invested approximately RMB11.42 million in planning and establishing a Mango TV basic service platform, abstracting the common basic capabilities required by each business line as basic services for reuse by the business lines through key breakthrough, continuous optimization and long-term iteration, to support the rapid development of the Company's business.



Case Audiovisual media business application innovation platform



To break its business dilemma, on the basis of integrating existing businesses, the Company has made an investment of about RMB18.71 million and come up with business application innovation in six modules, including rich media advertising, Mango video, Beidou DMP, Mango showroom, new overseas version of APP, and Mango digital collection platform, in three major sectors, namely, advertising, platform, and social networking, to solve the problems of existing products such as excessive package size, difficulty in customizing function transformation and high code maintenance cost, promote the layout of Mango TV's metaverse ecosystem, implement the internationalization strategy of Mango TV, and customize high-quality localized applications suitable for overseas users, enabling the Company to officially enter the digital collection ecosystem, achieving more accurate advertising, significantly increasing advertising revenue, improving user experience, and enhancing product interaction to attract more new users.



▶ The digital collection platform won the "Excellent Case Award" in the outstanding original independent blockchain platform application cases selection competition



Case Mango Video Content Reality Enhancement System

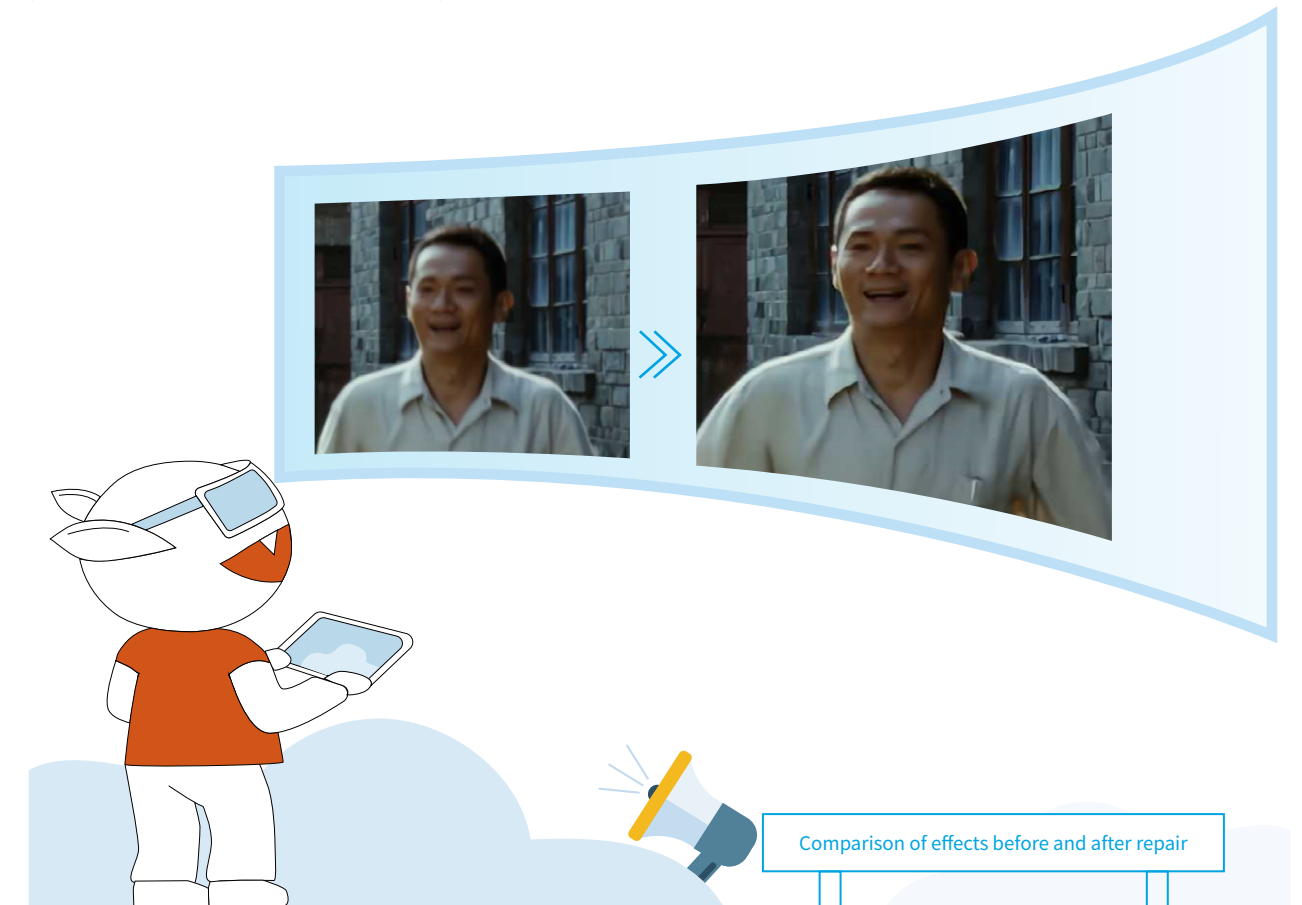


In the post production of films, televisions, and programs, subsequent content editing such as addition of special effect, repair of goof, and placement of advertising and product are indispensable in order to enhance results and benefits. By making full use of deep learning, AR video-related technologies and product innovation, the Mango Video Content Reality Enhancement System has not only successfully solved the issues of high production costs, low execution efficiency and content security risks, but also changed the way of business collaboration enabling the internal small-scale, non-professional, and post-production team to meet the whole business production requirements. The system won the second prize of VR-AR Video Scene in the second High-Tech Video Innovation and Application Competition hosted by the National Radio and Television Administration, and the third prize of Digital Creativity in the 2022 Hunan Innovation and Entrepreneurship Competition hosted by the Hunan Innovation and Entrepreneurship Competition Organizing Committee.

Case AI Video Repair Enhancement System



During the long-term transcoding and image quality optimization, Mango TV's audio and video technology R&D team has found some apparent problems of poor image quality and image defect with respect to certain film sources, especially historical old films and early archived media program files. In this context, Mango TV has independently developed a video optimization and enhancement solution based on deep learning, and built the AI Video Repair Enhancement System, enabling the repair to be automatically completed by algorithms, which system, featured by high efficiency and low cost, is more suitable for mass production of massive content on Internet platforms.



> Synergistic Mango Ecology

Collaboration

At the aim of further improving its overall business efficiency, Mango Excellent Media has actively promoted the integration of various business lines, by strengthening collaboration in various aspects covering TV series production, artist agency, music copyright, IP derivative development and media retail, and continuously exploring new ecological collaborative models to enhance its comprehensive operational capability and market competitiveness. Under the mode of efficient linkage across the entire industry chain, the Company has formed an organic and all-round business chain closely combining creativity, marketing, publicity, and other sectors.

Case Ecological synergy for a "camping economy"

Starting from Divas Hit the Road S4, the Company has launched a new "Tour Plan" to fit the hottest young social scene at present, opening another potential growth track for the "camping economy". The "Tour Plan" has created an interaction platform combining online content, offline camping base and scenarized substance in the new consumption form of urban camping party, to achieve multi-scenes series of forest concerts, outdoor talk shows, and backdrop fairs, refreshing everyone in the midst of light camping, and also serving as a powerful boost for revitalizing offline market access. Meanwhile, Xiaomang E-commerce also made available camping equipment to join promoting the "camping economy".



▷ "Tour Plan"

Case MSTORY, an interactive novel reading platform

In March 2022, MSTORY, an official interactive novel reading platform of Mango, duly went live, which highlights Mango TV's featured items, and provides users with interactive reading works on various topics, thereby enhancing their sense of participation in the reading process, and giving them an immersive reading experience. As a recreational reading platform tailored by Mango TV for users, MSTORY is expected to build interactive reading products into a content form of IP incubation in the future, attract various writers to produce massive content before long through convenient creative tools on the mobile end, go further to form a UGC community, supplement the Mango TV product line, enhance user activity and loyalty, and enliven the community atmosphere.



▷ MSTORY platform

Comprehensive Governance

In strict accordance with the requirements for comprehensive governance in the culture and entertainment field, Mango Excellent Media has formulated the Measures for the Evaluation of Ideological Work, adhered to the correct politics, public opinion, value, and aesthetic orientations, firmly grasped the discourse and initiative of ideological work, and properly conducted platform content and artist management, to effectively maintain ideological security, and help promote the healthy and prosperous development of the industry.

Reinforce the long-term mechanism of special work teams

- Establish a "comprehensive governance working team in the culture and entertainment field" to lead 7 special sub-teams covering such sectors as film & television, variety shows, artists, and offline games, and strictly implement governance work from 7 aspects, including market order maintenance, stringent platform responsibilities, and strict content review, with 16 focuses.

Focus on content innovation

- Input funds and resources into the content creation, without using "flow only" as the selection;
- Bear in mind positive energy injection and avoid the tendency of over-entertainment;
- Focus on the layout of realistic theme creation.

Deepen the construction of artist agency team

- Endeavor to improve the management over artist agency team, and keep enhancing team members' ideological and political qualities as well as professional skills, to establish a high-level agency team with emotion, discipline, and professionalism.

▷ Comprehensive governance work on the culture and entertainment field

Strengthen guidance and control

- Form a "fourth review" mechanism for key content on the basis of strictly implementing the third-round content review procedure;
- Upgrade the AI intelligent review system, by applying for a sum of RMB2.335 million as special funds in 2022 to that effect with an additional input of 23 servers to strengthen the investigation and removal of the underlying content in violation of the new situation and requirements, whereby more than 25,000 pieces of online "trouble-maker" related content have been treated, making an active contribution to consolidating the effectiveness of the early comprehensive governance in the culture and entertainment fields;
- Strictly subject all games to a three-round review to prevent fraudulent consumption and value errors, etc;
- Establish an age rating system on scripts for each location-based entertainment store to prevent the purchase of scripts involving soft pornography, violence and the like.

Conduct strict artist management

- Adhere to the principle of "four strictures, three prohibitions, and two incentives" in the daily management of artists, strictly regulate the remunerations for artists, without allowing "equivocal contracts" and any other tax evasion channels for artists;
- Intensify ideological related learning and training for contracted artists, actively guiding them to consciously respect social ethics and observe professional ethics, and encourage them to participate in community and social services;
- Strengthen the management over artists on public sentiment, strictly follow the "five-round review" system for the content of artists' social platforms, carry out contract checking and risk investigation from time to time to mitigate risks, and gather all artists' fan club accounts under official unified management for an around-the-clock dynamic monitoring;
- Actively provide guidance and promote a healthy youth culture to fans, prohibiting minors from participating in support activities and eliminating the deformed idol culture taking flow and beauty as the only evaluation criteria.

EE-Media has fully implemented the central government's spirit of focusing on comprehensive governance in the culture and entertainment field, and actively built a talent team that emphasizes taste, style, and responsibility. First, it has further strengthened the education of socialist core values among artists and artist managers, strictly banning violations of laws, disciplines, public order, and good customs. Second, it keeps enhancing artists' awareness of social responsibility, and has encouraged them to participate in community services and public welfare activities, to build them into those with both professional excellence and moral integrity. Third, it has conducted management in accordance with procedures, with constant efforts made to improve its various rules, and upgrade the closed-loop management system for the whole process concerning its artist agency business, audit, finance, discipline inspection and legal affairs for promoting and supervising each other. Fourth, it has deepened the construction of the artist agency team, continuously reinforcing the ideological and political qualities as well as professional skills training for the team members, to build a high-level team that is emotional, disciplined, and professional.

Case EE-Media outperformed in the artists team construction

In the pursuit of integrity, innovation, and trend leading, EE-Media has established and implemented a systematic and scientific artist management mechanism, obtaining multiple high praises by the leadership of the National Radio and Television Administration, and unanimous recognition by the industry. In September 2022, Fan Weiping, President of China Federation of Radio and Television Associations, paid a site visit to EE-Media and highly affirmed EE-Media's artist management works.



► Site visit to EE-Media by China Federation of Radio and Television Associations



Sincere Mango, To Be a Protector

► Protecting Intellectual Property Rights

Attaching great importance to the protection of intellectual property rights, Mango Excellent Media has developed and implemented the Measures of Mango Excellent Media for Administration of Trademark, the Measures of Happigo for Administration of Intellectual Property and other management regulations, whilst complying with the requirements of laws and administrative regulations and the operating norms for listed companies, conscientiously performing the social responsibilities of mainstream media, and opposing unfair competition, commercial bribery, fraud, and other illegalities. In 2022, the Company continued to enhance its compliance capabilities in all aspects of business operations, especially in the protection of intellectual property rights in its core assets, to safeguard its sustainable compliance and innovation capabilities under law, preserve and increase the value of its intellectual property rights, and maintain the competitive order of the cultural market.

In order to effectively manage its vast intellectual property assets, the Company has introduced a copyright protection management system, trademark management system, and patent management system, achieving efficient management and real-time tracking of its intellectual property assets, and providing due protection for its intellectual property development and operation.

As regards copyright protection, a multi-dimensional and multi-step rights protection approach has been adopted by the Company for Internet copyright infringement, with dedicated personnel and professional institutions assigned to conduct real-time monitoring and rights protection, effectively combating infringement. Through dividing the elimination of competitive products into multiple dimensions, such as the elimination of highly popular works, the elimination of existing works, and the elimination of key competitive product platforms, efforts have been made based on the difference on work popularity and competitive platform to further refine the rights protection and expand the scope of piracy crackdown, with a markedly elevated effect compared to last year. Meanwhile, a normalized rights protection and evidence collection mechanism has been established for active infringement by competing product platforms or users uploading infringement links, to store litigation/mediation evidence and actionable resources, thereby reducing the risk of litigation.

Royal Feast, a hot work, was successfully included by the National Copyright Administration into the Early Warning List of Key Works for Copyright Protection in the First Quarter of 2022, under key protection from the National Copyright Administration.



As regards trademark protection, Mango Excellent Media has set up a trademark and brand strategy system based on its development plan, under which trademarks are classified and graded for management, and two core brand matrices, namely, "Mango Series" and "Happigo Series" are established, basically resolving the internal problems of repeated trademark applications and conflicts through centralized and unified management of first-class trademarks. Among them, the "Mango" brand is the core intellectual property of the Company and the entire group, with the protection of the "Mango" brand and the "Mango series" trademarks as core work of intellectual property protection. Amid many difficulties under the increasingly tightening policies of the China National Intellectual Property Administration, the Company managed to obtain the approval and registration of such core trademarks as "Mango Excellent Media" and "Mango Entertainment" in 2022 by review, administrative litigation, recourse to intellectual property authorities and other means. Meanwhile, the Company insists on regular monthly monitoring and timely rights protection against counterfeiting and free riding in order to prevent the "Mango Series" trademarks from being diluted.

During the reporting period

The Company has applied for **256** trademarks

Obtained approval for **331** trademarks

As of the end of the reporting period

The Company and its subsidiaries **4,241** have applied for a total of trademarks

Registered **245** software copyrights

Applied for **836** patents During the reporting period

Obtained approval for **3,189** trademarks

Registered **428** work copyrights

Been issued **214** patents

Had **271** trademarks pending application

Registered **41** domain names



Case Timely monitoring and rights protection, with good effect on brand protection



The Company raised objections against the trademarks including "芒果斗地主", "芒果" and "秀芒超媒", as well as the illegitimate registration and use by Shanghai Ruiqin Cultural Development Co., Ltd. of such trademarks as "芒果探索馆", "芒果游米" and "芒果探长", which were upheld by the China National Intellectual Property Administration, effectively preventing the registration of trademarks similar with "Mango" and protecting the "Mango" brand.

