



**Marketingforce Management Ltd**

**邁富時管理有限公司**

(Incorporated in the Cayman Islands with limited liability)

(Stock code : 2556.HK)



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## ABOUT THIS REPORT

### Overview

This report is the second Environmental, Social and Governance Report (“**this Report**” or “**ESG Report**”) issued by Marketingforce Management Ltd (the “**Company**”, stock code: 2556.HK). It is prepared for the Company’s stakeholders, disclosing the management, practices, and performance of the Company, its subsidiaries, and its consolidated affiliated entities (“**Marketingforce**” or “**the Group**” or “**we**”) in environmental, social, and governance aspects.

### Reporting Period

This Report covers the period from January 1, 2025 to December 31, 2025 (the “**Reporting Period**”). Certain information may be traced back to previous years or extended to 2026.

### Reporting Scope and Boundary

The information disclosed in this Report covers the Group. Unless otherwise specified, the reporting scope is consistent with the annual report.

### Basis of Preparation

This Report is prepared in accordance with the *Environmental, Social and Governance Reporting Code* (the “**ESG Reporting Code**”) set out in Appendix C2 to the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”).

This Report has been determined by steps including identifying and prioritizing key stakeholders and ESG material issues, determining the boundaries of ESG reporting, collecting relevant materials and data, preparing the report based on the data, and reviewing the information in the report to ensure the completeness, materiality, authenticity, and balance of the report content.

### Data Sources and Reliability Assurance

The information and data disclosed in this Report are derived from the Group’s statistical reports and official documents and have been reviewed by relevant departments. The Company’s Board (the “**Board**”) undertakes that this Report contains no false records or misleading statements, and is responsible for the authenticity, accuracy, and completeness of the content.

### Confirmation and Approval

This Report was confirmed by management and approved by the Board on March 26, 2026.

### Obtaining and Responding to this Report

This Report is available in both Chinese and English versions and is provided in electronic format. In case of discrepancies, the Chinese version shall prevail.

We value the opinions and suggestions of our stakeholders. Readers are welcome to contact us via email: IR@marketingforce.com.



## CHAIRMAN'S STATEMENT

In 2025, the global artificial intelligence industry reached a critical turning point, shifting from technological advancement to deep industrial application. AI applications are accelerating the fundamental logic of corporate digital transformation. 2025 marks a milestone year in Marketingforce's strategic transformation, as we completed our evolution from a traditional SaaS provider to an AI-native application platform. We have not only achieved steady business growth but have also placed sustainable development concepts at the core of our long-term corporate strategy. It is the key link connecting technological innovation, business growth, and social value – a solid moat that helps the Company weather cycles and earn long-term trust.

### I. Staying True to Our Original Aspiration, Cultivating Digital Intelligence, and Fulfilling Our Mission to Set Benchmarks

Since our founding, we have remained committed to our core values of "Customer-centricity, Long-termism, and Teamwork", fulfilling our corporate mission of "Focusing on artificial intelligence, providing competitive products and services, and continuously creating value for customers". With the entrepreneurial spirit of "Innovation, Full Speed, Professionalism, Excellence, Integrity, and Gratitude", we have deeply cultivated the digital intelligence field. As at the end of 2025, we have obtained over 800 software copyrights and patents in AI and digital intelligence, received more than 650 related honors and qualifications, successfully empowered over 210,000 enterprises to achieve transformation and growth, and established strategic cooperation with over 200 industry partners. During the Two Sessions in 2022 and 2025, Marketingforce was featured as a benchmark enterprise for digital intelligence empowerment in the Two Sessions special issue of China News and on the official website of Xinhua News Agency. This honor not only affirms our technological strength and benchmark position but also serves as a powerful motivation for us to fulfill our mission and achieve further success.

