

Regulations on Equality, Anti-Discrimination and Diversity Management

[Purpose]

These Regulations are hereby formulated to promote the development of diversified cultures of Sina Group.

[Principle]

These Regulations are formulated based on the principles of equality, anti-discrimination and anti-sexual harassment as per relevant national laws and regulations.

[Scope of application]

These Regulations apply to all employees of Sina/Weibo's subsidiaries or their affiliates in China (hereinafter referred to as the "Company").

[Content]

Chapter I Definition

Article 1 Diversity: It means that the Company accepts and respects the differences of employees and creates an environment encouraging each employee's participation and contribution, which includes but is not limited to equality, anti-discrimination, anti-sexual harassment, etc.

Chapter II Diversity Supervision and Governance

Article 2 The diversity of the Company is supervised and governed by the ESG Committee. Its main responsibilities include:

- (1) Guiding the Company's diversity policies, and promoting the implementation of diversity policies, to realize its commitment to equality and diversity.
- (2) Setting diversity goals and supervising their achievement.
- (3) Reporting and communicating the Company's implementation of diversity in ESG meetings.

Chapter III Diversity Management

Article 3 The Company attaches importance to diversity management. It has built an equal, inclusive and diversified workplace culture to protect employees from the influence of race, skin color, gender, religion, nationality, disability status, marital status, retirement status, sexual

orientation, gender identity, or other legally protected identities, and guarantee employees' equal personality, equal opportunities and equal rights in organizational relations. Through diversity management, employees obtain a sense of belonging, respect and importance.

Article 4 The Company has always been committed to establishing diversified cultural values, emphasizing respect, equality and inclusiveness, and recognizing employees of different backgrounds and experiences. Being impartial to the talent of different backgrounds and culture during recruitment, the Company guarantees that all candidates are treated equally.

Article 5 The Company is committed to creating an inclusive and loose working environment, and resolutely eliminating prejudice and discrimination regarding gender, disability, race, sexual orientation and social background in employment, career development and promotion. We encourage employees to actively contribute ideas to the Company in the workplace, and motivate employees to show their diversified characteristics and meanwhile tolerate diversity.

Article 6 The Company promotes cross-team cooperation and exchanges. The Company advocates cross-over cooperation and exchanges among different departments and teams, and encourages employees and managers to jointly participate in the Company's diversity construction.

Chapter IV Equality and Anti-discrimination

Article 7 Equality and Anti-discrimination

(1) The Company provides fair, just and rational work opportunities for all employees, and makes decisions on employment, salary, training opportunities, promotion, termination of labor relations and other labor-related matters, regardless of employees' race, social class, religious belief, disability, gender, sexual orientation, age, marital status, pregnancy, trade union membership or political affiliation.

(2) The principles of equality and anti-discrimination also apply to the complete set of talent management systems that cover training, promotion, salary, welfare and job transfer. All the Company's decisions on talent are made based on employees' work achievements, development interests, quality and expertise, and conform to relevant national laws and regulations.

Article 8 Diversified Cultural Development of Equality and Anti-discrimination

(1) To strengthen employees' diversity awareness of equality and anti-discrimination, enhance the acceptance of employees of different backgrounds and promote collaboration among employees, the Company takes measures to continuously build and develop a diversified workforce of equality and anti-discrimination.

(2) The Company is dedicated to creating a diversified corporate culture and values of equality and anti-discrimination. By providing diversity training for Chinese and overseas employees, the Company helps employees understand the value of a diverse workforce and their roles and responsibilities in working together across different teams, departments and regions.

(3) The Company hopes to cultivate employees' respect for colleagues and tolerance to diversity through diversity training, thus enhancing team cohesion. It also establishes effective communication channels to combine individual and organizational goals and therefore achieve the common development of the organization and individuals.

(4) The Company develops fair and equal development plans for employees, determines employees' remuneration based on their talent and performance, and protects them from the influence of race, skin color, gender, religion, nationality, disability status, sexual orientation, gender identity, marital status, retirement status, or other legally protected identities.

(5) The management of the Company shall have inclusive leadership skills, maintain an open and inclusive mindset, and value and listen to diversified views. In addition, the Company's management shall be fair and impartial, give equal consideration to employees of different backgrounds and situations, and avoid any intentional or unintentional discrimination or prejudice.

Chapter V Anti-sexual Harassment

Article 9 The Company takes a firm stand against any form of sexual harassment in any interpersonal relationship, and resolutely protects the legitimate rights and interests of employees (including but not limited to regular employees, outsourced employees, dispatched employees, interns, part-time employees, etc.), aiming to create a mutually respectful, healthy, bias-free and harassment-free workplace. Relevant rights and interests of male employees are also protected.