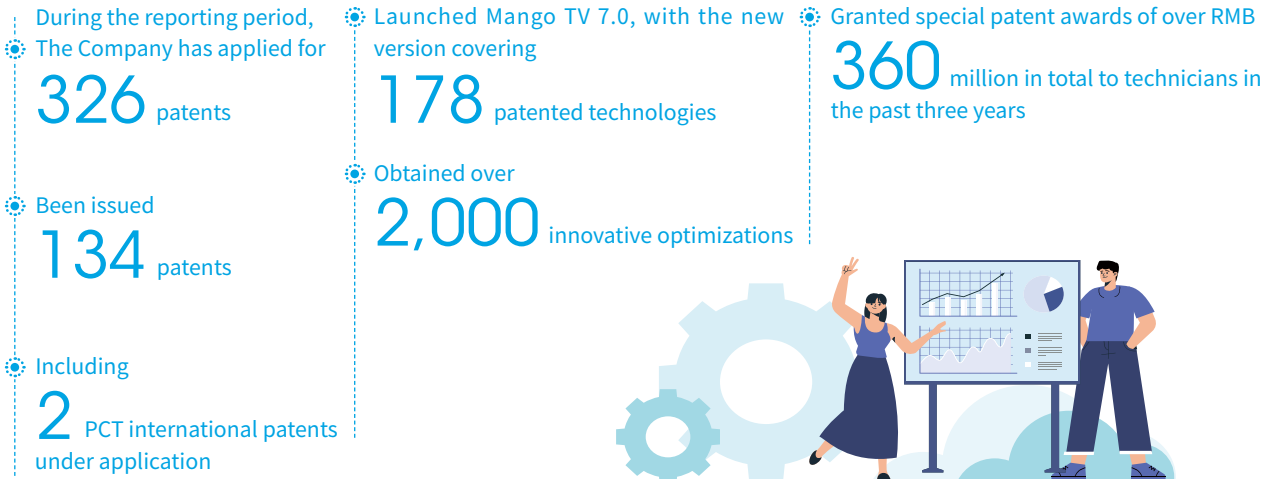
Case A full win in the first trademark rights protection cases to safeguard the core brand



With the increasing brand popularity of "Mango TV", the Company's core trademark, more and more counterfeits of it emerge in the market. To prevent its core trademark from being "diluted" and effectively protect its core brand, the Company instituted trademark infringement lawsuits against three "Mango KTV" business entities in Chengdu, Sichuan, and ultimately prevailed in all these cases after multiple submissions of evidence establishing infringement from the opponent and our reputation to the court, getting a compensation of over RMB130,000 from the infringing parties. With the full win in the first "Mango TV" trademark lawsuits in 2022, prior judgments in favor of the Company have been formed, laying a good foundation for the Company to subsequently protect its trademark rights.



As regards patent protection, the Company always sticks to a market-oriented approach and independent development of innovative products with core competitiveness. While seeking to improve the core business products such as the online video platform "Mango TV" and the e-commerce platform "Xiaomang", the Company also focuses on 5G video, virtual production, digital collection blockchain, and other cutting-edge technologies, actively promoting technological innovation and patent protection.



Case Mobilizing the enthusiasm of intellectual property protection through Q&A event

In April 2022, to welcome the 22nd World Intellectual Property Day, Happigo, a subsidiary of the Company, organized the theme activity of "Join the Intellectual Property Q&A and Win Mango TV Membership Card" for the whole society together with the Administration for Market Regulation of Kaifu District, Changsha City (Intellectual Property Office). This event has received extensive attention and participation from all walks of life, and promoted people's enthusiasm for intellectual property protection, highly appraised by the intellectual property authorities at various levels. Meanwhile, the event was included as an intellectual property operation and protection project of special achievement in Kaifu District by the said administration, and in December 2022, it was also displayed by Kaifu District as an achievement from the active promotion of the national intellectual property strategy during the inspection by the Hunan Provincial Government.

[▶ Poster on WeChat official account for one intellectual property Q&A event](#)

答知产题 赢芒果TV会员卡

答题时间 4月26日10点-24点
参与对象 全体芒果TV及感兴趣的社会各界人士

答题形式 线上答题（手机端和电脑端均可参与），共计25道知识产权内容相关单项选择题。

奖项设置

- 一等奖40名（芒果TV会员卡1张）
- 二等奖80名（芒果TV会员卡1张）
- 三等奖100名（芒果TV会员卡1张）

评审规则

2022年4月26日24:00之前提交的均为有效答卷，按照有效答卷分数排名确定获奖者（分数相同时以答题用时较少的为获奖者）。

温馨提示

- 请注意答卷提交时间，确保答题有效性；
- 请注意正确填写联系方式，以免影响奖品寄送；
- 答题活动结束后之日起7个工作日内未收到获奖通知的，可发送邮件至jianfang@mg.tv.com查询获奖情况。

Case Music copyright protection effort by EE-Media

EE-Media, with music copyright as one of its primary businesses, is also actively promoting copyright-related cooperation with other companies and exploring the possibility of providing them with copyright services. At the same time, it actively cleans up its on-hand inventory copyrights, by organizing the film and television department to facilitate inventory copyright revitalization plans, establishing a scientific evaluation mechanism for inventory copyrights, and completing the cleaning and transfer of soon-to-expire film and television copyrights. In 2022, the Company had 126 additional copyrighted songs, recording a total of over 1,700 songs in the library.

Improving User Experience

Quality assurance

Mango Excellent Media has established and implemented a quality management system in accordance with the ISO 9001 standard, with a quality management method of PDCA cycle followed to set quality management objectives and conduct quality management activities. Using an agile R&D management approach, the Company has regulated and unified the demand-delivery workflow for each project product, and implemented the whole-process quality control procedures and solutions based on the product lifecycle.

- Fully implement QC operation at the beginning, extend QC operation to the front end of market business, and strengthen the front-end QC management, to ensure that quality is guaranteed at the source.
- Ensure that products with good quality are timely delivered to customers through a series of QC activities from suppliers to customers in the intermediate stages of procurement, sales, and shipment.
- Build a professional QC team to be responsible for quality planning, quality control, and quality assurance activities throughout the product process, while driving business personnel to use various means and methods such as internal review, special audit, and root cause analysis for correction, prevention, and continuous improvement by all employees.

Customer service

Since its establishment, Mango Excellent Media has kept in mind "customer first" as its service concept. In 2022, to better meet the consumer needs and improve competitive strength, the Company reconstructed the entire process before, during and after sales for its members under the said concept, improved operation of membership, further explored potential demands, and continuously strengthened communication with customers to provide them with products of higher added value and more value-added services.

As an all-round upgrade of its membership benefits, Mango TV conducted member activities at a high frequency of at least once a month to establish close contact with users in different locations, gaining insight into user needs and understanding user pain points from multiple aspects including content, derivatives, rights, joint membership, and surrounding areas, thereby improving products and enriching services.

Case Mango TV members clocked in the "Da Yun" satellite launch activity



In February 2022, joining hands with ADA Space Co., Ltd. who undertook the main research and development of "Da Yun" (Star Age - 17), and through prior online recruitment, Mango TV invited 4 members of it to visit the Aerospace Science Popularization Center, and attend the speeches made by professionals about aerospace history and related major events at Wenchang Space Launch Site, giving chance for them to witness the entire process of the "Da Yun" satellite launch free of charge on site, and participate in the celebration banquet with a close access to and learning from aerospace researchers.



▶ Mango TV members clocked in the "Da Yun" satellite launch activity

Happigo adopts different service strategies for different customers, and have established a well-developed customer feedback mechanism and customer complaint handling process to bring customers a worry-free shopping experience.

Case Happigo had a quick and efficient response to customer complaints



After receipt of the complaint from Cao, a member of Ningbo Black Card, about after-sales services of RMB products, the after-sales team of Happigo coordinated actively and responded quickly, which was highly recognized by the customer with a silk banner sent to praise the team for the high-quality service.



▶ Customer praise banner

▶ Ensuring Information Security

Cybersecurity

The Company has improved the Mango TV Cybersecurity Manual, the Safe Broadcasting and Cybersecurity Emergency Plan, the Measures of Mango TV for Administration of Business System Security, the Measures for Comprehensive Administration of Office System, the Measures for Administration of Computer Room Security, and the Measures for Administration of Company Domain Name, among others, effectively guaranteeing cybersecurity from the institutional level. Meanwhile, a leading team for Mango TV cybersecurity work has been established to ensure that platform-oriented management, public sentiment control, information security, and technical support are in place, effectively prevent and reduce communication risks, implement the ideological accountability system with the highest standards, and control the overall situation strategically, thereby to serve the overall development of the Company.



▶ Cybersecurity training activity

In order to strengthen daily cybersecurity maintenance, the Company has carried out comprehensive multi-level risk investigation and security reinforcement, covering computer room patrol, asset inventory, account and password check, security baseline reinforcement, penetration testing, public security testing, and cybersecurity training, etc..



Case Value both testing and practicing to prevent data leakage



Reinforce penetration and vulnerability scanning

Happigo, a subsidiary of the Company, entrusts a third-party agency with the penetration test and the vulnerability scanning of the whole system every year to ensure the security and reliability of the information system.

Pass the practical attack and defense test "Network Guard 2022"

A network attack and defense drill "Network Guard 2022" was held by Changsha Public Security Bureau from August 23 to September 1, 2022, for which, the Company established a network protection team in advance, and developed a rigorous protection plan, successfully passing the test.

In addition to conducting a series of internal testing and system reinforcement, the Company also cooperates with other platforms and institutions to improve cybersecurity assurance capabilities:

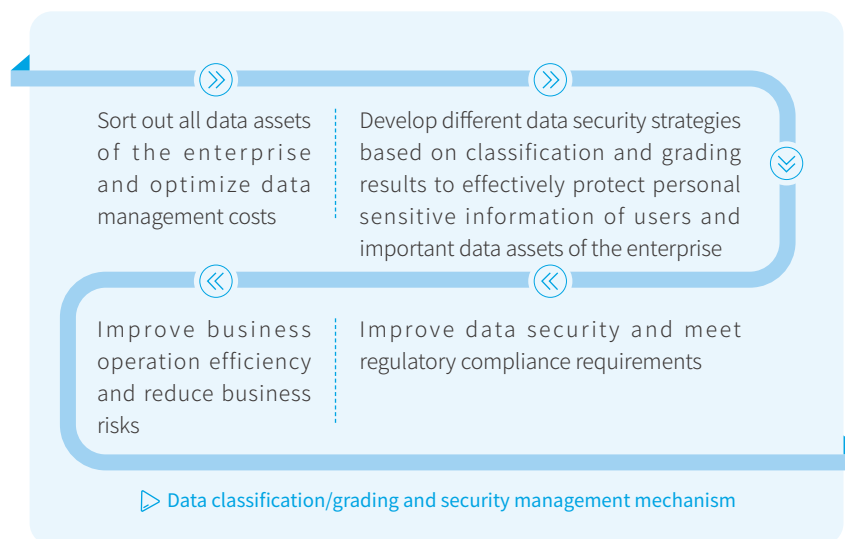
We have established friendly cooperation with China Academy of Information and Communications Technology and Hunan Institute of Electronic Information Industry for the latter to provide us with consulting and testing services in terms of personal information security, application security, security reinforcement, and personal privacy information protection compliance.

App Security Continuous Integration and Deployment Platform Project: In July 2022, we partnered with IJIAMI and BANGCLE to improve App reinforcement and security scanning on the existing integrated deployment platform, raising security assurance capabilities.

Data security

Construction of data security platform

In recent years, China has explicitly required the establishment of a data classification and grading protection system, with the Data Security Law, the Personal Information Protection Law, the amended Cybersecurity Review Measures and other relevant laws and regulation promulgated one by one. In response, the Company has developed a data asset classification and grading platform to facilitate scientific data security governance and construction, and completed in 2022 the construction of a data classification and grading platform and a data security management platform for data management.



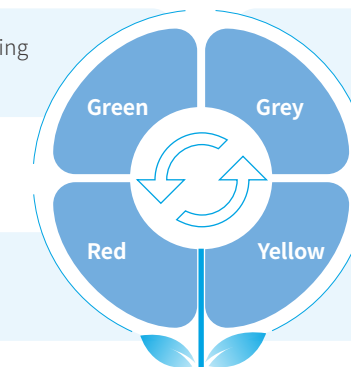
The data security platform enables regulation and management of data security from organizational construction, system assurance, data asset, data approval, management audit, partner management, education and training, reporting and complaint, emergency response, data lifecycle management, and compliance evaluation, among other dimensions, helping achieve standardized and procedural workflow for data security work, under a total of four modules i.e. green, red, yellow, and gray, each having different meanings.

Currently, the data security platform functionality has been developed and is in the progress of relevant information input and maintenance.



Pages that need to be developed according to the system prototype

Pages not to be developed in this version



Key pages, to be further arranged

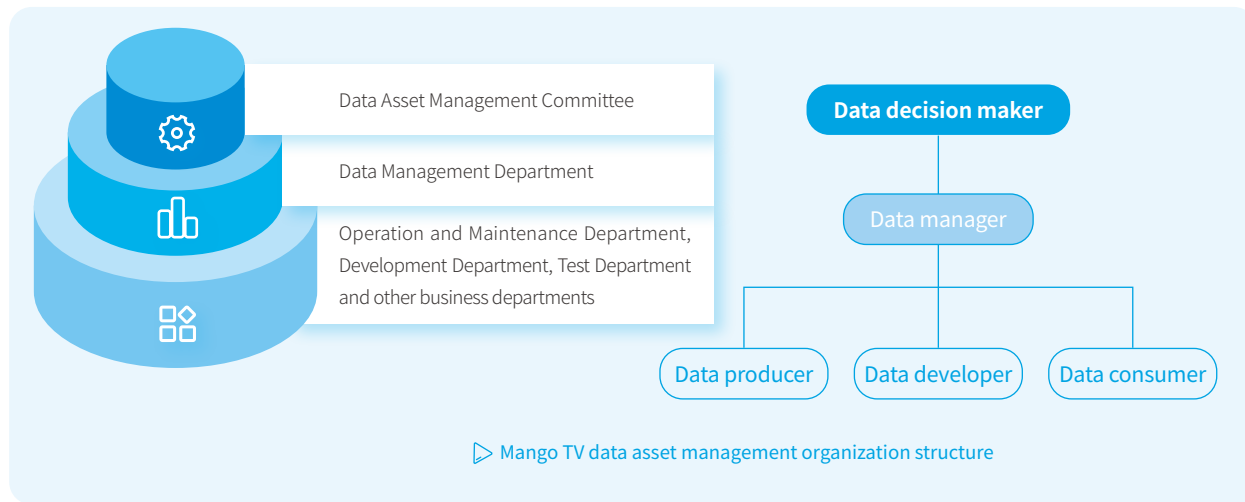
Pages available to be linked to other systems, some of which require to be further developed

Meanings of data security platform modules



Response measures for data security plan

Currently, data security faces multiple challenges, with insufficient enterprise data security management capabilities and lack of practical implementation experience in various aspects such as systems, personnel, and institutional settings, which has exposed a series of issues including data security risks and leaks, bringing law and policy risks as well as economic losses to enterprise managers. In response, The Company's Mango TV has worked out overall data asset management rules starting from the management and leadership, forming a well-thought standards system and executive scheduling flow.

