



Weibo 2022

Environmental, Social and Governance Report

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About the Report



Contact Us

If you have any comments or suggestions on our work related to environmental, social and governance, please feel free to contact us through the following ways.

 Email: ir@staff.weibo.com

 Tel: +86 10 5898-3336

 For more information, please visit our website at: <http://ir.weibo.com/>

Introduction

This is the second environmental, social and governance report ("the Report" or "ESG Report") released by Weibo ("the Company", "we"). The Report is designed to exemplify the Company's initiatives and performance in respect of environmental, social and governance ("ESG"), with focuses on addressing concerns of stakeholders.

Basis of Preparation

This report is compiled with reference to the *Environmental, Social and Governance Reporting Guide* published by the Stock Exchange of Hong Kong Limited ("the ESG Guide"), the *NASDAQ ESG Reporting Guide 2.0*, the *GRI Standards* issued by the Global Sustainability Standards Board ("GSSB"). We also considered topics and best practices identified by world-leading rating agencies, including MSCI ("ESG rating") and S&P DJSI ("S&P Dow Jones Sustainability Index").

The Report follows the principles of materiality, quantification, balance and consistency.

Confirmation and Approval

This Report has been confirmed by the management, and approved by the Board of Directors on April 27, 2023.

Scope of the Report

This Report covers the information and data of Weibo during the period from January 1, 2022 to December 31, 2022 (the "reporting period" or "this year"), unless otherwise noted. The content of the Report covers Weibo and its subsidiaries. For details of the Company's business, please refer to the *2022 Annual Report*.

Source of Data and Reliability Assurance

The information and data disclosed in this Report are obtained from the Company's statistical reports and official documents. The currency amounts involved in this Report are all measured in RMB except for revenues and operating profit, which are measured in US dollars.

Prior to Weibo's initial public offering in April 2014, Sina Corporation, the parent company of Weibo, had provided financial, human resources, legal and sales and marketing support to Weibo, as well as services of a number of executives and employees. As such, the titles of certain internal policies and standards still contain "Sina", after Weibo became a stand-alone public company.

Company Statement



Those who are informed of and tap into the trends are wise. From an era of 3G, Internet, and Intelligence Augmentation (IA), to 5G, Internet of Things (IoT) and Artificial Intelligence (AI), China's Internet landscape and information distribution are evolving at a tremendous pace. Since our inception 13 years ago, Weibo has always been dedicated to serving our users and creating social value, with constant innovations and optimizations to keep abreast of the times and tap into market trends. As a leading social media platform in China, Weibo devotes to the welfare of our society, facilitates the built-out of cleaner cyberspace, as well as promotes green and sustainable development. We are committed to the vision of "making the world a better place with the power of Weibo".

When the social equilibrium is achieved, the people will live in harmony, and everything will fall into place. Now that we live in the age of intelligent communication, with more efficient content creation and information distribution; on the flip side, misinformation and offensive content are spread rampantly, while data security and user privacy are jeopardized. In 2022, Weibo improved the "three-dimension plus four-level" cybersecurity management system. Leveraging our "technology plus manual" review model, we strive to find the right balance between managing the platform and respecting users' freedom of speech, and thus provide high-quality content services and extraordinary interactive experience for hundreds of millions of users. Moreover, Weibo implemented responsible marketing, adopting a "triple review mechanism" plus 100% manual double-check, in order to protect the rights and interests of users.

Allowing a resource to go to waste might leave us vulnerable or unsteady. Weibo has consistently practiced the "people-oriented" employment philosophy, with equal employment opportunity and diversity policy, comfortable office environment, and transparent career path, to create a talent team of diverse backgrounds for mutual growth. In 2022, female employees accounted for 51.9% of total. We offered employees various professional skill training, such as "heat waves", as well as various employee benefits, including sports activities and healthy spaces. We also continuously improved the satisfaction rate of the "Voice of Employees" survey, while establishing channels for employees to express concerns and complaints, aiming to comprehensively protect their rights and interests, and foster a decent development platform.

Learning the truth is easy, but taking action on it is not. We focus on both company development and low-carbon transitions. Like our peers, we faced lots of headwinds in 2022; however, committed as always, Weibo practiced the concept of green buildings, built green data centers and office spaces through low-carbon technologies, while actively promoting energy-saving and emission reduction awareness of employees. Leveraging the public feature of our platform, Weibo also initiated a series of public campaigns to protect the natural environment, including "Cherish the Earth", to raise public awareness of low-carbon concept.

If you are kind to others, then they will treat you in the same way; a little fragrance always clings to the hand that gives the roses. As one of the mainstream platforms, Weibo has been active-

ly participated in public welfare initiatives since 2011, launching the Weibo Charity platform and synergizing with various forces, including the government, enterprises, institutions, celebrities and netizens, etc., to create a new social ecosystem for public welfare. Weibo has attracted 6,000 non-profit organizations to our platform, drawing donations from over 40 million users. In 2022, Weibo cooperated with many areas to open a Super Topic channel to provide anti-pandemic aid and distribute anti-pandemic stories; Weibo Charity platform has led a series of public welfare projects, including rural revitalization, emergency relief, underprivileged communities protection, and care for people in distress. We spare no effort to fulfill our social responsibilities.

Time flows on, unswayed by circadian rhythms or seasonal changes. We are willing to work with all participants and stakeholders in the Weibo ecosystem to leverage the power of Weibo, advocating and practicing the concept of sustainable development. We are well positioned to continuously create social value, in the hope of building up a broader and better future.

Charles Chao

Chairman of the Board

About Weibo

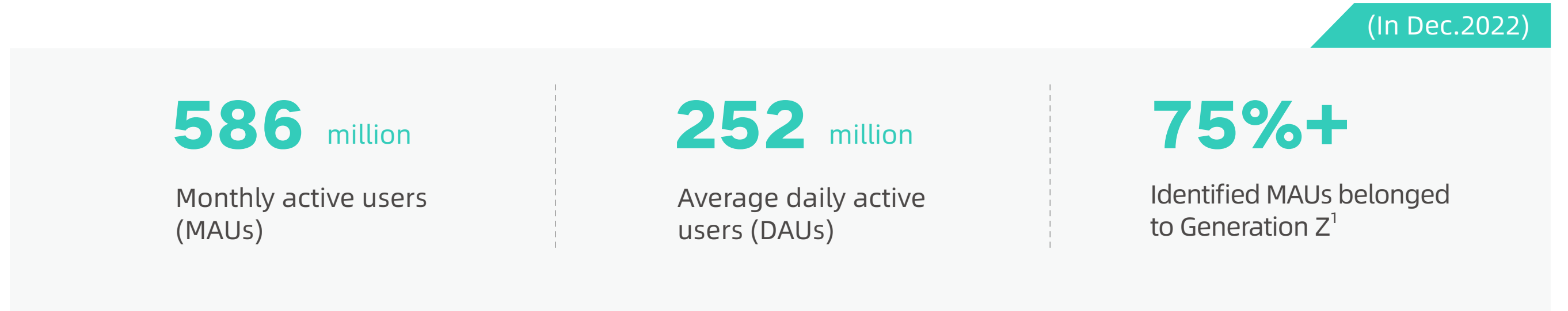
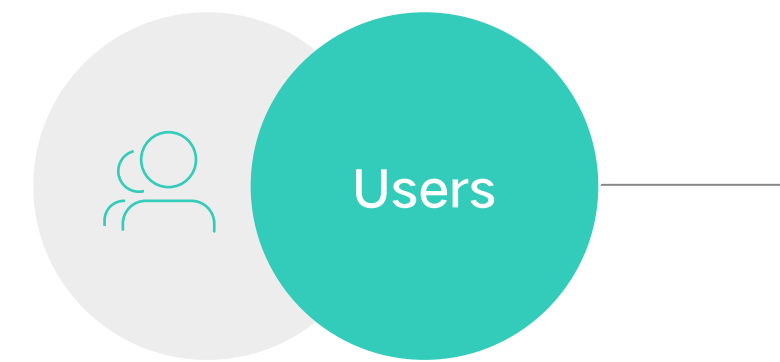
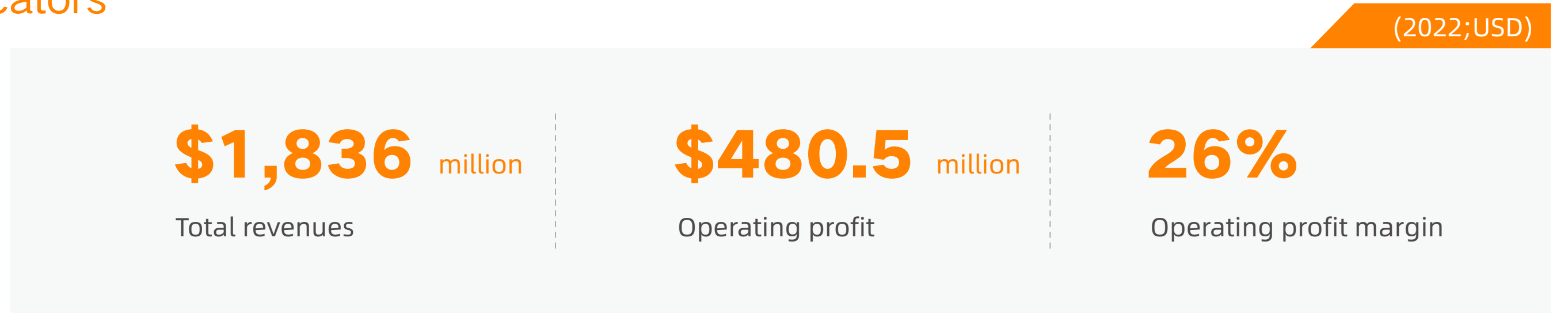
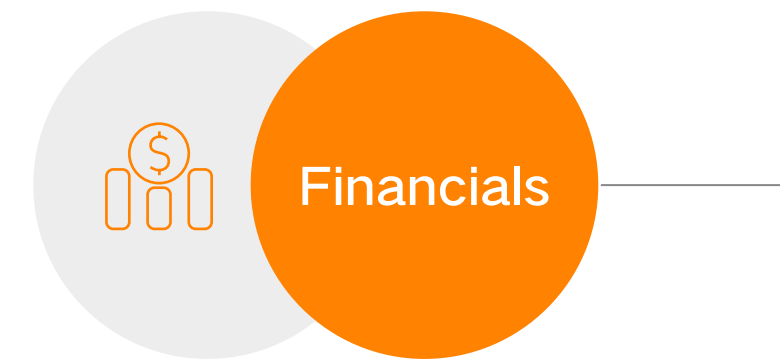


Company Overview

Weibo (Nasdaq: WB; HKEX: 9898) is a leading social media platform in China for users to create, explore and distribute content. As a pioneer and leader in the social media industry in China, Weibo, since its inception in 2009, has been committing to enabling users to achieve faster, easier, richer social interactions and stay connected to the world.

Weibo has transformed the way people express themselves and interact with others in public internet space. Weibo serves a wide range of users, including ordinary people, celebrities, key opinion leaders ("KOLs") and other public figures or influencers, as well as media outlets, enterprises, government agencies and non-profit organizations, etc. To fulfil various needs of users, customers and platform partners, Weibo has launched a series of diversified products and services. Weibo has accumulated a massive user base in China as well as Chinese communities in more than 190 countries around the world.

Key Performance Indicators



¹ Generation Z: born in and after 1990.

² Key vertical areas were classified and some were consolidated in 2022, leading to a decrease of the number of vertical fields compared to 2021.

Value Proposition

Weibo is a leading social media platform in China. Leveraging the core attributes of *public, real-time, viral, comprehensive and social*, Weibo serves as an efficient channel for users to explore what is happening around the world and to engage in public social conversations. Our mission is to empower people to discover the broader world and be heard publicly. We are committed to offering unique values to our users, content creators and customers through a self-reinforcing ecosystem.



2022 Highlights

Corporate Governance

- **ESG Governance Structure**

ESG Committee established under the Board of Directors

- **Anti-Corruption Training**

100%

Employee coverage

95%+

Exam pass rate

- **Domestic Suppliers' Signing Rate of the Honesty and Integrity Agreement**

100%

Responsible Platform

- **Information Security Management Structure**

Information Security Management Committee equipped

- **Information Security Training and Examination**

100%

Employee coverage

98.3%

Exam pass rate

- **2,075**

Personal information and privacy-related risk assessments & auto-scans

- **Information Security Auditing and Certification**

National Classified Protection of Cybersecurity (Level 3)

- **Content Ecosystem Governance**

"Three-tier Governance"³ model;

98% decrease versus 2021

Unfriendly comments exposure

16,000+

Undesirable information involving minors removed

- **Advertisement Compliance Governance**

216 accounts

Detected as engaging in illegal marketing

30.1% decrease from 2021 ↓

Quality Experience

- **Content**

36 vertical areas

Entertainment & Celebrities, Media, Social events, Sports, Finance, Games, TV shows, etc.

- **Active Users**

586 million MAUs

252 million Average DAUs

75%+

Identified MAUs belonged to Generation Z

- **Youth Mode**

Launched in 2019 with its features and content constantly optimized

- **Quality Service**

User satisfaction rate

97.8%

up by **2.8%** ↑ versus 2021

Handle time down by

6.6%

versus 2021

Customer service rate up by

27.7%

versus 2021

³The three tiers are community volunteers, a community jury, and an expert committee.

Human Capital

• Employee Training
100% coverage

29 hours per employee

• **51.9%**
 of employees were female
 up by **1.9%** versus 2021 ↑

Women in STEM⁴ Positions
44%

Green Development

• Scope 3 GHG Emissions⁵
66,555 tCO₂e
 Down by **18.0%** versus 2021 ↓

• Annual PUE at Self-built Data Centers
1.3
 Lower than industry average **16.1%** ↓

• Water Consumption
57,890 tonnes
16.0% reduction from 2021 ↓

• Distributed Solar Photovoltaics
598 kW
 Installed capacity of

• Annual Consumption of Clean Energy (%) at Self-built Data centers
16.6%

600,000 kWh
 Annual output

Social Value

• **870**
 Public welfare programs on the Weibo Charity Platform in 2022

• **1.5** billion⁶
 Traffic resources for rural revitalization in 2022

• **500+** topics
 Poverty alleviation and rural revitalization created

• **10** billion+ views of posts

• **3** billion+ views of short videos

⁴ STEM refers to Science, Technology, Engineering and Mathematics.

⁵ Scope 3 GHG mainly comes from purchased goods and services, as well as leased assets. The source of GHG emissions from purchased goods and services is the server production process and the relevant data is provided by sever suppliers. The source of GHG emissions from leased assets, however, is the use of electricity at leased data centers and public cloud servers. In calculating GHG emissions, we referred to the *Notice on the Report and Administration of Greenhouse Gas Emissions of Power Generation Enterprises from 2023 to 2025*, in which the average emission factor of the national power grid in 2022 is 0.5703t CO₂/MWh.

⁶ Estimated according to the monetization value of the commercial resources of Weibo.

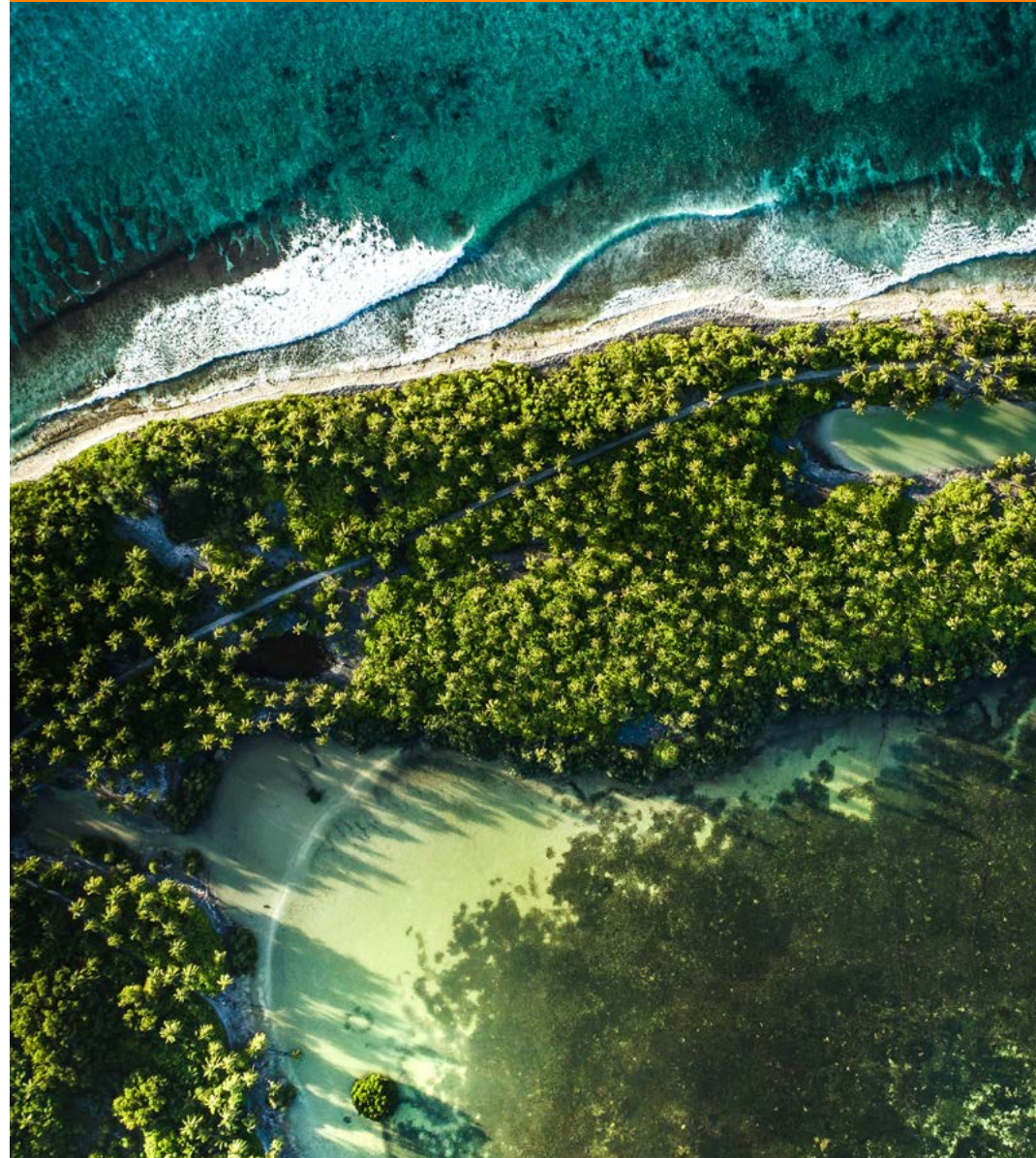
01 Governance

Weibo has always believed that sound corporate governance is the bedrock of long-term success. We align ourselves with the needs of our stakeholders, and continue optimizing the corporate governance structure and ESG management system. Meanwhile, we continuously improve risk management, uphold business ethics, promote compliance operations, and create an ecosystem of integrity.



1.1 ESG Governance

Weibo integrates ESG concepts into daily operations, with sustainable development as part of our long-term goals. We have gradually optimized our ESG governance structure, proactively listened to diverse voices, and actively addressed stakeholder concerns to ensure our sustainability in development and operations.



1.1.1 ESG Governance Structure





The Board of Directors of Weibo is the highest authority with the responsibility of guiding the Company's overall ESG-related strategy and development, and making decisions on, approving and supervising ESG-related matters. The Board of Directors authorizes the Environmental, Social and Governance Committee ("ESG Committee") as the primary supervisor for ESG work, responsible for providing supervision and guidance on implementing the Company's ESG strategy, delivering sustainable development suggestions for the Board of Directors, and reviewing ESG goals and performance. At the work level, the Company has set up an ESG Working Group to coordinate all its business lines and functional departments to comprehensively promote the implementation of ESG work, complete stakeholder engagement, ESG major risk assessment, goal-setting practices, and information disclosure, and regularly report work progress to ensure the efficiency and continuity of ESG work.







1.1.2 Engagement with Stakeholders

Weibo has long believed that communication and collaboration with stakeholders underpin the capacity-building for sustainable corporate development. We actively establish an efficient and diverse engagement and feedback mechanism, constantly pay attention to and respond to the demands and suggestions of various stakeholders, and jointly contribute to social sustainability.

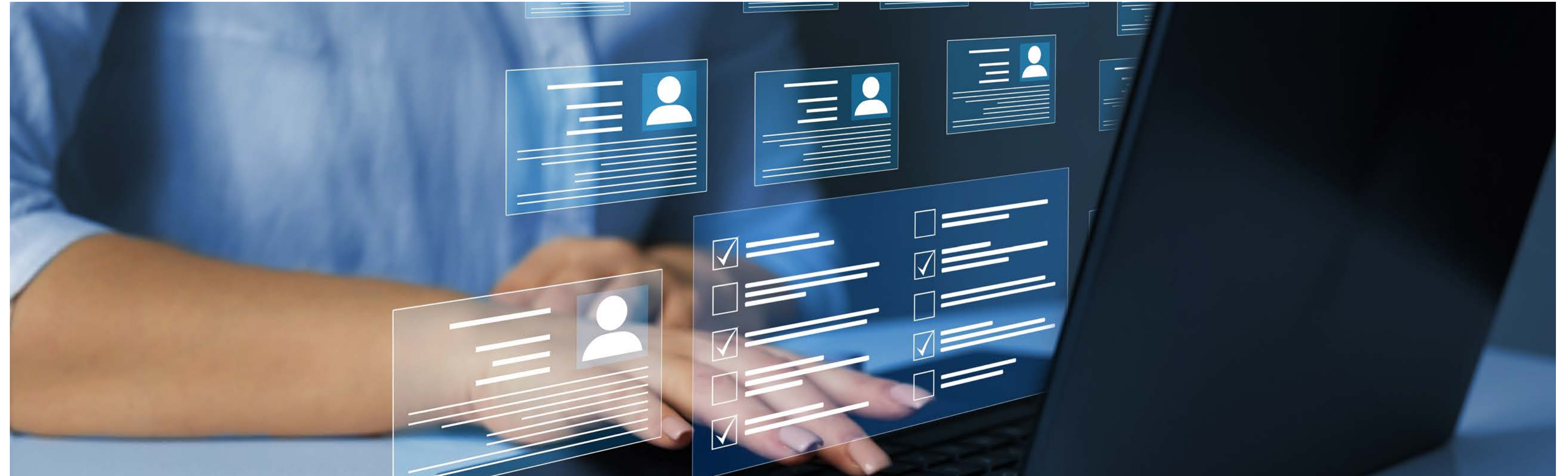
Stakeholder Engagement Mechanism

Stakeholders	Stakeholders' Concerns	Means of Communication	Major Response
 Shareholders/Investors	<ul style="list-style-type: none"> • Ongoing and stable operations • Stable return on investment • Corporate governance • Compliant operations • Risk management 	<ul style="list-style-type: none"> • General meetings of shareholders • Periodic reports and announcements • Investor meetings • Investor emails 	<ul style="list-style-type: none"> • Stable operations • Information disclosure • Strengthened content management • Protecting privacy and data security
 Government and Regulators	<ul style="list-style-type: none"> • Compliant operations • Content security and quality • Data privacy protection • Platform contributing to improving social issues 	<ul style="list-style-type: none"> • Policy guidance • Work briefing • Regular communication • Supervision and inspection • Project cooperation • Information disclosure 	<ul style="list-style-type: none"> • Operating in compliance with laws and regulations • Strengthened content management • Protecting privacy and data security • Establishing and improving anti-corruption governance system • Contributing to governments' attention and tackling of social issues
 Employees	<ul style="list-style-type: none"> • Employee recruitment • Employee rights protection • Employee training and development • Employee health and safety 	<ul style="list-style-type: none"> • Plenary session • Employee satisfaction survey • Employee care activities initiatives • Training 	<ul style="list-style-type: none"> • Protecting the legitimate rights and interests of employees • Competitive salary system • Providing diversified training programs • Achieving common growth
 Users	<ul style="list-style-type: none"> • User experience • Privacy protection and information security • Content security and quality • Intellectual property rights ("IPR") protection • Youth protection • Responsible marketing 	<ul style="list-style-type: none"> • User feedback channels • Product research feedbacks • Conducting user interaction activities 	<ul style="list-style-type: none"> • Strengthening user information protection • Strengthening content management • Encouraging users to create quality content • Practicing responsible marketing

Stakeholders	Stakeholders' Concerns	Means of Communication	Major Response
 Business Partners	<ul style="list-style-type: none"> • Customer relationship management (CRM) • IP protection • Product innovation • Cooperation and development • Low-carbon operation 	<ul style="list-style-type: none"> • Business collaboration • Technical exchanges • Project cooperation • Achievement sharing 	<ul style="list-style-type: none"> • Strengthening technical exchanges • Building responsible industrial chains • Promoting sustainable business collaboration • Applying energy-saving technologies • Developing green products • Promoting awareness of environmental protection and low-carbon development
 Suppliers	<ul style="list-style-type: none"> • Supplier management • Mutual benefit and win-win result • Supplier empowerment • Anti-corruption 	<ul style="list-style-type: none"> • Field research • Supplier meetings and audits • Supplier contracts and agreements • Other supplier exchange activities 	<ul style="list-style-type: none"> • Promoting supplier sustainability capacity building • Strengthening supply chain responsible sourcing
 Media Outlets	<ul style="list-style-type: none"> • Information disclosure and transparency • Diversified cooperation • Corporate social responsibility and influence 	<ul style="list-style-type: none"> • Press conference • Media conference • Social media interactions 	<ul style="list-style-type: none"> • Information disclosure • Proactively carrying out cooperation • Facilitating media content distribution and enhancing influence
 Non-Governmental Organizations	<ul style="list-style-type: none"> • Economic and social impact • Cooperation and development • Community service and charity 	<ul style="list-style-type: none"> • Online and offline cooperation • Achievement sharing • Establishing strategic cooperative relations with various public welfare organizations 	<ul style="list-style-type: none"> • Weibo functioning as a public platform to help promote social welfare activities • Actively participating in social welfare
 Community and the Public	<ul style="list-style-type: none"> • Economic and social impact • Community service and charity • Climate change • Energy management and carbon emissions • Biodiversity 	<ul style="list-style-type: none"> • Social donation • Providing job opportunities • Volunteering activities 	<ul style="list-style-type: none"> • Solving social problems with professional advantages • Carrying out volunteer activities

1.1.3 Materiality Assessment

We actively listen to the opinions and suggestions of various stakeholders, and integrate the core demands of stakeholders into the whole process of the Company's decision-making and operation. We identified material ESG issues by reference to broad ESG issues, conducting interviews, carrying out questionnaire surveys of stakeholders and soliciting opinions from the management, etc.



Reference to Broad ESG Issues

By analyzing standards and the rating concerns of capital markets, and by combining the trends of the Internet industry and our own operating model and strategic planning, we have sorted out, summarized and selected issues and then identified 22 material ESG issues.

Interviews and Questionnaire Surveys

In 2022, a total of 14 interviews and surveys were conducted, and 178 valid questionnaires were collected.

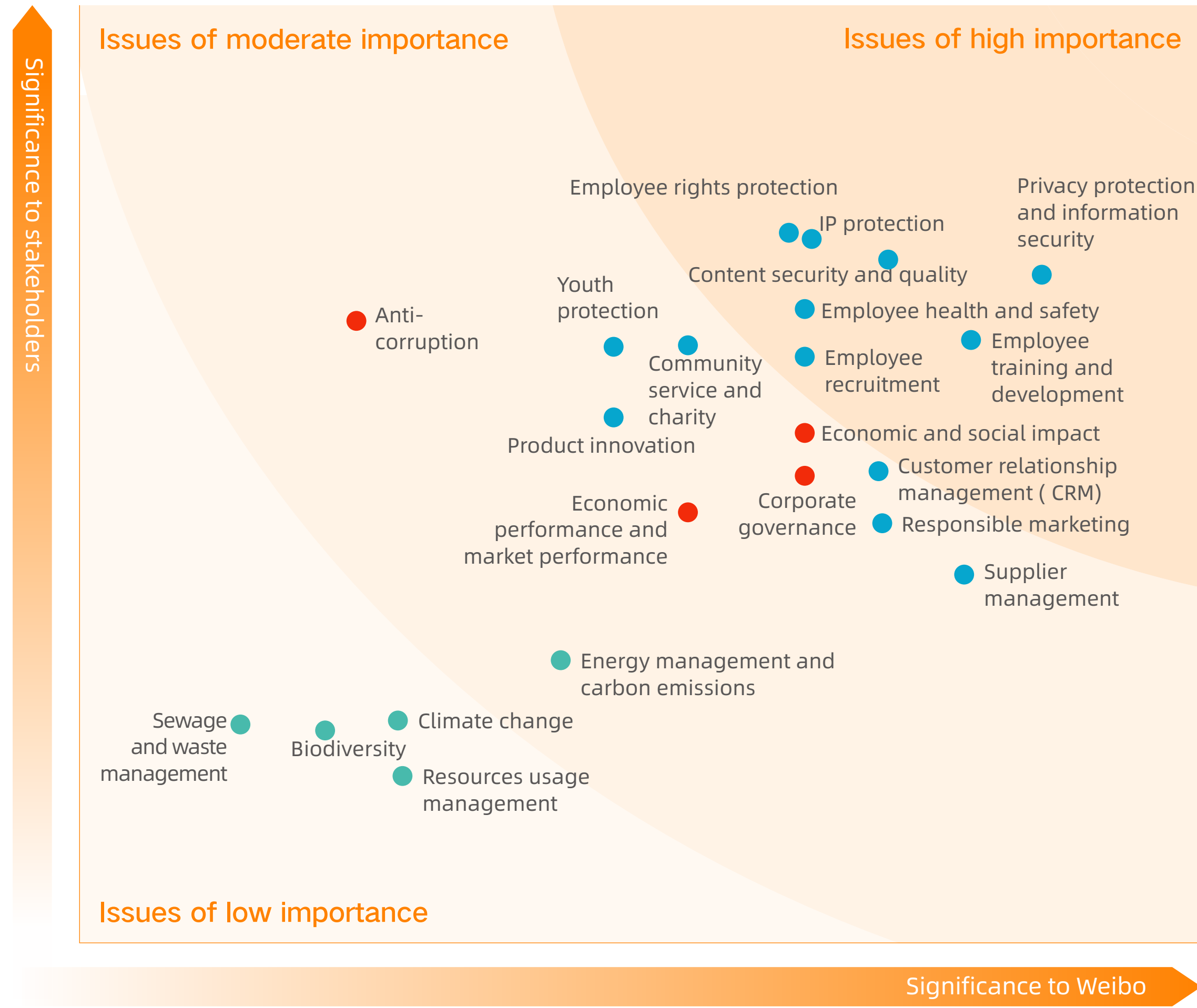
Soliciting Opinions of the Management

Decisions and assessment of the materiality of ESG related issues from the perspective of the Company were made by soliciting opinions from the management.