Article 10 Any expression or behavior (including language, text, image, electronic information, physical behavior, action, or other forms) that is unwelcome or against the will of others, and has sexual content, or is related to sex is sexual harassment. Unless the above contents are mentioned in emails, group chats, or inevitable one-on-one communication due to job responsibilities. Sexual harassment includes but is not limited to:

(1) Using obscene language or displaying obscene content, sending or displaying any sex-related or sexually suggestive articles, images, materials, information, etc. by any means. Making or asking others to make sex-related inquiries, statements, comments, exchanges, or related jokes. Deliberately spreading rumors with sexual connotations.

(2) Making explicit or implicit requests related to sex by taking advantage of the position, or even making the sex-related request as an exchange condition for salary adjustment, promotion, retention, performance appraisal, responsibility assignment, etc., or adversely affecting the employment conditions of employees.

(3) Making any inappropriate physical contact. Requiring others to drink, sing, dance, sleep together, have sex, etc. against their will.

(4) Prejudice, discrimination or humiliation related to sex.

(5) Other physical acts with sexual connotation or suggestion.

(6) Other circumstances that should be recognized as sexual harassment or non-sexual harassment.

Article 11 The Company reminds employees and managers of the following matters:

(1) They shall strictly abide by relevant laws and regulations on anti-sexual harassment, these Regulations and other relevant rules and policies formulated and issued by the Company, and supervise, report, prevent and stop sexual harassment.

(2) In a party or dinner arranged due to work needs, managers shall not force or urge employees to drink or accompany others in drinking, to ensure the health and safety of employees.

Chapter VI Complaints and Reporting

Article 12 The Company strongly recommends that victims or witnesses of unequal treatment, discrimination or sexual harassment seek help from or report to the Company in a timely manner. Any employee who has experienced or witnessed discrimination or sexual harassment or suspected sexual harassment, or has any question or doubt about sexual harassment, can seek help from the supervisor, HRBP and the trade union. The contact information of the person in charge of the trade union: e-mail sinagh@staff.sina.com.

Article 13 All complaints will be seriously, thoroughly, timely and impartially investigated, and the management will be informed of relevant progress and investigation and processing results in a timely manner. Depending on the severity and other relevant conditions, the Company will promptly take appropriate measures against the employees involved, including but not limited to the temporary suspension of the employees during the investigation. The Company will take effective measures to protect the personal privacy of relevant personnel when investigating and processing complaints regarding discrimination or sexual harassment. Any violation of the anti-discrimination and anti-sexual harassment provisions in these Regulations constitutes a serious disciplinary offense and will be subject to disciplinary punishment, including immediate dismissal depending on the specific circumstances.

Article 14 No one shall retaliate against any person (whether or not an employee of the Company) who reports possible discrimination or sexual harassment, conducts investigations or assists in relevant investigation, or knows about the discrimination or sexual harassment act in any form, including threats, intimidation, demotion, unreasonable work arrangements, degrading of

work performance or termination of labor relations. The Company has the right to terminate the labor relationship with any employee who retaliates.

Chapter VII Policy Training

Article 15 Sina Group provides all employees with training on *Professional Ethics and Code of Conduct* and *Cultural Diversity in the Workplace*. These are compulsory courses for the management every year.

(1) The training on the *Professional Ethics and Code of Conduct* focuses on anti-discrimination, anti-sexual harassment and respect for religious belief and culture. It covers topics such as "How to properly respond to discrimination and harassment incidents."

(2) The *Cultural Diversity in the Workplace* training aims to strengthen employees' awareness of diversity and inclusion. It offers training on diversity, equality and inclusion, covering such topics as "unconscious bias and microaggression," "anti-gender discrimination" and "inclusive work."

Article 16 All new employees are required to participate in the training of *Professional Ethics and Code of Conduct* and *Cultural Diversity in the Workplace*.

Article 17 The Company's training platform will remind employees to participate in the training of professional ethics, code of conduct and cultural diversity in the workplace every year.

Chapter VIII Supplementary Provisions

Article 18 The operation team of the Human Resources Department is responsible for developing this policy, which shall be implemented after being approved by the Vice President of Human Resources of Sina Group. In case of any inconsistency between the content of relevant policies implemented previously and this policy, this policy shall prevail.

Article 19 The operation team of the Human Resources Department is responsible for supervising the implementation of this policy and has the right of final interpretation.

Article 20 Unless otherwise specified by the Company, any exceptions to this policy shall be approved by the Vice President of Human Resources of Sina Group.