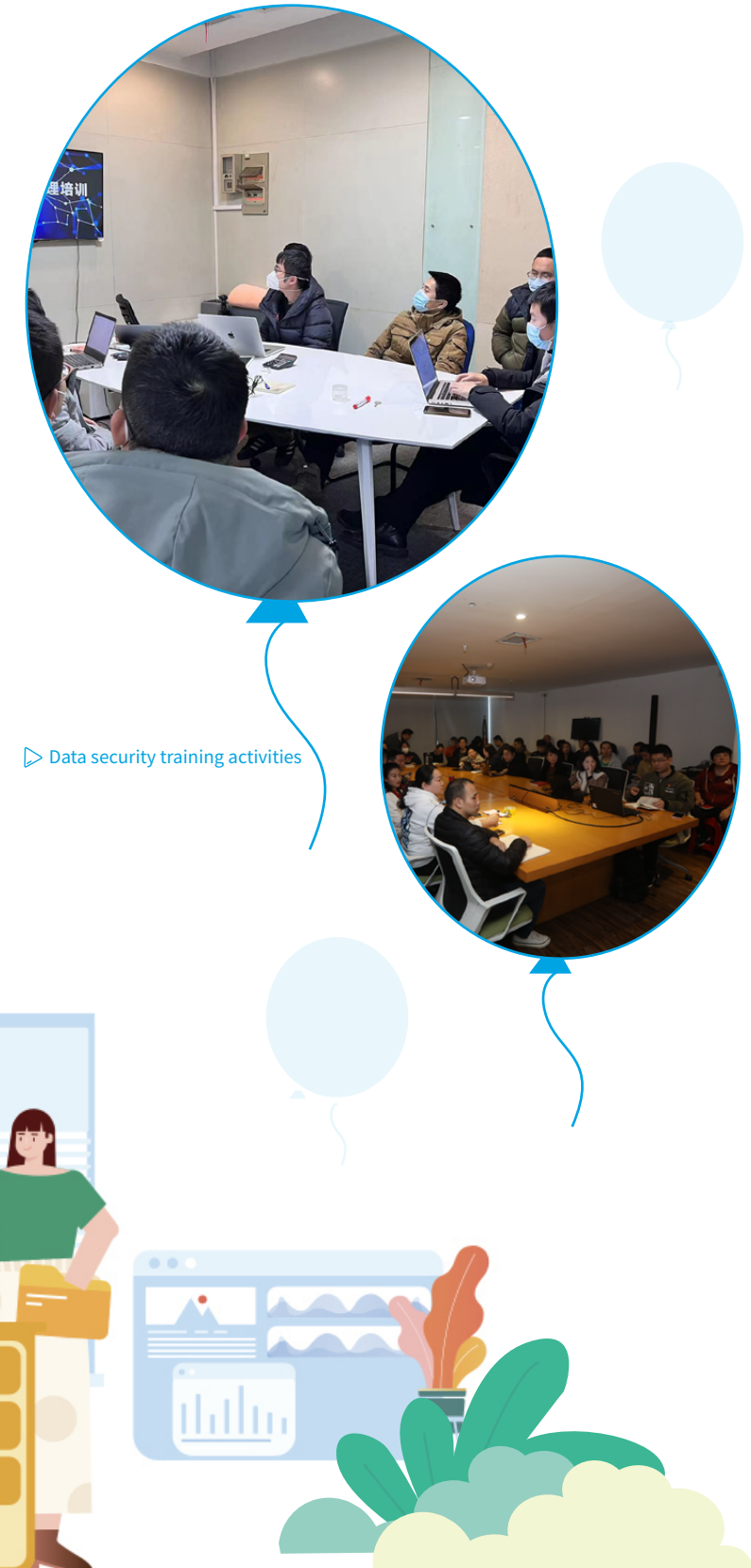


Typically, data asset management shall be conducted by the Data Asset Management Committee, the Data Asset Management Center, and various business departments, with each taking corresponding responsibilities:

Department Name	Role	Responsibilities
Data Asset Management Committee	Leader of data asset management; decision maker on major work content and direction of data asset management	Be responsible for arbitration in case of problems with a data-related role
Operation and Maintenance Department, Development Department, Test Department	Data producer	Be responsible for production safety during data production; and ensure the safety of such processes as data acquisition and transmission
Data Management Department	Data asset manager	Be responsible for leading the formulation of data asset management policies, standards, rules, and processes; coordinating disputes over accountability; in terms of data asset security management, developing various data rules and supervising the implementation thereof; working out the overall data control process in the data asset management platform; and providing secure data development and query platforms as well as data interfaces
Business departments such as data operation and data consumption	Data consumer	Be responsible for safety

In 2022, Mango TV also set up data leakage self-inspection and other relevant plan management mechanisms in respect of big data security risk investigation. Its data platform has been fully cloud-enabled, using a storage and computing separation architecture to permanently keep data on object stores, with a hosted HADOOP cluster applied; adopting a distributed architecture to solve the technology of collecting, storing, calculating, and querying massive data, and conducting comprehensive data governance to ensure the accuracy, security, reliability, and timeliness of data.

At present, the primary architecture of Mango TV's big data technology includes the following key modules, which coordinate and cooperate with each other for data storage and processing to facilitate business development using "data". Meanwhile, when building the big data platform, Mango TV also selected safe, fast, and stable technical components for deployment based on its own situation with reference to the overall technology selection scheme for big data.



Privacy protection

2022 witnesses a year of refining the legal framework formed by the Cybersecurity Law, the Data Security Law, and the Personal Information Protection Law for the sake of privacy protection. Attaching great importance to data security and privacy protection, Mango Excellent Media has made a series of efforts to improve the users personal information protection system, gradually promoting the implementation of various data security and privacy protection measures.

Formulate and improve privacy policies and other privacy documents

Revised and improved the Personal Information Protection Policy for the Company's APP products pursuant to the new regulatory requirements, and developed a full set of privacy documents for fresh products such as Damang APP, Zaimang APP, and digital collection platform, so as to allow users to fully understand the collection and use of personal information; developed the Privacy Protection Guidelines, the Permission Application and Usage Instructions and the like for its main APPs Mango TV and Xiaomang to guide users through the authorized management of personal information provided by them.

Participate in national legislative construction in the field of data compliance

Participated as a writer in the preparation of the Data Compliance Management System Requirements, a group standard issued by the China Federation of Electronics and Information Industry.

Establish a data compliance operation process

According to relevant laws and regulations, conducted a compliance assessment of personal information processing activities in advance, and worked out a compliance assessment process for new product development and new SDK access, integrating privacy protection into the entire product development lifecycle under the concept of connecting privacy protection with user experience.

Classify and grade data assets

Classified and graded data assets (including non-sensitive data, low-sensitive data, medium-sensitive data, and high-sensitive data), and developed relevant specifications and processes for grading control and security protection, to effectively protect users personal information.

Conduct policy research and internalization of external regulations

Embodied legal provisions and standard requirements related to privacy protection and data security into compliance requirements of the Company as the basis for compliance implementation and evaluation; included compliance regulatory risk alerts into each procedure of product development and data processing for the entire course of decision-making, implementation, and supervision.



Mango TV has established an Information Security Committee, and planned a data security team, privacy compliance team, information review team, product technology team, and emergency and coordination team, taking active part in the institutional construction. Additionally, various endeavors including carrying out management system certification, network security publicity, information system security drills have been made by the Company to strengthen its data security and personal information security compliance management and to enhance employees' information security awareness.

In September 2022, the Company's subsidiary Happigo updated its personal information protection policy and user service agreement, and adopted a mechanism covering application security assessment, information security compliance assessment, and ISO 27001 management system certification, among others, to provide all-round privacy protection.



Information Security Management System Certification to Happigo

Case Carried out multiple comprehensive testing to ensure compliant privacy protection

In May and November 2022, the Company conducted comprehensive consultation and testing on personal information collection and privacy information protection compliance for the IOS and Android terminals of the Mango TV APP twice, with both results in compliance with national laws and regulations on personal information privacy protection.

Case Whole-process SDK monitoring platform project

In March 2022, the Company conducted research cooperation with the Key Laboratory under the Mobile Application Innovation and Governance Technology Industry and Information Department of the China Academy of Information and Communications Technology ("CAICT"); In June 2022, the project titled Research on Key Technologies and Methods of Terminal SDK Intelligent Monitoring and Control submitted by Mango TV was successfully included into the open program of the Key Laboratory under the Ministry of Industry and Information Technology of the People's Republic of China, with funding support granted.

By using technologies such as static code, resources, data scanning and detection, and runtime content detection, the project provides a comprehensive monitoring of security vulnerabilities and non-compliance in mobile SDKs based on cybersecurity grading protection requirements in light of national regulations, which can intercept, filter, cache, map, and report relevant business data on SDK permission abuse, illegal information collection, and illegal external jumps, to ensure the sustained and healthy development of the APP business.



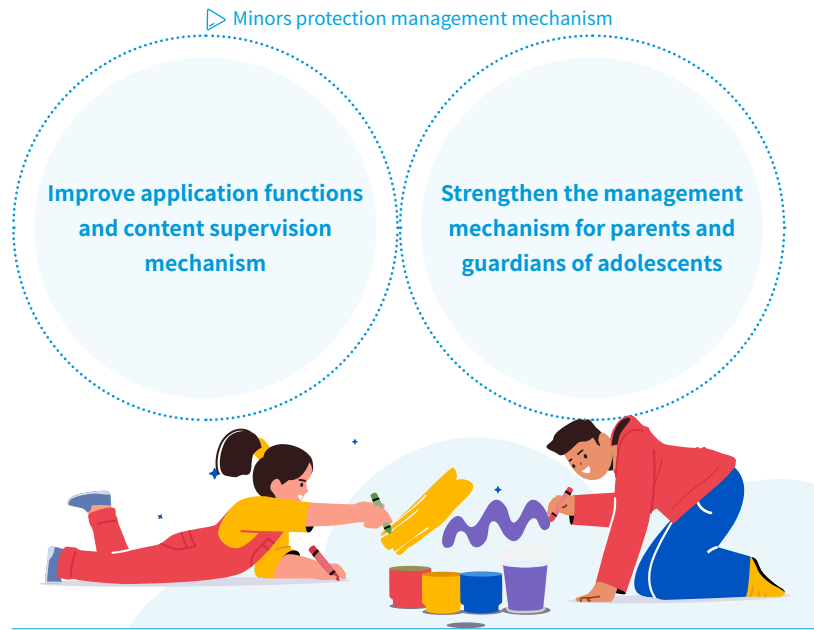
Announcement for approval of Mango TV's project titled Research on Key Technologies and Methods of Terminal SDK Intelligent Monitoring and Control

Protection of minors

In 2022, the Cyberspace Administration of China issued the Regulations for the Protection of Minors on the Network (Draft for Comments), imposing stricter regulatory requirements for minor protection. As required, Mango Excellent Media has shouldered its responsibility of protecting minors as an Internet platform, providing full platform protection for minors.

Adhering to the management concept of "working together to create a healthy Internet environment, enhance the sense of responsibility, and contribute to the establishment of good values for minors", the Company has set up a multi-dimensional regulatory system covering product technology, content review, and content operation to ensure a safe and pure use experience for adolescents.

With respect to "Mango TV", an online audio and video APP, the Minors Personal Information Protection Policy has been separately formulated for all its affiliated APPs in accordance with laws and regulations. Besides, a "Youth Mode" has been set up for minors, under which users will, after entering the APP, be informed through the pop-up window on the homepage of their choose to enable such model, so as for minors and their guardians to better select pages suitable for minors, on the one hand, and for Internet platforms to better identify minors, on the other hand.



Unsuitable information segregation

The content zone in this mode contains only video content suitable for minors, avoiding minors from accessing online information that may affect or endanger their physical and mental health

Prevention of internet addiction

In this mode, "time lock" and "disable time" functions are designed to limit the duration and time period of minors' continuous use of the APP, to help keep minors physically and mentally healthy

Online payment ability and risk prevention for minors

In this mode, minors are restricted to purchase, reward and pay for other services within the APP to prevent them from going beyond their affording abilities

Protection of minors' personal information

In this mode, the platform will not conduct user portrait and advertising marketing for minors

▶ Goals of the "Youth Mode"

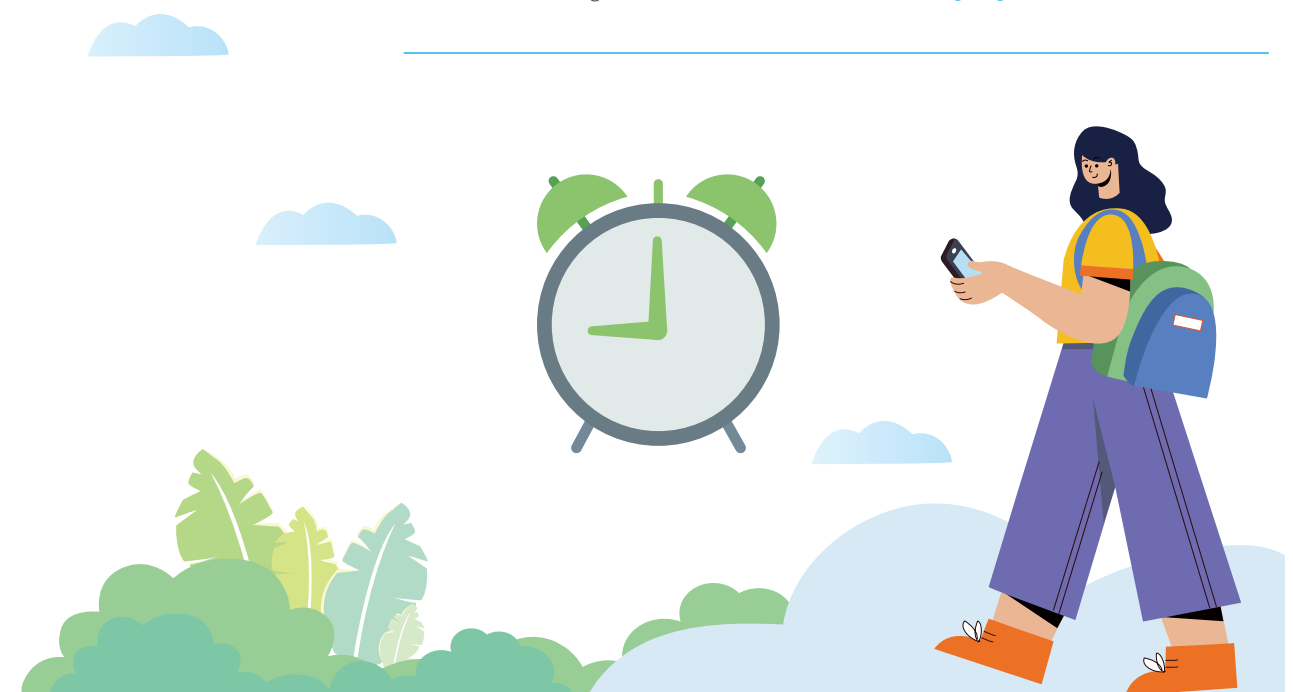
In recent years, Mango TV has also upgraded its product technology for, and reinforced the control over, the Youth Mode.