Ranking the ESG Issues

Based on the evaluation results of various ESG issues by stakeholders and the management, the materiality of the issues is ranked to form ESG materiality matrix.

Materiality Matrix of Weibo in 2022

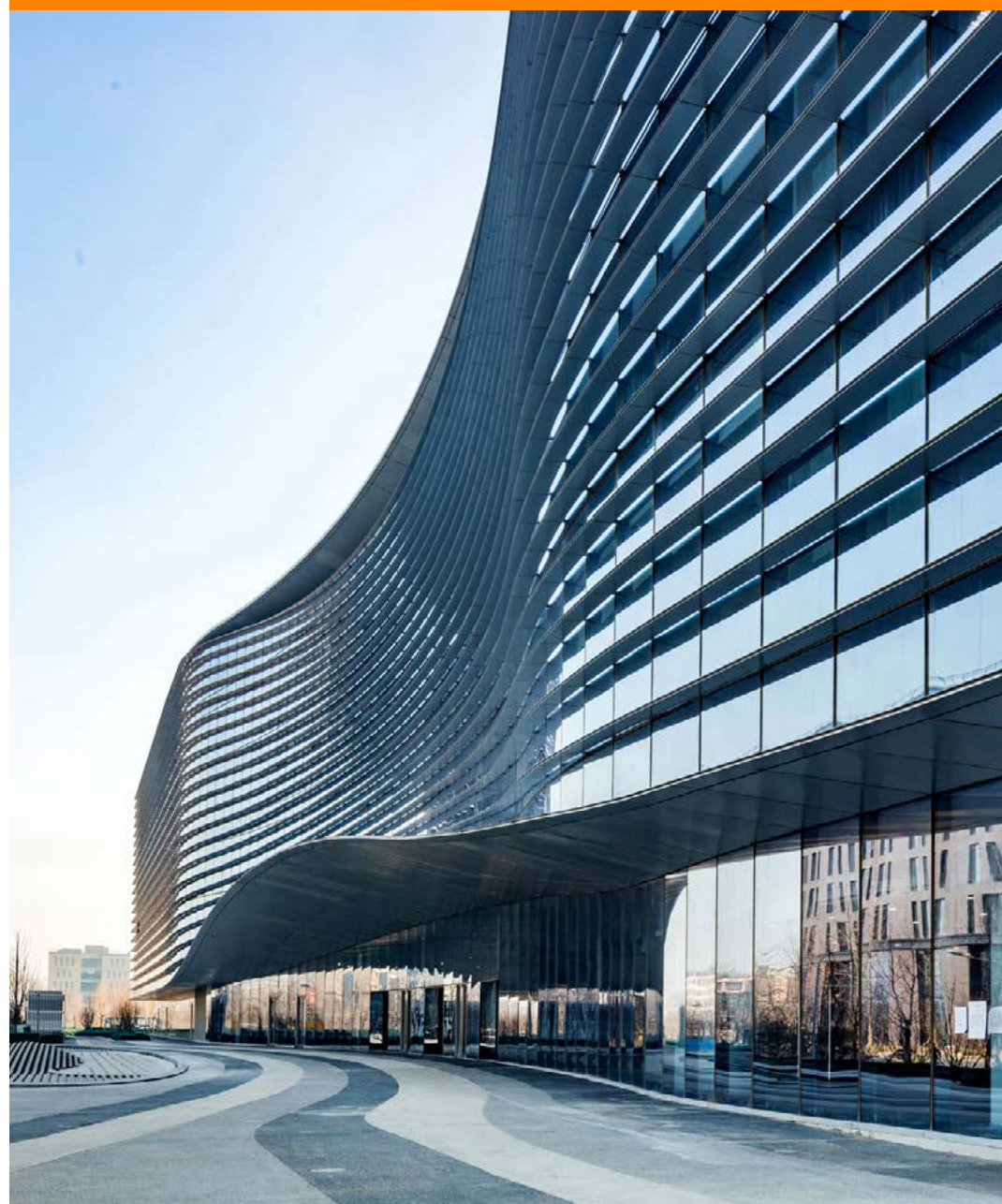


Materiality	ESG Issues	Category
High	Privacy protection and information security	Social
	Employee training and development	Social
	Content security and quality	Social
	Employee rights protection	Social
	IP protection	Social
	Employee health and safety	Social
	Employee recruitment	Social
Moderate	Supplier management	Social
	Customer relationship management (CRM)	Social
	Responsible marketing	Social
	Economic and social impact	Corporate Governance
	Corporate governance	Corporate Governance
	Community service and charity	Social
	Economic performance and market performance	Corporate Governance
	Youth protection	Social
	Product innovation	Social
	Energy management and carbon emissions	Environmental
Anti-corruption	Corporate Governance	
Low	Climate change	Environmental
	Resources usage management	Environmental
	Biodiversity	Environmental
	Sewage and waste management	Environmental
	Sewage and waste management	Environmental

● Social
 ● Corporate Governance
 ● Environmental

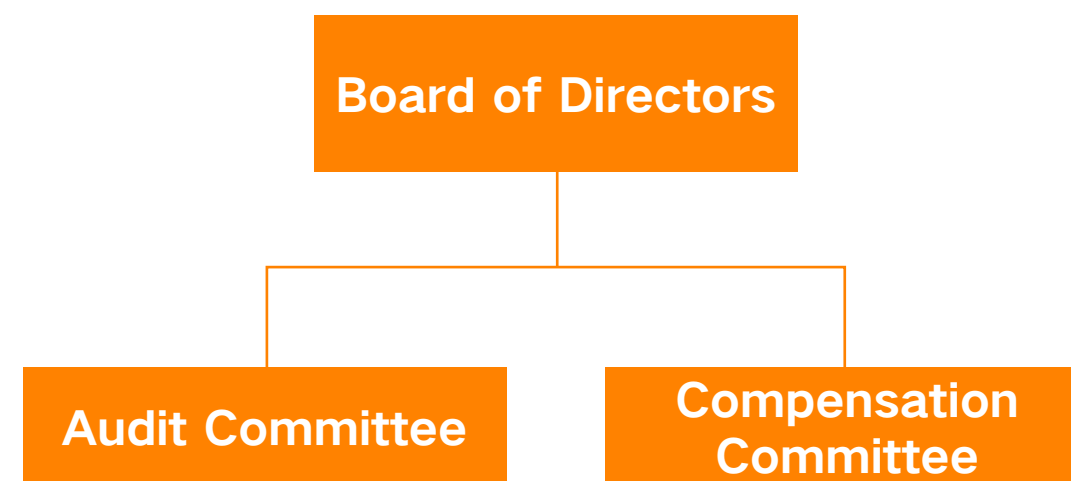
1.2 Corporate Governance

Weibo always upholds high compliance standards during development, while continuously optimizing the governance structure and strengthening risk management. For purpose of healthy development, we abide by business ethics, create responsible sourcing, as well as protect intellectual property rights.



1.2.1 Board Structure

Weibo strictly complies with the laws and regulations of the countries and regions in which it operates and is listed in. Weibo has established the Audit Committee and Compensation Committee under the Board of Directors, and established and improved the appraisal and remuneration management system for the directors and senior management of the Company to monitor the Company's strategic decision-making, business and financial performance.



Weibo is committed to improving the diversity of the Board of Directors and thus facilitating the decision-making process. During the reporting period, the Board is composed of seven members, including three independent directors, accounting for 43% of the total. The current Board of Directors includes a female director and a director with a PhD degree. The Company commits to recommending at least one female director candidate for consideration by the Board within three years after the Company's listing in Hong Kong in December 2021, so as to further increase the proportion of female representation on the Board. Besides, the current Board of Directors comprises highly accomplished individuals with extensive backgrounds in media, internet, technology, finance, and the law, bringing diverse perspectives and ideas to the Company and comprehensively improving the decision-making competence of the Board of Directors.

Name	Title	Gender	Professional Competence		
			Industrial experience	Risk management	Financial experience
Charles Chao	Chairman of the Board	Male	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Hong Du	Director	Female	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Pen Hung Tung	Director	Male	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Pochin Christopher Lu	Independent director	Male	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Pehong Chen	Independent director	Male	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Gaofei Wang	Director/CEO	Male	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Yan Wang	Independent director	Male	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	

Name	Title	Special Committees	
		Audit Committee	Compensation Committee
Pehong Chen	Independent director	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Pochin Christopher Lu	Independent director	<input checked="" type="checkbox"/>	
Yan Wang	Independent director		<input checked="" type="checkbox"/>

1.2.2 Risk Management

The Company has strengthened the risk management of rights and duties and established a risk management system led by the Audit Committee tasked with continuously monitoring the implementation of Weibo's risk management policies and promoting comprehensive construction of the risk management system.

Weibo elaborates on the potential risks in daily operations, regularly identifies, analyzes, and evaluates risks in internal controls, operations, finance, legal work, and market, and actively formulates and implements risk response plans and acts. During the reporting period, the main risks we have identified and the corresponding countermeasures are as follows:

Types of Risks	Countermeasures
<p>Risk Management on Financial Reporting</p>	<ul style="list-style-type: none"> • Develop financial reporting risk management policies. • Provide regular training for finance staff to ensure smooth implementation of policies.
<p>Risk Management on Internal Control</p>	<ul style="list-style-type: none"> • Build a teamwork mechanism between Compliance and Internal Audit departments and Legal, Finance and Business departments to conduct risk assessments and collaborate on risk management strategy recommendations. • Monitor the effectiveness of internal controls and risk awareness across the Company while improving the efficiency of business processes. • Set up an internal review system for investments and acquisitions, and establish a special working group to supervise and assist in the review and evaluation of investment and acquisition applications of us and our subsidiaries to ensure corporate investment compliance.
<p>Risk Management on Information Security and Privacy</p>	<ul style="list-style-type: none"> • Establish a complete information security management system and full-lifecycle protection mechanism for personal information and improve the security level through security technology and training and regular internal and external security audits. <p>Please refer to 2.1 Information Security and 2.2 Privacy Protection for specific measures</p>
<p>Risk Management on Human Resources</p>	<ul style="list-style-type: none"> • Maintain employment compliance, safeguard employee rights and interests, prioritize talent development and retention, and foster a diverse and inclusive work environment. <p>Please refer to 4 Human Capital for specific measures</p>
<p>Risk Management on Climate Change</p>	<ul style="list-style-type: none"> • Effectively address climate risks by carrying out climate risk identification under the TCFD framework and actively promoting energy conservation and emission reduction in data centers, offices, procurement, etc. <p>Please refer to 5.1 Climate Change Initiatives for specific measures</p>

1.2.3 Business Ethics

Weibo follows the principles of voluntariness, equality, fairness, honesty and credibility, while practicing the general anti-fraud idea of "giving priority to prevention and taking punishment as a subsidiary", to constantly strengthen business ethics management. We set up the Anti-Fraud Committee to review and handle the investigation results of major cases within the Company. The Compliance Supervision Department, as the daily management department of the anti-fraud work within the Group, handles reports and organizes independent evaluations of anti-fraud work. During the reporting period, Weibo was free of corruption-related litigation.





Preventive Mechanism

In strict compliance with the *United Nations Convention against Corruption* and other laws, regulations, and standards related to business ethics, Weibo has formulated documents such as the *Weibo Employees' Professional Code* and the *Anti-fraud Publicity Handout* to regulate employee behavior at the institutional level, so as to ensure that employees follow and implement ethical requirements and standards in the business.

Weibo requires the management to sign a "Management Statement" on a quarterly basis, promising to observe the ethical requirements in business. Weibo offers regular online training on professional ethics, which includes anti-monopoly content, for all employees (including outsourced personnel and investee companies), and mandates them to take and pass the professional ethics test after the training session. Weibo con-

ducted 4⁷ anti-corruption training sessions this year, with 5,959 trainees, representing an coverage rate of 100%. The average training hour per employee reached 5 hours, and test pass rate reached over 95%.

Weibo conducts regular identification, supervision, and self-examination to uncover business ethics risks, regularly performs special internal audits covering all business lines⁸ every quarter, and executes multi-dimensional and all-round audits on personal expenses, supplier specifics, business operation specifics, among others.

4	Anti-corruption training sessions	
5,959	Trainees	
100 %	Training coverage rate	
5 hours	Average training hour per employee	
95+ %	Test pass rate	

Punishment Mechanism

In line with the anti-fraud principle of "adhering to both punishment and prevention, focusing on prevention, keeping reporting information confidential, and protecting whistleblowers", Weibo has revised and improved the *Regulations on Anti-Retaliation for Reporting Illegal Behaviors by Weibo Employees*, the *Complaints and Reporting Procedures of Weibo*, and the *Reporting Investigation and Handling Procedures of Weibo* to consistently optimize the reporting, investigation, and punishment mechanism on the institutional level to reduce fraud incidents.

Weibo has smoothed out reporting channels to encourage the public to report fraudulent behavior actively. Any stakeholder who discovers clues of Weibo employees' fraudulent behaviors can always report them to the Compliance Supervision Department via the reporting channels of Sina Group and Weibo, including phone calls, emails, letters, or personal interviews. After receiving the reports, the Compliance Supervision Department will conduct the investigation and treatment.



⁷ Four anti-corruption training programs were held this year, including one professional ethics course and three anti-fraud classes.

⁸ The special internal audit of business ethics covers the entire business line, including significant investment firms.

The Company's Anti-corruption Reporting Channels



新浪集团 反腐举报公示
你我携手 共建廉洁新浪

新浪集团官方反腐举报渠道：

- 电话
- 电邮
- 信件
- 来访

- 电话举报：010-58983041 (工作时间)
- 电子邮件举报：compliance@staff.sina.com.cn
- 信件举报：上海市黄浦区中山东二路600号外滩金融中心S2栋18楼新浪集团合规监察部(200010)
- 预约来访等其它举报方式

新浪集团一贯坚持“廉洁诚信”的企业文化，欢迎员工、合作伙伴、社会各界的监督，我们将对举报人予以保护并对有价值的举报线索予以奖励，集团合规监察部受理涉及以下问题的举报：

- 员工以侵占、挪用、窃取等方式侵害集团财产(集团《员工手册》7.2.8)；
- 员工索取、收受贿赂，违规收受礼品、礼金、礼券等，或接受餐饮、娱乐等招待 (集团《员工手册》7.2.16)；
- 员工利用职务之便，营私舞弊，泄露公司保密信息，为自己或他人牟取不正当利益的行为(集团《员工手册》7.2.6、7.2.7)；
- 员工利用职务之便收受回扣或其他好处，归个人或小团体所有及分配(集团《员工手册》7.2.16)；
- 员工本人或亲属投资、就职于集团供应商、合作伙伴，与集团关联交易并违反职业道德的行为(集团《员工手册》7.2.14)；
- 其他违反法律法规及公司规章制度的行为。

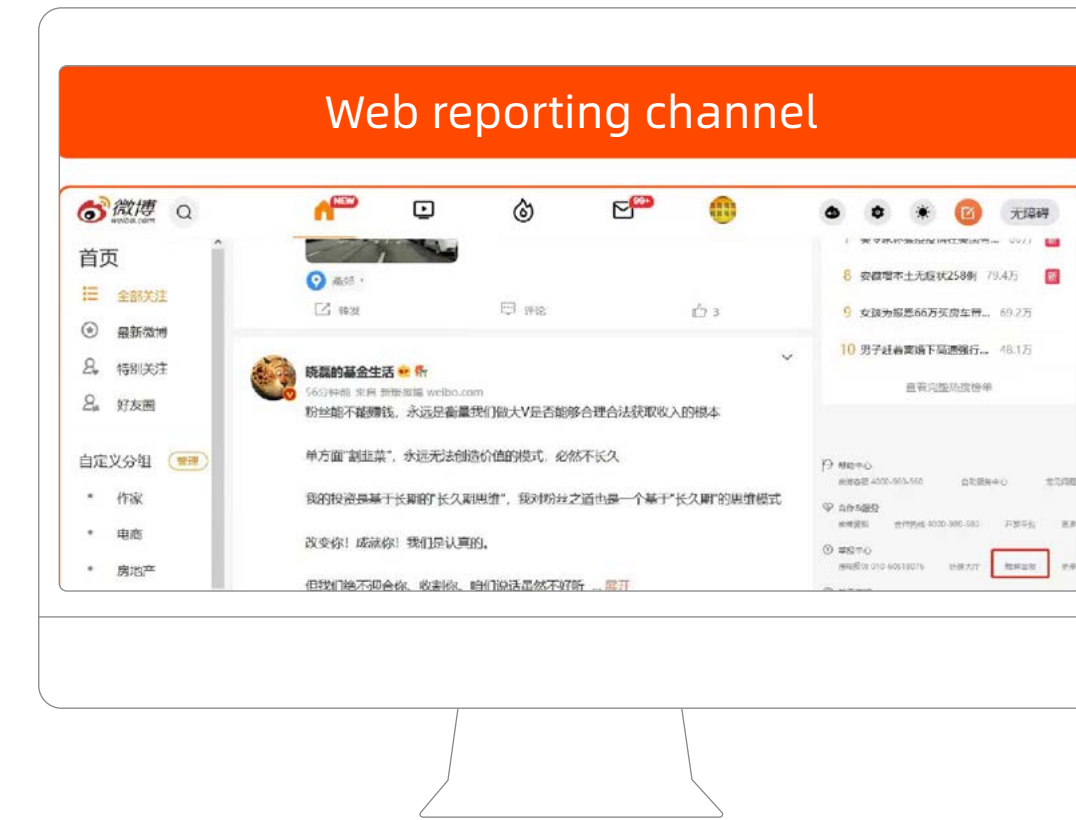
新浪集团合规监察部

Online Reporting Channels



PC intranet "MY ERP"

Mobile APP "Sina Pocket"



Web reporting channel

The Company strictly follows the *Anti-fraud Work Management Regulations of Sina Group*, which specifies the incentives and protection measures of whistleblowers, and encourages anonymous reporting, promising to maintain the complete confidentiality of all reported information and records. The Company will severely punish any discrimination or retaliation and transfer cases involving severe or illegal acts to judicial organs for disposal pursuant to law; The Company will reward effective reporting information or for preventing significant economic losses for the Company.

Weibo has been an executive director member of the "Trust and Integrity Enterprise Alliance"⁹ since 2017 and frequently attends anti-corruption conference in the industry. Weibo shares information about dishonest persons on the "dishonest staff sharing platform" within the alliance and automatically identifies and refrains from hiring them.



廉洁中国 影响世界
理事单位

单位名称：微梦创科网络科技(中国)有限公司
会员编号：000099
有效日期：2018年9月至2023年9月

阳光诚信联盟
阳光诚信联盟常务理事单位
微梦创科网络科技(中国)有限公司

以诚信经营为使命，共同构筑科技反腐败、反欺诈、反假冒伪劣的安全长城，引领中国商业文明的发展。

阳光诚信联盟
2019年5月

An Executive Director Unit of Trust and Integrity Enterprise Alliance

⁹ Established in February 2017, the Trust and Integrity Enterprise Alliance was initiated by JD and joined by reputable entities such as Tencent, Baidu, Walmart China, P&G, Lenovo, Midea, Xiaomi, Meituan Dianping, Vipshop, Li Ning, Yonghui Supermarket, JOY WING MAU, and the Research Center for Criminal Law of Renmin University of China. The purpose of the alliance is to work together on the Internet to clamp down on corruption, fraud, counterfeiting, and information security crimes. Moreover, it enables members of the alliance to practice better anti-corruption governance to create a positive cycle of integrity and honesty for all.

1.2.4 Supply Chain Management

The Company upholds the procurement principle of fairness, justice, and transparency and strictly abides by the *Civil Code of the People's Republic of China* and other relevant laws and regulations. The Company also improves internal system documents such as the *Supplier Management System* and continuously strengthens the full-lifecycle supply chain management, ranging from access, evaluation, and assessment to exit, to ensure procurement compliance.

Responsible Procurement

Weibo has embedded the ESG concept into daily supplier management, raised the bar of supplier ESG risk assessment in all process, and conducted regular assessments and strict reviews of suppliers' performance in business ethics, labor standards, health and safety, and environmental protection.

In the screening stage, Weibo conducts thorough assessments of suppliers and their industrial credentials and requires them to provide third-party standard certifications, including ISO 9001 quality management system and ISO 14001 environmental management system, and sign a commitment letter. In 2022, about 70.18% of equipment manufacturers or service-providers¹⁰ passed third-party certification.

In 2022

about **70.18** %

of equipment manufacturers or service-providers passed third-party certification

• Regarding business ethics

Weibo has conducted background checks on suppliers for breaches of legal and disciplinary rules, commercial bribery, etc., before granting them access and requires all suppliers to sign the *Honesty and Integrity Agreement*. In 2022, all domestic suppliers have signed the *Honesty and Integrity Agreement*.

• Regarding labor standards

Weibo has performed research on suppliers' labor standards, requiring suppliers to ensure that all employees have job choice freedom, avoid child labor or forced labor, and comply with the probationary period provisions of the labor law, as well as applicable laws and regulations on leaves and overtime .

• Regarding environmental protection

Weibo prefers suppliers that use green products to ensure its hardware production fully complies with the full-lifecycle low-carbon concept. For detailed requirements, please refer to [5.2 Pursuing Green Operations](#).

Weibo classifies suppliers during the evaluation stage and separates them into categories of marketing, IT, administrative, gift, content information and special service. Related business departments of Weibo conduct acceptance and assessment of projects from administrative and IT suppliers; Weibo assigns a score to each marketing supplier according to its performance. In addition, the Company has formulated the *Outsourcing Monthly Assessment System* for some labor outsourcing contracts and gives certain bonuses according to the monthly assessment results.

The Company conducts regular interviews and issues rectification notices for suppliers that do not meet the requirements; Weibo will immediately stop cooperating with suppliers who refuse to make any rectifications; Weibo will hold them liable and demand compensation for related losses under aggravating circumstances.

Dialogues with Suppliers

Weibo has set up several communication channels for suppliers. Through continuous and regular dialogues, Weibo cooperates with suppliers regarding the latest responsible procurement concepts and requirements and insists on mutual development with suppliers.

• Supplier access conference

Weibo explains its access standards to suppliers and evaluates their access qualifications.

• New suppliers meeting

For new suppliers, Weibo invites suppliers to participate in a symposium on its requirements for processes, systems, and project procurement, allowing suppliers to understand its needs better.

• Supplier communication meeting

Weibo conducts regular communication meetings with suppliers to learn the latest developments in the supply chain, track the production status of products, ensure timely and sustainable supply, guarantee the normal operations of businesses, and prevent problems to happen.

• Communication and Q&A meetings for major projects

Weibo convenes engagement and Q&A meetings for major projects, enabling suppliers to have a better understanding of business needs and business departments to have a better understanding of the supplier situation, thus completing projects better.

• Project review summary meeting

After the project ends, Weibo conducts project reviews, summarizes the experience, and prepares for subsequent improvement and promotion.

¹⁰The device manufacturers or service providers for Weibo are primarily identified as IT and administrative purchases.

1.2.5 Intellectual Property Management

Weibo rigorously complies with the *Patent Law of the People's Republic of China* and other laws and regulations that apply to its operating locations, creates an intellectual property management system, and systematically manages intellectual property rights regarding trademarks, patents, copyrights, and domain names. In 2022, the Company revised the Patent Management Measures to regulate patent management more precisely, especially to provide explicit instructions on transferring patent rights, implementation licenses, and pledges of patent rights.

Intellectual Property Innovation Achievements

Weibo attaches great importance to technology, values R&D accomplishments, actively incentivizes employees to make constant breakthroughs, and promotes the implementation of innovative achievements by rewarding employees with monetary incentives and tying such rewards to their performance and promotions.

Data on Intellectual Property

Item (case)		Total number of authorizations as of 2022
Patent	Number of patents granted	250+
Trademark	Number of trademarks registered	490+
Copyright	Number of copyrights granted	540+

Intellectual Property Protection

The Company employs technical means to monitor and safeguard the original content on the platform and has launched a self-protection function for original video content creators to review and take action on possible infringing content. We also request users to agree to the terms and conditions stipulated in the *Platform User Agreement*, including agreeing not to violate the intellectual property rights of others.

Intellectual Property Training and Coordination in the Industry

The Company continues to carry out various training courses to improve the intellectual property management capabilities of its employees by raising their awareness of the importance of intellectual property rights and helping them learn the latest laws, regulations, and regulatory requirements related to intellectual property rights, as well as common risks and countermeasures. In 2022, the Company completed over 40 intellectual property-related training through Sina Classroom, LEB online interactive courses, offline training, and weekly feeds, covering multiple major business lines, including sales, products, operations, and R&D.

The Company actively engages in external communication, takes part in the formulation of relevant industry standards, and promotes the management of intellectual property rights in the industry. In 2022, the Company engaged in the formulation of the group standard *Enterprise Intellectual Property Credit-rating Standard* ini-



Employee Intellectual Property Training

tiated by the China Federation of Industrial Economics, provided feedback on several legislative proposals, and won the “Commercial Law Enterprise Legal Award - Excellent Legal Team for Intellectual Property (Trademark and Copyright)”, “National Demonstration Unit for Providing Domain Name Brand Protection Services” released by China Internet Network Information Center, among others.



IP-related Honors of Weibo

02

Responsible Platform

Weibo takes user privacy seriously and considers information security to be its priority. Therefore, Weibo keeps improving its privacy and security measures, optimizing content review mechanisms, technical means, and punishments, while implementing responsible marketing, in the hope of establishing a responsible platform that puts users at ease.



2.1 Information Security

Weibo attaches great importance to information security management, develops and maintains a robust information security management system, constantly optimizes information security related R&D innovation and technology applications, vigorously conducts security audits and external certification, and takes a variety of other steps to guarantee the safety and smooth operation of the Company.

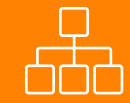




2.1.1 Safety Management System

Weibo strictly follows the *Cybersecurity Law of the People's Republic of China* and other laws and regulations and revises and improves a series of documents, including the *Information Security Organization Management Measures* and the *Data Security Management System* for all relevant business lines to standardize information security organization management and security risk management, clarify information security job responsibilities, and mitigate information security risks.

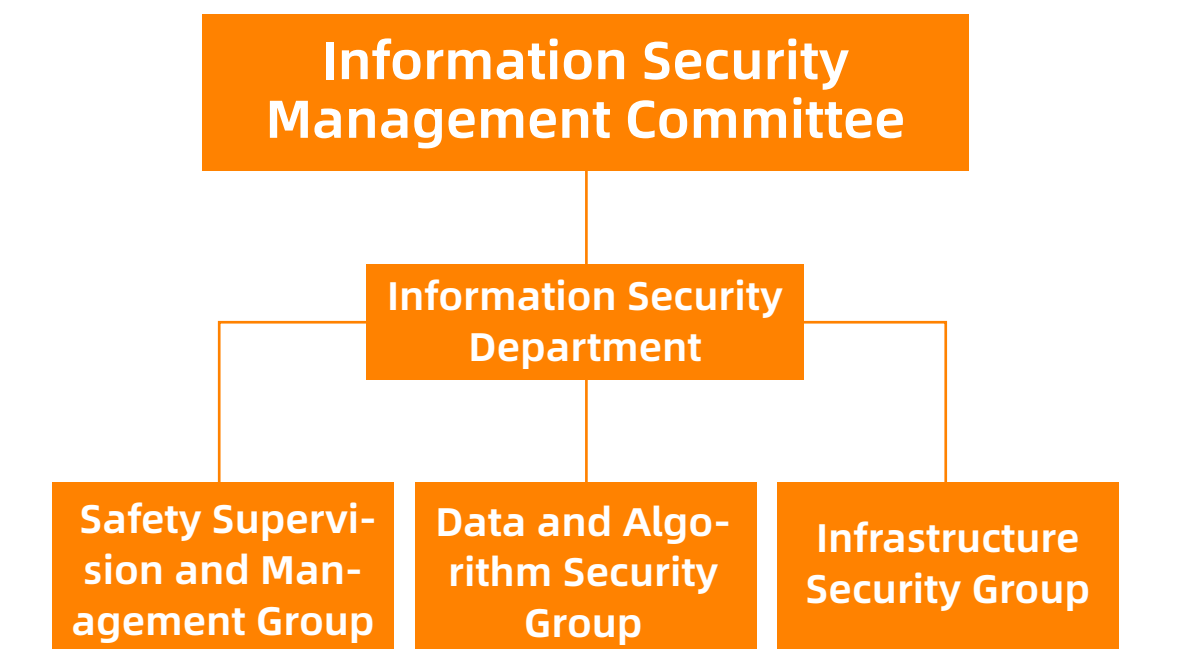
The Company has built a top-down information security management organization and continues to promote the "three-dimension and four-level" information security prevention and control system covering the management, technology and personnel dimensions, as well as the technology, management, audit and intelligence levels. The Company conducts special implementation in multiple fields, including data security, personal information and privacy protection, application security, and basic security.