### II. AI-Native Driving Value Growth, Empowering Industry Digital Transformation

In 2025, our AI+SaaS business fully transitioned to AI application business, successfully operationalizing the four-layer architecture of "Scenarios + Data + Platform + Models". The efficiency and commercial value of AI applications continued to be unleashed, driving rapid business revenue growth. In 2025, the Group's total revenue reached RMB2.82 billion, a year-on-year increase of 80.8%. Among this, AI application business revenue was RMB1.49 billion, a year-on-year increase of 76.5%.

In 2025, we continued to lead the industry: we have been ranked first in "AI SaaS Influential Enterprise" for seven consecutive years, first in "Intelligent Marketing Top 50" for six consecutive years, and our AI SaaS products ranked first in revenue scale in the Chinese marketing and sales sector. Additionally, leveraging the breakthrough innovation of the AI-Agentforce agent middle platform and all-in-one agent appliance, we won "2025 China AI Marketing Agent No. 1" and "2025 Agent All-in-One Appliance TOP 3", and were recognized as "2025 China's Leading Brand Going Global Enterprise".

In 2025, we also participated as a contributing unit in the development of the China Academy of Information and Communications Technology (CAICT) Marketing Automation (MA) of standards, providing technical support and practical references to improve industry standards based on the Company's experience.

### People Efficiency Improvement

In 2025, we fully integrated our proprietary AI tools into internal operations management, achieving a 62.7% year-on-year improvement in personnel efficiency. The deep application of AI tools has freed up employee time and improved work quality, verifying the practical value of AI technology in reducing costs and increasing efficiency.

### International Deployment Upgrade

In 2025, we continued to support Chinese enterprises in going global. Through AI digital employees such as Eva and Nora, our clients use the T-cloud foreign trade version, which supports 49 languages, to expand into overseas markets such as Southeast Asia, the Middle East, and Latin America, reducing operational costs. In 2025, our foreign trade business revenue reached RMB75.9 million, a year-on-year increase of 134%. While serving Chinese enterprises going global, we also began directly serving local overseas enterprises. We have established subsidiaries in Hong Kong (China), the United States, Singapore, and have signed local clients in Hong Kong (China). In the future, we will further expand our overseas market presence, planning to enter more countries and regions in East Asia, Southeast Asia, the Middle East, Europe and America.

### III. Deeply Rooting ESG Concepts, Building a Sustainable Industrial Ecosystem

We have always integrated ESG concepts into our strategy and operations. We insist on using technological innovation as an engine and responsibility as our foundation to build a sustainable industrial ecosystem. In 2025, under the leadership and coordination of the Board, we took "AI-driven, Governance foundation, Product empowerment, Green leadership, Ecosystem co-creation" as our main themes, solidly advancing ESG practices. At the environmental level, we promote low-carbon operations and environmental protection, strengthen climate change governance mechanisms, and collaborate with supply chain partners to implement environmental controls. At the same time, leveraging AI technology to enable green transformation, we use digital intelligence means to help reduce carbon and increase efficiency, contributing to the "dual carbon" goals. At the social level, we strictly adhere to data security and AI marketing compliance, deepen supplier empowerment and win-win cooperation, jointly build an industry compliance ecosystem through measures such as signing integrity commitment letters, anti-commercial bribery agreements, and supplier ESG assessments, while continuously fulfilling social responsibilities by sponsoring the organization of research and innovation competitions, donating teaching equipment and funds to universities, supporting education and demonstrating corporate care. At the governance level, we optimize supplier lifecycle management, build an AB dual-chain guarantee system and scientific elimination mechanism, promote company-wide compliance training, improve internal reporting procedures, build a solid compliance risk control defense line, and simultaneously improve the ESG governance structure to ensure effective penetration of sustainable development strategies from top-level design to grassroots execution. During the Reporting Period, Wind released its ESG rating report. Leveraging our systematic practices and outstanding performance in the environmental, social, and governance areas, we successfully achieved a Wind ESG A rating.