Case Reinforced the control over the Youth Mode of Mango TV

- Adjust the frequency intensity of "Adolescent Prompt Popup" from a daily prompt during winter and summer holidays to a daily startup prompt throughout the year.
- Intensify the restriction on the viewing time for adolescents by adding the "time lock" function under which any viewing in the Youth Mode for more than 40 minutes will be discontinued unless unlocking by parents or guardians, granting more management permissions to parents and guardians for preventing adolescents from overuse and addiction.
- In the Youth Mode, Mango's entire product line will be subject to "pure viewing" and "clear screen" processing, blocking functions such as in-app pop up, private chat, shooting and publishing, like and reward, top-up and cash-out, and video streaming, to purify the Internet environment and improve the use experience for adolescents.
- Add the "Youth Guest Mode", which allows enabling the Youth Mode without logging in.
- For digital collection activities, Mango imposes strict requirements for verification of participants, identifying each user participating in the activities through "face + ID card + name".



▶ Real name verification interface for Mango digital collection



> Working with Partners

As a leading enterprise in the industry, Mango Excellent Media has been committed to promoting the healthy industrial development. The Company takes active part in various forms of industry cooperation activities, joining partners on strategic cooperation, exchanges and industry competitions, etc., and constantly strengthening association and communication among enterprises in the industry, to promote technological innovation and collaborative development.

Case **Mango TV partnered with Huawei Video to create a new ecological integration**

In March 2022, Mango TV joined hands with Huawei Video in deepening and upgrading their exclusive cooperation on membership, content, advertising, technology and operation, giving full play to their respective advantages in core areas for common construction of a content ecosystem centered on user experience. Through resource sharing, operational innovation, and other forms, both parties worked together to enhance the value of content, creating better audio-visual experiences and membership services for users, with a win-win result of maximizing both parties' content brands and benefits.



Case **Entering into strategic cooperation agreement with China Sports Space Group**

In September 2022, Mango TV and China Sports Space Group entered into a strategic cooperation agreement in Changsha, based on which, both parties plan to work with each other on creation of variety shows, cross-border athletes, live experience halls, and offline events, etc., to open up marketing potential from the industrial ecology, inject new vitality into the audio-visual field, boost new growth in the value of culture and sports content, and create a new model of culture and sports convergence.



▶ Mango TV signed the strategic cooperation agreement with China Sports Space Group

Case **"Xinmang IP Program" essay contest**



In order to launch more excellent works of proud that show the common voices of the times, demonstrate the struggle of the people, inspire the national spirit and cultivate noble sentiments, create rich and varied Chinese stories, images and melodies, further enhance the value of literature, and deepen the integration and coordinated development of literary publishing and filming production and transmission, Mango TV and China Writers Publishing Group jointly hold the "Xinmang IP Program" essay contest for global Chinese writers and literary enthusiasts, with a view to better connecting high-quality literary IP with the top film and television platform, promoting the creative transformation and innovative development of outstanding cultural achievements, and jointly creating literary and artistic masterpieces of immortal classics.



Case **China Mobile Global Partner Conference**

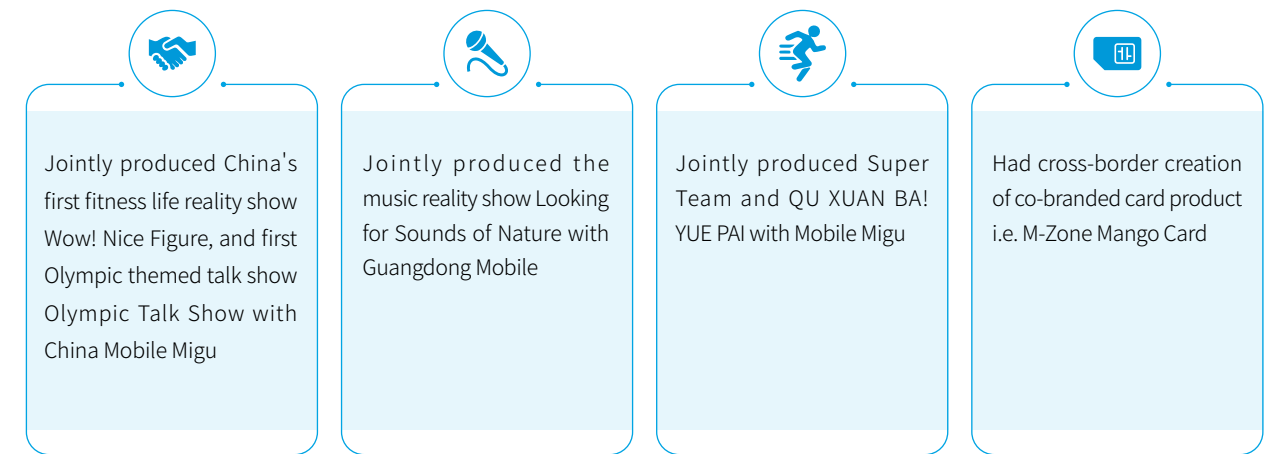


In December 2022, the China Mobile Global Partner Conference was held online with the theme of "Work Together for Integrated Innovation and Digital Intelligence", during which, Mango Excellent Media gave a full exhibition of Mango TV's high-quality drama content, latest VR technology, metaverse-related layout, and the "M-Zone Mango Card" made with China Mobile, among others.



▶ Co-branded poster of the Company and China Mobile

Over the years, the Company has conducted comprehensive and in-depth strategic cooperation with China Mobile on various fields including, among others, large screen, 5G innovation, co-broadcasting and derivative e-commerce. In the future, the Company will maintain working with China Mobile to explore new chances, lay out new business forms and create further business growth areas for constructing a fresh model of pan-entertainment ecology, while keeping efforts on the establishment of a Mango "metaverse" platform and the building of a future communication pattern.



▶ Strategic cooperation between the Company and China Mobile

Case Mangzhong Youth Image Creation Season



In 2022, the "Mangzhong Youth Image Creation Season" jointly sponsored by Mango TV and Communication University of China had a big success. Since the nationwide film solicitation in 2021, the organizing committee has established deep cooperation with 86 colleges and universities across 27 provinces (regions, municipalities) and held 234 offline exhibition activities with 71 schools in China.



▶ Mangzhong Youth Creation Season

As a practice of university-industry cooperation by Mango TV, the Mango Youth Image Creation Season offered professional and accurate support for young image creators by integrating university teaching resources and industry resources. Through stage construction, financial support, and professional review, these activities greatly help incubate and cultivate young talents on film and television. Meanwhile, by giving teaching guidance to the creative team online, it effectively improved the professional skills of creators through constructive comments as well as focused and in-depth discussions, thereby empowering artistic talent education and cultivation in a digital format.

Strict Supplier Management

Attaching importance to supply chain management, Mango Excellent Media has been committed to building a safe and reliable supply chain structure with star-grade partnership by transparent procurement and due diligence, for promoting friendly cooperation with suppliers and win-win results. The recent years record an increasingly growing number of suppliers (distributors), particularly those in Mainland China.



Indicator	Unit	2020	2021	2022
Total number of suppliers (distributors)	EA	1606	1900	2313
Number of local suppliers	EA	617	729	989

Transparent procurement

With respect to procurement, the Company acts in strict accordance with the procurement requirements of "honesty, integrity and transparency", the Rules for Implementation of Bidding Procurement, the Rules for Administration of Non-bidding Procurement and other rules and regulations in light of the actual business operation. Meanwhile, it ensures that the principles of legality, openness, justice, fairness and efficiency are followed in all aspects encompassing open bidding process, bid opening, bid evaluation, and complaint handling, and actively accepts the supervision of suppliers and customers, so as to effectively prevent commercial bribery in procurement activities and protect the interests of all parties.



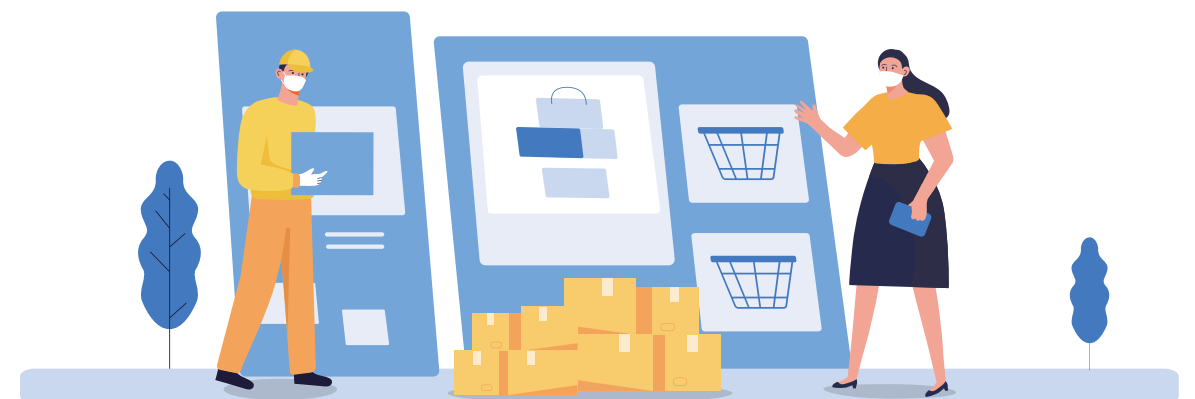
Case Innovate the form of open bidding, and promote the rotation system for procurement



Happigo always adheres to the principle of fair and just selection of high-quality suppliers, and keeps improving the Rules of Happigo for Administration of Procurement, towards effectively reducing procurement costs. In 2022, based on the actual situation, through learning and absorbing external experience, it made a bold reform in the amount and form of bidding procurement, and actively drove the reform implementation, giving effect to entrusted third-party open bidding procurement. At the same time, as to employees involving procurement, it also resolutely promoted the rotation system for sensitive posts, ensuring the fairness, impartiality and openness of bidding procurement.

Due diligence on suppliers

The Company strictly implements the Rule for Supplier Management and the Rules for Administration of Supplier Blacklist, among others, further establishes and improves the supplier information database and bid evaluation expert database, and continuously upgrades the grading system based on the due diligence results to comprehensively score and manage suppliers and enrich the supplier structure. Suppliers who violate laws and regulations, engage in fraud, or act against requirements for quality, performance, or service in bidding activities or contract performances will be subject to measures such as suspending cooperation or being blacklisted, depending on the severity of the case and the degree of the harm.



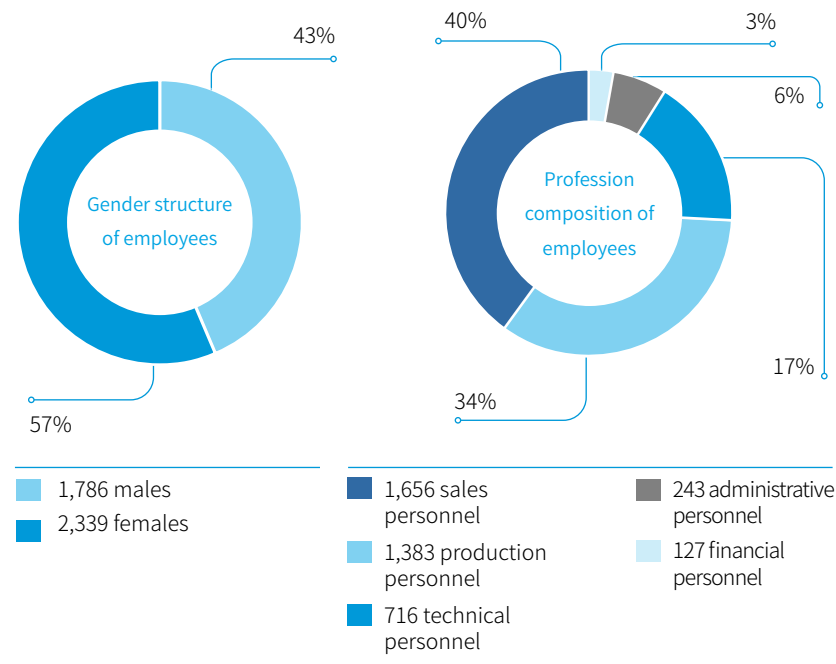
Be Strong, To Haul Upon the Wind

Mango Excellent Media has established a comprehensive and compliant talent employment mechanism, and continuously upgraded its employee development system of brand influence that is compatible with its "Nature Youth" culture and combines its strategic business to keep attracting and cultivating talents. Constant efforts have been used to improve systems and mechanisms, effectively protect the rights and interests of employees, boost employee benefits, implement the work safety accountability system, upgrade various humanistic care mechanisms, and enhance the sense of gain, belonging, and happiness of employees.

Discovering New Talents

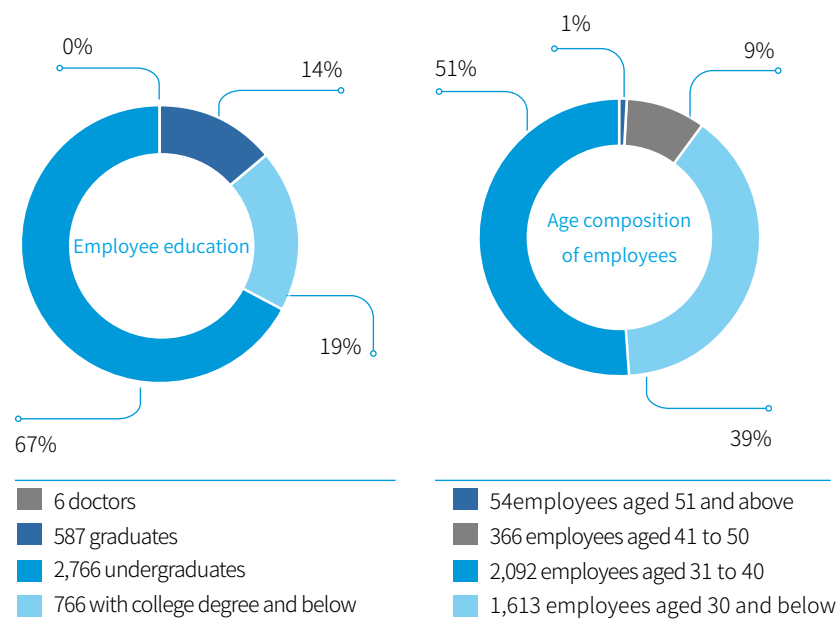
Employee employment

Mango Excellent Media closely follows compliant recruitment in strict accordance with the Labor Law of the People's Republic of China, the Contract Law of the People's Republic of China and other laws and regulations, prohibiting employment of child labor, ensuring equal pay for equal work among men and women, and protecting the legitimate rights and interests of female employees, to create a diverse, fair and impartial work environment, and protect all employees from discrimination for religion, gender, age and disability, etc.. Meanwhile, the Company has formulated internal rules such as the Measures for Administration of Employment Contracts and the Measures for Administration of Employee Job Transfers to establish legal, compliant, and equal labor relations with employees, and form a code of conduct therefor.