Three Dimensions of the "Three-dimension and Four-level" Information Security Prevention and Control System

 Management	<ul style="list-style-type: none"> Security strategies Security standards 	<ul style="list-style-type: none"> Security systems Security operations 	<ul style="list-style-type: none"> Security procedures Security audits
 Technology	<ul style="list-style-type: none"> Data security System security Algorithm security Network security Application security Physical security 		
 Personnel	<ul style="list-style-type: none"> Due diligence Confidentiality agreement Special training on phishing email Information security and privacy training 	<ul style="list-style-type: none"> Information security risk awareness training Special training on ransomware Professional training for security-related personnel 	<ul style="list-style-type: none"> New employee orientation Special training on security technology Online user education

Security Management

Weibo has built an information security management structure with distinct roles and responsibilities. Weibo has also set up an Information Security Management Committee chaired by the Chief Operating Officer (COO) of Weibo and composed of the product and technology heads of each business division. The Information Security Management Committee is responsible for overall coordination of information security management, the safety management system optimization, setting strategic safety goals, and formulating annual safety plans. The Information Security Department under the Cybersecurity Management Committee carries out the specific tasks of information security management and regular reports on the status of security management and recommendations for mitigating risks. In addition, the Information Security Department leads three major teams, the Safety Supervision and Management Group, the Infrastructure Security Group, and the Data and Algorithm Security Group, to fully aid in implementing the Company's information security work and promote efficient, orderly information security management.



Information Security Management Organization Chart of Weibo



Executives Ensure the Consistency of Security Strategy and Corporate Strategy Meeting Site

Weibo keeps enhancing the use of information security technology and fully guarantees data security through access control, encryption desensitization, technical risk monitoring, security vulnerability repair, and other technical means. Weibo also actively deploys intrusion detection systems and security protection systems to identify cybersecurity and system security incidents promptly and automatically block data theft for comprehensive protection.

Security Training

Weibo values the development of employees' information security awareness, revises and continuously improves the *Weibo Security Training System*, creates and optimizes the Company's cybersecurity training mechanism, and actively carries out basic security training for all employees¹¹ and special technical training for security team. Weibo also mandates new employees to take compulsory "information security and confidentiality awareness" training after orientation, and sign a confidentiality agreement to improve their information security awareness and protection skills. Information security training for new employees has amounted to 1,422 person-times, totalling 703 hours. Information security training for all employees and employees in key positions has amounted to 73,481 person-times, with a total of 13,069 hours.

In 2022

1,422 person-times

Information security training for new employees

703 hours

totally

73,481 person-times

Information security training for all employees and employees in key positions

13,069 hours

totally



Outsourcing Employees Participate in Online Information Security Risk Awareness Training for All Employees

Weibo implements management mechanisms such as periodic security tests to check the results of employee cybersecurity training. If the employee's test result scores are less than 90 points, they will be failed and are expected to try again until they get a pass. In 2022, 98.3% of Weibo employees passed the online security awareness test.

In 2022

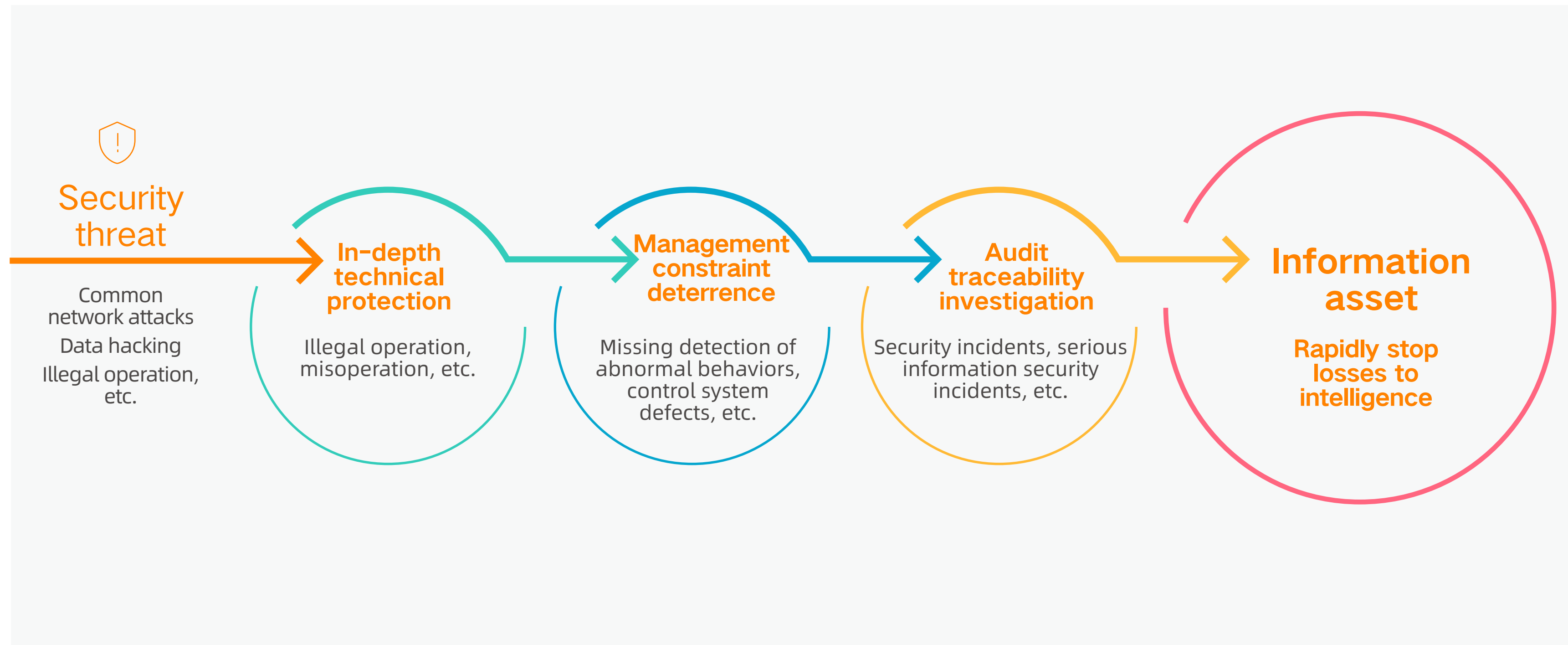
98.3 %

of Weibo employees passed the online security awareness test

¹¹The cyber security training covers all employees, including the Company's management, permanent employees, interns, and employees outsourced for labor dispatch, and those who fail the test shall have their ERP accounts disabled.

2.1.2 Prevent Security Accidents

Weibo has set up a complete information security prevention and control process that integrates technology, management, audits, and intelligence, and implements and deploys corresponding security prevention and control strategies and plans. Weibo also takes active and passive measures to comprehensively deal with data breach and security incidents to intercept and block information security threats.



"Three-dimension and Four-level" Mechanism of Safety Prevention and Control.

Early Warning Identification

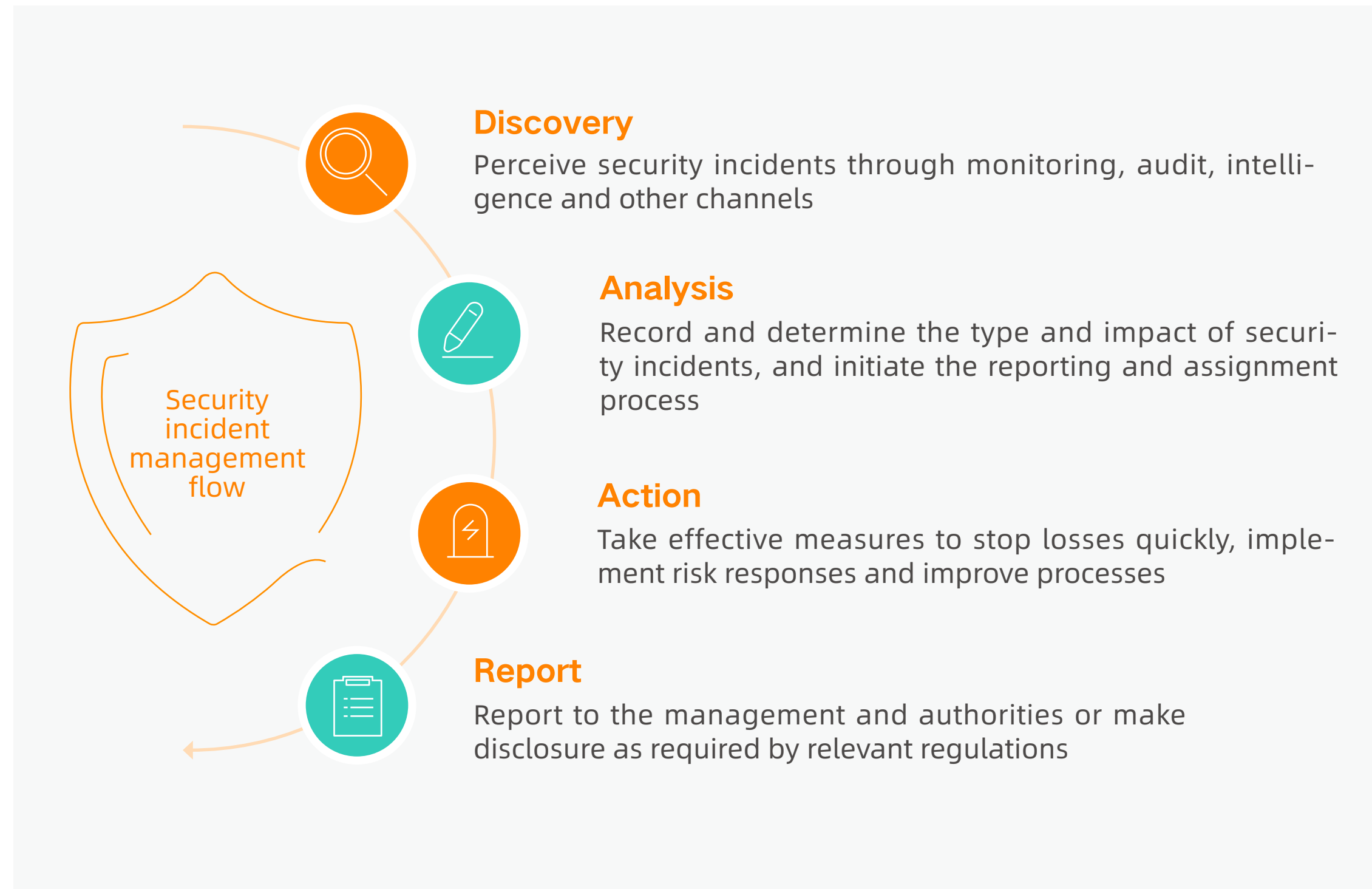
Weibo strictly abides by the *Sina Disaster Recovery Procedures*, conducts quarterly data availability tests, and performs biannual disaster recovery tests. Meanwhile, Weibo follows the *Guidelines and Specifications for Cyber Security* and conducts at least one cybersecurity emergency drill every six months. In the daily operation process, the Company continues to promote regular security checks across all business lines, deploys the host intrusion detection system for all its network servers, and gives real-time alerts of server security risks for security personnel to verify and handle to avoid security risks without delay.

The Company has engaged in many cybersecurity drills that mimic real cyberattacks, effectively raising employees' prevention and identification awareness as well as capacity to resist attacks for cybersecurity incidents, and preventing or reducing the occurrence of security incidents. In 2022, Weibo, as the defender, allocated its resources across the management, technology, and personnel dimensions and maintained a perfect score during the attack and defense session of the entire cybersecurity audit.

Besides, Weibo continually tracks industry trends and public sentiment, independently develops special tools, and proactively detects, verifies, and handles dark web data transaction information, malicious tools, and public sentiment related to data breach. Weibo also sets up a dedicated platform and incentive mechanism, opens up public reporting channels for data breaches and other security incidents, in order to swiftly pinpoint security incidents, minimize response time, and thus cut losses promptly.

Incident Management

Weibo has formulated the *Weibo Information Security Incident Grading Standard* and the *Emergency Response Process*. These documents standardize the security incident management process and methods from four stages, i.e., discovery, analysis, action, and reporting, clarify the classification and grading standards of security incidents, and establish a security incident punishment mechanism, thus ensuring that security incidents are resolved in a prompt, organized, and efficient manner.



Security Incident Management Process

Emergency Response

Weibo has set up an information security emergency response mechanism and updated and enhanced institutional documents, including the *Emergency Response Process* and the *Personal Information Security Incident Emergency Plan*, to specify the incident type, response strategies, reporting procedures, disclosure requirements, etc. Weibo also has set up an infrastructure security team to coordinate its emergency response work and developed a 7*24 emergency response mechanism to effectively prevent, timely control and eliminate hazards and impacts of various information security emergencies. Besides, Weibo has established a Security Emergency Response Center to collect external feedback on cybersecurity-related issues and fix verified security vulnerabilities. Weibo has established an emergency work leading group and a special emergency response class to increase alertness and quickness of action further during major events and special periods.



Developed a

7*24

emergency response mechanism



2.1.3 Security Audit and Certification

Weibo regularly performs special internal and external audits of cybersecurity. Besides the information security field covered by the external annual audit, Weibo engages an external third-party organization to conduct a comprehensive security audit of the Company's system every year, which covers data security and leakage risks, data tampering risks, computer virus and network attacks, and network intrusion risks, etc. Weibo also works with third-party professional organizations to perform testing and inspection of its cybersecurity protection capacity. In 2022, Weibo carried out audits and inspections on **230 security indicators** in **11 areas**, covering



network security protection management, implementation of technical measures, and security monitoring and emergency response.

In addition, the Company actively conducts third-party certification, audit, and evaluation work. Having achieved the National Classified Protection of Cybersecurity (Level 3) certification, the Company hires a professional third-party evaluation agency to conduct national cybersecurity level protection retests every year, which covers the prevention of computer viruses and cyberattacks, cyber intrusion, and other cybersecurity protection management and technical measure implementation, as well as security monitoring and emergency response. Weibo has passed this year's classified protection of cybersecurity assessments and met domestic authoritative certification standards in information security.



National Classified Protection of Cybersecurity (Level 3) certification¹²

2.1.4 Security Products and Applications

Built upon Sina Cloud, Weibo develops innovative security and disaster relief products, gradually updates security service functions, and enhances the commercialization of its cybersecurity services and products. Backed by Sina Cloud, the Company offer users DDoS firewall and application firewall services, allowing them to achieve system-level and application-level protection, block malicious attacks, avoid website scraping and scalping, and maintain access to normal business requests. By performing regular security tests for applications, Sina Cloud Application helps users identify possible security flaws in their applications.



Sina Cloud Homepage

¹² The cyber security level protection is only certified for the first time when the certificate is issued, and the subsequent annual retest (with a retest report) will not renew the certificate.

2.2 Privacy Protection

As a leading social media platform built upon social relationship, Weibo has amassed a wealth of experience in privacy compliance and always respects the boundaries of personal information protection. Weibo also focus on full-lifecycle data protection to prevent personal information leakage incidents.



2.2.1 Data Security Management Framework

Weibo has built a comprehensive data security management framework, clarified data classification and grading, workflow, and technical control requirements following the *Data Security Management System* and the *Weibo Personal Information Data Security Management System*, and implemented access control, encryption desensitization, and other technical protection measures to ensure data security. Moreover, Weibo has been able to patch security gaps and constantly optimize the data security management and control framework by establishing an audit and intelligence mechanism.

To effectively eliminate data security risks, Weibo has self-developed a data security management platform. This platform automatically performs the labeling of sensitive data such as personal information, identifies the distribution status of encrypted and stored sensitive data types, pinpoints the storage location of the database table, and automatically analyzes unauthorized access and sensitive operational risk behaviors, allowing Weibo to detect sensitive data, classify it, grade it, assess its assets, track its flow, and monitor and prevent any potential threats it may encounter.

Data Security Management Framework

Management	Asset inventory	Classification and grading	Authorization approval	Compliance correction	Training promotion
Technology	Access control	Encryption desensitization	Safe clearance	Digital watermarking	Storage backup
Audit	Data asset audit	Illegal behavior audit	Abnormal behavior audit	Sensitive operation review	Real-time monitoring and alarming
Intelligence	Data leakage monitoring		Malicious tool monitoring	Negative public opinion	

Data Security Management Framework of Weibo



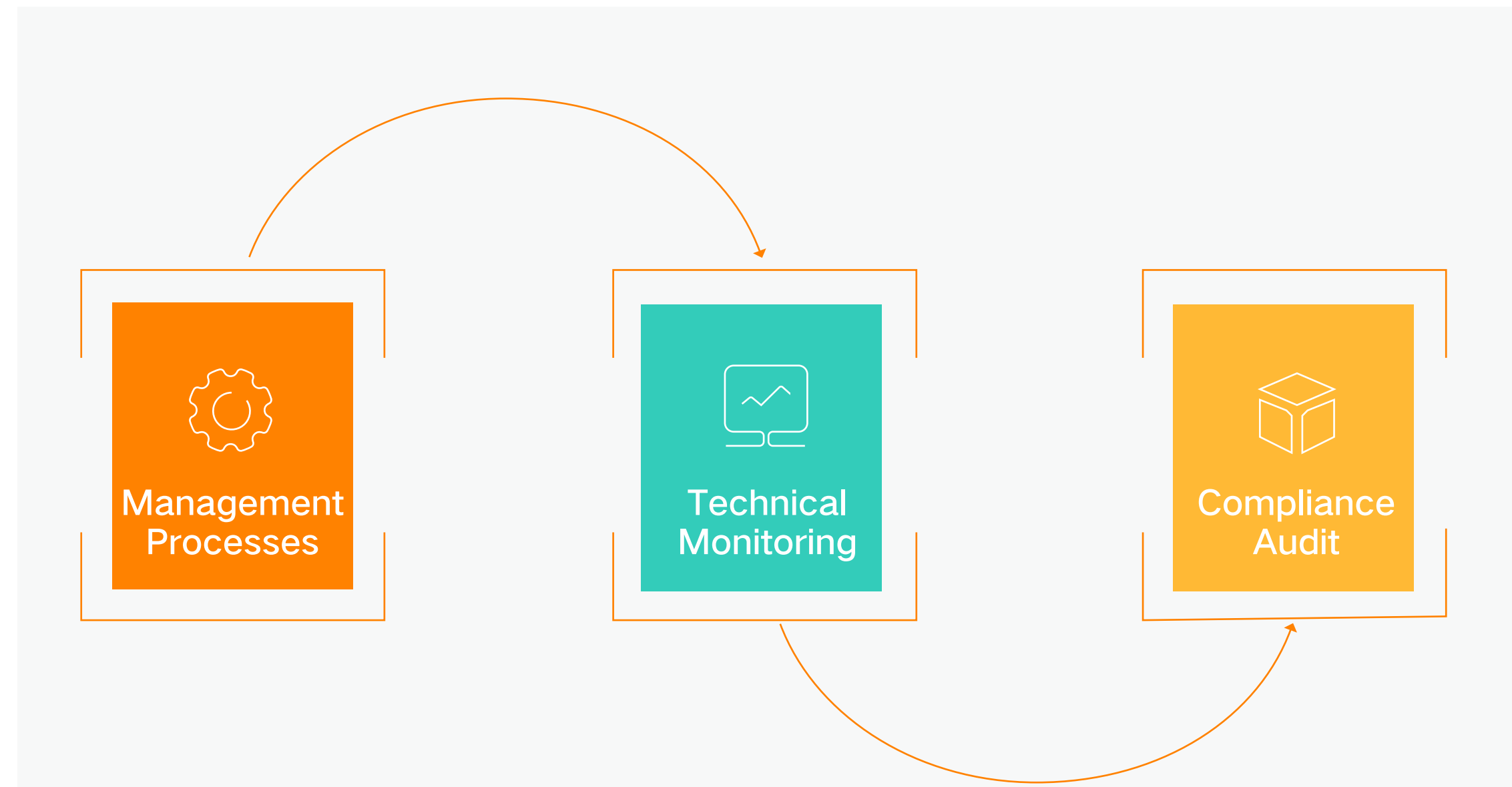
Weibo's Proprietary Data Security Management Platform¹³

¹³ For demonstration purposes, the data in the figure are sample data.

2.2.2 Personal Information Protection Mechanism

Weibo has created "Three Lines of Defense" for personal information protection to comprehensively safeguard personal information in management processes, technical monitoring, and compliance audit dimensions, thus fully guaranteeing enterprises' and users' legitimate rights and interests.

The Company strictly follows the *Personal Information Protection Law of the People's Republic of China*, other relevant laws, regulations, and industry standards of its operating locations. The Company also has formulated and improved the *Weibo Personal Information Data Security Management System*, the *Weibo Personal Information Protection Policy*, and other institutional documents to regulate security processes and implementation requirements, including personal information data authorization approval, security assessment, etc.



Weibo's "Three Lines of Defense" for Personal Information Protection

Integrate Privacy Protection Technology into Product Development

Weibo has incorporated personal information protection into its product and service development process, and thus moved forward the discovery and handling of privacy compliance issues to the requirements, design, and testing stages. The Company insists on improving the construction of the Security Development Life Cycle (SDLC). By implementing system constraints, technical control and training, the Company has effectively managed privacy and security in the phases of demand review, development, testing, and online operation and incorporated user privacy features and ideas into

product R&D, and conducted constant risk monitoring to identify and take action on safety risks promptly. This year, Weibo performed 2,075 personal information and privacy-related risk evaluations and automated scans.

Besides, Weibo continues enhancing its technical monitoring capabilities and has independently developed an App security compliance testing platform to mitigate security risks in all aspects of the data lifecycle via real-time automatic monitoring of security risks in personal information data collection and use.



SDLC for Privacy Security Protection

Case Weibo Weimou App Security Compliance Testing Platform

Weibo Weimou App, a security compliance testing platform, is a privacy compliance testing tool developed and designed by Weibo, which has been embedded in the lifecycle of product security development. Leveraging traffic monitoring, code reverse, and other functions, it has completed the iteration from manual to automatic testing and can perform one-stop, fully automated App compliance and security testing without threshold, intervention, or blind spots. The platform has so far completed over **1,500 tests**, with an accuracy rate of **100%** online, saving over **10,800 man-hours**.

In 2022, the Weibo Weimo App security compliance testing platform was credited at the *2022 GOLF+IT New Governance Leadership Forum*¹⁴ led by the China Academy of Information and Communications Technology and fully publicized by *Audit Observation* magazine and won the "2022 IT New Governance Annual Outstanding Innovation Case" award.



Weibo Weimou App Security Compliance Testing Platform Won the Annual Innovation Award in Technology Governance



自动化出具报告，图形化展示合规水位

风险问题列表	风险描述
1. App存在高危漏洞，存在被攻击者利用的风险	高危漏洞风险，应尽快修复，防止攻击者利用漏洞窃取敏感数据，或造成数据泄露、系统瘫痪等严重后果。
2. App存在中危漏洞，存在被攻击者利用的风险	中危漏洞风险，应尽快修复，防止攻击者利用漏洞窃取敏感数据，或造成数据泄露、系统瘫痪等严重后果。
3. App存在低危漏洞，存在被攻击者利用的风险	低危漏洞风险，应尽快修复，防止攻击者利用漏洞窃取敏感数据，或造成数据泄露、系统瘫痪等严重后果。
4. App存在信息泄露风险，存在被攻击者利用的风险	信息泄露风险，应尽快修复，防止攻击者利用漏洞窃取敏感数据，或造成数据泄露、系统瘫痪等严重后果。
5. App存在权限滥用风险，存在被攻击者利用的风险	权限滥用风险，应尽快修复，防止攻击者利用漏洞窃取敏感数据，或造成数据泄露、系统瘫痪等严重后果。
6. App存在数据篡改风险，存在被攻击者利用的风险	数据篡改风险，应尽快修复，防止攻击者利用漏洞窃取敏感数据，或造成数据泄露、系统瘫痪等严重后果。
7. App存在数据删除风险，存在被攻击者利用的风险	数据删除风险，应尽快修复，防止攻击者利用漏洞窃取敏感数据，或造成数据泄露、系统瘫痪等严重后果。
8. App存在数据加密风险，存在被攻击者利用的风险	数据加密风险，应尽快修复，防止攻击者利用漏洞窃取敏感数据，或造成数据泄露、系统瘫痪等严重后果。

风险问题分类聚合，快速概览风险清单

任务信息	任务详情
任务名称: 安全检测	任务状态: 已完成
任务时间: 2022-11-29 10:11:11	任务周期: 2022-11-29 10:11:11
任务描述: 安全检测	任务结果: 通过
任务负责人: 张三	任务执行人: 李四
任务创建人: 张三	任务审核人: 李四
任务创建时间: 2022-11-29 10:11:11	任务审核时间: 2022-11-29 10:11:11

提供报告对比功能，实时掌握风险变化

```

检测点: APP行为合规、用户问题《隐私政策》收集个人信息
检测结果: 存在安全问题(高风险)
依据: 《App违法违规收集使用个人信息行为认定方法》第三章第1条
发现建议: 未经用户授权，收集个人信息或收集与产品功能无关的个人信息。请程序、SDK初始化操作位置对用户隐私进行授权。
详细数据: 1. 获取用户安装列表信息: 详细数据
调用方法: android.content.pm.PackageManager.getPackageInfo(java.lang.String, int, long)
入参: ["com.google.android.webview", "1", "1", "1"]
返回值: PackageInfo{1: com.google.android.webview}
堆栈信息: java.lang.Throwable
at android.content.pm.PackageManager.getPackageInfo(PackageManager.java:1000)
at android.content.pm.PackageManager.getPackageInfo(PackageManager.java:1000)
at android.content.pm.PackageManager.getPackageInfo(PackageManager.java:1000)
at android.content.pm.PackageManager.getPackageInfo(PackageManager.java:1000)
at android.app.PropertyInfoLiveDataCache.query(PropertyInfoLiveDataCache.java:100)
at android.content.pm.PackageManager.getPackageInfo(PackageManager.java:100)

```

可视化风险分析与取证，提供解决方案

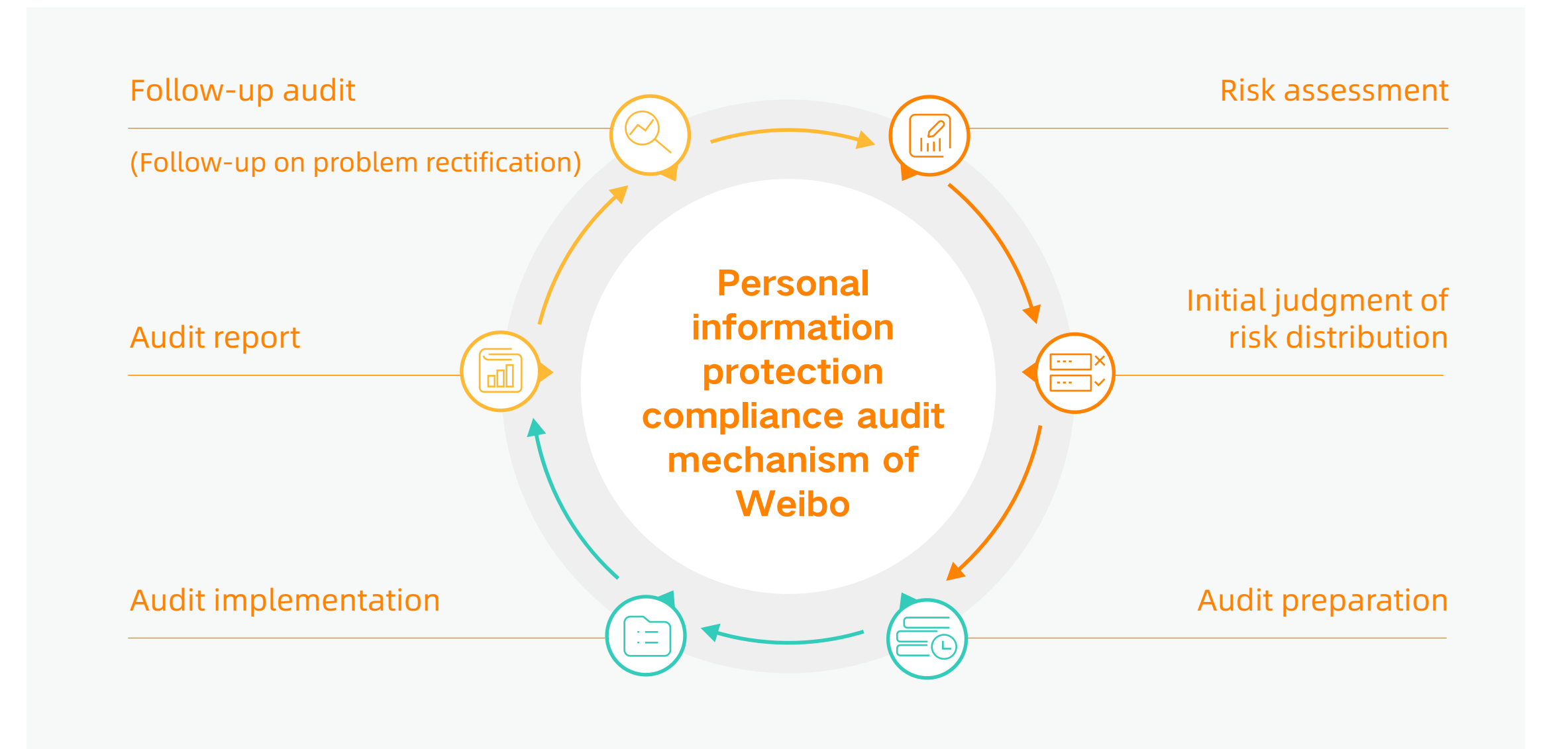
Weimou Function Overview

Privacy Protection Audit

Weibo actively carries out privacy protection-related audits within and outside the Company, identifies risks promptly in various stages of the lifecycle of personal information and data and in fulfilling individual rights, and comprehensively promotes rectification.