In the future, Marketingforce will continue to adhere to business ethics and compliance baselines, deepen the synergy between ESG concepts and business strategy, and continue to empower sustainable development with AI technology. With a more open attitude, we will join hands with shareholders, customers, partners, employees, and the broader community to build a safe, compliant, green, and inclusive industrial ecosystem. We will integrate corporate development into the trends of the times, anchor technological innovation to social value, achieve true long-term growth, and contribute to high-quality industry development and global digital transformation.

## INSIDE MARKETINGFORCE

### About Marketingforce

Founded in 2009, the Group is a world-leading AI application platform. Adhering to its core values of "Customer-centricity, Long-termism, and Teamwork", with deep business insight and professional solution capabilities, the Group is committed to being the best practical partner for enterprises to embrace and apply AI.

Marketingforce was underpinned by an AI-native architecture pioneered the development of the AI-Agentforce enterprise-level agent middle platform in China. It provides AI solutions that cover the entire chain, including R&D, production, supply chain, marketing, sales, service, business decision-making, and organizational talent empowerment. Marketingforce focuses on artificial intelligence, providing competitive products and services. It has served over 210,000 enterprises, covering industries such as retail and consumer goods, automotive, finance, B2B manufacturing, healthcare, enterprise services, and cross-border e-commerce.

### CORPORATE CULTURE AND VALUES



#### Vision

To become the best partner for global enterprises in the AI-native era of digital and intelligent transformation



#### Mission

Focus on artificial intelligence  
Provide competitive products and services  
Continuously create value for customers



#### Values

Customer-centric  
Long-termism  
Teamwork

Marketingforce continues to deepen AI technology, improve its product matrix, and optimize its organizational form, striving to be the best partner for global enterprise digitalization in the AI-native era. Marketingforce has obtained over 800 software copyrights/patents in AI and digital intelligence, won the second prize of the National Science and Technology Progress Award and the first prize of the Shanghai Science and Technology Progress Award, and has been featured twice as a benchmark enterprise for digital intelligence empowerment in the China News Two Sessions special issue.



# Annual Milestones

Jan

Marketingforce was invited to attend the Tencent Smart Retail 2024 Annual Ecological Partner Conference "United Efforts, Panoramic Enhancement" and won three awards in Tencent Smart Retail's "Thousand Domains Plan".

Mar

Marketingforce released China's first government-enterprise agent all-in-one appliance in Kunshan, Suzhou, opening a safe and controllable intelligent office path for government and enterprise digital upgrades with an innovative "software-hardware integrated, out-of-the-box" solution.

May

Members of the Standing Committee of the Jiangxi Provincial Party Committee and main leaders of the Party Committee of Nanchang and Ganjiang New Area, met with the Chairman of Marketingforce. Marketingforce signed four strategic cooperation projects on cross-border e-commerce industrial park construction and "Belt and Road" digital trade industry-university-research.

Marketingforce attended the Goldman Sachs flagship Technet technology conference, sharing how Marketingforce promotes the accelerated implementation of domestic AI and uses AI Agents to drive full-scenario cost reduction and efficiency improvement.

Jul

Marketingforce upgraded its Integrated Intelligent Agent Appliance, deeply integrating the Intelligent Agent Middle Platform. With full-stack domestic adaptation and the addition of a Xinchuang version as key breakthroughs, it injects "domestic core" and builds a "security foundation" for the intelligent transformation of government and enterprises.

Marketingforce's AI-Agentforce enterpriselevel agent middle platform solution appeared at the World Artificial Intelligence Conference, rooting in business scenarios and accelerating value transformation.

Sep

At the 2025 Internet Yuelu Summit, Zhao Xulong, Chairman of Marketingforce, gave a keynote speech on "How AI Can Be Truly Implemented."

Nov

Marketingforce attended the 8th China International Import Expo "AI Empowering E-commerce Innovation and Development Forum" and won the AI Case "Value Contribution Award."

The contract value locked in during the Trueland Double Eleven Global Enterprise Digital & Intelligent Tool Selection Event exceeded RMB183 million.