As of the end of the reporting period

- The Company and its subsidiaries have a total of **4,125** employees
- Employment contract coverage **100%**
- Social insurance coverage **100%**
- Physical examination coverage **100%**



Case RACING MANGOER, a growth record of new comers born after 2000

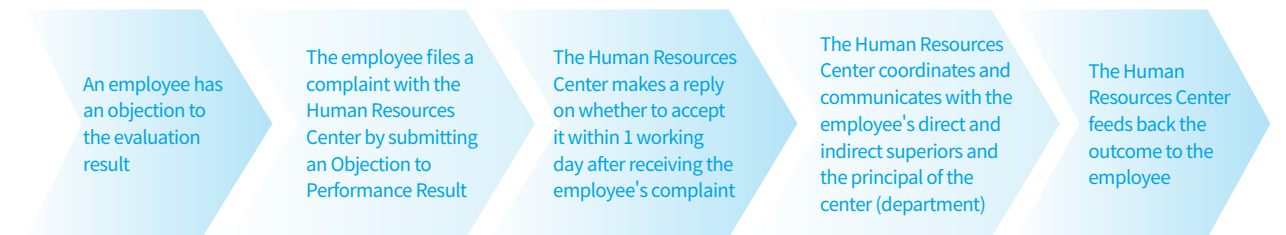
After the nationwide teleconference on stabilizing the economy, the Company immediately responded to the call of the Party Central Committee and the State Council, by having Hunan Satellite TV, Mango TV and Xiaomang E-commerce jointly launch the recruitment and training plan RACING MANGOER for new graduates throughout the country. This is a round of recruitment, with the Company's Xiaomang E-commerce making available 100 formal positions to new graduates nationwide, and is also a program documenting the growth of the post-2000s generation, which, through broadcasting the entire challenging entrepreneurial process of 100 participants joining e-commerce teams on the three platforms of Hunan Satellite TV, Mango TV, and Xiaomang APP, truly records the training course of the post-2000s as workplace newbies, fully displaying the demeanor of the new talents.



"RACING MANGOER - Xiaomang Recruitment Season", the new employees orientation conference

Employee rights and interests

The Company insists on protecting the rights and interests of employees, and strictly abides by the Labor Law, the Labor Contract Law, the Law on the Protection of Women's Rights and Interests and other relevant laws and regulations to provide employees with an equal, fair, and inclusive work environment, having in place a labor rights complaint mechanism and related processing procedures correspondingly. In 2022, the Company completed the revision of the Measures for Administration of Employee Leave and Attendance, strictly implementing the leave and attendance management requirements of the State Council and provincial governments, and promptly adding parental leave and nursing leave, to ensure complying with the national and local policies as well as safeguarding the basic rights and interests of employees. Moreover, the Measures of the Company for Administration of Performance have been formulated, under which the rights and interests related to performance complaints are set up to smooth the complaining channels for employees.



Process for employee performance complaint

Remuneration incentives

Mango Excellent Media fixes remuneration for employees on the principle of value distribution, and determines their remuneration levels according to the contribution, responsibility and risk of their jobs taking into account the overall benefits of the Company, with the remuneration and the positions matching with each other. The remuneration levels determined by the Company are suitable for its development stage and benefits, and are competitive compared to those of the local industry, which can attract, motivate, and retain talents. Besides, full considerations are given by the Company to link enterprise development interests and employee personal interests, whilst taking into account the external competitiveness, internal rationality, employee development, and team fairness in the compensation system, as well as the compatibility of performance, attitude and ability.

Mango TV has developed such rules the Measures of the Company for Administration of Remuneration and the Measures of the Company for Administration of Performance to constantly improve the remuneration and incentive system, strengthen the correlation between remuneration and performance, with a performance bonus policy of "work more and get more" adopted for the revenue-generating departments, and provide higher labor returns to outstanding employees. In addition,

multiple measures including closely connecting the remuneration incentives for personnel related to the company's programs/film and television series projects with the projects' broadcast effect, and making corresponding revision to the project broadcast effect incentive policies based on the production scale of such projects in the corresponding year are taken to motivate employees.

Sticking to the concept of "equal opportunity", and "favoring the capable and the young", EE-Media has established a value distribution system based on job value, personal ability, and personal performance, and constructed a competitive incentive distribution scheme, encouraging employees to create value, and build themselves into excellent ones.

Happigo keeps promoting the management and control of remuneration and performance, and completed the revision of the Measures of Happigo for Administration of Remuneration, the Measures for Administration of Attendance, the Measures of Happigo for Administration of Performance and other management rules to optimize the daily performance assessment, focus on the performance increment, growth rate changes and progress of human cost payment, timely adjust the remuneration and performance structure, and reinforce the management and control of performance structure.

► To Make the Outstanding New Mangoers

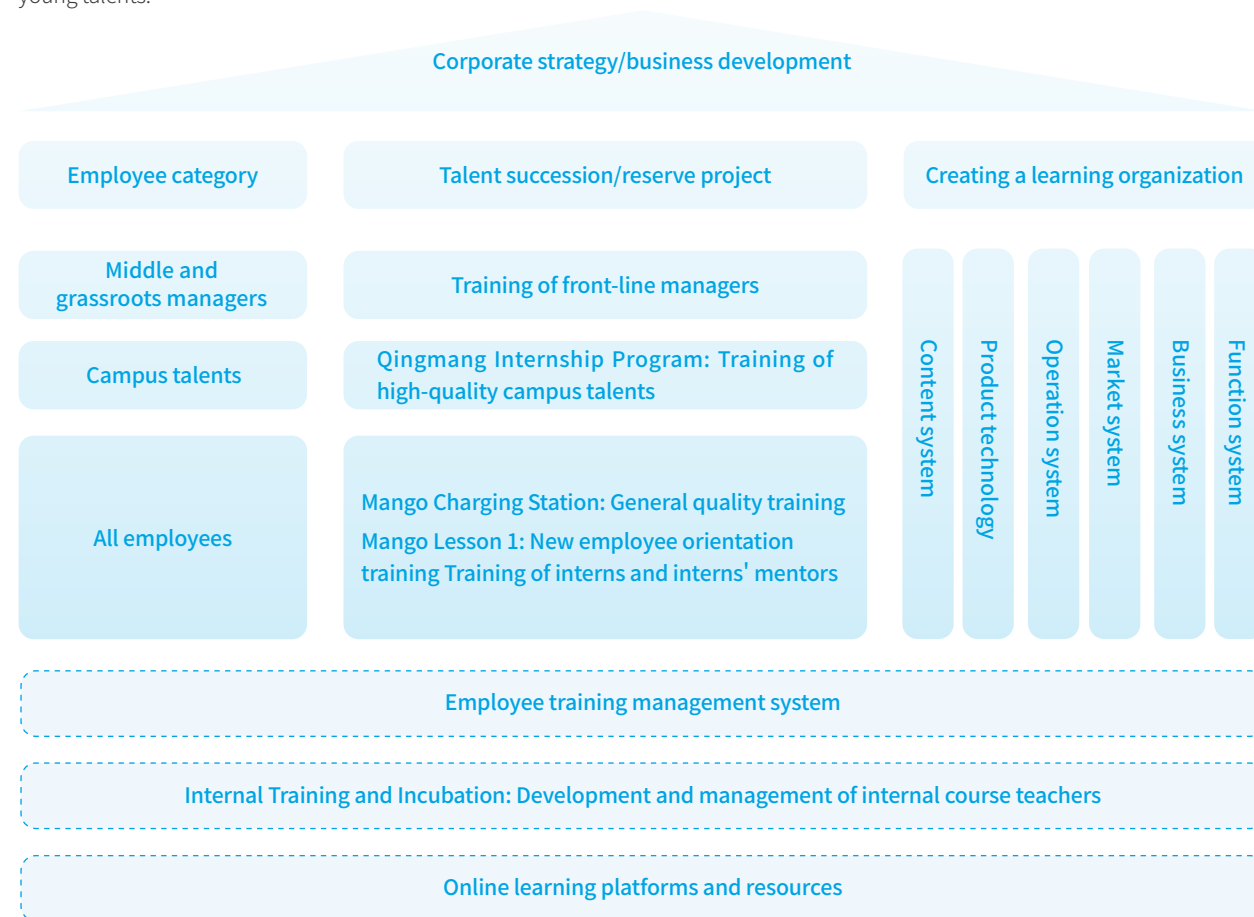
Career development

Mango Excellent Media makes available various channels for employee career development from "management, professionalism, and support", to align individual career goals with organizational needs and strategic development directions, for a win-win situation between enterprise development and employee development, and helping employees achieve self-worth. An internal job rotation mechanism has also been established by the Company, which allows employees to choose career development routes such as inter-company transfers, inter-department transfers, professional progression, and internal competitive recruitment, actively facilitating employees to realize their personal career development goals.



Training system

The Company has established and continuously improved its employee training system to enhance the professional ability, cognitive level, and corporate identity of employees, promote its business development and organizational performance, and strengthen the construction of an employee development system of brand influence that is compatible with its "Nature Youth" culture and combines its strategic business. Meanwhile, it has built and constantly improved the youth talent training mechanism, vigorously cultivating young talents.



► Employee training course system

Based on strategy and business development, and leveraging the fundamental online learning platforms and resources, as well as management rules for internal incubation and employee training, the Company has formed a training system for employees at all levels in the entire business sectors through various talent development and cultivation projects. In 2022, the training courses were carried out in the areas of ideology, industry trend, general quality, and professional competence, effectively improving the political literacy of managers as well as the professional competence and comprehensive quality of employees, and further facilitating the construction of a growth-oriented organization.

During the reporting period

The Company's Mango TV conducted **74** sessions of training throughout the year for **668** class hours in total, covering **6,325** employees at all levels, with a training completion rate of **100** %

Case Annual ideological training program



In 2022, Mango TV organized a total of 19 ideological training programs, primarily including the Training Course for Learning the Important Exposition of General Secretary Xi Jinping on the Literary and Artistic Work, the Content Security Series Training, the Propaganda Management Series Training and the Live Training Class for Welcoming the 20th National Congress of the Communist Party of China to Enhance the "Six Abilities". The programs began with the Training Course for Learning the Important Exposition of General Secretary Xi Jinping on the Literary and Artistic Work, which provided a closed education for 53 key talents of Mango TV for a week, denoting an active fulfillment of the mission as a party media and state-owned enterprise, a guidance to employees for forge ahead with ideals and beliefs, and a focus on cultivating a new media talent team that sticks to the dreams with noble moral sentiments and solid professional qualities, opening up a new path for cultivation of talents in state-owned cultural enterprises. Through the training, the participants have been able to better understand the theoretical essence and connotation of General Secretary Xi Jinping's important exposition on literary and artistic work, and enhance their artistic practical abilities, laying a solid foundation for Mango TV to create more high-quality literary products. In the future, the training courses will be expanded to cover participants from both Hunan Satellite TV and Mango TV, continuously consolidating the dual-platform achievements in corporate political, ideological, and cultural construction, to bring more positive energy and strength from them.



► Photograph of the first Training Course for Learning the Important Exposition of General Secretary Xi Jinping on the Literary and Artistic Work



► Photographs of content security series training

Case Knowledge and skills training

During the reporting period, Mango TV organized a total of 6 industry trend training activities, 8 general quality training activities, and 37 professional ability training activities to comprehensively improve employee skills and general literacy, the courses of which include, among others, "China Mobile Internet Development Enlightenment", "Video Content Development Status and Trend Training", "EXCEL - Advanced Functions and Formulas", "Data Thinking and Analysis", "Be familiar with Data Tool Products", "Product Technology Improvement Series Training", and "Advertising Marketing and Sales Force Training". The training activities have enabled employees to have better access to Internet video by further understanding its current development situation, gaining insight into its development characteristics, and grasping its development trend, meeting the needs of employees for targeted vocational knowledge and skills learning, promoting the industry talents cultivation and business technology, and enhance the construction of a growth-oriented culture within the Company.



▶ Mango TV conducted knowledge and skills training on industry trend, general quality, and professional ability



Case Special training on administrative documents

In order to further regulate its administrative management work, and improve the level of document processing and standardized writing skills of each unit, on November 4, 2022, the Company invited experts to give on-site lectures and conduct special training on administrative documents mainly from commonly used document writing, document format specifications, and document process flow. More than 120 office heads, secretaries, and related employees from the dual platforms of Hunan TV and Mango TV, as well as various subsidiaries of the Company participated in the study.



▶ Special training site for administrative documents



Case Management and profession training

In 2022, the Company's subsidiary Happigo empowered the "double-line" talent training with focuses on both management (M) and profession (P). As to management, the "Happy Youngsters" training activity was conducted to reserve grass-root talents. As to profession, matrix training was carried out, including the special training camp "We Make Waves" to improve team cohesion, "Orientation Training Program of Member Management Department" to drive newcomers' growth, and "TikTok Live Streaming Ability Training" to enhance employees' ability of marketing. Through a series of training programs, a characteristic training system has been well developed to improve employees' business and comprehensive quality.



▶ The first phase of the special training camp "We Make Waves"



▶ Happigo "Happy Youngsters" training



▶ Happigo "Orientation Training Program of Member Management Department"



▶ TikTok live streaming ability training



Case Youth talent training mechanisms



The Company further improves and upgrades its youth talent cultivation mechanisms such as "Qingmang Internship Program" and "Mango Youth Talk" to cultivate young talents, provides employees with a fair, open, inclusive, and impacted development platform, and continuously drives their development and growth, thereby to guarantee high-quality reserves for its sustainable long-term development.

In 2022, the Company held the 7th "Mango Youth Talk" to solicit proposals from youth through both platforms which offered opportunities of integration and co-creation for young Mangoer to empower their growth, with the number of participants and proposals solicited having reached a record high, promoting the incubation and implementation of 21 projects. The voice of Mango youth was heard, optimized, and adopted in this mechanism which injected constant powers to drive the development of the Company. In addition, Happigo solicited creative solutions from all Mango employees through the program Queen, and Xiaomang E-commerce set up its first "Radiant Creativity Bonus" to collect creative ideas for the night gathering "XIAOMANG Night of China" with a bonus of RMB300,000, continuously upgrading the employee development and incentive mechanism for a win-win situation via efforts with the employees.



▷ Mango Youth Talk - Scene of the finals



▷ The Company held the 7th "Mango Youth Talk" to empower young employees' growth



> A Warm Mango Family

Democratic management

To duly safeguard and effectively protect the legitimate rights and interests of employees, Mango Excellent Media has established a labor union in accordance with relevant provisions of the Labor Union Law and the Constitution of the Chinese Labor Union, and implemented general election at the expiry of the office term and other organizational construction activities in accordance with the law. Meanwhile, the Company keeps upgrading the system of employee representatives congress and the system of employee supervisors, regularly holds general meeting of employee representatives, elect employee supervisors through the meetings, and hear opinions and suggestions from employee representatives on major issues related to company operation, management and other matters of employees' vital interests, to ensure that employees participate in democratic management and supervision, and create a democratic and fair workplace environment.



▷ Election site of the general meeting of employee representatives

Case World Coffee forum, a move to smooth communication for employees



World Coffee, a forum, was created by Happigo internally to establish the dialogue between ordinary employees and management, during which, the management and the front-line employees had face-to-face discussions to brainstorm challenges faced by the Company's development. With the forum, the employee had a chance to communicate with the management around the business and freely show their confusions, ideas and suggestions, while the management answered questions and provided solutions for the employees, and took the lead in supervising and handling the constructive proposals. Three sessions of the forum were conducted throughout the year, with 53 employees interviewed and over 100 improvement suggestions proposed.