Weibo has established a personal information protection compliance audit mechanism for internal audits to independently review and inspect the relevant controls, processes, and systems of personal information security risk management through regular compliance audits. The compliance audit is done semiannually, covering our personal information-related systems.

Weibo conducts annual external audits on privacy protection and focuses on testing the legal and compliant collection and use of personal information by apps to complete related work, in accordance with relevant laws, regulations, and institutional standards, including the *Measures for Determining the Illegal Collection and Use of Personal Information by Apps*.



Weibo Internal Audit Mechanism

¹⁴ Forum information can be found at: <https://mp.weixin.qq.com/s/5hzqtRvMPxdUEhRcZUn2HA>.

2.2.3 Full-lifecycle Protection of Personal Information

The measures Weibo takes to secure users' personal information span the whole data lifecycle, from data collection, storage, and usage to data transfer and destruction, in order to maximize the protection for users' rights and interests.



To safeguard users' right to know, access, rectify, remove, deny, etc., Weibo has built a comprehensive response mechanism for their legal demands. Weibo has formulated the *Summary of the Weibo Personal Information Protection Policy* and established the "Double List Mechanism". When users launch the Weibo App for the first time, a pop-up window will remind them to read the privacy policy, request their consent, and redirect them to the complete *Privacy Policy* page.

Regarding third-party data management, Weibo explicitly declares in the relevant policies that we only require data necessary for completing the service, and Weibo will not rent, sell, or provide personal data to third-party users outside the scope. Before engaging in data collaboration with a third party, the Company specifies the data protection responsibilities of third parties by requiring them to sign the *Data Protection Agreement* after pre-assessing the security compliance of the data cooperation method via the data approval management process. We also perform data security due diligence on third parties as per assessment items in the *Third Party Personal Information Protection Capability Assessment Form*. In this way, we expand the scope of data security and privacy protection requirements to include third-party partners and ensure the full-cycle security of personal information.

¹⁵ The fundamental features available in Weibo App include login and registration, posting, personalized content recommendation, etc.

2.2.4 Youth Privacy Protection

Well aware of the importance of personal information protection for youth, we have continued to optimize the Youth Mode, developed and published the *Weibo Policy on Personal Information Protection of Minors*, and improved the awareness and ability of youth to protect their personal information.

Moreover, a series of public welfare activities have been launched for youth privacy protection. Through the release of public welfare promotional videos for youth privacy protection on Weibo, we have helped the youth community develop a certain level of ability to identify potential information leakage hazards, and improved personal information and privacy protection awareness, comprehensively protecting the digital growth journey of young people.



Youth Mode & the Weibo Policy on Personal Information Protection of Minors

2.2.5 Privacy Protection for the Elderly

We have attached great importance to the privacy protection of the elderly, and produced a series of cartoons named *Senior Citizens' Privacy Protection Handbook*¹⁷, which was first released on @WeiboSecurityCenter. It is a new attempt to popularize personal information and privacy protection knowledge for senior citizen users. The release of the cartoon series has received high attention from multiple official accounts and many mainstream media. They have forwarded this message and covered it as headline news, calling on users to pay attention to the privacy protection of the elderly.

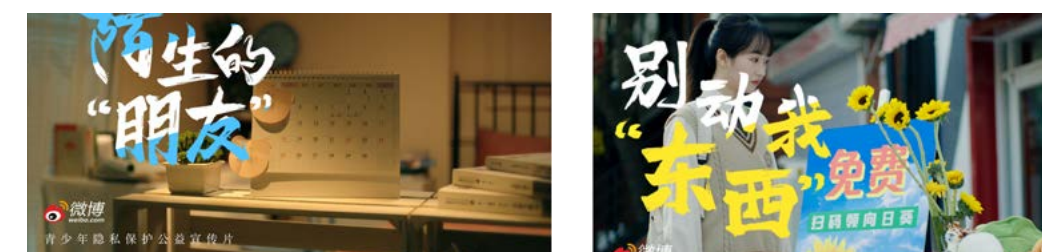


Release of the *Senior Citizens' Privacy Protection Handbook*

Case Public Information Film on Youth Privacy Protection¹⁶

In 2022, the *Weibo Public Information Film on Youth Privacy Protection* was launched on @WeiboSecurityCenter and the official WeChat video account of Weibo. This film, in the form of a 50-second short video, has intuitively, quickly and accurately portrayed four different scenes of personal information leakage.

The topic #WeiboYouthPrivacyProtectionPublicWelfare# generated over 110 million views



and over 159,000 discussions. This activity has been widely forwarded and covered by official accounts of multiple government media and well-known media on Weibo. This public information film has called upon the public to pay attention to the privacy and security risks of teenagers, enabling teenagers to realize the importance of privacy protection and raise awareness of personal information protection.



Weibo Public Welfare on Youth Privacy Protection

¹⁶ The link to the *Weibo Teenagers' Privacy Awareness Film*: <https://m.weibo.cn/status/4849069006261101>.

¹⁷ The link to the *Weibo Seniors' Privacy Handbook*: <https://m.weibo.cn/detail/4800146305190382>.

2.2.6 Industry Co-construction¹⁸

We have actively participated in the co-construction of network security ecosystem, cooperated with multiple outstanding enterprises and research institutes to develop industry standards. We have also proactively participated in standardization associations and industry panels, and are committed to establishing and improving the industry security system.

Industry research	<ul style="list-style-type: none"> Joined the "Personal Information Protection Compliance Audit Pilot Program" of the China Academy of Information and Communications Technology At the first digital audit forum, we won the award of "Expert for Outstanding Contribution to Personal Information Protection Compliance Audit" <p>Expert for Outstanding Contribution to Personal Information Protection Compliance Audit</p>	<ul style="list-style-type: none"> Participated in the preparation of the "Series of Standards for Evaluation of Personal Information Protection and Support Capability" of the CTTL of the China Academy of Information and Communications Technology Participated in the preparation of the <i>Personal Information Protection Compliance Audit Practice Report</i> of the Cloud Computing and Big Data Research Institute of the China Academy of Information and Communications Technology <p>The Personal Information Protection Compliance Audit Practice Report</p>	<ul style="list-style-type: none"> Participated in the preparation of the <i>Data Transmission Security White Paper</i> of the Network Security Industry Development Center of the Ministry of Industry and Information Technology of China <p>The Data Transmission Security White Paper</p>	<ul style="list-style-type: none"> Joined the expert pool in anti-telecom and network fraud of the information and communication industry in 2022 <p>The Qualification of an Expert in Anti-Telecom and Network Fraud of the Information and Communication Industry of 2022</p>
Industry associations	<ul style="list-style-type: none"> Joined the professional talent training team, professional talent selection team, professional talent evaluation team, and industry promotion team of the "Strong Foundation Plan for Data Security Talents in the Telecommunications and Internet Industry" led by the Internet Society of China and the China Academy of Information and Communications Technology Member of the China Communications Standards Association (CCSA) 	<ul style="list-style-type: none"> Joined the TC11 TF1 "Mobile Internet Application Personal Information Protection Task Force" led by the TTL-Terminals of the China Academy of Information and Communications Technology, and participated in the preparation and discussion of a series of industry standards of personal information protection Joined the TC1 WG7 "IT Internal Control and Audit Technology Working Group" led by the Cloud Computing and Big Data Research Institute of the China Academy of Information and Communications Technology, and participated in the preparation and discussion of its digital audit-related industry standards and group standards. We have contributed to the implementation of personal information protection requirements in the industry and promoted the digitization of security audits 		

¹⁸ Only selected cases are shown in the part of industry research and industry associations.

2.3 Content Ecosystem Governance

We have always believed that a healthy and orderly community environment is the foundation for us to provide high-quality services to users. Therefore, in order to provide the highest quality content services to hundreds of millions of Weibo users, we have made relentless efforts to improve content review and governance system, optimizing the community governance model, and balancing the relationship between governance and users' freedom of expression.



2.3.1 Platform's Proactive Governance

We have established a professional community ecosystem governance team to continuously innovate product functions and operating practices, and steadily improved the performance of community governance. In 2022, we have supplemented and revised the community governance system, and introduced more than ten normative documents. In such a way, we have strengthened standard processes, prevented the dissemination of illegal information and purified the platform's community environment.

Launch of the "IP geolocation" Display Function

In 2022, as one of the mainstream social platforms, we have taken the lead in launching the "IP geolocation" display function. On top of measures such as front-end and back-end real-name verification, we have further enhanced the authenticity and credibility of platform content, significantly reducing the acts such as impersonating local personnel and publishing and disseminating untrue information. Furthermore, we have developed a "rumor tag" function to mark typical online rumor samples. In 2022, over 83,000 pieces of content were flagged as misinformation.

Unfriendly Content Governance

By the end of 2022, the exposure rate of unfriendly comments on the Weibo platform has decreased by 98% compared with that of the beginning of the year, with nearly 2 million users using the one-click protection feature. We have made an adjustment to the function of private messages from unfollowed people. Upon this adjustment, the overall blocking rate of unfriendly private messages has decreased by 42%, and the unfriendly content in the private message scene has decreased significantly. In 2022, we have formulated a total of 8 relevant standards & specifications and established 15 identification models targeting unfriendly content, with 9 additional functions, such as friendly tips, one-click forensics and one-click protection. We also made more than 20 announcements on related subjects, and released more than 10 videos on user education and guidance.

Fake Identities and Fake Followers Cleanup

We have spared no effort in cleaning up fake identities and fake followers. Compared to ordinary users, verified Weibo accounts have greater authority and influence, which are prone to cause greater impact if they release fake or harmful information. To deal with this issue, we have worked on removing certification of accounts and gold-badged influencers for committing traffic falsification and other actions violating the rules and regulations, removing over 200,000 cases of verified accounts, and cracked down a total of 7,778 gold-badged accounts. In 2022, in order to maintain the ecosystem order of the followers on the platform and protect the user experience, we have carried out a special project called "followers' ecosystem governance" and penalized 10,655 accounts with more than one million followers. Among them, 8,394 accounts were permanently banned, and 2,261 accounts were charged of clearing the followers, with notice of treatment being announced to the public.



Protection of Minors

We are committed to the protection of minors. In the summer holiday of 2022, we have carried out a special project on improving the Internet environment for minors, blocking a total of more than 16,000 texts and 19,000 pictures of vulgar and pornographic content involving minors, and closed a total of 283 accounts publishing pornographic content. Through the account @PlanBlue, we have released 157 positive posts about minors' protection, including physical and mental health protection and risk-taking behavior prevention in the summer holiday. Those posts have received a total of over 10 million views. A total of seven video series targeting the protection of minors has been produced through the account @Scarfman, generating over 2 million views and 35,000 interactions in total.

2.3.2 Platform and User Co-governance

By making full use of the synergetic relationship between Weibo and users, we invite users to participate actively in the platform content governance. The Weibo community volunteer (Weibo supervisor) system was launched in 2017. Since then, we have openly recruited Weibo community volunteers from all users. Volunteers are given exclusive certification and identity marks badged in orange, and they are included in the website self-regulation commissioner system of the Beijing Internet Association. Moreover, we have also conducted regular training and set up incentive assessment mechanisms to enhance volunteers' ability to identify misinformation. By the end of 2022, there are over 2,000 volunteers in the Weibo community.

On the basis of the *Weibo community Convention*, we have further established a "three-tier governance" model consisting of community volunteers, a community jury, and an expert committee. Community volunteers inspect complaints about information violations. In 2022, on average, the number of valid complaints was over 3.5 million per month and the accuracy rate was over 99%. The community jury has nearly 35,000 members. Through voting, they have arbitrated 11,592 "difficult and complex issues" from various communities. Based on the arbitration of the jury, the Weibo platform processes and publicizes the issues to further guide user behavior. The expert committee has given its advice on improving community norms and governing community ecology through conference forums, academic exchanges and other ways.

2.3.3 Participation in Social Co-governance

We have worked on content screening of suicide related content review on an on-going basis, with a dedicated reporting team for suicide prevention and monitoring suicide-related content. The team collects the suspected content, which is then manually screened and judged in an accurate manner, and the relevant content is ultimately delivered and reported to the higher level. In 2022, we have continued to improve the efficiency of the suicide prevention reporting process, with the screening and reporting time reduced to 32 minutes, and the overall efficiency increased by 47%. The average daily monitoring information is nearly 6,000 pieces, and more than 700 suspected cases have been reported.

In 2022

32 minutes

The screening and reporting time reduced to

47 %

The overall efficiency increased by

6,000 pieces

The average daily monitoring information is nearly

700+ cases

The suspected cases have been reported

By the end of 2022

2,000 + persons

The number of volunteers in the Weibo community

35,000 persons

The community jury has nearly



2.4 Advertisement Ecosystem Governance

We have strictly complied with the laws and regulations of the places where we operate, such as the *Advertising Law of the People's Republic of China*, the *Interim Measures for the Administration of Internet Advertising*, and formulated the *Weibo Commercial Advertisement Review Specifications*, which strictly regulates the commercial advertising placement in 69 general industries, 29 restricted industries¹⁹, and 22 special industries²⁰, and provides instructions on daily management.

We clearly mark advertising content in all launch screen ads, feed ads and banner ads of Weibo. with a one-click close button offered, to ensure that users are able to clearly distinguish between the user's organic post and advertising content during browsing and usage.

In order to ensure advertising content compliance, we have a professional advertising review team, which adopts a triple-level review mechanism and strictly review on the compliance of advertisements in accordance with system requirements.

The first-level review mechanism: intelligent system assisted review, including intelligent rejection system and landing page monitoring system. The intelligent rejection system is mainly used to systematically identify obvious illegal keywords and image content, and automatically reject them. The landing page monitoring system captures advertisements that are inconsistent with the content passed in review and pushes them to the reviewers for judgment again.

The second-level review mechanism: manual review by professional team. We have established special review teams for qualification, materials and other content to strictly implement the advertising review work.

The third-level review mechanism: quality inspection and supervision after advertising goes live. We

have a public opinion/negativity monitoring team, it monitors ads that have been launched based on 24 hours a day, 7 days a week, and receives feedback from users on advertisements through multiple channels and dimensions. In 2022, 20.11 million pieces of negative feedback were filtered by public opinion monitoring. We also have a quality control training team that regularly inspects and processes online material. Every month, the Compliance Department of Weibo conducts random quality inspections and reviews on the work results of the Advertising Review Department. So far, 12 *Advertising Review and Quality Inspection Reports* have been made, without any non-compliant behavior found in the Advertising Review Department.

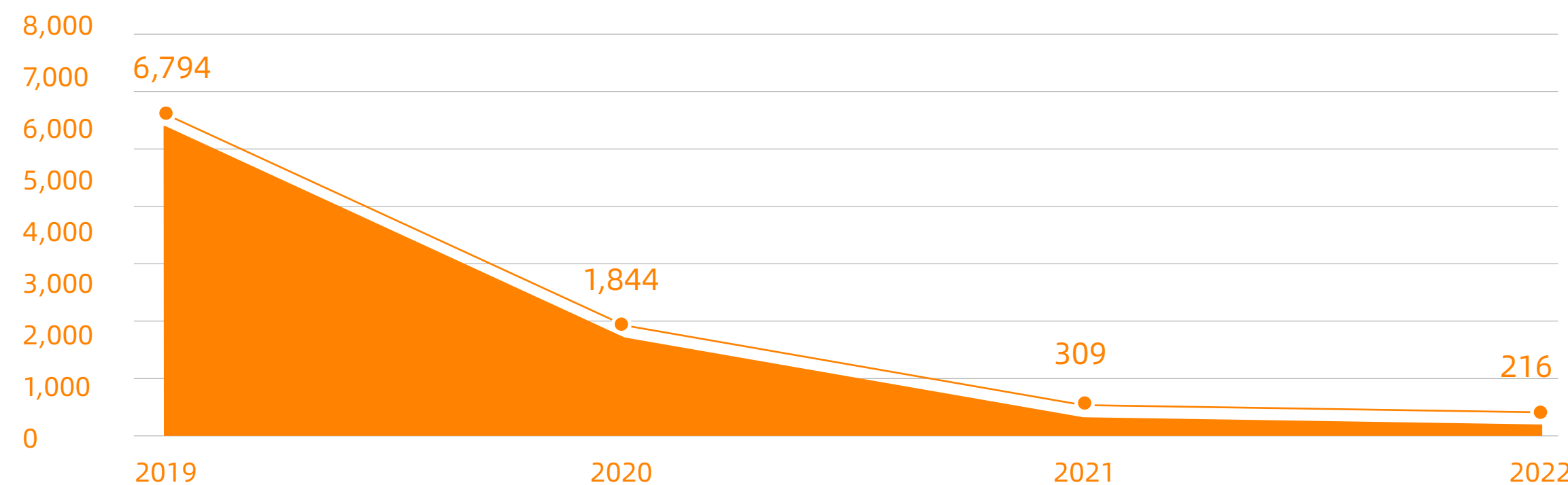
Leveraging the "triple-level review mechanism" that integrated machine and manual review, behaviors such as unauthorized tampering with landing pages, avatars, and nicknames on Weibo advertising have been effectively controlled, with a decreasing trend of illegal tampering year by year, leading to better compliance of advertisements on our platform.

We have established training and examination policies for advertising reviewers. Reviewers are subject to pre-employment training and assessment, as well as in-service improvement training and examination. External agents must receive compliance promotion training on an ongoing basis. The training content includes the study of laws and regulations, analysis of typical cases, interpretation of audit specifications and other aspects. In doing so, we have strengthened the awareness of advertising compliance among employees and customers, and prevented the promotion of illegal and malicious marketing content. In 2022, 134 training and exams were carried out for the advertising review team.

In 2022

134 times

training and exams were carried out for the advertising review team



The Number of Accounts Subject to Illegal Marketing

¹⁹The 29 restricted industries include investment franchising, tobacco, financial investment, medical institutions, drugs/health care items restricted by law, medical devices, adult products, etc.

²⁰The 22 special industries include finance, food, health food, cosmetics, medical institutions, medical devices, pharmaceuticals, food advertising for special medical purposes, beauty and body care, real estate, etc.

03

Quality Experience

As the a leading social media platform in China, our vision is to empower users to discover what's happening anytime and anywhere. We are dedicated to servering users' needs, creating extraordinary content and interactive experiences for them. By improving the feed recommendation mechanism, setting diverse usage modes and optimizing distinctive features of Weibo, we are able to reach users in a more targeted manner.



3.1 Quality Content

We are committed to creating a diverse and inclusive community vibe and further promoting discussion of platform content. We are not only a platform for users to share their life moments and socialize on a wide range of topics, but also their preferred choice to obtain real-time information and high-quality content.



3.1.1 Diverse Content

We have implemented verticalization strategy since 2015. We have divided content into various vertical areas to better operate content ecosystem as well as expand top content creators. As of the end of the reporting period, we had 36 verticals, including entertainment & celebrities, sports, movies, games, fashion, animation and education, etc. Multiple interest circles and social ecosystem have been formed, covering the content consumption of both the mass and the niche interests.



Vertical Areas

In addition to enriched verticals, we have also developed diverse content formats and distribution means. In terms of content formats, Weibo is an all-media format platform that integrates text, pictures, videos, and live streaming, etc. In terms of distribution means, hot trends are presented in the form of topics that attracts attention and discussion from extensive users, resulting in a huge aggregation effect and amplified communication effect. Therefore, numerous IPs have been derived from Weibo. The hot trends chart on Weibo have thus become a popular ranking list for the public, which shows in real time trending content that is currently receiving widespread attention on the platform.

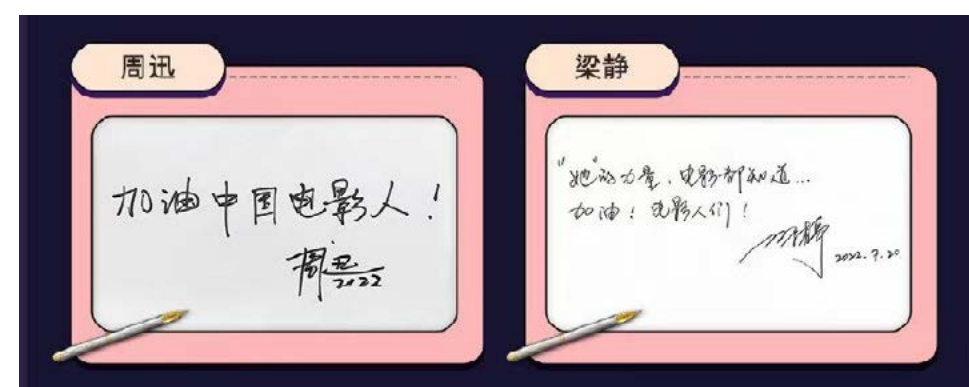
As of the end of the reporting period, six sub-lists have been developed out of the hot trend chart, including "Trending Topics, Entertainment, Headlines, Videos, Local, and My Favorite". With true, sharp, comprehensive and extensive characteristics, our hot trends product has enabled the rapid distribution of hot topics in social events, cultural entertainment, and other vertical areas. We have also released activities such as the "Topic Diversity Growth Plan" to boost the development of high-quality topics in various fields on Weibo, and support the healthy development of vertical areas.

During the grand events of this year, such as the Beijing Winter Olympics, the 25th anniversary of Hong Kong Special Administrative Region Establishment Day, and the Qatar World Cup, Weibo has continued to play its role as a platform for record, connection and amplification. By ensuring the depth and breadth of communication content, Weibo has become an important platform for information acquisition and online public opinion for Internet users today.

"Movie"

We are the most popular interest-based community of movies for users. A large number of users choose us to share their personal movie viewing experiences, and learn about movie reputation by referring to trending topics in the movie field, movie lists, and recommendations of badged influencers. The main stars of the film also effectively raise awareness of the film by releasing movie materials on Weibo, interacting with fans, and live-streaming interviews.

Taking the activity #WeiboMovieNight# as an example, the movie section of Weibo has received widespread attention from the public. In August 2022, Weibo held the activity #WeiboMovieNight# and invited Chinese filmmakers to this great event. The activity received 120 million online viewers, and the related topics created 9.75 billion views. We have launched the #ShePowerinMovies# at the same time, giving voice to female filmmakers through handwritten messages from them, live-streaming and inviting bloggers to give recommendations, so that female filmmakers can be "seen" by the public. By the end of the reporting period, the views on relevant topics have reached 150 million, and the number of topic discussions has reached 52,000.



Handwritten Messages from Female Filmmakers

"Sports"

In 2022, countless exciting moments in the sports world have been recorded by Weibo. The sports athletes appeared on trending topics a total of 5,229 times, with a total increase of 170 million followers. The views of related topics reached up to 408 billion. The sports field has become the home of recording exciting events and athletes' daily routines, and one of the most important channels for sports fans to get official information.

During the 2022 Beijing Winter Olympic Games, many cultural and sports IPs were derived from Weibo, which helped the Winter Olympic mascots Bing Dwen Dwen and Shuey Rhon Rhon go viral on the Internet. All 176 Chinese athletes have opened accounts on Weibo. More than 2,000 media watched the Game on the Weibo platform, and more than 500 celebrities from different fields sent their cheering through Weibo. A total of 3,597 Winter Olympics topics hit on the trending topics list, with 346 million discussions, 469 billion views, 150 million views of Super Topic Community, and 1.11 billion interactions across the network. Weibo has become one of the largest public opinion forums on the Internet.



Super Topic on Bing Dwen Dwen

"Science Popularization"

The science popularization field of Weibo has changed the traditional science popularization as a one-way transmission path, and served as an effective supplement to the traditional science popularization for its poor timeliness and low interactivity.²¹ With the natural advantage of a social platform, Weibo has become the main channel for science communication on the Internet. Because it has strengthened the communication of science popularization through forwarding and other means, and also made science popularization content more diversified and interesting.

In 2022, we have strengthened support for the contents of users in the field of science popularization, and initiated operating activities of knowledge topics. Cooperation has been made with institutions and badged influencers in the field of science popularization. The badged influencers such as @TheMagazineof-NaturalHistory, @ChaiKnows, @SmartTechnologyFan and @CyberFoodRecord have brought science popularization to users in various fields, including natural history, science and food, enriching their knowledge reserves.



Trending Topic of Popular Science Knowledge

"Healthcare"

We are committed to helping medical practitioners build influence, and empower them with multiple values in terms of knowledge, media, and diversion. Trust among users has also been improved through the openness, transparency, interactivity and traceability of content on Weibo.

In December 2022, @WeiboHealth, together with the Health Communication Working Committee of the Chinese Medical Doctor Association and the Science Popularization Professional Committee of the China Science Writers Association, have jointly launched a special live-streaming about #MyProtection-Manual#, which was a series of trending topic of health on the prevention of COVID-19. By closely following the public focus on traditional Chinese medicine, psychological epidemic prevention, vaccine and medication safety, diet and exercise rehabilitation and other topics, the experts have provided popular science prevention knowledge, and guided people to overcome the virus with a scientific attitude and method.



Live Streaming on the Trending Topic of Health

²¹ Studies on Science Popularization 2018(5). indd (ijournals.cn).

"Social Events"

As an open platform, Weibo gives users equal rights to speak, and the field of current social events has become an important channel for public opinion expression and feedback. The interactive mode of "forward, like and comment" also enables current social events to be spread and gains significant attention on Weibo.

Since 2022, accounts of Hong Kong Chief Executive @LijiaChao and @HongKongHomeandYouthAffairsBureau have been successively opened on Weibo. The matrix of the Hong Kong government has covered nearly 30 official Weibo accounts of the SAR government and more than 100 government officials and personal accounts of the Hong Kong police. In the year 2022, the Hong Kong compatriots' National Day celebrations and other related topics initiated on Weibo have received views of over 230 million, and the live-streaming of the National Day Gala by Hong Kong compatriots has received over 200,000 online viewers.



Related Content of the 25th Anniversary of Hong Kong's Return to China

"Education"

Weibo is an important platform for users to obtain educational information, and it is also a link for social-based learning.

In July 2022, Weibo Media, by joining hands with @PeoplesDaily, launched a special plan around the graduation season, and jointly customized and produced an in-depth video *When You Set Sail, Find the Direction of the Wind*. The video has focused on specialized and sophisticated enterprises that produce new and unique products to build up their strength to go far, telling the story of the life choices of Li Yongle, a teacher devoting himself to teaching physics, Wang Nan, a post-95 aerospace designer, and Zhou Xianhua, an expert in construction robotics. The video conveys the specialized and sophisticated concept that graduates should advance with the times and join the frontier of science and technology. With the aid of the platform and media, more graduates are able to understand the value and significance of SRDI (Specialized, Refinement, Differential and Innovation).



Special Video for Graduation Season

Leveraging diversified vertical categories and rich content ecosystem, we have attracted a wide range of user groups and retained a large number of active Generation Z users. In December 2022, the number of monthly active users on the platform reached 586 million and the number of average daily active users reached 252 million, over 75% identified MAUs belonged to Generation Z. The user demographics is trending diversified and young.



3.1.2 Empower Quality Content Creator

Weibo connects content creators and content consumers. We support bloggers in various fields to create rich quality content, build the platform ecosystem together with the creators, and fulfill the content consumption needs of users with different interests.

Resource Investment Based on "Exposure + Liasion"

Based on the interaction efficiency and content quality of the account, we continuously beef up our resource investment, while arranging dedicated personnel for liasion services, organizing relevant bloggers to interact, and help bloggers gain greater exposure and distribution.

@InfiniteXiaoLiang



Infinite Xiaoliang is the deputy editor-in-chief of the Magazine of Natural History, responsible for managing the account of this magazine on Weibo. He patiently answers questions from netizens on Weibo and has become popular throughout the network because of a group of memes. Since 2022, his followers have increased from 6.057 million to 6.464 million.

@WaiWaiFuZhengLe



Waiwaifuzhengle is a member of the new voice generation at 729 Voice Studio²², often voicing male characters for teenagers and young adults, and is popular for sharing his colorful daily life on Weibo. Through platform support, his followers have grown from 310,000 to 1.32 million since 2022.

@ImAGoblinMan



The blogger is an international student in Ukraine experiencing a rough life. She is loved by netizens for sharing her insights about studying in Ukraine, COVID-19 experience, life vlog and other real and warm content. By increasing resource investment through the platform, her followers have grown from 10,000 to 1.1 million since 2022.

"Data mining + Attracting" Discovery Mechanism

We have continuously improved the high-quality bloggers discovery mechanism. On the one hand, based on metrics such as exposure, interaction, post and content quality, we have singled out bloggers with high interaction efficiency who can encourage users to engage in interactions on Weibo. On the other hand, we have attracted high-quality content creators in relevant fields to actively open accounts on Weibo through service capabilities.

@TheSpiritualWorldofWangXiaoMai



Wang Xiaomai is a blogger recording the funny daily life of a cute baby, with millions of followers on the entire network. In April 2022, we took the initiative to introduce Wang Xiaomai into the platform operation and support its growth, with followers rising from 30,000 to 1.97 million.

@BottomHotBoy



The bottom hot boy is a high-quality beauty blogger. In April 2022, through our communication and guidance, this blogger actively opened an account on Weibo, and followers increased from 70,000 to 2.21 million.

Influencers Measurement Based on "Evaluation + Motivation"

We measure the influence of bloggers' accounts through the Weibo Influence Index and Weibo Influence List. The Weibo Influence Index is a comprehensive score based on three dimensions: distribution influence, content attractiveness and engagement. It scientifically and comprehensively evaluates the influence and quality of KOL in each vertical area, and ranks the Top 100 bloggers in 36 verticals to form the Weibo Influence List, which is publicized on a weekly and monthly basis to motivate quality bloggers constantly.



Influencer Weekly List

²²The 729 Voice Studio is a famous dubbing provider in China, which involves a lot of well-known Chinese voice actors and actresses in film, TV, games, animation, radio dramas, audio works and other relevant fields.

3.1.3 Social E-commerce Ecosystem Support

Leveraging the massive user base of our platform, we have gradually explored a new route to integrate e-commerce into the platform ecosystem, creating new possibilities for users to explore good products.

In 2022, by optimizing the transaction chain and forming a closed-loop e-commerce mode within Weibo, we have supported the development of e-commerce creators on the platform from various aspects and brought a better e-commerce experience to users. We have introduced the "people-product-place" mode to attract more e-commerce KOLs' expand their product portfolios, and offer platform traffic support, in order to boost e-commerce KOLs' incomes. Through the e-commerce account product mechanism and incentive policies such as #WeiboEcommerceBountyProgram# and #WeiboEcommerceGoldDiggingProgram#, we have supported the growth of both e-commerce KOLs and self-operated store owners.

Case New Trend of E-commerce Led by Weibo Features - Combining Trending Topic with Reputation

In December 2022, following the trending topics and characteristics of the platform, Weibo e-commerce has initiated the topic of #MessiBlindBox&ToysLimitedVersion#, offering Messi blind box and toys for fans during the World Cup football carnival. As of the end of the reporting period, the views on the topic reached 140 million, and the number of discussions reached 6,175.



Messi Blind Box & Toys for Sales

Case Weibo Platform Assists Xinjiang Farmers to Promote Products

In 2022, a large number of agricultural and sideline products in Xinjiang entered the markets nationwide through Weibo e-commerce. As the representative of Yuli County, the deputy director of Xinjiang Bazhou Culture and Tourism Bureau, @XinjiangHeMiao has set up a Yuli e-commerce matrix on Weibo and collectively opened a small store on Weibo to promote Yuli agricultural products, including mulberry, red wolfberry, roibos honey, etc. We have also encouraged influencers of other fields, such as the blogger of humanities and arts @Jianjian to jointly help with the marketing of agricultural products from Xinjiang.



Sale of Xinjiang Agricultural Products Assisted by the Weibo Platform

Case Cooperation Between Big Vs and Farmers to Develop New Ideas for Local Fruit Sales

In October 2022, Weibo food vlogger @Hainanonthetipofthetongue cooperated with farmers in Zhouzhi County, Shaanxi Province to promote local kiwifruit. The blogger put the goods on the shelves of his small store on Weibo for sale. The platform gave timely promotion for the sales, supported traffic exposure resources from time to time, and contacted a total of more than 200 bloggers in other fields to help farmers with goods marketing, such as the badged influencers @VictorianismZhangBeiHai and @ZhouFish, which greatly promoted the sale of local kiwifruit.



Sale of Local Kiwifruit Promoted by Weibo Platform

3.2 Minor Protection

According to the data of the *Research Report on Minors' Access to the Internet 2021*,²³ the number of underage Internet users in China reached 191 million in 2021, with an Internet penetration rate of 96.8% among minors. The Internet has become an important tool in learning, socializing and entertainment for minors today and is having a profound impact on their growth. As one of the important channels for minors to obtain information, we have constantly strengthened the positive guidance of content output, contributing the power of Weibo as a platform for creating a good Internet environment for minors.

On June 1, 2021, the newly revised version of the *Law of the People's Republic of China on the Protection of Minors* was officially implemented, and the new section of "internet protection" made further requirements for internet service providers. In response to the latest national policies, we took the initiatives to revise the *Weibo Community Convention*, refine and clarify the rules for the protection of minors, prohibit users from publishing any content that may affect, endanger or induce the physical and mental health of minors in accordance with the new version of the *Minors Protection Law* and the *Regulations on Ecological Governance of Network Information* and other relevant laws and regulations, comprehensively protecting the healthy growth of teenagers.

3.2.1 Youth Mode

Since the launch of the Youth Mode in 2019, we have continued to optimize its features and improve its content.

Function Optimization

Guardian account support

In Youth Mode, the guardian is required, after logging in, to set the password (which is done by setting information such as age and gender), to enable and disable the teenager account mode. Youth Mode accounts cannot be independently registered or logged into Weibo.

Identity information completeness

We have gradually improved the steps for filling in age information during the user registration process on the entire site. Identity authentication is required before the user uses live streaming, payment and other scenes on the entire site, to avoid users under the age of 14 from registering for Weibo and using related functions.

Restrictions on the use of functions

In Youth Mode, the user is prohibited from using functions such as live streaming, payment, group messaging, local, and private messaging. Personalized advertising recommendations are turned off, and search function is restricted.

Access portal highlight

We have set up multiple entry points for Youth Mode on the prominent page. In the login case, shortcut entry for Youth Mode is added in the upper left corner of the "My" page, and in the logout case, the Youth Mode is also supported for turning on.

Anti-addiction setting

The "anti-addiction" time lock and curfew mode have been launched. After turning on the Youth Mode, the anti-addiction time lock will be triggered after every 40 minutes of continuous use, and the screen will be locked. The teenager curfew mode is activated from 22:00 every day to 6:00 the next day, during which users cannot use Weibo.

Selected Content

"White list"

The "White list" is set up, which mainly includes education experts, science popularization influencers, litterateurs and artists. In Youth Mode, only the education, science popularization and other content published by teenagers and whitelist users can be viewed.

Exclusive content pool

We have created a dedicated content pool for the "Youth Mode", guiding and recommending the badged influencers in the related fields to produce pictures, texts and videos. The selected range covers multiple fields, such as literature, art, education and popular science. We have tried our best to solve the problems in Youth Mode, such as the lack of content richness or weak attractiveness, enhancing the acceptance and popularity among minors.



Youth Mode

²³ On November 30, 2022, the Department of Youth Rights Protection of the Central Committee of the Communist Youth League and China Internet Network Information Center (CNNIC) joined hands to release the *Research Report on Minors' Access to Internet 2021* MAIN1669871621762HOSKOXCEP1.pdf (cnnic.cn).

3.2.2 Advocating Positivity

In June 2022, we launched the #WeiboCare-forChildrenPlan# initiative, carrying out a series of activities and special actions. By focusing on the growth and education of minors, we have popularized health and legal knowledge to minors, and guided them to surf the Internet safely, bringing sunshine and energy to their growth.



Case We Are on Our Way to Carry out Various Themed Activities Around "Action to Protect Children"

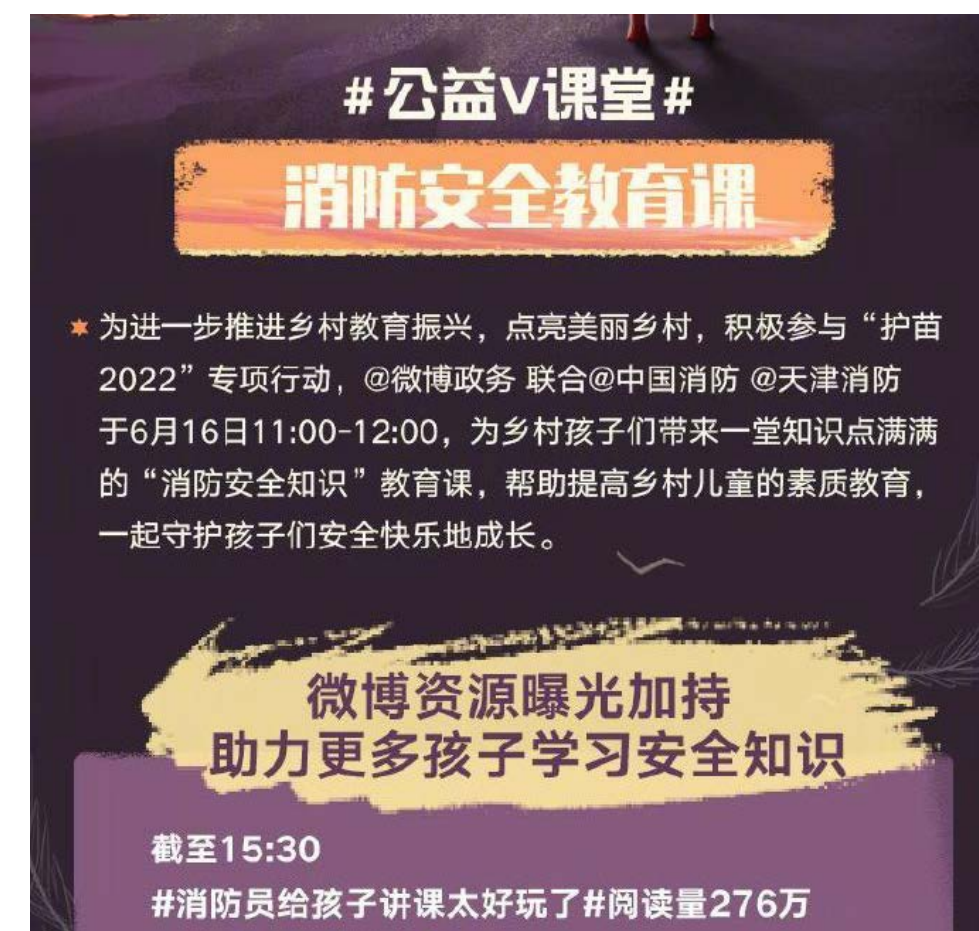
In 2022, by focusing on the special action #ProtectChildren2022#, we have launched a series of thematic activities, including #ProtectingYouAsATeenager# and #Future-GrowthPlan#. We have expressed our opinions and taken initiatives in terms of minors protection, and juvenile crime prevention by cooperating with the official Weibo accounts of the Supreme People's Court, the Supreme People's Procuratorate, the central media, government media, the badged influencers in multiple fields and celebrities. We have set June as the public welfare theme month for children, and launched four live streaming on Weibo, including the themes of #TheSixProtectionToTeenager# and #How-SchoolsProtectHealthyGrowthofStudents#. As of the end of the reporting period, the views of various related topic activities have exceeded 1 billion, and the total views of live streaming exceeded 1 million.



Public Welfare Themed Month for Children

Case Public Welfare Weibo Class on the Education of Minors

In 2022, leveraging the public attributes of the platform, we have supported the revitalization of rural education, inviting professionals from various fields of society to "teach a good lesson" to rural children. Through live streaming, video and other forms of Weibo, social celebrities such as Olympic champion Wu Dajing and CAS Member Su Jilan have brought public welfare courses on sports health, marine science popularization and other topics to rural children, delivering high-quality knowledge to children and helping them grow healthily. As of the end of the reporting period, the video class has been played over 1 million times.



Public Welfare Weibo Class

Case Caring for Children's Growth, and Letting the Rule of Law Light the Way to the Future

On June 1, 2022, the documentary *Protecting You as a Teenager*, jointly produced by Weibo and the Supreme People's Procuratorate, was officially launched. The documentary has focused on the real work experiences of three prosecutors in the Juvenile Criminal Prosecution Section in Hangzhou, hoping that every teenager would grow by following the law and be accompanied by warmth. As of the end of the reporting period, the documentary has generated over 22 million views.



Protecting You as a Teenager

3.3 User Service

We always focus on serving user needs, actively developing and optimizing products, improving customer service system, in order to comprehensively enhance users' experience in usage and service.

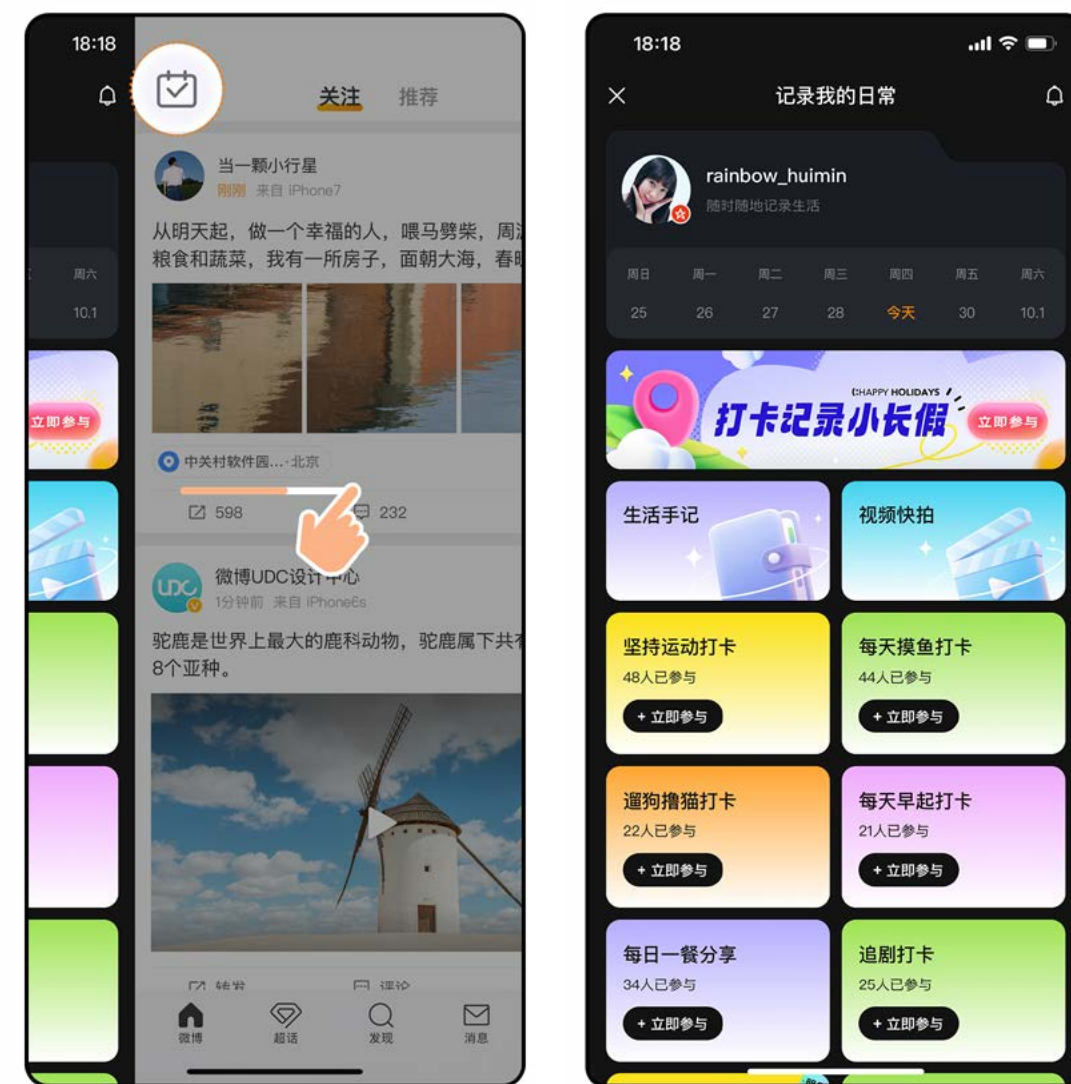


3.3.1 User Experience Optimization

Leveraging media acumen, continuous innovation, and strong partnership with business partners, we have promoted platform function innovation, further improved product adaptability, and thus delivered diverse, rich and structured user experience, and created user-friendly products.

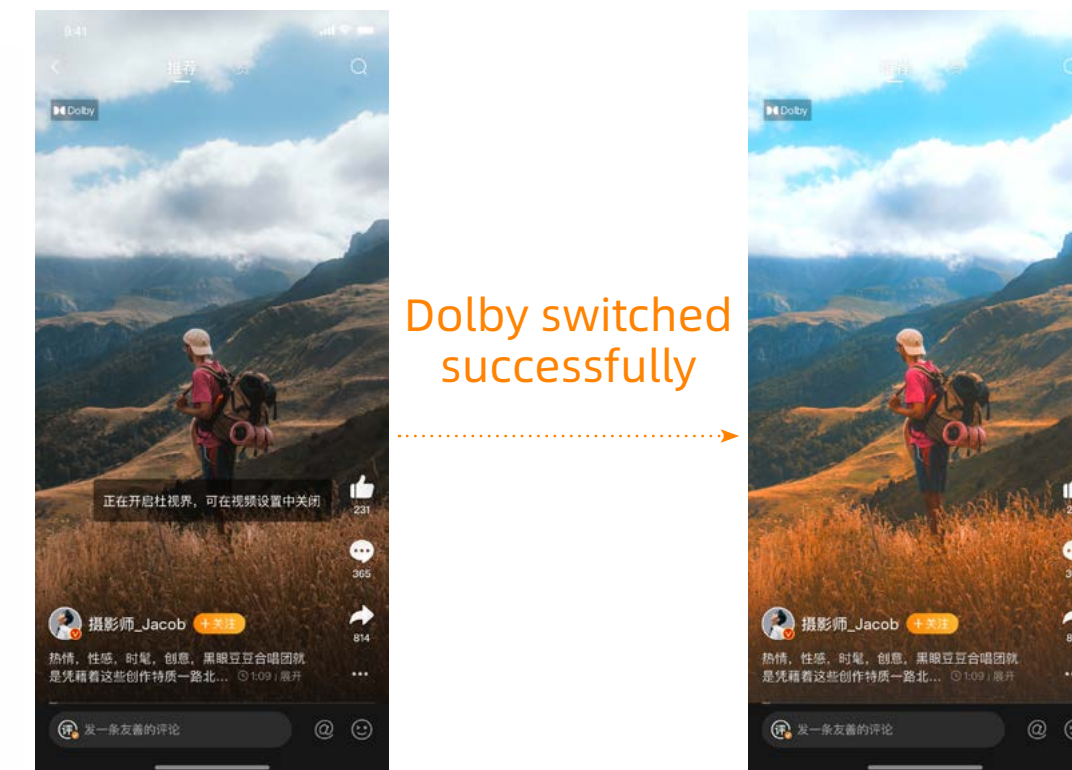
New Scene of Check-in

We launched various tagged product to facilitate general user-generated content (UGC) generation. By providing users with daily record blogging themes such as "daily meal sharing" and "sports & fitness check-in, and combining them with the check-in goal incentives, we have guided users to record and share their daily lives on Weibo, driving the enthusiasm of all users across Weibo to record their lives.



Dolby Technology Cooperation

We have launched the Dolby technical cooperation project. By supporting high-end audio and video technologies Dolby Vision and Dolby Atmos, we have provided platform support for users to produce and release high-quality audio and video content on Weibo.²⁴



HDR Technology Exploration

To build HDR ecosystem with the industry, we have joined in the domestic HDR standards organization "HDR Vivid", and participated in the development and application of HDR standards.

We have deep cooperation with cell phone manufacturers and are committed to giving Weibo users the best quality HDR image effects regardless of different brands of cell phones.



AI Technology Application

We have applied AI technology to provide personalized content recommendation service²⁵ to users, recommending popular content in various fields, such as domestic and foreign current political news, social livelihood, entertainment, sports and life, so as to meet the consumption needs of users, and improve their browsing experience.

²⁴ This feature was made available to all users in early 2023.

²⁵ Users have an "on" switch for personalized content recommendation service in Weibo settings.

3.3.2 User Complaints Processing

As a bridge between the platform and users, the user service team play a crucial role in feedback and complaints from users.

We have continued to optimize the structure of the user complaint processing team, setting up teams in terms of basic service, big V service, and service support. The service support team also includes public opinion customer service, quality inspection, and other positions to provide quality control and follow-up support for customer complaint processing. The number of user complaint processing team members reached 300 in 2022.

The user service quality is guaranteed by a user service quality inspection system and a user evaluation mechanism.

- Quality inspection system: According to systems such as *User Service Quality Manual and Standards* and *User Service Complaints Operating Rules*, we have set a total of 11 major and 50 minor quality inspection indicators covering service attitude, service process, accuracy rate, etc. Based on the quality inspection indicators, we have carried out daily sample surveys, and taken improvement measures based on the quality inspection results. The customer service team conducts monthly quality communication training and improves professional service by analyzing quality inspection data and service cases.
- User evaluation mechanism: Based on user evaluation results, we have conducted corresponding service quality evaluation, summarized issues and optimized processes to improve overall service quality. In 2022, we collected a total of 323,213 evaluation results, with an overall satisfaction rate of 97.8%.

In 2022, we upgraded the complaint function, established an independent service channel and service hotline, and added a complaint mailbox processing mechanism. We received materials online and gave feedback to relevant departments for confirmation and processing, and improved the acceptance rate and the processing rate of problems. In 2022, the customer service rate has increased by 27.7% and the acceptance time shortened by 6.6% compared to last year.

2022

109,666

Total number of user complaints

7.37 %

User complaints rate

100 %

User service response rate

99.99 %

User complaints processing rate²⁶

0.34 hours

Average time for handling a complaint



²⁶The handling rate of complaints within 7 days.

3.3.3 Digital Inclusion Promotion

In the process of product iteration and development, we ensure that all users, including the elderly and visually impaired, can enjoy the convenient services brought about by digital technology, have equal access to information, and enjoy shared value in the digital era.

We have developed a more user-friendly version for middle-aged and elderly groups. While retaining the core functions, the version has a larger front display function, with a simpler user interaction design and a visual-friendly design.

In order to improve the experience of elderly users and enhance the convenience of using the platform, we have operated the dedicated hotlines with an additional voice broadcasting function for the elderly, through which they are enabled to receive service and give tip-offs. This year, the user service level of the dedicated hotline for the elderly has reached over 99%, with a satisfaction rate over 97%.

For people with visual impairments, we have developed an accessible reading function compatible with all mobile phone systems and a double-click video play function. This function is designed for them to precisely read every module and function of Weibo, allowing them to hear the sound of Weibo.

Enlarged display for follow and recommendation



Simple and intuitive display for trending topics



Easy-to-view video display



Accessible Reading Mode

04

Human Capital

By taking the “people-oriented” employment concept as the foundation, we are committed to the diversity and development of the talent pool by focusing on the equality of opportunities, a comfortable working environment and a clear career path for all employees.



4.1 Employee Recruitment

In accordance with the *Labor Law of the People's Republic of China* and other applicable laws and regulations, we have formulated internal management measures such as the *Employee Handbook* and *Recruitment Management Standards*, providing clear system safeguards for employee recruitment and promotion, employee compensation and welfare, working hours, holidays, equal opportunities, diversification, anti-discrimination and other matters.

We attract talents through multiple channels, such as campus recruitment, experienced hire, and internal recruitment/transfer, driving the sustainable development of the company. In 2022, we actively participated in the National "Employment and Education Project for Supply and Demand Coordination". Besides, we worked with Zhejiang University and other universities regularly to hold activities such as Open Day, "Elite Intern", and career guidance for college students, in an effort to facilitate the cultivation of high-end talent. During the reporting period, we recruited a total of 812 college students as interns.



Case 2022 Employment and Education Project for Supply and Demand Coordination

The Company has actively participated in the Employment and Education Project for Supply and Demand Coordination (Session II) held by the Ministry of Education for college students, and has maintained university-enterprise cooperation with some schools of Zhejiang University and other universities. Every year, we will provide a minimum of 30 internship positions for college students, and arrange business mentors to facilitate their growth.



Teachers and Students from the Renmin University of China Visiting Weibo

With our contribution to college student recruitment, we have been widely recognized by all sectors of society. In 2022, we were awarded the "Outstanding Employer of the Year" of the Most Attractive Companies of the Year by Maimai, a social network platform for jobs and recruitments.

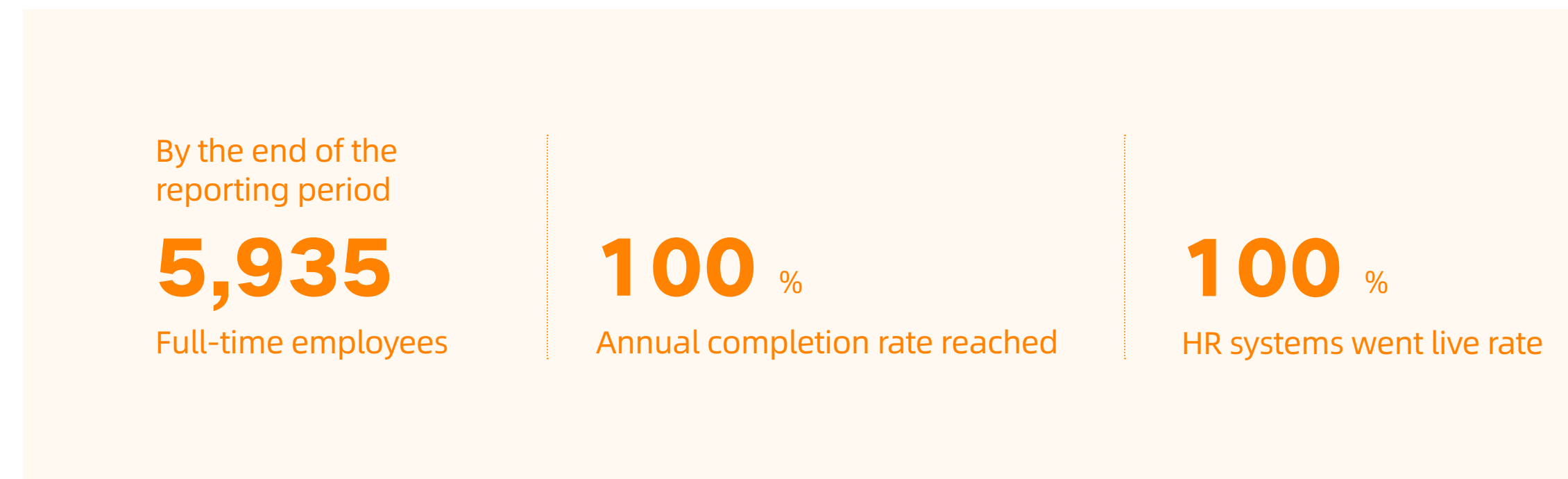
For hiring process, new employees are required to provide complete personal profiles for review and verification, in order to rule out child labor and forced labor practices. We also accept the whistle-blowing of violations; once found, they will be dealt with severely as per our rules and regulations. By the end of the reporting period, Weibo had **5,935** full-time employees, with an employee turnover rate of 22%. There were no cases of child labor or forced labor. By closely assessing the dynamic situation of the talent market, Weibo can gain timely insight into the recruitment needs of all departments, so as to realize the information management of human resources, and increase the enterprise talent density and the proportion of high-quality talent. In 2022, we established and kept improving the functions of the recruitment center to break the boundaries of recruitment teams for different business units with systematic recruitment processes, thus realizing the mutual exchange of recruitment resources among departments. As of the end of the reporting period, the annual completion rate of the Recruitment Delivery Center reached **100%**.

Meanwhile, we facilitated the digital transformation of recruitment, and launched a new recruitment system and evaluation tools. We also combined recruitment management with talent assessment, which largely improved recruitment efficiency at lower costs. As of the end of the reporting period, HR systems went live **100%**.

By improving and optimizing the employee prevention and control system and process of occupational credit risks, we improved the accuracy of compliance investigation for employee occupational background, and for positions related to platform security and content, and continuously strengthened employment risk management and prevention.



"Outstanding Employer of the Year" of the Most Attractive Companies of the Year



4.2 Employee Rights and Benefits

Weibo follows the international conventions related to employee rights and benefits, including the *Universal Declaration of Human Rights* and *International Labour Conventions*, and resolutely safeguards their legitimate rights and benefits. Employees with diverse backgrounds are preferred to join us; any vicious behavior against race, gender, color, nationality, ethnicity, religious belief, physical disabilities and other factors is strictly prohibited. In 2022, we launched video courses on preventing sexual harassment, workplace violence and discrimination for employees, and particularly arranged online courses on "professional ethics" to further strengthen employees' awareness of human rights. As of the end of the reporting period, Weibo had 340 ethnic minority employees.



Online Course on Professional Ethics

Employees who have been mistreated are encouraged to promptly complain to their immediate superiors, HRBP or Labor Union through internal tip-off channels. We have incorporated relevant content into the new employee training, and committed to investigate all complaints seriously, thoroughly, timely and impartially. Meanwhile, we will strictly apply the whistleblower protection policy and prevent any retaliation against whistleblowers.

Channels for Complaints and Tip-offs



Email

sinagh@staff.sina.com



Tel

010-58983012

Weibo attaches great importance to protecting the rights and interests of female employees. We set up the Weibo "Women's Federation" in 2021, focusing on the protection of rights and interests, career development, benefits and other aspects for female employees. In strict accordance with the maternity regulations, we provide the baby care rooms for lactating employee, and prepared a series of welfare for pregnant employee, including priority to apply for commute bus, special cash gift for childbirth, supplementary maternity insurance, and supplementary medical insurance for newborns after 30 days. For employees after childbirth, we will retain their former positions, and heads of the HR Department and Business Department will help them on recognizing job responsibilities and work goals based on their current situation, thus providing strong support for their return to the workforce.

In 2022, based on women's career development and daily life, we organized themed lectures, including "How Do Women Balance Career and Family?" and "Care for Women's Health", to solve the difficulties faced by female employee in life and work and help them achieve their value. As of the end of the reporting period, female employees accounted for 51.9% of the total employees of Weibo.

51.9 %

Female employees accounted for the total employees of Weibo



4.3 Employee Growth

Weibo highly recognizes employees' value among all. We have constantly improved the internal policy and standards, such as the *Regulations on On-the-Job Academic and Degree Education*, providing employee with rich learning resources and broad development space, and motivating them to grow continuously and achieve self-fulfillment. During the reporting period, 100% of our employees were trained for a total of 172,952 hours, and 29 hours per capita.



4.3.1 Employee Training

In response to corporate and employee needs, Weibo has worked with external education institutions to carry out diversified programs such as inductory training, specialized training and manager training for employees of different ranks and positions. Meantime, we provide continuing education opportunities related to academic degrees for those in need, so as to build a learning-oriented enterprise and grow together with all employees.