▷ "World Coffee" forum created by Happigo



Safety and health

The Company upholds the safety management concept of "people-oriented, safety first", closely follows the national and local governments' laws, regulations and standards related to occupational health, and strengthens safety awareness throughout its structure. By continuously improving the system, reinforcing responsibilities, and taking measures with respect to work safety, it seeks to build a long-acting safe work mechanism, consolidate the philosophy of safe development, and ensure safe production, thereby to maintain personal and property safety to employees, and guarantee its safe production and sustainable development.

Key Performance

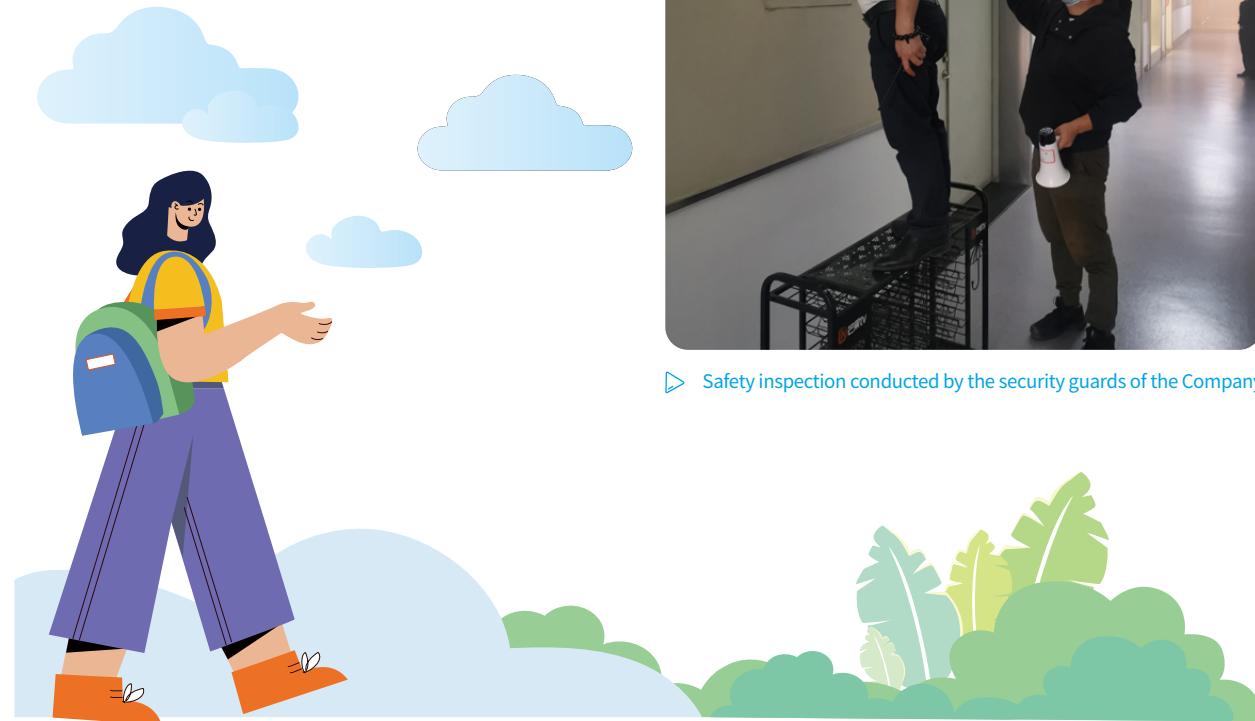
During the reporting period, Mango TV organized **8** fire emergency drills in **10** office areas, with over **3,000** employees participating therein

Case Regular inspection to ensure safety

The Company regularly conducts 6 thorough safety inspections for the covered work during three time periods (at work, after work and at midnight) and keeps proper record of them every day; inspects its fire equipment every month to ensure compliance with requirements, good maintenance, well-functioned supporting facilities, detailed record of on-duty fire monitoring, unblocked fire passage and emergency exit, proper safety signs and warnings, and up-to-standard electric circuits; and organizes training on safety and fire protection knowledge for employees every year.



▶ Safety inspection conducted by the security guards of the Company



Case Fire knowledge training to improve employees' emergency response capabilities

During the "Safe Production Month" in 2022, the Company invited professional instructors to provide fire prevention training for employees, who, through real fire cases, gave a detailed explanation on how to prevent fires, fight initial fires, use fire-fighting equipment, achieve self-rescue and correctly report, while drawing employees' close attention to the necessity of keeping daily fire and electricity safety against fire accidents and building the awareness of prevention. After training, fire safety officers and employees in various regions conducted fire-fighting drills, from which many employees were able to master the correct use of fire extinguishers and fire masks. Through immersive evacuation drills and fire training, employees gained more self-rescue skills and fire emergency response capabilities.



▶ Mango TV invited professional instructors to conduct fire control knowledge training for employees

Case Anti-terrorism and riot training to improve emergency response capabilities

In 2022, to better respond to terrorist incidents, enhance the safety awareness of security guards, and minimize personnel injuries caused by terrorist violence, the Company regularly carried out anti-terrorism and riot training for its security team, with continuous efforts on enhancing the team's emergency response capabilities, effectively ensuring the life safety of all employees.



▶ Anti-terrorism and riot training regularly provided by the Company

Case Customized security plan to properly respond to emergencies



In 2022, in terms of program production safety, keeping in mind its responsibility of ensuring outdoor shooting safety, the Company customized a systematic security plan for each program through its security department. Before recording for a program, the security department and the production department jointly organized emergency training for on-site staff, and the shooting site was set with ambulances and medical personnel to timely and properly respond to emergencies. Various outdoor shooting programs including Infinity and Beyond 2022, a variety show launched to welcome the return of Hong Kong, as well as Sisters Who Make Waves and Call Me By Fire, famous branded shows, were successfully recorded and broadcast by the Company, reaping double harvest of both reputation and popularity.



▶ The Company customized security plans for outdoor shooting programs and conducted corresponding training

Employee benefits

The Company keeps a close eye on and responds to the needs of employees, continuously improves the benefits system, and enhances the humanistic care for employees. By creating a good humanistic work atmosphere for employees, the Company maintains efforts to attract talents, improve employees' well-being and sense of gain, and motivate their working passion.

Case Specific measures for humanistic care



The Company organized annual physical examinations for employees; offered condolences through labor union to all employees on their birthdays, marriages, childbearing, immediate family members' illness, death and retirement; rendered financial assistance to severely ill and extremely poor employees; opened staff canteens to solve the dining problems of employees; established a children's playground in the Golden Eagle Pavilion to help meet employees' need of child care; made available filial piety leave and family care leave to enhance employees' identification with the company; constantly improved office environment for employees by adding facilities such as gyms, coffee bars, water bars, and bookstores, and promptly renovating old office areas.



▶ A bright and clean staff canteen

Case Care for employee health



The Company subsidiary Happigo has formulated the Measures for Welfare Administration whereby employees can enjoy statutory benefits, inclusive benefits and labor union benefits. In 2022, the Company comprehensively upgraded the physical examinations for its employees, by increasing the number of Class III physical examination hospitals from the original 1 to the present 2, and providing personalized physical examination packages for different ages and genders to meet their various needs on health. Meanwhile, to provide care for female employees, the Company also provided sanitary supplies for female employees every quarter, actively attending and responding to their physiological requirements.

Employee activities

In order to stimulate the vitality and creativity of employees as well as best satisfy their intellectual and cultural needs, the Company conducted rich and colorful activities for employees under the guidance of its corporate culture, continuously condensing their strength and enhancing their sense of belonging and happiness.

Case "Holding High the Torch, Growing Strong", the 2022-2023 Dual-Platform Annual Conference and Golden Mango Awarding Ceremony



On January 13, 2023, the 2022-2023 Dual-Platform Annual Conference and Golden Mango Awarding Ceremony with the theme of "Holding High the Torch, Growing Strong" of Hunan Satellite TV and Mango TV was held in the studio of Malanshan Cultural and Creative Park. At the ceremony, prizes such as "Dual-Platform Leader of the Year", "Golden Mango Producer", "Golden Mango Employee", and "Golden Mango Team" were awarded, not only showing an affirmation to outstanding employees, but also giving a driving force to Mango employees motivating them to make persistent efforts, overcome obstacles, and achieve new heights in 2023.



▶ 2022 Golden Mango Awarding Ceremony of Mango Excellent Media



Case Friendly gift on International Women's Day



On March 8, 2022, Mango TV prepared a series of thoughtful gifts for all female employees to thank them for their hard work in the development of the Company. In the morning, the entrances to each office area of Mango TV were filled with drip coffees, hand-made cookies and other festive gifts which were delivered to female employees by specially-assigned personnel including Mango TV artists, attracting attention of more than 100,000 person-times on the day, rendering the Company the envy of others. At noon, angelica egg, a festive dish for beauty and energy was specially prepared by the staff canteen for female employees. Meanwhile, a series of books on women's growth, such as The Spirit of Workingwomen in the New Era, Lean In: Women, Work, and the Will to Lead, and A Woman Makes a Plan: Advice for a Lifetime of Adventure, Beauty, and Success, were newly included into Mango Shared Bookstore to help enrich and enhance spiritual culture.



▶ Mango artists surprised female employees of the Company on the Women's Day

Case Romantic Chinese Valentine Day



Around the Chinese Valentine Day, the Company's coffee bar launched a special drink "Mojito Love " with a card attached allowing employees to write down their wishes and paste the same on the love confession wall. The event not only provided employees with a unique way to express themselves and convey their feelings, but also created a romantic and sweet festival atmosphere. The special sweet drink was very popular among employees, with nearly 300 cups sold on the first day. Besides, on August 4, the Chinese Valentine Day, the staff canteen offered fried rice with egg, falooda and other dishes specially for the festival, and created the corresponding atmosphere at the canteen to bring the festival sweetness to the dining staff.



▶ The Company created a romantic festival atmosphere for employees during the Chinese Valentine Day

Case Celebration of International Children's Day



On June 1, 2022, the Company held various activities online and offline to render both "big kids" and "little kids" a happy International Children's Day. The online parent-child activity "Bring Kids Home" for the Children's Day has attracted 600 participants who once successfully signing up can receive a gift package containing a Year of the Tiger MGZ doll, snack pack, and custom cotton candy, leaving a happy memory of the day to many employees and their children. Meanwhile, at the offline side, the staff canteen surprised every dining "big kid" by giving customized MGZ marshmallows along with specially-prepared pig-shape buns, showing special regard and ceremonial sense to the diners; while the coffee bar launched "orange juice + limited marshmallows" as a special set for Children's Day, enjoying tremendous popularity among employees. Through the mascot "MGZ", this event well conveyed the care and blessings from the Company's party committee to employees, and was highly appraised by the employees.



▶ The Company prepared gifts for "big and little kids" to celebrate Children's Day

Case Fan painting interactive activity to welcome the Mid-Autumn Festival



On September 8, 2022, the Company cooperated with China Merchants Bank to carry out an interactive activity of "Painting Fans to Welcome the Mid-Autumn Festival", during which folding fans were prepared by the Company for colleagues' DIY in the staff canteen, and painting teachers invited to draw moon-shaped fans on site, with more than 100 fans to the employees within one hour, setting off the festive atmosphere and providing a happy time for welcoming the Mid-Autumn Festival together.



▶ The Company held the interactive activity of "Painting Fans to Welcome the Mid-Autumn Festival"

Stand Together for a Big Success

Outperforming in the Cultural Tourism Construction

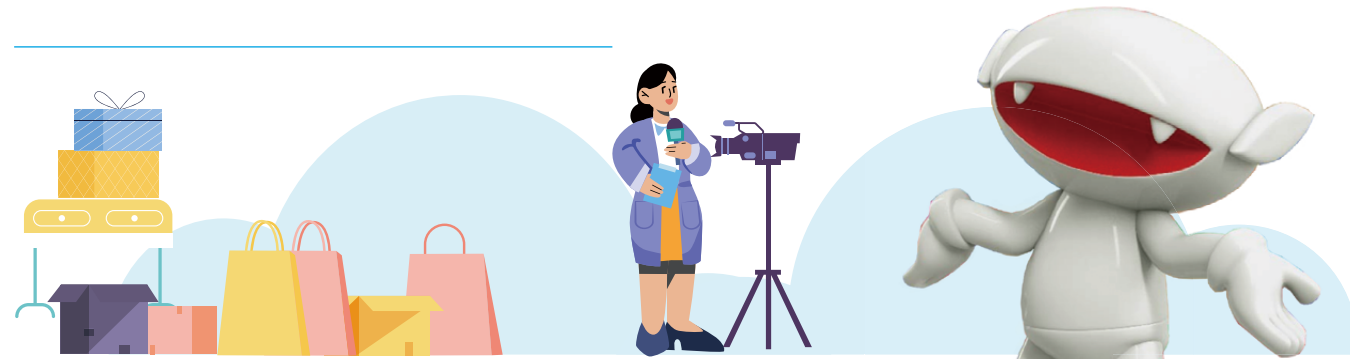
In 2022, fully leveraging its advantages in all-media platforms and content production, the Company actively supported the high-quality development of the cultural tourism industry in Hunan Province. During the first Hunan Tourism Development Conference, in collaboration with Hunan Satellite TV, the Company gave full play to the dual-platform strength, by efficiently organizing and propagating the opening ceremony and promotion evening of the first Hunan Tourism Development Conference in just one week. As of midnight zero hour of the event, the live streaming has attracted a total of 120 million viewers on new media such as Hunan Satellite TV and Mango TV, with ingenious creation to comprehensively promote a new pattern of culture-tourism integration in Hunan, fully reflecting the social responsibility of the Company as a party media and state-owned enterprise.

Case The First Hunan Tourism Development Conference

During the first Hunan Tourism Development Conference, Mango Revitalization Cloud Supermarket and the Propaganda Department of the Wulingyuan National Scenic Spot District Party Committee organized a series of online hundred-person live streaming marketing activities with the theme of "Fairyland Beauty to Produce Premium Products", on platforms covering Cloud Supermarket applet, TikTok, Taobao, etc., recording a total sales of RMB14,874,430. Among them, the live streaming session about Zhangjiajie specialty food at Cloud Supermarket attracted audiences of over 60,000 person-times online and 633,100 likes, greatly popularizing Zhangjiajie's distinctive agricultural products such as kudzu powder, MEI tea and white tea through the live-stream booth. Meanwhile, the Happigo App launched a special zone for goods from Zhangjiajie, and the Happigo National Satellite Channel promoted and sold packages of Zhangjiajie attractions and hotel tourism products, generating sales of nearly RMB1 million in total, which, while allowing the national audience to feel the beautiful scenery of Zhangjiajie through television, has driven the demand for tourism consumption, and provided a feasible plan for the positive recovery of the tourism industry under the economic downturn at that time.