Trainees	Programs
All employees	<ul style="list-style-type: none"> Online universal courses: Online courses are designed to ensure the learning quality of employees during the pandemic. It covers courses such as cloud platform, natural language, security technology, virtualization platform, time planning, cost, machine learning technology, etc. Project management courses During the reporting period, our training hours per capita increased significantly compared to that in 2021
New employees	<ul style="list-style-type: none"> Cloud classroom for new hires: To introduce our history and business segments to new employees, and set up interactive products, points and prizes to continuously improve employee engagement and motivation
Graduate programs	<ul style="list-style-type: none"> Professional literacy courses, project management courses, and team-building activities Two-year-and-a-half directed education for product, business, and operation-oriented management trainees
Managers at all levels	<ul style="list-style-type: none"> Beginner Plan, Advanced Plan and Leap Plan (involving 337 medium and entry-level managers) General training: courses includes topics such as business management, team management, self-improvement, etc. Annual key management training: courses includes topics such as leadership cognition, from objectives to results, structured business reporting, etc. Leadership training: The "Heat Wave" program During the reporting period, 100% of managers actively participated in the management training
Those working in product, operation, technology, sales and other professional positions	<ul style="list-style-type: none"> Customized training



Poster of Orientation Training for Graduate programs

Case The "Heat Wave" Leadership Training Program

In 2022, Weibo launched "Heat Wave", a leadership training program for key project leaders, which aimed to help key project leaders to clarify project goals and maximize team performance by combining self-recognition, action learning, course support, and learning report, from the leadership perspectives of potential, driving force, business acumen, teamwork, responsibility and strategic capability.



Kick-off Meeting of "Heat Wave" Training in 2022

4.3.2 Employee Promotion and Performance

Weibo has always been committed to developing fair promotion paths and performance assessment system for employees which fits their positions. We have set up dual development channels for managerial and professional positions, and formulated rules of parallel transfer among the two channels, so that employees can choose the career development path according to their personal ability and career development path.



Employee Promotion Process

We have further implemented performance assessment through the combination of Objectives and Key Results (OKR) and Key Performance Indicator (KPI) to keep the goals consistent from the top down and across departments as well, aiming to encourage employees to enhance themselves constantly and facilitate the development of the Company.

We've linked individual KPIs with employee bonuses, salary adjustments, and long-term incentives to provide objective feedback on employee performance and help employees seek further improvement from the current status. In the process of performance appraisal, employees may, if they regard themselves as the victim of unfair treatment or have any objections to the appraisal results, appeal to HRBP by email, interview and other means. HRBP will judge whether their appeals are reasonable based on the appraisal and feedback of their superiors, and give timely correction and feedback. During the reporting period, 100% of Weibo employees were assessed for regular performance and career development.

During the reporting period

100 %

Weibo employees were assessed for regular performance and career development



4.4 Employee Care

Weibo pays high attention to the physical and mental health of employee, providing diversified communication channels and employee care measures. We connect with employees directly, and improve their sense of happiness and commitment at work.



4.4.1 Employee Communication

Talent pool is the core competitiveness of an enterprise. We have established multiple channels for employees to communicate and appeal. Employees can directly talk to their superiors, HR department or senior executives, and search FAQs through the HR automatic response platform. Additionally employee can make inquiries by other channels like hotline and public mailbox, and give feedback on complaints and disputes.

We've regularly invited third-party consulting agencies to conduct the "Voice of Employees" satisfaction survey. The questionnaire lists employee dedication, organizational empowerment, and 21 driving factors in 4 aspects affecting employee dedication, allowing top management to know the overall working status of employees.

Based on the survey results, we'll carry out morale booster program. By interpreting the survey results, reaching a consensus on goals, and promoting team integration, all departments help employees solve problems in a targeted way, continuously improve employee morale and cohesion, and stimulate their vitality and sense of identity.

4.4.2 Employee Care

Weibo has been committed to providing employee with industry-competitive compensation and benefits, and enhancing their comfortable experience during working hours. Diversified corporate cultural activities are organized to help employees achieve a relative work-life balance.

We'll continue to optimize the compensation structure to continuously incentivize them with compensation composed of fixed salary and performance-based bonuses. We further incentivize key staff (such as those with core positions in R&D and product functions) and high/medium level management to participate in the Company's share incentive plans, to align their interest with the Company and enable them to share the progress and development made by the Company. Besides, we provide employees with a variety of benefits.

Weibo Benefits

Mandated benefits

- Five major social insurances and housing provident fund
- Statutory holidays: annual leave, sick leave, maternity leave, paternity leave, childcare leave, parental carer's leave, bereavement leave, etc.

Additional benefits available²⁷

- Holidays: welfare leave, leave for public affairs, public welfare leave, personal leave, etc.
- Birthday gift: birthday gift for the employee celebrating birthday
- Fitness center: health and fitness facilities, yoga, table tennis and other indoor sports
- Festival benefits: related benefits available on International Women's Day, Mid-Autumn Festival, Lantern Festival, etc.
- Extra allowances: lunch allowance, special post allowance, etc.
- Spare time: movie coupons and in-app purchase benefits
- Physical examination: annual medical check-ups
- Health space: daily medical consultation and medicine services
- Three funds: caring fund, relief fund and condolence fund for those needy, seriously ill and deceased employees
- "Umbrella of Care" Program: appropriate amount of mutual aid for employees and their families suffering critical illness/disability/death
- Labor Union Club: staff clubs such as football, basketball, yoga, "Sina Run", and volunteers
- Talent apartment: public rental welfare housing for employees

²⁷The above benefits exclude the companies consolidated in the financial statements (Hebei Branch, Wuta, Weibo Games, Weibo Esports, Jiamian); and some benefits are exclusive to labor union members.

Case

The Programmer's Day on October 24

On October 24, 2022, Weibo held a "Programmer's Day" to express gratitude to the R&D programmers. By means of competition with awards, super topic likes, and giving out customized gifts to programmers, the R&D staff enhanced their sense of corporate identity, reflecting the humanistic care of the Company.



Publicity for the Programmer's Day on October 24

Case

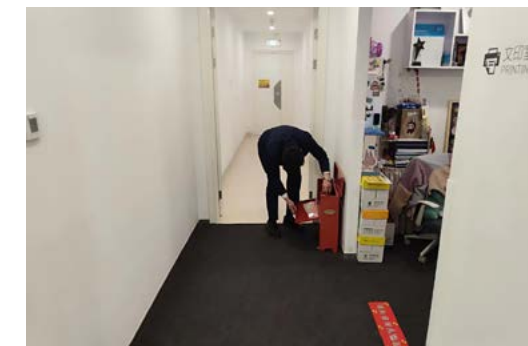
"Umbrella of Care" Mutual Aid Program

In 2022, we launched the "Umbrella of Care" Program to encourage mutual aid among employees. This program aims to provide appropriate amounts of mutual aid for employees and their family members who suffering critical illness/disability/death, escorting their life, health and safety. The first "Umbrella of Care" Program has been successfully completed, with a total of 4,385 participants. So far, a few employees have received corresponding aid.



Poster for "Umbrella of Care"

During our daily operation, Weibo has abode by the Law of the People's Republic of China on Prevention and Control of Occupational Diseases and other laws and regulations to protect the physical and mental health of employees. The Company works from the source, regularly carries out workplace inspection and emergency drills, and takes special control measures based on the results of activities to create a good working environment for employees.



Workplace Inspection



Elevator Rescue Drill

According to the position characteristics, the Company regularly carries out cardiopulmonary resuscitation, AED use and other training activities to convey the concept of health and safety to our employee. During the reporting period, there were no deaths as a result of work-related injuries.



CPR Training Site

During the pandemic, Weibo had orderly organized region-based disinfection, the supply of epidemic prevention materials, and telecommuting, among others, maximizing the life safety of employees. Meanwhile, we offered a psychological counseling hotline to give psychological help.



"Guardians" of Weibo during the Pandemic



Carry Out Nucleic Acid Testing of Employees

05

Green Development

As climate issues emerged, it became a global consensus to cope with climate change. Weibo has established a systematic climate change management system and actively identified and responded to climate-related risks. In the context of the *Paris Agreement* and the national goals of "carbon peaking and carbon neutrality", Weibo adheres to the green operation model, facilitates ecological progress, and encourages more stakeholders to get involved in environmental protection practices, in an effort to protect our beautiful homeland together.



5.1 Climate Change Initiatives

With the reference of the Task Force on Climate-Related Financial Disclosures (TCFD) framework and a full consideration of climate change upon the industry, Weibo proactively identified and analyzed transition and physical risks related to climate change, and timely formulated management plan measures to adapt to climate-related risks.



According to the classification of risks by TCFD, Weibo has identified the following major climate-related risks and developed corresponding countermeasures:

	Classifications	Risk Description	Initiatives
Transition risk	Policy and regulatory risk	Increasingly stringent requirements on carbon disclosure and standards on compliant emissions	Weibo develops and adjusts its climate strategies and emission-reducing plans by closely monitoring its carbon emissions and following the latest policies and regulations.
	Technical risk	The trend of transition to de-carbonization technologies	By establishing green data centers, Weibo constantly promotes the low-carbon transformation of data centers. We also actively carry out energy-saving and emission-reducing practices in daily operation and procurement.
	Market risk	Consumers' recognition and preference for the concepts of low-carbon development and environmental protection	We actively promote the concepts of environmental protection and ecological conservation on the "Weibo" platform, add more topics and content related to low-carbon development, and carry out online and in-person ecological and environmental protection activities.
		The rise in procurement costs	We follow the principle of optimizing cost and expenses, analyze the price change trend of products and equipment, and set "energy saving and consumption reduction" as an entry criteria for suppliers of data centers and office products.
	Reputation risk	Public skepticism about Weibo's performance on climate-related risks	Weibo keeps enhancing the comprehensiveness and accuracy of climate-related information disclosure, and continues to disclose greenhouse gas emission data in Scope 1, 2 and 3, so as to boost public confidence.
Physical risk	Acute risk	Extreme weather events such as typhoons, floods, droughts, heat and cold	In its daily operations, Weibo regularly identifies the climate-related risks that would affect its operational stability and formulates corresponding countermeasures. Climate-related risks are taken into full account when we choose the locations of data centers to avoid areas with high incidence of extreme weather.
	Chronic risk	Long-term changes in global temperature and precipitation	By using efficient air-conditioning systems to precisely control indoor temperature, Weibo manages to minimize the impact of external weather changes on the office building. Also, we increase water-use efficiency by recycling waste water (from direct drinking water) and rainwater, so as to tackle such issues as excessive surface water or water resource shortage caused by changes in rainfall.

Weibo has proactively carried out greenhouse gas emissions accounting to achieve delicacy management of energy consumption and carbon emissions. We will also formulate a targeted action plan to reduce carbon emission in light of existing emissions, and continue to promote the reduction of greenhouse gas emissions.

In 2022, Weibo set a "Scope 3" greenhouse gas emission reduction target of **15.0%** lower than 2021. As of December 31, 2022, "Scope 3" greenhouse gas emissions had decreased by **18.0%** compared with 2021, according to actual estimates.

Target of "Scope 3" greenhouse gas emission reduction

15.0 %

Performance of "Scope 3" greenhouse gas emission reduction

18.0 %

Greenhouse Gas (GHG) emissions (Scope 1, 2 and 3)

GHG emissions (Scope 1)

Unit: tCO₂e



GHG emissions (Scope 2)

Unit: tCO₂e



GHG emissions (Scope 3) -Purchased goods and services

Unit: tCO₂e



GHG emissions (Scope 3) -Leased assets

Unit: tCO₂e



GHG emissions (Scope 1+2)

Unit: tCO₂e



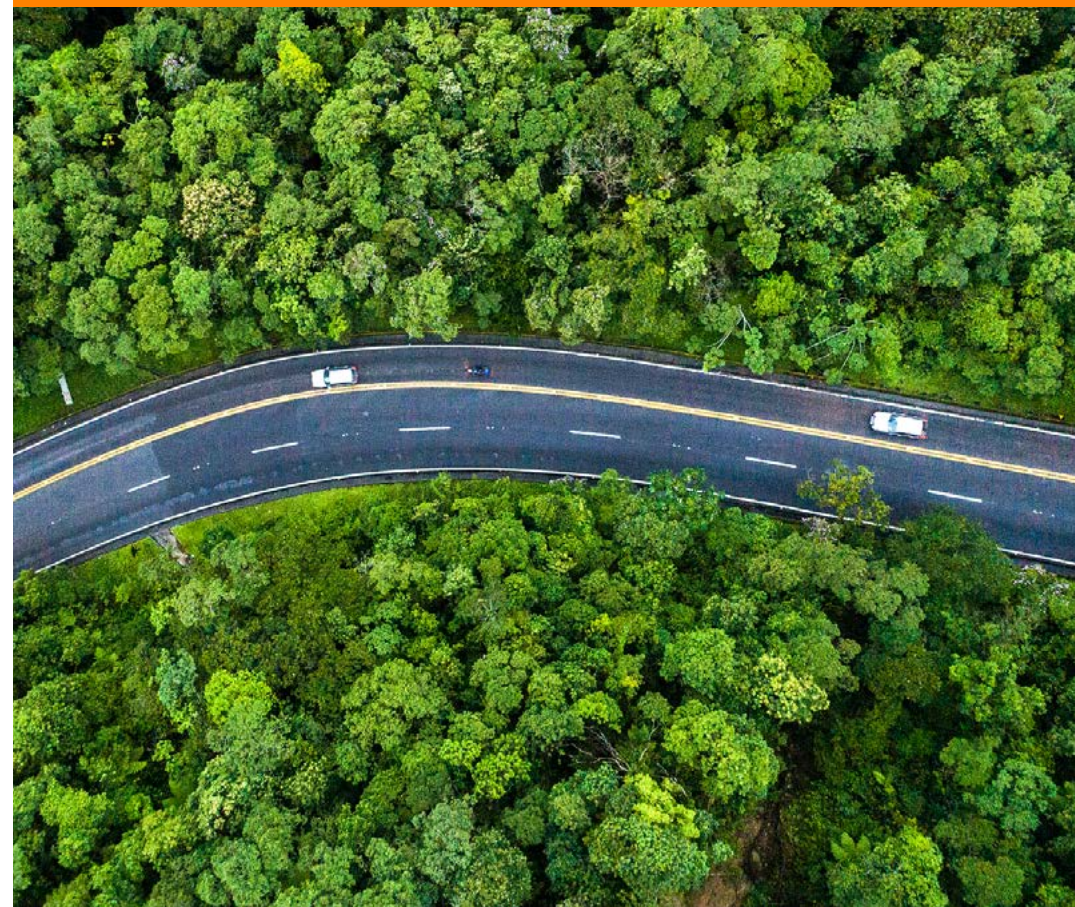
GHG emission intensity (Scope 1+ 2)

Unit: tCO₂e/million USD in total revenue



5.2 Pursuing Green Operation

Weibo has always pursued the operating principle of reducing resource usage and energy consumption and building a green operation model. In active response to the national low-carbon strategy, Weibo continues to promote energy-saving and emission-reduction technologies. The green operation mode, which features high efficiency and low emissions, is achieved by building green data centers, creating green office building, and adopting green procurement approach.



5.2.1 Green Data Centers

In terms of data center, Weibo is committed to building efficient and energy-saving data centers. We have taken measures including sustainable site selection, energy-saving transformation, alternative clean energy use, virtualization promotion and off-peak calculation to improve operation efficiency and reduce energy consumption. In addition, Weibo chose only data centers with PUE less than 1.35 by responding actively to Power Usage Effectiveness (PUE)²⁸ requirements²⁹ for new data centers issued by the Ministry of Industry and Information Technology (MIIT) In 2022, Weibo data centers reported an average PUE of 1.3.

• Sustainable Site Selection

Weibo values green power in choosing data center location, and takes green power as a factor in scoring the site selection for data centers, giving priority to areas with abundant green power resources such as wind power, PV, and green hydrogen³⁰. On the basis of sustainable site selection, the Company considers green data center certification as an important factor in the selection of data centers.

Weibo data centers reported an average PUE of

1.3



Low Carbon Rating Assessment of Data Centers

Case Site Selection of Greater Beijing Operation Center

In 2022, Weibo selected Wuqing Big Data Base of Telecom as the Greater Beijing Operation Center. In the selection of Greater Beijing server rooms, PUE ≤ 1.35 was taken as the boundary line of consideration, and green power and green data center certification as the extra points. Moreover, the carbon footprints of rental data center suppliers were evaluated to select the best green data center based on the overall analysis.



Greater Beijing Operation Center

²⁸ PUE is the abbreviation for Power Usage Effectiveness. PUE is an indicator of energy efficiency of a data center and is the ratio of all energy consumed by the data center to the energy consumed for IT loads.

²⁹ The PUE of new data centers of large size and above will be reduced to below 1.35, according to the *Three-Year Action Plan for New Data Center Development (2021-2023)* issued by the Ministry of Industry and Information Technology.

³⁰ Green hydrogen is defined as hydrogen produced with renewable energy sources (e.g. solar, wind, nuclear, etc.).

• Energy Conservation

For the exploration, research and development front of energy-saving technologies, Weibo prioritize our selection of industry-advanced technologies that reduces energy consumption for data centers, including the use of evaporative cooling, backplane heat pipe, DC power supply, and distributed power supply system.

For the self-built server rooms, the air-cooled natural cooling devices are equipped in the core server room, thereby minimizing the run time of cooling compressor. Meanwhile, we rebuild the cooling system into a closed loop design, which reduces the airflow leakage and mixing, raises the chilled water temperature, and mixing, raise the chilled water temperature, and thus achieve the goal of energy saving in the server room. In addition, the cooling systems of data centers were upgraded by replacing the constant frequency air conditioners with energy-saving variable frequency air conditioners. The energy-saving measures decreased the PUE value of Weibo server rooms by 16.1% compared with the industry average³¹.

In the case of leased server rooms, better refrigeration and less energy consumption of server rooms can be enabled by using the combination of cooling tower and plate heat exchanger, evaporative cooling technology, and atomizing spray technology of air-cooled air conditioning.

Compared with the industry average, the energy-saving measures decreased the PUE value of Weibo server room by

16.1 %

Case Application of Evaporative Cooling Technology

The Greater Beijing Operation Center employs evaporative cooling technology to realize the energy saving and emission reduction of the refrigeration system. Evaporative cooling air conditioning is a technology that uses water evaporation for endothermic refrigeration. No compressor is required during this process. The powered devices are mainly wind turbines and water pumps. Compared with the traditional refrigeration system, this technology features a significant energy-saving effect, and greatly reduces the air-conditioning system's demand for electricity. It can extend the free cold source time, make full use of natural cold sources, and therefore reduce the energy consumption of cooling systems in the data centers.



Evaporative Cooling System

• Clean Energy Utilization

In 2022, we incorporated distributed PV power generation into the power supply system of our data centers, and connected the PV power plant with the refrigeration system to provide electric power. The annual use of clean energy in our data centers accounted for 16.6% of total.



PV System of Weibo Data Center

• Intelligent Operation and Maintenance

To further reduce energy consumption in data centers, Weibo continues to optimize the operation and maintenance measures for its server rooms. Total energy consumption is reduced by raising the temperature of the chilled water supply and setting the temperature of precision air conditioning, thus reducing greenhouse gas emissions.



Weibo Server Rooms Parameter Control Panel

³¹ Source: the *Guidelines for the Development of National Data Center Applications (2020)* by the Department of Information and Communication Development, Ministry of Industry and Information Technology. The average industry PUE is 1.55.

• Virtualization Promotion

To reduce facility expenditure and improve efficiency, Weibo is committed to accelerating the deployment of cloud servers. Compared with traditional physical server, cloud server are characterized by low failure rate, high flexibility, energy saving and carbon reduction, and low maintenance cost. By December 31, 2022, Weibo had, through the self-developed privatized cloud platform delivery, decreased about **3,300** low-frequency servers, thus saving about **6.36 million kWh** of electricity annually compared with the traditional mode, equivalent to about **3,627 tonnes** of carbon dioxide emissions.

Decreasing about
3,300
low-frequency servers

Saving about
6.36 million kWh
of electricity annually compared
with the traditional mode

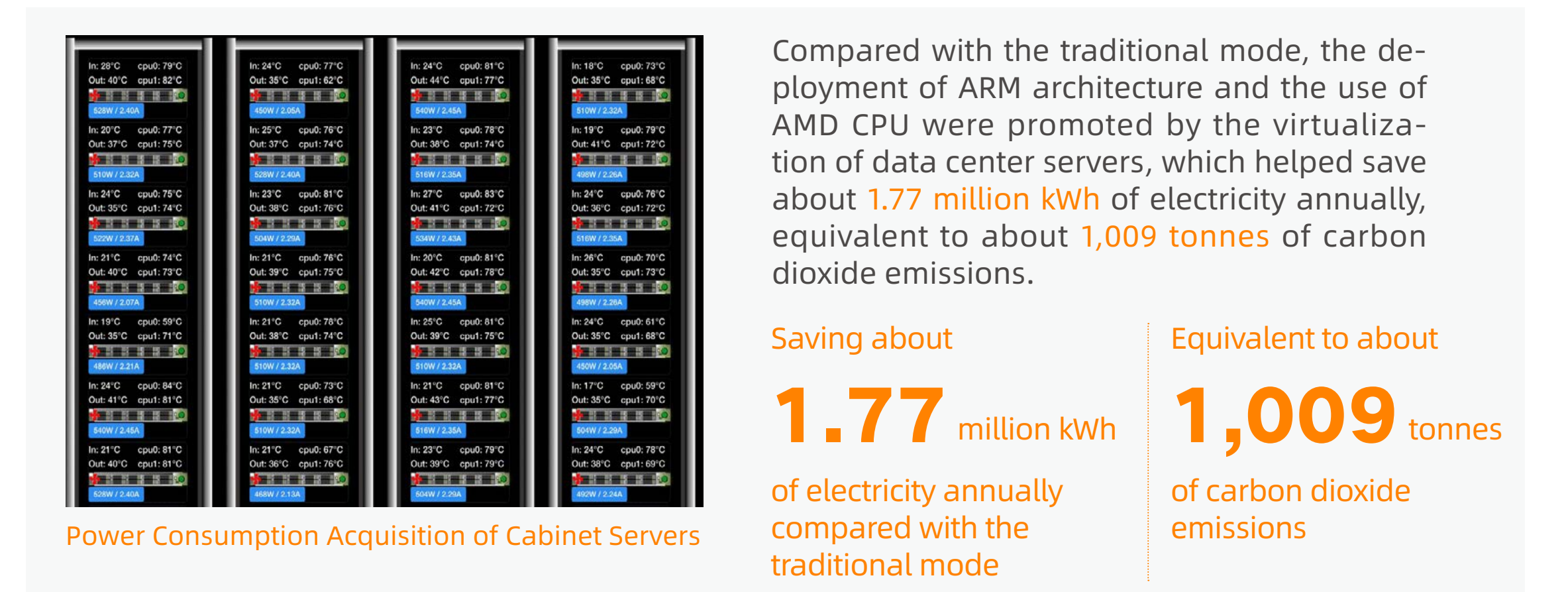
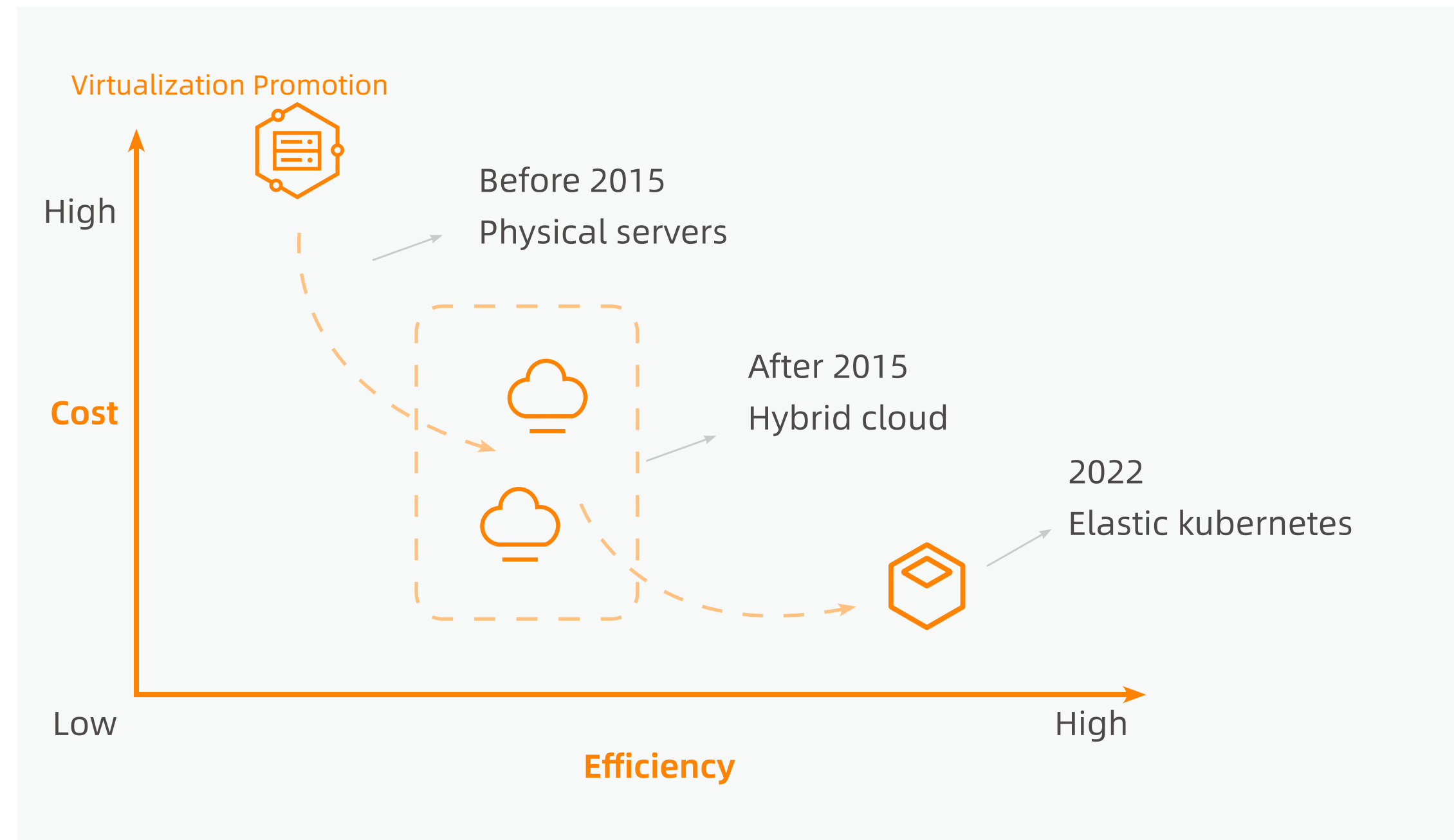
Equivalent to about
3,627 tonnes
of carbon dioxide emissions

In addition, Weibo works to replace the existing physical servers, in an effort to scale up the degree of virtualization. By replacing the existing servers with private cloud virtual machines (VMS), the overall operational efficiency of the data center is improved, realizing rapid deployment, flexible expansion, and green energy saving. As of December 31, 2022, Weibo had completed the return of about **9,300** low-efficiency servers through resource integration, saving **17.92 million kWh** of electricity a year, equivalent to about **10,220 tonnes** of carbon dioxide emissions.

Returning about
9,300
low-efficiency servers through
resource integration

Saving
17.92 million kWh
of electricity a year

Equivalent to about
10,220 tonnes
of carbon dioxide emissions



• Allocation and Optimization of Computing Power Resources

In the allocation of server computing power resources, Weibo actively promotes the way of mixing online business with offline operation. During daytime and evening peak hours, computing power resources are used for real-time online services such as video and search. In the early morning, computing power resources are scheduled for offline operations, such as big data and AI training to make full use of server hardware resources and improve the overall server utilization.

5.2.2 Green Office

As an unwavering advocate of green and low-carbon concept, Weibo is committed to building green offices and facilitating the transformation of low-carbon and energy-saving technologies. In daily operations, we actively promote the awareness of energy saving and emission reduction to our employees and encourage them to save resources and protect the environment. For the wastes generated in daily operation, we have developed management procedures for proper disposal.

Sina Plaza, where Weibo is headquartered, has received the LEED® Platinum Green Building Certification from the U.S. Green Building Council (USGBC). At present, the LEED certification is regarded as the most perfect and influential standard in the field of green building assessment across the world, also known as "Oscar" in terms of green building. Platinum is the highest level of LEED certification, which represents the sustainable development concept the Company adheres to, from the design, construction and operation of the building, such as saving energy, water and materials.



• Creating Green Offices

Less Energy Consumption

- In the cooling season, the use time of air conditioning in the offices is restricted according to the weather conditions and office hours of employees. If working overtime during non-cooling hours, employees can move to the 24-hour overtime area on each floor
- High-power electric equipment is prohibited in the office area
- Forbid to open windows during cooling/heating seasons to reduce the energy consumption of the air conditioning system
- It is necessary to organize security patrol and timely turn off unnecessary lighting fixtures

Less Water Waste

- The water dispenser on all floors must be turned off at weekends. If any, overtime workers can turn on the water dispenser and turn it off before leaving
- Efficient water-saving taps and sanitary fittings are advocated in the headquarters office building

Material Saving

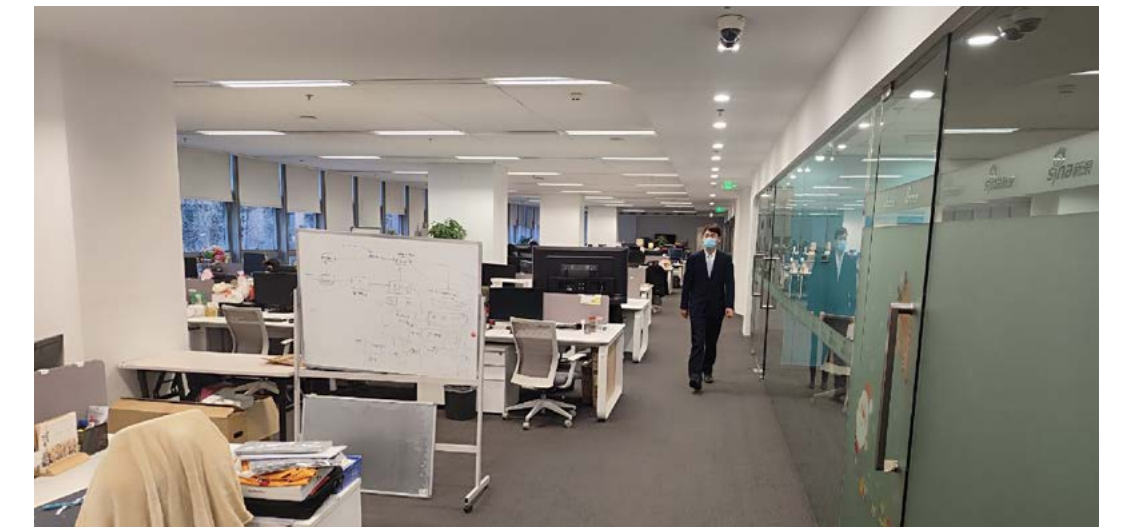
- We are trying to promote paperless office, make full use of network resources, and convene on-line meetings
- The electronic signature system and new printing system are deployed to encourage the double-sided printing option

Green Transport

- The environmentally aware staff are provided with support services, such as NEV charging piles, electric bicycle parking lot, commuter bus, and scooter/balance car/unicycle parking spaces



Overtime Area



Security Patrol



Electric Bicycle Charging Piles



Scooter Parking Spaces



NEV Charging Piles



EV Commuter Bus

Promoting the Improvement of Energy-saving Technologies

Energy-saving Transformation

- The intelligent monitoring and analysis equipment is installed in the switch room to optimize the energy efficiency
- The low-carbon elevators and escalator are installed to automatically enter the energy-saving state when they are in idle
- The fluorescent lamps in the office area are replaced by LED energy-saving lamps
- Excess luminaires are removed from the parking area and the remaining lamps are replaced by microwave lamps

New Energy Substitution

- The roof area is fully used to install distributed PV power plant, with an installed capacity of 598 kilowatts and annual energy output of about 600,000 kWh



Roof Distributed PV

Cultivating the Concept of Green Office

Weibo has formulated the *Energy Saving and Consumption Reduction Initiative* and pushed it to all employees regularly, in an effort to raise their environmental awareness and continually improve the office environment.

Water Resource Management

Weibo is endeavoring to improve water utilization through a variety of indoor and outdoor water-saving measures.

Potable Water

- Direct drinking water dispensers are installed instead of barreled water.

Reuse of Reclaimed Water

- The rainwater and filtration wastewater of direct drinking water are piped to the Reclaimed Water Room for treatment and then used for flushing and irrigation. This effort saved 3,275.13 m³ of reclaimed water in 2022.

Waste Management

Weibo has strictly implemented national and regional laws and regulations on pollutant discharge, formulated the *Garbage Sorting System of Sina Plaza*, and standardized the treatment of wastewater, exhaust gas and solid waste pollutants.

Wastewater

- The domestic sewage of Sina Plaza goes to the reclaimed water plant through the municipal sewer.
- After the grease trap treatment, the oily kitchen wastewater is discharged into the public sewage treatment system.
- Black water is uniformly discharged into the septic tank for treatment.

Exhaust Gas

- The kitchen fumes are treated by UV photooxidation equipment and electrostatic filter. The uptake flue has been installed with online monitoring equipment and networked with the Ecological and Environmental Protection Bureau of Haidian District.

Solid Wastes

- *The Garbage Sorting System of Sina Plaza* is formulated to stipulate the disposal methods and working procedures for hazardous wastes, non-hazardous wastes, recyclable materials and other wastes. In 2022, all solid wastes were handled by third-party professional companies by category.

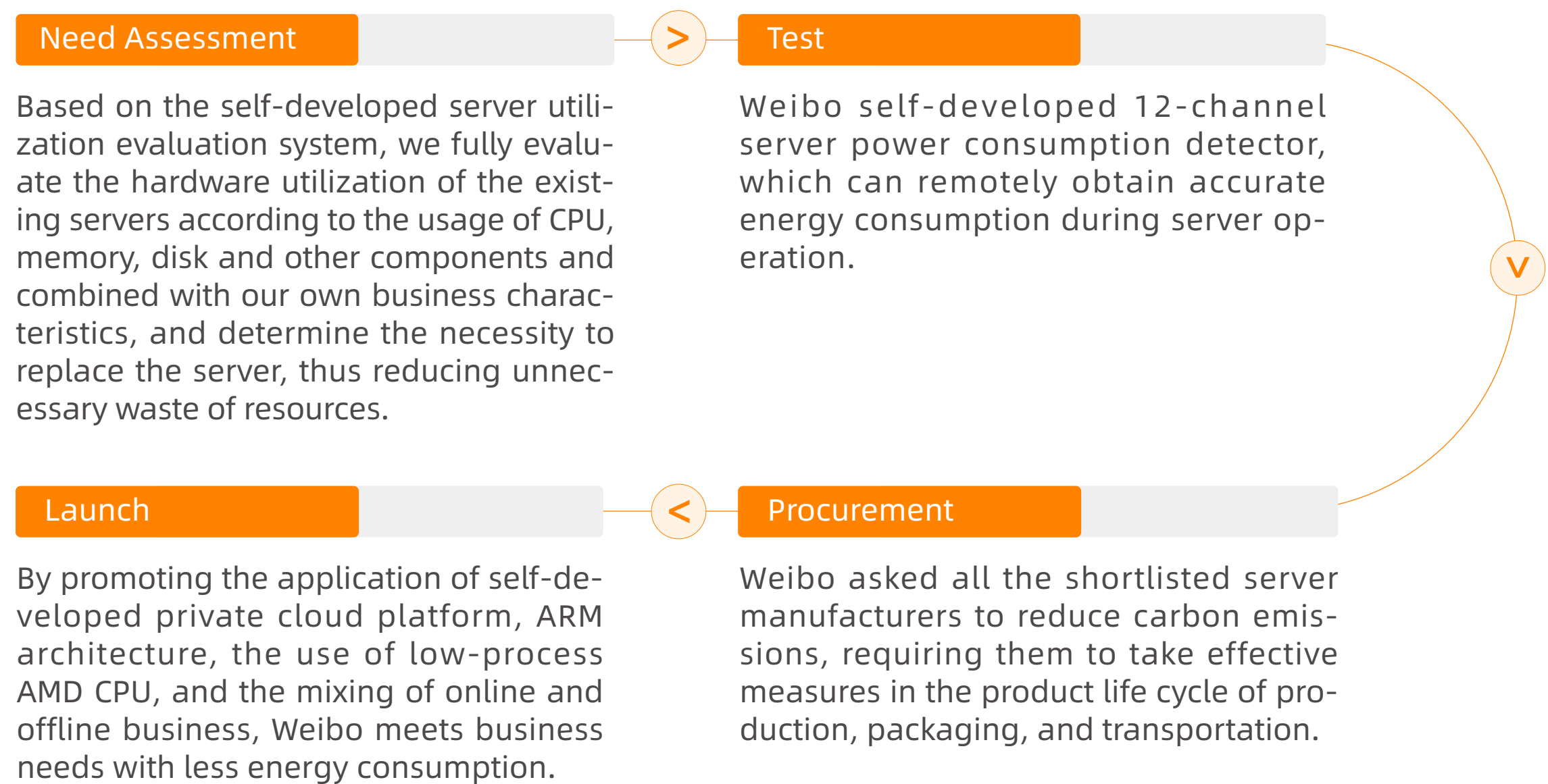
5.2.3 Green Procurement

Weibo always follows the principle of green procurement, adheres to the green concepts of environmental protection, resource conservation, low-carbon cycle and recycling promotion, and supports low-carbon development from the product life cycle.

Green Product Procurement

Weibo required all large equipment suppliers to provide server environmental protection and energy-saving certification, life cycle assessment report, and greenhouse gas verification certification aiming to promote low-carbon development of suppliers from production, transportation, packaging and other aspects.

We have adhered to the green and low-carbon requirements throughout the server procurement and use:

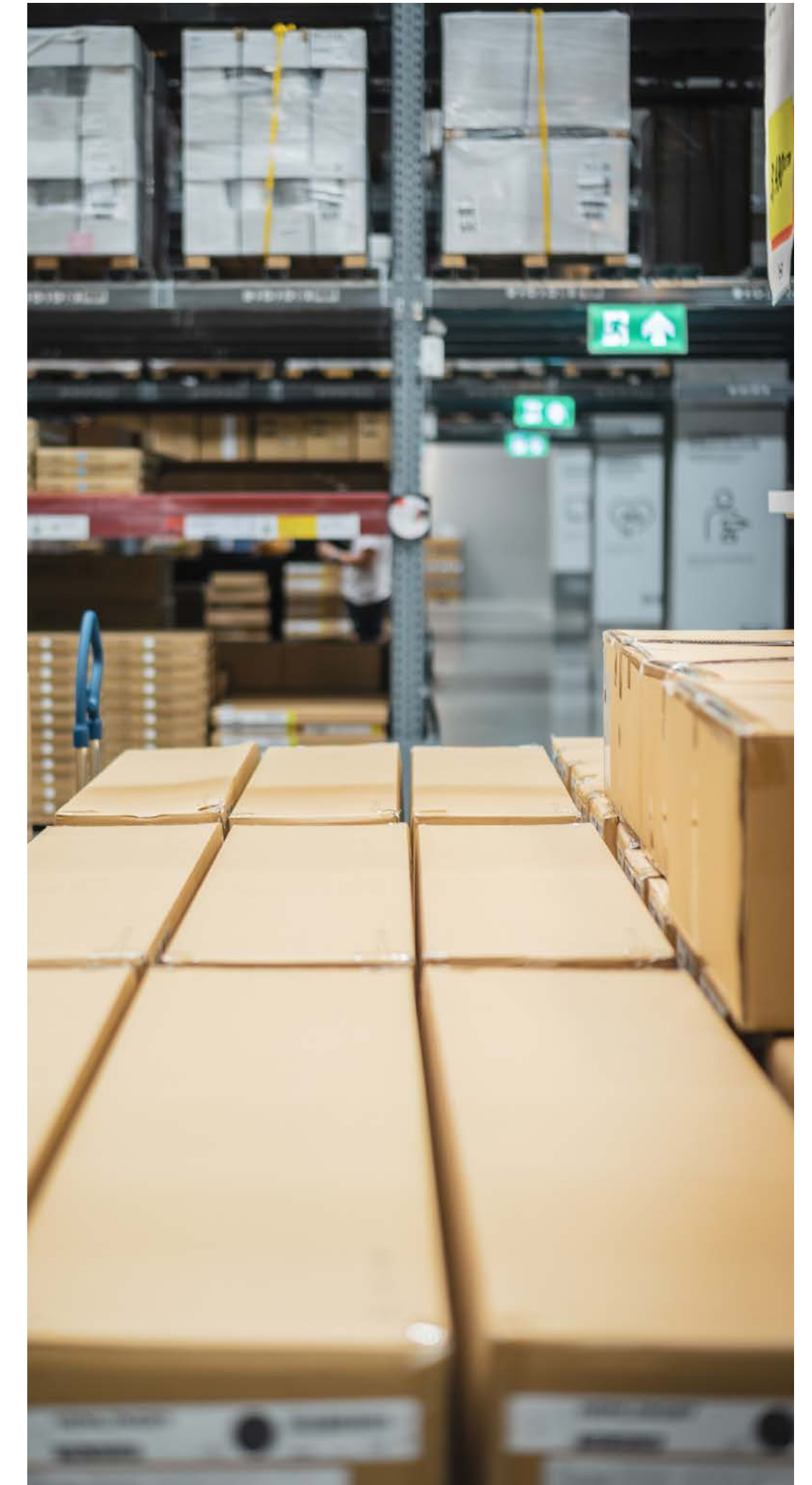


Environmental Protection and Energy Saving Certification for Servers

In addition, the vendors who provide office supplies (printers, laptops, home appliances, etc.) for Weibo are required to hold energy-saving certificates and green product certificates, so that they can provide more low-carbon and sustainable products.

Optimized Logistics Transportation

When placing an order, we will inform the suppliers of our delivery and installation address, so that they can choose the nearest production plant and make one-time delivery to the designated location. In this way, they can minimize the number of logistics transfers, thus reducing energy consumption and greenhouse gas emissions during transportation.



5.3 Promoting Green Philosophy

Leveraging our strong distribution capability and platform influence, Weibo is committed to actively empowering ecology and spreading the concept of ecological civilization. In 2022, Weibo organized various online and offline activities on ecological and environmental protection, and helped spread the international conference on climate change and biodiversity conservation on Weibo. We also took advantage of our platform edge to carry out a series of public welfare campaigns to protect the natural environment, so that the public could take hold of the concept of low-carbon lifestyle and environmental protection.



Climate Change and Low-carbon Theme Activities

Case "Carbon Talk" Public Science Education

The "Carbon Talk" series, created by China's team on climate change, aims to "make the low-carbon science easily understood" and spread knowledge about climate change and environmental protection in an interesting, informative, rigorous and funny way.

In November 2022, the creative team of Weibo "Carbon Talk" launched fun science education around COP, carbon emission, and low-carbon lifestyle, so that netizens can grasp the correct scientific knowledge of carbon reduction and carbon neutrality in an easy and pleasant way and take part in the popularization of the concept of low-carbon environmental protection.



Case "Cherish the Earth" Themed Activity on the World Earth Day

World Earth Day is a day dedicated to protecting the world's environment. It is designed to raise public awareness of environmental issues and call on the public to participate in ecological and environmental protection activities. The day April 22, 2022 marks the 53rd anniversary of Earth Day. The Ministry of Natural Resources jointly launched an activity with the theme of "Cherish the Earth" on Weibo. The activity also launched two sub-topics, "Love Our Beautiful China" and "Low-carbon Challenge for All", to encourage everyone to improve the overall environment of the earth by leading a green and low-carbon lifestyle.



Case Weibo Helped Spread the Word About COP27

The 27th session of the Conference of the Parties (COP27) to the *United Nations Framework Convention on Climate Change* (UNFCCC) was officially kicked off on November 6, 2022, focusing on how to jointly address climate change. Weibo, together with Huanqiu.com and the Observer Delegation, followed up on the conference and reported China's standpoint and views on the climate change conference to the public from the observer's perspective. In addition, @WWF, @Greenpeace and other organizations continued to release the thematic content of the conference on Weibo. The topic #COP27# gained over 100 million views. More and more netizens focused on the topic of tackling global climate change, which enhanced the public's understanding of jointly building an ecological civilization.



Biodiversity Themed Activities

Case "Charity Festival" on Climate Action

In order to raise public awareness of climate change and encourage the public to take part in climate action, Weibo charity worked with other public welfare organizations to hold the "Charity Festival" successfully in September 2022. The WWF and WilAid invited star ambassadors Liu Haoran and Wu Lei respectively to shoot the climate action advocacy video. By popularizing knowledge on climate change with creative interactive H5, they called for common attention to global climate change issues. With more than 400 million views, climate-related topics have created three trending topics.



Case Public Welfare Activities on the Theme of Ecological Environment Protection

On July 19-21, 2022, we held a 3-day environmental protection themed activity in the Sina Plaza, the Company's headquarter. Officials from the One Planet Foundation and SEE Conservation were invited to introduce environmental protection projects and explain relevant knowledge. This event made the participants know more knowledge on the protection of biodiversity and the sustainable use of natural resources and become more aware of the importance of protecting the natural environment.



Case Weibo Helped Spread the Word about COP15

The parties and stakeholders of the *Convention on Biological Diversity* are endeavoring to reverse the current trends in global biodiversity loss, which is fundamental to human survival and development. The second phase of COP15 in Montreal, Canada, continued the theme of "Ecological Civilization: Building a Shared Future for All Life on Earth".

Together with the Ministry of Ecological Environment, Weibo launched online the "second phase of COP15" online, which involved sharing the conference scene, surrounding publicity films, policies and meeting minutes. The "COP15 Publicity Video of China Propaganda Film" released by the Ministry of Ecological Environment on 15 December hit 3.52 million views, and its main topics reached more than 1 billion views. Weibo plays an active role as a media platform to convey the concept of ecological civilization to the public and jointly promote the realization of biodiversity conservation goals.



Case "Be Friend of Nature" Operation Program

In March 2022, Weibo, together with a number of NGO partners and environmental protection KOLs, launched the "Be Friend of Nature" campaign. The campaign included interesting science questions and answers, field visits to ecologically protected areas, and talks with experts through voice chat. During the campaign, the trending topic increased by over 780 million views and by over 4.96 million discussions. The event allowed netizens to experience nature up close and spread the importance of ecological protection.



Environmental Protection Activities

Case Parent-Child Blue Environmental Volunteer Activity

On July 22, 2022, Weibo employees worked with Malianwa Street Office to launch a blue environmental volunteer service with the theme of "environmental protection", including picking up litter and placing shared bikes. Twenty-five volunteers spent a total of 50 hours on the BVF App. At the end of the activity, the volunteers distributed garbage sorting brochures, calling on everyone to be the initiator, practitioner and supervisor of low-carbon and environmental protection actions for a green and beautiful planet.



Case The 12th National Youth Green Plant Adoption Campaign Themed on "Beautiful China · Youth Action"

Jointly initiated by the Central Social Liaison Department of the Communist Youth League, Weibo and China Green Foundation, and supported by Sina News and Sina Yangfan Charity Foundation, the 12th National Youth Green Plant Adoption Campaign themed on "Beautiful China · Youth Action" concluded in June 2022. The "Green Plant Adoption" series on Weibo fueled 20.28 billion views and 39.148 million discussions, totaling 8,591,500 participants. A total of 53,400 pots of succulents, 12,000 pieces of table lawns and 14 million drops of strawberry seeds were distributed to colleges/universities during the campaign. The smooth development and high participation of online and offline activities have improved the awareness and quality of ecological civilization among young people and even the whole society. It is also a positive response to ecological progress.

In addition, to keep the buzz going, a green plant adoption mini program was launched on Weibo to continuously export the concept of green and ecology, so as to make environmental protection become a common concern of the whole society.



06

Social Value

For public welfare, Weibo has always adhered to the idea of "gratitude for the source of benefit". Weibo has actively carried out charitable activities such as emergency relief, rural revitalization, care for people in distress and vulnerable groups, carried forward traditional culture, and established a good corporate image.



6.1 Practicing Public Welfare for All

The concept of "Public welfare for all, participation by all" is deeply imbedded in Weibo's operation. We build and continuously improves the "Weibo Charity" platform, opening a door full of sunshine for China's public welfare undertakings. In 2022, 870 new public welfare projects were launched on the Weibo Charity platform. By the end of the reporting period, the platform had run more than 24,000 public welfare projects, and nearly 5 million netizens had donated about RMB 80 million.



Weibo has embarked on a path of public welfare development since 2011, launched the Weibo Charity platform and synergized with the government, enterprises, NGO partners, celebrities, netizens and other forces to create a new social ecosystem for public welfare, committed to the concept of "Public welfare for all, participation by all". By virtue of our appeal, Weibo Charity focuses on building the influence of public welfare undertakings, constantly lowering the threshold for public welfare participation, and accelerating the transformation of the value of public welfare publicity. So far, more than 6,000 NGOs had opened Weibo accounts, with over 40 million Weibo users participating in donation. The concept of "Public welfare for all" is gradually becoming a reality, thanks to the joint efforts of Weibo and other public welfare platforms.

In 2022, Weibo held the "Charity Festival". With the theme of "On Weibo, We Take Action and Deliver for Good", we worked with more than 100 media, over 200 public welfare organizations, 492 public welfare projects, over 1,000 celebrities and around 16,000 KOLs, and called on more than 26.5 million internet users to implement the concept of public welfare and deliver for good, which generated over 19.8 billion views on related topics on our platform.



Poster for the "Charity Festival"

6,000+

NGOs had opened Weibo accounts

40+ million

Weibo users participating in donation

19.8+ billion

views on "Charity Festival" related topics on our platform

Based on the new model of "Internet + public welfare", Weibo has built and kept improving the internal public welfare platform, regularly organized public welfare activities and lectures, and guided employees to voluntarily participate in public welfare donation projects, thus injecting lasting vitality into public welfare undertakings. Besides, we have set up additional incentive policies such as paid public welfare leave for employees. Employees can apply for one day of annual public welfare leave with relevant proof of participating in public welfare activities. By doing so, we will create more opportunities for our employees to get involved in public welfare.

6.2 Facilitating Public Dialogue

Weibo has always been committed to promoting public dialogue. In a series of public social events, such as emergency relief and caring for people in distress, Weibo has become a bridge connecting multiple parties and resources, such as government, public welfare organizations, rescue teams, media, enterprises, celebrities and KOLs, and has contributed to the development of all parties.



6.2.1 Emergency Relief

In case of emergency relief events such as rainstorms, wildfires, earthquakes and COVID-19, Weibo has established a mutual aid linking mechanism based on the strong social emergency cooperation network. On this basis, we carried out procurement and distribution of medical supplies, psychological counseling, urgent delivery and other rescue services, building a bridge of communication and help for users in need. In 2022, Weibo carried out 155 emergency relief projects, raising a fund of over RMB 13 million in total.

During the COVID-19 pandemic, Weibo proactively took social responsibilities, jointly opened the super topic anti-pandemic aid channel, and carried out themed activities such as #Anti-pandemicGuardianProgram# and public welfare psychological counseling. Through these efforts, we helped netizens relieve the psychological and life pressure brought by the pandemic and spread positive energy against the pandemic.

During the reporting period, Weibo submitted 3,472 help messages to government departments, and supported the Chinese Red Cross Foundation, China Siyuan Foundation for Poverty Alleviation, Shanghai Overseas Chinese Foundation and other public welfare organizations to launch 87 public welfare projects, with total contributions of RMB 7,184,552 and 434,540 donations. More than 640,000 articles on pandemic relief were posted on Weibo.

155

No. of Emergency Relief Projects by Weibo

RMB 13+ million

Amount of funds raised

87

No. of Public Welfare Projects launched by Nonprofit Organizations

RMB 7,184,552

with total contributions of

434,540

No. of donors

640,000+

Articles on pandemic relief were posted on Weibo



Access to Super Topic on Mutual Aid

We have given full play to the platform advantages of distributing public information, and launched public welfare projects in conjunction with third-party organizations during major natural disaster events such as the rainstorm in southern China, the Luding earthquake, and the raging mountain fire in Chongqing. Besides, we introduced professional science education, e-sports, animation, entertainment and other information into the public welfare platform, providing users with multi-angle news processes and interpretations to help relieve the tension of people in distress.

Case Luding Earthquake Relief

In September 2022, a 6.8-magnitude earthquake hit Luding County, Ganzi Prefecture, Sichuan Province. The disaster was severe and spread widely, arousing the attention of the whole Internet. To support the Luding earthquake-stricken area, Weibo donated a total of RMB 2 million for local earthquake relief and post-disaster reconstruction.

As one of the first online public fundraising information platforms designated by the Ministry of Civil Affairs, Weibo Public Welfare immediately launched public welfare projects and donation portals, and linked more than 20 public welfare organizations to keep updating the progress of relief efforts on Weibo. By the end of the reporting period, there were 21 "Luding Earthquake Relief" public welfare projects available on the platform Weibo Public Welfare. We raised more than RMB 2.63 million for the affected areas, as well as more than 500 million views and over 900,000 discussions around and #PrayForLuding#.

RMB **2** million

Donated a total of

Linked **20+**

public welfare organizations to keep updating the progress of relief efforts on Weibo

21

"Luding Earthquake Relief" public welfare projects available on No. of Weibo Public Welfare Platform

RMB **2.63+** million

raised for the affected areas

Nearly **500** million

views

900,000+

Discussions around and #PrayForLuding#

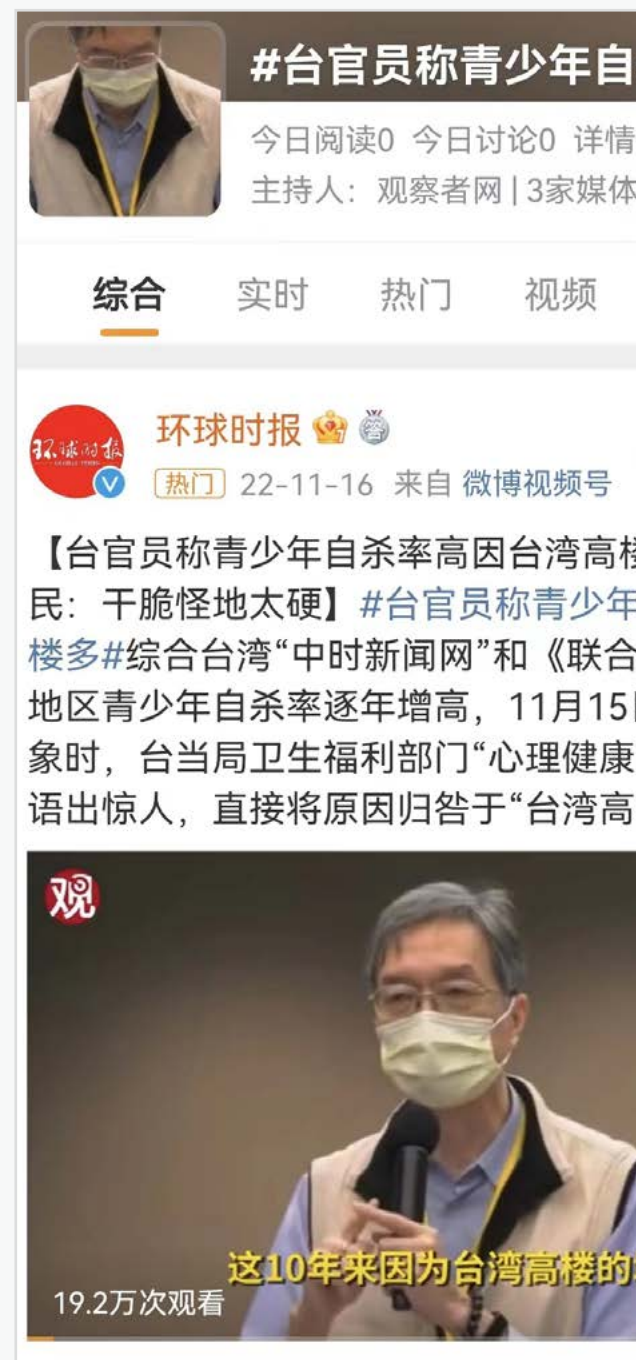


The Topics on Luding Earthquake Relief

6.2.2 Caring for People in Distress

Weibo has a deep connection to society and is committed to helping distressed people with equivalent synonyms through keywords search function on the platform to provide organizations and individuals with access to charity aid and donations. Also, for those search terms that imply suicidal thinking, the caring practice of Weibo is to put therapy information and services on the top to help protect them from suicide as far as possible.

In 2022, Weibo continued its focus on individual cases of relief for patients with major illnesses, helping families in need through the "Blue Lifeline" program by involving media, public welfare organizations and Weibo influencers. During the reporting period, there were 122 project topics shown as national hits, with 1.47 million donations from internet users and a total of RMB 30.61 million raised to help 545 families in distress fund their medical expenses urgently.



Psychotherapy Services



Donation Services

Case "Drinking Water Giveaway" Charity Event

In August 2022, Weibo created a "drinking water giveaway" to deliver bottled water to couriers and food deliverymen around the workplace, passing on love and gratitude in a simple way. A total of 1,320 bottles of water were served during the event, which took volunteers a total of 48 hours.V



"Drinking Water Giveaway" Charity Event

By starting with something small, the company makes efforts to help couriers and food deliverymen in distress. With the all-round pursuit of good deeds, the company manages to "take from the society and give back to society".

6.3 Empowering Rural Revitalization

Weibo has always been active in social responsibility and places public welfare as one of the Company's priorities. In 2022, the company was active in the cause of rural revitalization, providing traffic resources of **1.5 billion** equivalent of commercial value to assist poverty alleviation and rural revitalization. In 2022, over **500** poverty alleviation and rural revitalization topics were generated, with a total of over and **10 billion** views of the related contents over **3 billion** views of related short videos contents.



Case #MyGoodHometownExactly# Showing a Picture of Good Life

In 2022, Weibo and People's Daily created the #MyGoodHometownExactly# interactive topic collection campaign, inviting media nationwide to record their hometown landscape and information, thus driving local development. During the reporting period, there were over 230 million views and more than 72,000 discussions around #MyGoodHometownExactly#.

230+ million views



72,000+ discussions



Case #Yunshang Youxuan# Column Created to Help Rural Revitalization

To help rural revitalization, Weibo and Yunshang Henan worked together to roll out a column entitled "serving agriculture, rural areas, and rural residents to help rural revitalization". The column ran with more than 100 counties (cities) in Henan Province, and was designed for companies and individuals to cooperate in matters such as product sales, supporting services, and business publicity. With such a vertical matrix of agriculture/rural areas/rural residents with national influence, the cause of rural revitalization in Henan was activated.