Work site of the first Hunan Tourism Development Conference



Case Yiyang Culture-Tourism Integration Development Conference

In November 2022, Mango Revitalization Cloud Supermarket, in collaboration with the Anhua County Party Committee and the Anhua County Government, held the event of live streaming with the theme of "Thousand-Screen Live Streaming · Cloud-Based Purchase from Anhua" for the 2022 Yiyang Culture and Tourism Integration Development Conference. The event was live streamed concurrently by 30 booths on that day, during which, stars, online celebrities, anchors, and representatives of Anhua County's high-quality agricultural enterprises, cooperatives and excellent anchors were invited to form a thousand-screen live streaming team to promote the special agricultural and sideline products represented by Anhua black tea and tourism resources to the people from all over the country through Mango Revitalization Cloud Supermarket applet, TikTok and other live streaming platforms, along with the whole city network motivated thereby. 503 Anhua agricultural products were launched in this event, with audiences of 973,000 person-times watching live for 4 hours, and 1.876 million likes, leading to nearly RMB100,000 of sales online and offline.



Screenshot of promotional film



Live streaming site of Yiyang Culture-Tourism Integration Development Conference

Local people sold bacon in the live-stream booth



▶ Devoting to Rural Revitalization

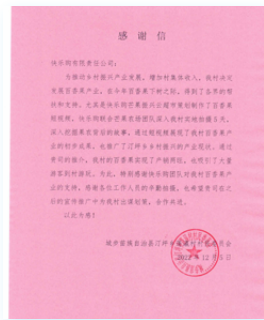
In promoting the effective connection between poverty alleviation and rural revitalization, Mango Excellent Media devotes all its efforts to making a contribution. During the 20th National Congress of the Communist Party of China, the Company actively responded to the call of the CPC Central Committee and Hunan Provincial Party Committee for rural revitalization and assistance work. To this end, Mango Revitalization Cloud Supermarket organized a series of influential and representative live streaming activities, which have been highly appreciated by the Yanling County Party Committee and the Villagers Committee of Pengying Village, Tingping Township, Chengbu Miao Autonomous County.



▶ Letter of Thanks from Yanling County Party Committee and Government

Case "Brand New Look of Village" series activities in the program New Year Celebration with Grassroots

In order to give full play to the brand effect of the program New Year Celebration with Grassroots and assist in rural revitalization and construction, Mango Revitalization Cloud Supermarket launched the special page "Walk into Grassroots" and the special zones for commodities of Qingxi Village, Muxikou Village, Xiaohezui Village, Shangtouma Village, and Chaxiang Huahai Community on 18 January 2022 around Qingxi Village in Yiyang City, the focus of the program, to promote local featured tourism and facilitate sales of distinctive agricultural products. Meanwhile, the homepage of the Mango Revitalization Cloud Supermarket applet also highlighted the theme of "Brand New Look of Village" through insertions, large eyes, and pop-up windows, etc.. After the program was broadcast on Hunan Satellite TV, Qingyi Village in Yiyang experienced a blowout growth on tourists, with an average of 10,000 tourists per day; Qingxi China-Chic New Year's goods extended across the country, of which "China-Chic Porcelain Cup" and "Qingxi Gift Package" became hero online products, driving over RMB5 million sales of agricultural products in Yiyang; Xiaohezui Village in Yuanjiang received more than 2,000 tourists daily; and Shibawan Farmhouse Restaurant recorded a 10 times of year-on-year increase in the number of tourists.



▶ Letter of Thanks

Case "Yanling Yellow Peaches · Best in the World" series activities

In July 2022, the "Yanling Yellow Peaches · Best in the World" series activities were held as scheduled, bringing sales of exceeding RMB750,000 with 5,213 Yanling yellow peaches sold. Meanwhile, Cloud Supermarket also actively promoted the peaches through external channels, by cooperating with enterprises and institutions such as Yanxun (for community group-buying), HNEG Group, Hunan TV & Broadcast Intermediary Ferris Wheel Cinema on marketing online, and joining hands with Taobao celebrity anchors Hu Bing and Make, among others to boost sales.



▶ Filming by the crew in the place of origin

▶ Giving Love in Public Welfare Activities

As a party media and state-owned enterprise, Mango Excellent Media always prioritizes social benefits and actively assumes social responsibility. The "Mango Public Welfare" platform built by the Company "under the background of state-owned mainstream new media, in the whole Mango ecology system, and with the deep integration of public welfare content" has opened up a safe, reliable, and convenient new channel for online charity donations, and provides open, fair, and transparent charity fundraising information release services for charity organizations across the country. As of the end of the reporting period, a total of 30 public charity organizations have been invited to join in the platform who have presented 40 public fundraising projects, with RMB12.7833 million (including donations from offline enterprises) raised from 46,327 person-times. Among such public fundraising projects, 25 were nationwide, accounting for 62.5%, and 15 regional-wide, accounting for 37.5%, mainly covering such areas as educational support and rural revitalization, including 22 for educational support, accounting for 55%, and 5 for rural revitalization, accounting for 12.5%.

Case Guarding Kids Program

To call on more users to take care of vulnerable children group, Mango TV initiated a series of public welfare activities themed at the Children's Day.



▶ Guarding Kids Program

- A topic collecting activity around "Guarding Them Around Us" was launched through the official WeChat Account of Mango TV, graphic story posters for public welfare projects were successively released, and users were called on to make donations via the Mango Public Welfare Platform while promoting the new fundraising function of "Donate Together" to guard kids.
- Users were called on to help promote rural art education for children through the interactive game H5 of "Little Mango, Happy Children's Day Boomda!", from which donations of nearly RMB6.17 million stars from users were received, giving a special and warm Children's Day to vulnerable children with the power of Internet and public welfare.
- Public service announcements When He Hears the Voice for the First Time, Make Dreams Come True with Music, and Guarding Children's Voice were made in succession. Meanwhile, a public welfare activity around "Guarding Children's Voice" was held in collaboration with the artist management center to care for left-behind children. Long-term and professional music education support services were rendered together with Huang Yi, Leo Li, Cindy Yen and other artists to Meihu Primary School in Ningxiang, Hunan. The topic of Guarding Children's Voice on June 1 was made a hot search on MicroBlog, with a total reading of over 8 million, and discussion of over 40,000.
- The offline parent-child public welfare activity of "June 1st Children's Painting" was launched with Changsha Window of the World to show loving care for migrant children and give them a healthy and happy childhood. The activity was forwarded and supported by many mainstream media such as ChinaNews, and meanwhile was disseminated in all media platforms of Mango and its partners through WeChat and TikTok, for which a total of 37 promotional reports were released, with a total reading of nearly 800,000, obtaining high praises from netizens.

▶ Mango public welfare project

Case Promo of "Guarding Children's Voice" joined by artists from EE-Media 

With the coming of the International Children's Day, and under the special guidance of the Cyberspace Office of Hunan Provincial Party Committee and the Propaganda Department of Hunan Provincial Party Committee for Communist Youth League, a propaganda film sponsored by EE-Media and Mango TV, and co-sponsored by the China South Publishing & Media Group was made, during which, nine artists, including Huang Yi, Cindy Yen, Leo Li, Smelly D & aZi, La Danzhu, Shi Jieru, Xiao Ranxin, and Zhao Xuan, proceeded to Meihu Primary School in Ningxiang to collect the purest natural sound in the countryside using "voice" as the medium, at the aim of calling on all walks of the life to keep an eye on the children's growth environment, care for left-behind children, and revitalize rural development. This activity gave a chance for the children to perform with the artists, leaving them precious memories, and demonstrating the new style of artists taking the initiative to shoulder responsibilities for the affairs of the state in the new era.



▶ Artists from EE-Media participated in the shooting of "Guarding Children's Voice" Promo



Case "Tiny Rays Converge into a Sun", an event of aids to students 

Tiny rays converge into a sun During the summer vacation, "Tiny Rays Converge into a Sun", an event of aids to students in 2022, was organized in the Mango Public Welfare Platform, calling on users to pay attention to students in difficulty. Since July 16, the platform has launched H5 themed at "Summer Contribution and Shining Youth", which focuses on promoting eight public fundraising projects for students. As of August 28, donations of RMB10,029,483 in total have been raised through the platform (including donations from enterprises offline), with the number of online donations increased by 2,149 person-times; the H5 event page shows nearly 35,000 persons participated in the lottery for 688,000 times, and clicks with a value of more than 13,996,000 from users for students in difficulty; five consecutive offline promotion activities have been carried out jointly with Changsha Window of the World; "Tiny Rays Converge into a Sun", a special feature of student aid stories and The University Dream of a 19-year-old Basketball Girl have been made, for which a total of 63 promotional articles have been released through all media platforms of Mango and multiple charity organizations, with reading of more than 700,000 person-times. The promotional videos or posters of this event were fully broadcast in the big screen of Changsha Window of the World, Ferris Wheel advertising space, Ferris Wheel Cinema, over 300 offline stores of Modern China Tea Shop, 78 offline stores of Champion Pizza, and over 50 stores of Ningji, creating a high and wide-spread publicity momentum. On December 22, the 2022 "Every Little Helps" public welfare event of Mango for student aid was successfully selected as one of the top ten excellent cases on China's new media public welfare in 2022 recommended by the New Media Professional Committee of All-China Journalists Association.



▶ Student aid event of "Tiny Rays Converge into a Sun"



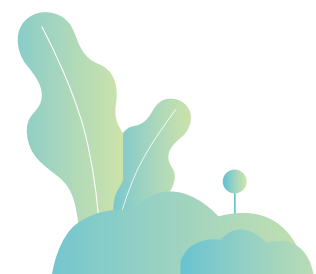
Case "Blooming Flowers on the Public Welfare Journey"



Concerns are given to women by combining public welfare with TV series and variety shows. During the International Women's Day on March 8, 2022, Mango TV rolled out an online public welfare activity around the theme of "Blooming Flowers on the Public Welfare Journey", focusing on women's issues and speaking for them. In the event, female themed variety shows such as Sisters Who Make Waves, dramas and other content of Mango TV were integrated, and female themed public welfare projects and public welfare organizations on the Mango Public Welfare Platform were brought together to jointly open up a public welfare journey, promoting women's employment and entrepreneurship, ensuring the health of mothers and children, and caring for ethnic minority women groups with meagre public welfare forces; exclusive hand-painted posters covering five public welfare projects were designed using the Mango public welfare logo as a creative idea to highlight the project characteristics; and public welfare project managers joined in the efforts to send handwritten letters of thanks to users who participated in the donation. The event page attracted visits of over 3 million, with 215,300 users beginning the journey of public welfare through the event, more than 3,000 of whom have made public welfare donations. Under the matrix promotion by dozens of media such as REDNET.CN and IFENG.COM, more people have been invited to participate in public welfare, helping women be in full bloom on the way to growth.



▶ Women's Day event



Case Help "Protect Our Homeland of the Mountain City"



To facilitate the restoration of mountain forests after Chongqing's forest fire, Mango TV's Mango Public Welfare Platform launched a public welfare project of "Protect Our Homeland of the Mountain City" sponsored by the China Social Welfare Foundation for the first time, whereby to plant seedlings for the affected mountainous areas, and carry out activities for guarding mountain forest against disasters. The project covers a plan of purchasing 15,000 seedlings for rebuilding forest vegetation destroyed by the fire, as well as a series of activities promoting community disaster reduction and prevention knowledge for the areas and villagers involved.



▶ Poster of "Protect Our Homeland of the Mountain City"

Case Support the September 5 earthquake area in Luding, Sichuan



On 6 September 2022 the Mango Public Welfare Platform initiated a public fundraising project of "Support the Earthquake Area in Luding, Sichuan" sponsored by the China Social Welfare Foundation to raise funds from all walks of life across the country to help conduct the post-earthquake disaster relief by using the funds raised to purchase materials needed for the disaster relief operations in Luding, Sichuan, and other areas affected by the earthquake. After launch of the project, key recommendations were made on various prominent space including: large-screen poster and home page focus at the PC side of Mango TV; home page focus and screen-on pop-up at its APP side; flash map, banner, user point center, member-channel selected page popular activity module, and Mango Farm of the Mango Public Welfare Platform; and documentary channel and selection of Mango Internet TV. In a short time, a total of 1,424 persons were attracted to participate in the donations, with funds of RMB32,489.13 raised which have been applied for distribution of rice, flour, noodles, edible oil, and other living materials to the affected people at the temporary shelter of Moxi Ancient Town in the earthquake area, providing support for their transitional life after the disaster.



▶ Earthquake relief and assistance to Luding



Environment




Green Transformation and Environmental Protection

It is incumbent upon an enterprise to protect the environment. Mango Excellent Media is committed to reducing the impact on the environment during the operation process, and strictly implements the Environmental Protection Law of the People's Republic of China and other relevant environmental protection laws and regulations, without violations of environmental protection laws and regulations or disputes over pollution accident. In 2022, no administrative penalties were imposed on the Company for acting against relevant environmental protection regulations.

Adhering to the concept of green procurement, the Company gives priority to selecting energy-saving, environmentally friendly, and reusable and pollution-free products when purchasing office supplies, electrical appliances, and other articles in addition to considering the price, and selecting green and environmentally friendly building materials when conducting decoration and renovation.


Green and Low-carbon Operation

Mango Excellent Media sticks to the concept of low-carbon operation, and takes active part in energy and water conservation. Measures include posting energy-saving slogan "Work Together on Saving Energy and Water to Build a Conservation-oriented Society" in the office building, and calling on all employees to practice low-carbon travel by taking public transportation or walk for commuting on their part, create an energy-saving company, as well as reduce the usage of lighting facilities in public places and heating equipment in various office areas, further enhancing the awareness of resource crisis and energy conservation among employees.




Mango TV

Introduce recyclable tableware in canteens to reduce the use of disposable tableware; require employees to turn off the power supply of lighting, computers, printers, and other equipment in a timely manner after work to reduce the standby energy consumption, and assigning special personnel to conduct the inspection; promote low-carbon travel and contribution to environmental protection.



EE-Media

Encourage employees to take stairs as much as possible and reduce elevator use to save energy and keep healthy; timely carry out daily maintenance of water and heating pipelines to prevent leakage.



Happigo

Strictly implement air conditioning temperature control standards, and advocate that offices ensure summer and winter temperatures in public areas; require the electrician on duty to turn off the central air-conditioning host 30 minutes before the end of the day during work hours; promote the values of thrift using various media forms such as WeChat Work and bathroom signage; use water-saving faucets with water-saving slogans to save water and improve everyone's water-saving awareness.

The Company utilized nearly **400** sets of old electronic products and equipment throughout the year, saving over RMB **1.3 million** in expenses

Effectively extended the service life of the equipment through technical upgrading and maintenance, saving about RMB **200,000** in expenses

Recovered more than **600** pieces of materials and recycled more than **3,000** times of materials to serve the needs of program production, fully improving the reuse of materials

Took effective measures to save paper, with a year-on-year decrease of about **20%** to the number of printing paper used in 2022



Energy

Indicator	Unit	2022
Power consumption	kwh	11,433,751.32
Gas consumption	m ³	19,034.00
Total energy consumption	kgce	1,426,145.44
Energy intensity	kgce/RMB10,000 of revenue	1.04
Energy efficiency	RMB10,000 of revenue/kgce	0.96

Note: 1. The total energy consumption is calculated in accordance with General Rules for Calculation of Comprehensive Energy Consumption (GB/T 2589-2020).
 2. The energy intensity reflects the energy consumed per RMB10,000 of revenue. The lower the unit energy consumption, the lower the energy intensity.
 3. The energy efficiency reflects the revenue from energy consumed per kilowatt-hour. The greater the unit revenue, the higher the energy efficiency.