100+ counties (cities)

The column ran with in Henan Province



#Yunshang Youxuan# Column

Case #IlluminateTheBeautifulCountry# Program

To ensure absolute compliance with the major decisions and deployments of the CPC Central Committee on rural revitalization, the Company has made effective efforts to make due contributions as an internet player. In March 2022, the Weibo Rural Revitalization Cooperation Office created the #IlluminateTheBeautifulCountry# program to help rural revitalization with social responsibility.

Ever since the program was launched, Weibo has worked on more than 20 projects around it, involving five major trends of rural revitalization, such as industry, human resources, culture, ecology and organization. Joining forces with top KOLs and accounts such as local governments, media, and public welfare organizations, the company has invested tremendous resources valued at millions in exposure, with a total of 550 million readers.

Ever since the program was launched, Weibo has worked on

20+ projects around it

With a total of

550 million readers



#LightUpTheBeautifulCountry# Program Posters

Case Help Revitalize Shimian's Huangguo Orange Industry

In March 2022, Shanpin E-commerce, in conjunction with the Weibo Rural Revitalization Cooperation Office, Weibo Public Welfare, Weibo County, started the #TheyGrowSoGoodHuangguoOrange# topic campaign. A live-streaming event was held in a field to treat internet users with the pastoral beauty, farm picking experience and pastoral show, thus helping the development of this rural industry in a remote way.



Huangguo Orange Industry Revitalization Posters

6.4 Promoting the Traditional Chinese Culture

Weibo has always pinned its responsibility and philanthropy on its new media business to convey something meaningful to the public. The company has tried to make the traditional Chinese culture vibrant and attractive together with all sectors of society by connecting it with new marketing tools such as blind box and live streaming. Taking traditional Chinese festivals and intangible cultural heritages as a perfect point of access, the company propagated the traditional Chinese culture in a way pleasing to the general public during the reporting period.



The Campaigns to Promote Traditional Culture by Weibo in 2022

Mother's Day

Weibo joined the major media to carry out promotional campaigns on topics related to "Mother's Day" to create a strong feeling of gratitude online during the occasion. By the end of the reporting period, there were 23.17 billion views and over 48.16 million discussions around the related topics.

23.27 billion

views around the related topics

48.16+ million discussions

Mid-Autumn Festival

Weibo worked with local governments and media to create a thematic campaign, creating a family reunion climate with peace and tranquility at the Mid-Autumn Festival. By the end of the reporting period, there were 150 trending topics, with 9.3 billion views and over 4.77 million discussions.

9.3 billion views

4.77+ million discussions

Father's Day

Weibo, in conjunction with the official accounts of governmental media, helped spread the word about Father's Day by telling stories of affection, launching interactive activities, and guiding celebrity and Top KOLs and users to be active on Weibo. By the end of the reporting period, there were 13.35 billion views and over 19.75 million discussions around Father's Day topics.

13.35 billion

views around Father's Day topics

19.75+ million discussions

Dragon Boat Festival

Weibo rolled out the Dragon Boat Festival column, in which Weibo cooperated with authoritative media to create topic campaigns such as #MyDragonBoatFestivalOccasion#. Also, Weibo provided live streaming of the grand event—the 2022 Straits Dragon Boat Races—in addition to inviting the presence of influencers from different fields on Weibo in the topic campaigns. By the end of the reporting period, there were 2.7 billion views and over 3.9 million discussions around the related topics.

2.7 billion

views around the related topics

3.9+ million

discussions

Case #ProgramRefreshingICH# to Help Preserve Intangible Cultural Heritage

In 2022, Weibo planned and held the #ProgramRefreshingICH#, which was a combination of the themes—advertising ICH goodies; passing on craftsmanship; experiencing the charm of ICH; and helping renew ICH—to collect masterpieces of ICH inheritors to help spread ICH culture and enliven ICH vitality. By the end of the reporting period, there were 150 million new views and over 171,000 new discussions around the related topics.

150 million

new views around the related topics



171,000+

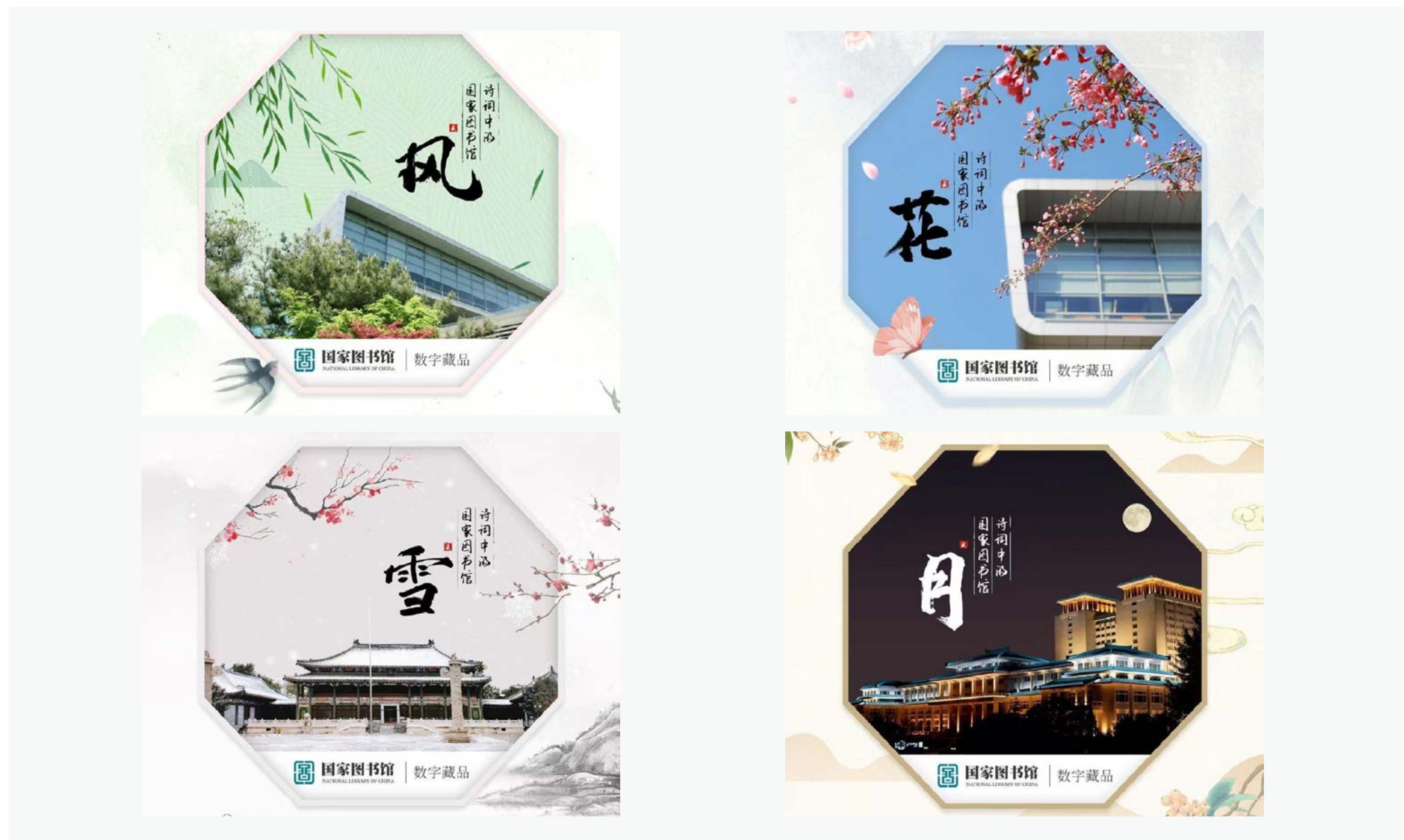
new discussions



Case #NationalLibraryofChinaNFTDebutsOnWeibo# to Give New Ideas for Cultural Circulation

In 2022, Weibo, TopHolder and the National Library of China worked together to present the museum's first NFT. With the theme of "The National Library of China in Poetry", the NFT featured ten poems from any one of the four series—Wind, Flower, Snow and Moon—in a blind box. The combination of traditional culture and pop culture could help more people appreciate the charm of ancient poems.

Featured **10** poems from any one of the four series—Wind, Flower, Snow and Moon—in a blind box



The National Library of China in Poetry Blind Box

Case #MuseumWonderland# to Show the Potential of Museums

In 2022, Weibo joined hands with the official account of the National Cultural Heritage Administration and Sina News to create the #MuseumWonderland# Season 2, setting up sub-topics such as #MuseumGuidebook# and #GuessWhereThisIs# to share museums among internet users and show what makes today's museums different from the past. On the third day of the campaign, there were 120 million additional views and 464,000 discussions around #MuseumWonderland#.

The company also asked more than 30 museums to make thematic live streaming during the campaign, through which people could learn about the activities, stories and changes of the museums. By conveying ideas on Weibo, the reach of the campaign was increased.

120 million additional views around #MuseumWonderland#

464,000 discussions



#MuseumWonderland#

Case #ICHNewYear#

In January 2022, the "Culture in Chinese Families—Live Streaming of the New Year in Your Hometown", sponsored by the Department of Intangible Cultural Heritage of the Ministry of Culture and Tourism and the Network Communication Bureau of the Cyberspace Administration, was officially alive when the #ICHNewYear# was available on Weibo.

Based on two topics: #ICHNewYear# and #GuardianOfNationalTreasures#, the sub-sections of the campaign told about the New Year rituals, atmosphere and customs related to ICH. It caught the interest of 100+ government mouthpieces on Weibo, such as cultural tourism, ICH, cultural administrations, libraries, and foreign publicity promulgators, as well as ICH inheritors from all over the country, making the New Year more orthodox. During the campaign, there were 260 million views around #ICHNewYear# and 140 million views around #GuardianOfNationalTreasures#.

260 million

views around #ICHNewYear#

140 million

views around #GuardianOfNationalTreasures#



#ICHNewYear# Posters

6.5 Caring for the Vulnerable

Weibo provides in-depth insight into the protection of vulnerable groups in society and joins hands with third-party organizations to create related topics and activities. It's our wish to call on all sectors of society on the Internet to care about women and other vulnerable groups, thus contributing to social prosperity.



Case #She'sTheOne# to Discover "She Power"

In 2022, Weibo Political Affairs, in conjunction with the propaganda department of the All-China Women's Federation, created the #ShePower# and #She'sThe One# campaigns, in which government officials from different industries and famous female figures such as Dr. Zhang Jixian, the first person to report the outbreak in Hubei, were involved, and a series of #She'sTheOne# topic posters were released on Women's Day. By the end of the reporting period, there were 1.68 billion views and 603,000 discussions around #TributeToGreatShe#, as well as 700 million views and 602,000 discussions around #ShePower#.

1.68 billion views around topic #TributeToGreatShe#

603,000 discussions

700 million views aroundnd the topic #ShePower#

602,000 discussions



#ShePower# Poster and Screenshots

Case #SheShinesInHistory# to Tell Her Story and Show Her Femininity

In March 2022, Weibo Wenbo worked with the Tianjin Museum to launch the #SheShinesInHistory# thematic campaign, calling on the cultural and library industries at home and abroad to get involved and publish women-related artifacts, stories, and reading lists. As a result of the aggregated recommendations for quality content and the recommendations in the key news list, the charm of women's historical greats and the style of modern women were known and appreciated in the campaign, in addition to exploring the issues and solutions in women's lives. By the end of the reporting period, there were 6 million views around the topic.



#SheShinesInHistory# Topic Posters

Case

#HealthGoddessProject# to Promote Women's Health Knowledge for Risk Reduction

In 2022, Weibo Health joined hands with the China Health and Medical Development Forum to create the #HealthGoddessProject# topic campaign. The campaign was designed to remind people about women's health, especially to call for the prevention and treatment of early gynecological diseases and to help people have the right knowledge about women's hygiene. There were over 16 million views around the topic.



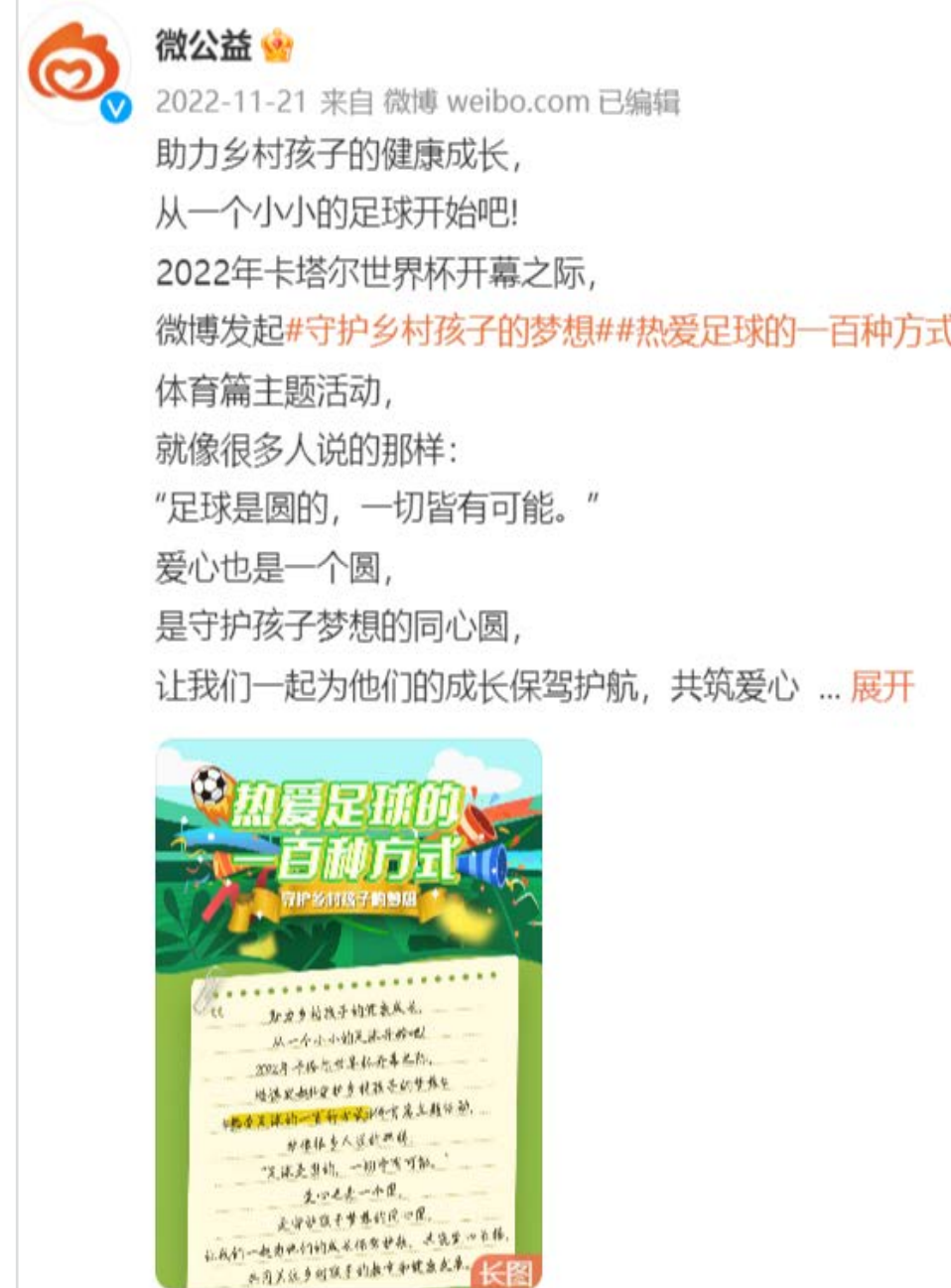
Campaign Posters

As a key part of fulfilling our social responsibility, the company has kept the protection and care for the elderly and children, and proactively working on cultural awareness campaigns such as National Safety Education Day for Primary and Secondary School Students and World Alzheimer's Day to guard the elderly and watch over kids' growth with practical deeds.

Case

"Guard Rural Kids' Dreams" Campaign

From February to June 2022, Sina Weibo Public Welfare, in conjunction with 29 non-profit organizations, created the #GuardRuralKids'Dreams# campaign. Reputable influencers in entertainment, media, e-sports and animation, such as Olympic champion Wu Dajing, women's soccer player Wang Shuang and cartoon character Ali, were the promoters of 28 educational public welfare projects for rural kids in the campaign. The beneficiaries were rural kids and teachers.



"Guard Rural Kids' Dreams" Publicity

Case

National Safety Education Day for Primary and Secondary School Students

It was the 27th National Safety Education Day for Primary and Secondary School Students on March 28, 2022. Weibo invited 60+ official firefighting accounts, 20+ non-profit organizations and volunteers to play a part in calling the attention of the whole society to the educational issue of safety for primary and secondary school students and to train their safety awareness and self-rescue and self-care skills.



National Safety Education Day for Primary and Secondary School Students Publicity

Case

World Alzheimer's Day

On September 21, 2022 or the 29th World Alzheimer's Day, Weibo worked with the China Population Welfare Foundation and Toutiao News to create the #One PhotoToKeepYour-MostTreasuredMemories# campaign, encouraging internet users to share their precious memories and calling for a photo to capture their most treasured memories. The campaign was designed to encourage all of us to embrace the risk of Alzheimer's and pray that people with Alzheimer's disease would always be loved.



Xinhua News Agency's Coverage

Appendix

List of Internal Management and Control Policies

Category	Title of Policy
Environment	<i>Energy Saving and Consumption Reduction Initiative</i>
	<i>Garbage Sorting System of Sina Plaza</i>
	<i>Employee Handbook</i>
	<i>Recruitment Management Standards</i>
	<i>Regulations on On-the-Job Academic and Degree Education</i>
	<i>Performance Management System</i>
	<i>General Policy and Framework of Information Security Management System</i>
Society	<i>Information Security Organization Management Measures</i>
	<i>Data Security Management System</i>
	<i>Weibo Security Training System</i>
	<i>Sina Disaster Recovery Procedures</i>
	<i>Guidelines and Specifications for Cyber Security</i>
	<i>Weibo Information Security Incident Grading Standard</i>
	<i>Emergency Response Process</i>
	<i>Personal Information Security Incident Emergency Plan</i>
	<i>Weibo Personal Information Data Security Management System</i>
	<i>Weibo Personal Information Protection Policy</i>
<i>Personal Information Collection List</i>	

Category	Title of Policy
Society	<i>Summary of the Weibo Personal Information Protection Policy</i>
	<i>Privacy Policy</i>
	<i>Data Protection Agreement</i>
	<i>Third Party Personal Information Protection Capability Assessment Form</i>
	<i>Weibo Policy on Personal Information Protection of Minors</i>
	<i>Weibo Community Convention</i>
	<i>Weibo Commercial Advertisement Review Specifications</i>
	<i>Anti-fraud Work Management Regulations of Sina Group</i>
	<i>Weibo Employees' Professional Code</i>
	<i>Anti-fraud Publicity Handout</i>
Governance	<i>Regulations on Anti-Retaliation for Reporting Illegal Behaviors by Weibo Employees</i>
	<i>Complaints and Reporting Procedures of Weibo</i>
	<i>Reporting Investigation and Handling Procedures of Weibo</i>
	<i>Supplier Management System</i>
	<i>Outsourcing Monthly Assessment System</i>
Governance	<i>Patent Management Measures</i>
	<i>Sina Legal Department Work System</i>
	<i>Weibo Legal Compliance Risk Assessment System</i>

Key Performance Table

Environmental Key Performance Table

Key Performance Indicator	Items	Unit	Data of 2022	Data of 2021	
Emissions	GHG emissions	Scope 1 Greenhouse gas emissions ³²	tCO ₂ e	91.58	162.53
		Scope 2 Greenhouse gas emissions	tCO ₂ e	5,531.33 ³³	6,143.05
		Scope 3 Greenhouse gas emissions (purchased goods and services) ³⁴	tCO ₂ e	2,456.78	3,171.41
		Scope 3 Greenhouse gas emissions (leased assets) ³⁵	tCO ₂ e	64,098.39	77,969.42
		Greenhouse gas emissions (Scope 1+ Scope 2)	tCO ₂ e	5,621.91	6,305.58
		Greenhouse gas emission intensity (Scope 1+ Scope 2)	tCO ₂ e/million USD in total revenue	3.06	2.79
		Waste	Waste	Hazardous waste-disposed fluorescent lamps	Piece
Hazardous waste-waste batteries	Piece			1,650	848
Total amount of non-hazardous waste	Litre			366,468	397,692
Kitchen waste	Tonne (s)			14.57	/
Paper (used in offices)	Piece			2,994,000	2,654,823
Total sewage discharge	Tonne (s)			40,142.41 ³⁶	49,099.00 ³⁷
Total sewage discharge intensity	tCO ₂ e/million USD in total revenue			21.82	21.75

³² Scope 1 greenhouse gas emissions come from the direct use of natural gas. Weibo has no gasoline use in 2022. For the calculation of greenhouse gas emissions, please refer to the "Guidelines for Compiling Provincial Greenhouse Gas Inventories".

³³ Scope 2 greenhouse gas emissions come from the consumption of purchased electricity. The calculation of greenhouse gas emissions in Scope 2 refers to the "Notice on the Report and Administration of Greenhouse Gas Emissions of Power Generation Enterprises from 2023 to 2025". The average emission factor of the national power grid in 2022 is 0.5703tCO₂/MWh.

³⁴ Scope 3 greenhouse gas emissions (purchased goods and services) mainly comes from the carbon emissions generated in the server production process, and the source of greenhouse gas emissions is the production emission data provided by server suppliers.

³⁵ Scope 3 greenhouse gas emissions (leased assets) mainly comes from electricity-related emissions from leased data centers and public cloud servers. In calculating GHG emissions, we referred to the "Notice on the Report and Administration of Greenhouse Gas Emissions of Power Generation Enterprises from 2023 to 2025". The average emission factor of the national power grid in 2022 is 0.5703tCO₂/MWh.

³⁶ In 2022, data of sewage discharge from our offices in Beijing, Shanghai, Guangzhou and Hangzhou are calculated.

³⁷ In 2021, data of sewage discharge from our offices in Beijing, Guangzhou and Hangzhou are calculated.

Key Performance Indicator	Items	Unit	Data of 2022	Data of 2021	
Resource use	Energy	Natural gas ³⁸	Cubic meters	41,893.00	62,478.25
		Total electricity consumption	MWh	9,698.99 ³⁹	10,520.73 ⁴⁰
		Consumption of direct energy ⁴¹	Tce	55.72	96.90
		Consumption of indirect energy ⁴¹	Tce	1,192.01	1,293.00
		Total energy consumption ⁴¹	Tce	1,247.72	1,389.90
		Energy consumption intensity	tCO ₂ e/million USD in total revenue	0.68	0.62
	Water	Water consumption	Tonne (s)	57,889.76	68,922.00
		Water consumption intensity	tCO ₂ e/million USD in total revenue	31.46	30.53

³⁸ The natural gas usage data only includes the data of Weibo Beijing Office.

³⁹ In 2022, data of electricity consumption from our offices in Beijing, Shanghai, Guangzhou, Tianjin, Hangzhou and Zhengzhou (newly added) are calculated.

⁴⁰ In 2021, data of electricity consumption from our offices in Beijing, Shanghai, Tianjin and Hangzhou are calculated.

⁴¹ The comprehensive energy consumption is calculated in tons of standard coal, and its calculation method refers to the National Standard of the People's Republic of China "GB/T 2589-2020 General Principles for the Calculation of Comprehensive Energy Consumption".

Social Key Performance Table








Key Performance Indicator		Unit	Data of 2022	Data of 2021
Employees ⁴²				
Total number of employees		person	5,935	6,147
Number of new employees		person	1,152	2,197
Number of employees by gender	Male	person	2,856	3,074
	Female	person	3,079	3,073
Number of employees by age	30 and below	person	3,098	3,071
	31-40	person	2,445	2,279
	41 and above	person	392	284
Number of employees by region	Chinese mainland	person	5,919	/
	China's Hongkong, Macao and Taiwan regions	person	9	/
	Overseas	person	7	/
Employees from ethnic minority groups		person	340	365
Number of employees with disabilities		person	3	44
Employee turnover		%	22	30
Employee turnover rate by gender	Male	%	24	/
	Female	%	20	/
Employee turnover rate by age group	30 and below	%	25	/
	31-40	%	18	/
	41 and above	%	25	/
Employee turnover rate by region	Chinese mainland	%	22	/
	China's Hongkong, Macao and Taiwan regions, as well as overseas	%	43	/
Proportion of female employees		%	51.9	50
Proportion of female employees by rank	Senior manager	%	16	/
	Middle manager	%	46	/
	Junior manager	%	45	/




⁴² The data in 2022 on employees' diversity, number of the newly recruited, turnover, training is consistent with the data in our annual report. In terms of data in 2021, Weibo's overseas R&D employees and employees of joint ventures affiliated to Weibo were not calculated.

Key Performance Indicator		Unit	Data of 2022	Data of 2021
Proportion of female employees by position category	STEM-related positions	%	44	/
	Revenue-generating management	%	60	/
Proportion of employees trained		%	100	100
Proportion of employees trained by gender ⁴³	Male	%	48	50
	Female	%	52	50
Proportion of employees trained by position category	Senior management	%	0.42	/
	Middle management	%	1.90	/
	Junior management	%	4.99	/
	Ordinary employees	%	92.69	/
Total training hours of employees		Hour (s)	172,952	/
Average hours of training received per employee		Hour (s)	29	/
Average number of training hours received per employee by gender	Male	Hour (s)	29	/
	Female	Hour (s)	29	/
Average number of training hours received per employee by position category	Senior management	Hour (s)	21	/
	Middle management	Hour (s)	24	/
	Junior management	Hour (s)	25	/
	Ordinary employees	Hour (s)	30	/
Work-related fatalities in the last 3 years		person	0	0
Proportion of work-related fatalities out of total employees in the last 3 years		%	0	0
Lost days due to work injury		Day (s)	0	0
Percentage of employees receiving regular performance reviews and career development reviews		%	100	100
Customer Satisfaction		%	97.8	Over 95
Total number of patent authorizations		Project	More than 250	More than 200
Total number of trademark authorizations		Project	More than 490	More than 400
Total number of copyright authorizations		Project	More than 540	More than 390
Ethics training ratio		%	100	/

⁴³ Percentage of male employees trained = male employees trained/total employees trained; Percentage of female employees trained = female employees trained/total employees trained.

ESG Index

Disclosure	HKEX	GRI	SDGs
1. Governance			
1.1 ESG Governance	para. 13;para.14	2-8;2-29;3-1;3-2;3-3	 
1.2 Corporate Governance	B7, B7.1, B7.2, B7.3;B5, B5.1, B5.2, B5.3, B5.4;B6.3	2-9;2-10;2-11;2-12;205-1;205-2;205-3;308-1;308-2;414-1	
2. Responsible Platform			
2.1 Information Security	B6, B6.4, B6.5	416-1	
2.2 Privacy Protection	B6, B6.4, B6.5	416-1;418-1	
2.3 Content Ecosystem Governance	B6, B6.4	417-1	  
2.4 Advertisement Ecosystem Governance	B6, B6.4	416-1;417-1	
3. Quality Experience			
3.1 Quality Content	B6	416-1;417-1	
3.2 Minor Protection	B6	416-1	 
3.3 User Service	B6, B6.2	416-1	

Disclosure	HKEX	GRI	SDGs
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4.2 Employee Rights and Benefits	B1	201-3;401-2	
4.3 Employee Growth	B3	404-1;404-3	
4.4 Employee Care	B2, B2.3	401-3;403-5;403-6;403-7;403-10	
5. Green Development			
5.1 Climate Change Initiatives	A1, A1.2;A4, A4.1	201-2;305-1;305-2;305-4;305-5	
5.2 Pursuing Green Operation	A1, A1.5, A1.6; A2, A2.3;A3, A3.1	302-1;302-2;302-3;302-4;302-5;303-2;306-2	
5.3 Promoting Green Philosophy	A3	304-2	
6. Social Value			
6.1 Practicing Public Welfare for All	B8, B8.1, B8.2	413-1	
6.2 Facilitating Public Dialogue	B8.1, B8.2	413-1	
6.3 Empowering Rural Revitalization	B8.1	413-1	
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List of Internal Management and Control Policies	/	/	
Key Performance Table	A1.1, A1.2, A1.3, A1.4;A2.1, A2.2, A2.4;B1.1, B1.2;B2.1, B2.2;B3.1, B3.2	302-1;302-2;302-3;303-5;305-1;305-2;305-4;306-3;401-1;403-9;404-1;404-3	
ESG Index	/	/	

Readers Feedback Form

Dear readers,

Thank you for reading our Environmental, Social and Governance Report 2022. To enhance our communication with you and other stakeholders, and to continuously improve our performance on environmental, social and governance as well as future preparation of reports, we sincerely welcome your valuable comments and suggestions through the following ways.

Please be specific on your comments:

1. What's your general view on this report?

Excellent
 Good
 Average
 Poor

4. What do you think of the comprehensiveness of the company's environmental responsibility described in this report?

Excellent
 Good
 Average
 Poor

7. What do you think need to be improved most in this report?

Governance
 Safety
 Products and services
 Employees
 Environmental
 Social

2. What do you think of the clarity, accuracy and completeness of the information and data disclosed in this report?

Excellent
 Good
 Average
 Poor

5. What do you think of the comprehensiveness of the company's social responsibility described in this report?

Excellent
 Good
 Average
 Poor

8. What you wish to know but have not been disclosed in this report are:

3. What do you think of the comprehensiveness of the company's economic responsibility described in this report?

Excellent
 Good
 Average
 Poor

6. Do you view the design and typeset of this report as user-friendly?

Excellent
 Good
 Average
 Poor

9. Your comments and suggestions on the company's environmental, social and corporate governance efforts and report preparation:



Email: ir@staff.weibo.com



Tel: +86 10 5898-3336



For more information, please visit our website at: <http://ir.weibo.com/>