Water resource

Indicator Name	Unit	2022
Water consumption	Ton	61,335.55
Water consumption intensity	Ton/RMB10,000 of revenue	0.04
Water efficiency	RMB10,000 of revenue/ton	22.34

Note: 1. The water consumption intensity reflects the water consumed per RMB10,000 of revenue. The lower the unit water consumption, the lower the water consumption intensity.
 2. The water efficiency reflects the revenue from water consumed per ton. The greater the unit revenue, the higher the water efficiency.



Greenhouse gas emissions

Indicator	Unit	2022
Direct emission (category 1)	Ton of CO ₂ equivalent	41.15
Indirect emission (category 2)	Ton of CO ₂ equivalent	10,236.45
Total greenhouse gas emission	Ton of CO ₂ equivalent	10,277.60
Greenhouse gas emission intensity	Ton of CO ₂ equivalent/RMB10,000 of revenue	0.01

Note: 1. The greenhouse gas emission of the Company mainly refers to the greenhouse gas directly produced by the purchase of natural gas energy and that indirectly produced by the purchase of electricity energy.
 2. The greenhouse gas emission is calculated according to the 2019 Baseline Emission Factors for Regional Power Grids in China.

Environmental Protection Concept First

Paperless office

Mango Excellent Media avoids the generation of waste from the source by establishing paperless office procedures and mature work platforms, transforming paper data into electronic data and traditional processes into online processes, and incorporating reimbursement work into intelligent office platforms to achieve paperless expense claims and automatic approvals without the need to print electronic invoices, affix documents, and complete forms, not only saving paper, but also significantly improving work efficiency.

Waster sorting

Mango Excellent Media goes all out to reduce waste sorting into practice, by advocating employees to separate waste, sets up waste bins on each floor and canteen, requiring employees to sort out the recyclables and non-recyclables, and hanging out corresponding leaflets to publicize knowledge about waste sorting and environmental protection, with a good effect. Besides, the Company has trained the cleaning team, included waste sorting into the daily work and regular assessment, and run a double-check for the whole process to ensure proper conduct of the sorting.

Environmental protection publicity

In response to the national call, the Company has actively participated in environmental protection and public welfare activities with the help of the public influence of the EE-Media brand, showing the self-confidence and commitment of young artists while bringing positive energy to the public.



Participation in public welfare activities for environmental protection

In March 2022, Guo Yilin, Lan Xi, Wang Xinzheng, Liu Weilong, and Wang Xiping participated in the MicroBlog public welfare activity of "Be Friends of Nature".



In March 2022, Chen Xiang, as a nature guardian, participated in the MicroBlog public welfare activity of "Earth Hour" for environmental protection.



In May 2022, Fan Shiqi, as a forest guardian, participated in the MicroBlog star public welfare activity of "Million Forest Plan".



In May 2022, Xie Binbin, as a science popularization officer for amazing species, participated in the public welfare activity of "Protect Endangered Animals" for Endangered Species Fund under MicroBlog's mutual benefit program.



Literature and art, as a soul caster, shoulder the responsibilities of education and passing on good values. Bearing in mind the mission of green development, Mango Excellent Media has taken the initiative to construct an ecological civilization. To this end, the Company has produced high-quality works such as Braving Life and The Past Decade, which well fit the requirements called by the era for the ecological civilization construction to be the top priority of the country and the start of the strivers toward success. Besides, the Company's subsidiary Mango TV has also invested and produced an environmental themed TV drama titled Sunrise on the River, conveying the environmental protection concept of "Lucid waters and lush mountains are invaluable assets." - to achieve people's well-being and development in harmony with the environment, showcasing the sense of social responsibility in literary and artistic works.

Case Conveys the environmental protection concept through Braving Life 

In 2022, Mango TV produced an variety show, Braving Life, which gives a chance for the guests of the cycling group to experience the great rivers and mountains of the motherland, while also deeply immersing themselves in the local experience. The spirit of public service dedication is embedded in the program complex, allowing the audience to recognize a group of "ordinary and magnificent" people as well as realize the value and significance of being environmentally friendly, thereby to invisibly guide the masses to protect the environment.



▶ Braving Life



Case Creating environmental protection TV series Sunrise on the River 

Sunrise on the River, the first TV drama to showcase urban ecological environment governance invested and produced by Mango TV was kicked off on November 5, 2022 in Hangzhou and wrapped up on January 11, 2023 in Tonglu after 68 days' efforts, which is currently in post production and is expected to be launched in October 2023. The drama conveys the difficulties in ecological environment management for the mind and spirit of man rather than soil, water, and air, showcasing the moving deeds of cadres in the new era who truly put "Lucid waters and lush mountains are invaluable assets." into practice by balancing environmental protection and economic development, and creating a happy life for the people with environmental protection cause.

Since the 18th National Congress of the Communist Party of China, the Party Central Committee has attached great importance to the construction of ecological civilization. China's ecological environment protection has undergone historic, transitional and overall changes, while also facing new and high challenges. Sunrise on the River attempts to answer this issue of the times, demonstrate the complexity and difficulty of environmental governance, and focus on how to achieve the coordinated development of "green mountains" and "gold mountains", to create a literary and artistic work with profound thinking value in the era.

Tribute to the times

Environmental issues concern everyone, and environmental stories are the most universally valuable realistic themes that have the greatest space to resonate with the audience. Sunrise on the River aims at showing that "green mountains" and "gold mountains" are not contradictory, but highly unified. Protecting the ecological environment means nothing else but protecting people's livelihood and development. Any act of destroying the ecological environment for profit will, if not constrained, devour the world in which we live, against which we shall fight firmly.

Tribute to the people's well-being

Tribute to cadres of the new era

Zheng Hanjiang, the protagonist of the story, is a new leading cadre image in the new era. He is knowledgeable, aloof, honest, self-disciplined and accomplished but not slick, who takes orders at stake. Being clean and acting as a workmate is not only a distinct personality of Lin Hanjiang, but also a new era commonality in our party. Such a unique and fresh character has taken up the leadership position with a posture of unwilling to "be an official" and a personality that is not suitable for "being an official". His scholarly spirit, lofty nature, and slight pride have become his courage to forge ahead in his career, and have also contributed to his indomitable work style and behavior in tackling pollution in Qijiang City.

▶ Highlights of Sunrise on the River





Postscript

> Key Performance

Economic performance

	2020	2021	2022
Operating revenue (RMB100 million)	140.06	153.56	137.04
Net profit attributable to parent company (RMB100 million)	19.82	21.14	18.25
Total assets (RMB100 million)	192.66	261.11	290.50
Number of R&D personnel (person)	622	595	535
Proportion of R&D personnel (%)	13.91	14.79	12.97
Total R&D investment (RMB100 million)	3.19	3.70	3.41
Total tax (RMB100 million)	3.82	4.39	4.43
Total shareholder dividends (RMB100 million)	2.31	2.43	2.43

Environmental performance

	2020	2021	2022
Power consumption (kWh)	8,458,815	11,168,127	11,433,751
Gas consumption (m ³)	/	/	19,034
Water consumption (ton)	38,292	45,164	61,336
Total greenhouse gas (ton of CO ₂ equivalent)	7,263.58	9,590.07	10,277.60

Social performance

	2020	2021	2022
Total number of employees (person)	4,185	4,022	4,125
Percentage of female employees (%)	58	57	57
Employment contract coverage (%)	100	100	100
Social insurance coverage (%)	100	100	100
Physical examination coverage (%)	100	100	100
Number of employee training (session)	306	602	668

> Index

Chinese Academy of Social Sciences CASS-ESG 5.0 Standard Index

Topic	Indicator No.	Relevant Section
Preface		
Reporting Specifications	P1.2	About This Report
	P1.3	About This Report
Executive Messages	P2.1	Message from the Chairman
	P2.2	Message from the Chairman
Responsibility Focus	P3.1	A New Mission on a New Journey for a New Era
	P4.1	A New Mission on a New Journey for a New Era
Company Profile	P4.2	A New Mission on a New Journey for a New Era
	P4.3	A New Mission on a New Journey for a New Era
	P4.4	See the annual report
Governance Responsibility (G)		
Corporate Governance	G1.1	Sound Governance and Protection of Rights and Interests
	G1.2	See the annual report
	G1.3	Sound Governance and Protection of Rights and Interests
	G1.6	Party Media Loves the Party and Assumes Its Mission
	G1.7	Party Media Loves the Party and Assumes Its Mission
	G1.9	Party Media Loves the Party and Assumes Its Mission
ESG Management	G1.10	Sound Governance and Protection of Rights and Interests
	G3.5	A New Mission on a New Journey for a New Era
	G3.6	A New Mission on a New Journey for a New Era
	G3.7	About This Report
Environmental Risk Management (E)		
Environmental Management	E1.7	Green Transformation and Environmental Protection
	E2.2	Green Transformation and Environmental Protection
Resource Utilization	E2.3	Green Transformation and Environmental Protection
	E2.11	Green Transformation and Environmental Protection
	E2.14	Green Transformation and Environmental Protection
Safeguarding Ecological Security	E4.2	Green Transformation and Environmental Protection
	E4.3	Green Transformation and Environmental Protection
Addressing Climate Change	E5.5	Green Transformation and Environmental Protection
	E5.6	Green Transformation and Environmental Protection
	E5.7	Green Transformation and Environmental Protection
Social Risk Management (S)		
Employment	S1.1	Be Strong, To Haul Upon the Wind
	S1.2	Be Strong, To Haul Upon the Wind
	S1.3	Be Strong, To Haul Upon the Wind

Topic	Indicator No.	Relevant Section
Employment	S1.4	Be Strong, To Haul Upon the Wind
	S1.6	Be Strong, To Haul Upon the Wind
	S1.7	Be Strong, To Haul Upon the Wind
	S1.8	Be Strong, To Haul Upon the Wind
	S1.10	Be Strong, To Haul Upon the Wind
Development and Training	S2.1	Be Strong, To Haul Upon the Wind
	S2.2	Be Strong, To Haul Upon the Wind
	S2.4	Be Strong, To Haul Upon the Wind
Occupational Health and Work Safety	S3.1	Be Strong, To Haul Upon the Wind
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	S4.1	Sincere Mango, To Be a Protector
	S4.3	Sincere Mango, To Be a Protector
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Value Creation (V)		
National Value	V1.1	Stand Together for a Big Success
	V1.2	Stand Together for a Big Success
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	V1.4	Stand Together for a Big Success
Industrial Value	V2.2	Creating Ecology Synergy and Making Breakthrough by Innovation
	V2.4	Creating Ecology Synergy and Making Breakthrough by Innovation
	V2.5	Sincere Mango, To Be a Protector
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People's Well-being Value	V2.8	Sincere Mango, To Be a Protector
	V3.1	Stand Together for a Big Success
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	V3.5	Stand Together for a Big Success
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Postscript(A)		
	A2	Key Performance
	A4	Index
	A5	Reader Feedback

Global Reporting Initiative GRI Standard Index

Instructions	Mango Excellent Media reported the information referred to in this GRI index from January 1, 2022 to December 31, 2022, using the GRI standard.
GRI 1 Used	GRI 1: Foundation 2021
GRI	Sessions of relevant indicators
	The organization and its reporting practices
G2-1	A New Mission on a New Journey for a New Era
G2-2	About This Report
G2-3	About This Report
	Activities and Workers
G2-6	A New Mission on a New Journey for a New Era
G2-7	Be Strong, To Haul Upon the Wind
	Governance
G2-9	Sound Governance and Protection of Rights and Interests
G2-10	See the annual report
G2-11	See the annual report
G2-12	Sound Governance and Protection of Rights and Interests
G2-19	See the annual report
G2-20	See the annual report
G2-21	See the annual report
	Strategy, Policy, and Practice
G2-22	A New Mission on a New Journey for a New Era
G2-23	Sound Governance and Protection of Rights and Interests
G2-24	Sound Governance and Protection of Rights and Interests
G2-25	Party Media Loves the Party and Assumes Its Mission
G2-26	Sound Governance and Protection of Rights and Interests
G2-27	Sound Governance and Protection of Rights and Interests
G2-28	Sound Governance and Protection of Rights and Interests
	Stakeholder Engagement
G2-29	A New Mission on a New Journey for a New Era
	Material Topics
G3-1	A New Mission on a New Journey for a New Era
G3-2	A New Mission on a New Journey for a New Era
G3-3	A New Mission on a New Journey for a New Era
	Economic Performance
G201-1	See the annual report
G201-3	See the annual report
G201-4	See the annual report
	Indirect Economic Impact
G203-2	Stand Together for a Big Success

Instructions	Mango Excellent Media reported the information referred to in this GRI index from January 1, 2022 to December 31, 2022, using the GRI standard.
Anti-corruption	
G205-2	Party Media Loves the Party and Assumes Its Mission
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G207-1	See the annual report
G207-2	See the annual report
G207-3	See the annual report
G207-4	See the annual report
Energy	
G302-1	Green Transformation and Environmental Protection
G302-3	Green Transformation and Environmental Protection
G302-4	Green Transformation and Environmental Protection
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G303-5	Green Transformation and Environmental Protection
Emissions	
G305-1	Green Transformation and Environmental Protection
G305-2	Green Transformation and Environmental Protection
G305-4	Green Transformation and Environmental Protection
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G401-2	Be Strong, To Haul Upon the Wind
G401-3	Be Strong, To Haul Upon the Wind
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G403-3	Be Strong, To Haul Upon the Wind
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G403-6	Be Strong, To Haul Upon the Wind
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G404-1	Be Strong, To Haul Upon the Wind
G404-2	Be Strong, To Haul Upon the Wind
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G405-1	Be Strong, To Haul Upon the Wind
Local Communities	
G413-1	Stand Together for a Big Success
Customer Health and Safety	
G416-1	Sincere Mango, To Be a Protector
Marketing and Labeling	
G417-1	Sincere Mango, To Be a Protector

Reader Feedback

Dear readers,

Thank you very much for taking time out of your busy schedule to read the 2022 ESG & CSR Report of Mango Excellent Media Co., Ltd. In order to provide you and other stakeholders with more valuable information, and effectively promote the Company's ability and level to fulfill corporate social responsibility, we sincerely look forward to your comments and suggestions.

Multiple-choice Questions (please tick in the appropriate place)

- Your overall assessment of this report is:
 Very good Good Fair Poor Very poor
- How do you evaluate the response and disclosure in this report to the concerns of stakeholders?
 Very good Good Fair Poor Very poor
- What do you think of Mango Excellent Media's performance on economic responsibility?
 Very good Good Fair Poor Very poor
- What do you think of Mango Excellent Media's performance on environmental responsibility?
 Very good Good Fair Poor Very poor
- What do you think of Mango Excellent Media's performance on safety management?
 Very good Good Fair Poor Very poor
- What do you think of Mango Excellent Media's performance on employee responsibility?
 Very good Good Fair Poor Very poor
- What do you think of Mango Excellent Media's performance on community responsibility?
 Very good Good Fair Poor Very poor
- Whether the information, indicators and data disclosed in this report are clear, accurate and complete?
 Very good Good Fair Poor Very poor
- Do you think the content arrangement and layout design of this report are easy to read?
 Yes No

Open Questions

Do you have any comments or suggestions on this report and the performance of Mango Excellent Media Co., Ltd. on its social responsibility?