Apr

Marketingforce was invited to attend the Hubei Provincial Industry Association Future Innovation Conference, explaining the applicable paths of agent technology in multiple scenarios and providing replicable intelligent transformation solutions for various industries.

Marketingforce attended the "Tech Innovation Discourse" forum at the 2025 Angel Investment Conference, sharing insights on how AI reshapes industrial logic and breaks new ground in the tech innovation ecosystem.

Jun

Marketingforce and Lecheng Health co-hosted the "Fourth Insurance Health Carnival", jointly exploring the practical path of AI technology driving industry transformation.

Aug

Marketingforce appeared at the 2025 Big Data Expo - Huawei B2B Enterprise Festival, co-creating a new digital intelligence ecosystem with the agent middle platform.

Oct

Marketingforce was invited to attend the Nanjing Jiangbei New Area International Investment Cooperation Promotion Conference, empowering local governments and enterprises to embrace AI Agent productivity.

Marketingforce was invited to attend the China International Software Expo to explore new paths for the "intelligent manufacturing going global" of the manufacturing industry.

Dec

Witnessed by Governor of Jiangsu Province, Marketingforce held a signing ceremony to establish its global R&D headquarters in Nanjing.

Marketingforce joined hands with global technology giant HCL Tech to launch AI industrial application software and an industrial agent all-in-one appliance, injecting new globalization vitality into industrial intelligent transformation with dual drives of "global ecosystem + proprietary technology."

The Marketingforce Ecosystem Conference was held in Nanjing, where the Intelligent Agent Middle Platform 3.0 was launched. The conference established partnerships with leading domestic and international companies such as Baidu, Alibaba Cloud, MXU, Opentext, Sina, Ant Group's OceanBase, and several top universities in Nanjing.

## Annual Awards and Honors

### "Shanghai Model Collective" Title

CPC Shanghai Municipal Committee, Shanghai  
Municipal People's Government



### 2025 Shanghai Top 100 Software and Information Technology Service Enterprises

Shanghai Municipal Commission of Economy and  
Informatization



### 2025 Shanghai Top 100 Private Enterprises



Shanghai Enterprises Confederation,  
Shanghai Entrepreneurs Association,  
Jiefang Daily

### 2025 Shanghai Top 100 Service Enterprises



Shanghai Enterprises Confederation,  
Shanghai Federation of Economic  
Organizations, Shanghai Entrepreneurs  
Association, Jiefang Daily

### 2025 Shanghai Top 100 Private Service Enterprises



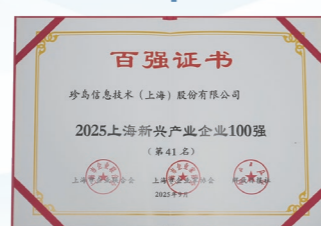
Shanghai Enterprises Confederation,  
Shanghai Entrepreneurs Association,  
Jiefang Daily

### 2025 Shanghai Top 100 High-Growth Enterprises



Shanghai Enterprises Confederation,  
Shanghai Entrepreneurs Association,  
Jiefang Daily

### 2025 Shanghai Top 100 Emerging Industry Enterprises



Shanghai Enterprises Confederation,  
Shanghai Entrepreneurs Association,  
Jiefang Daily



## AI INNOVATION

### Revenue Scale of AI SaaS Products in China's Marketing & Sales Sector - No.1

EqualOcean Intelligence



### 2025 China AI Marketing Agent Top 30 - No.1

Chinese Academy of Sciences' *China Internet  
Weekly*, Deben Consultancy, eNet Research



### China AI SaaS Influential Enterprise Top 50 - No.1 (7 consecutive years)

Deben Consultancy (DBC) &  
Chinese Academy of Sciences'  
*China Internet Weekly* (CIW) &  
eNet Research

### 2025 Intelligent Marketing Top 50 - No.1 (6 consecutive years)

Chinese Academy of Sciences'  
*China Internet Weekly*, Deben  
Consultancy, eNet Research

### 2025 Agent All-in-One Appliance Top 30 - No.3

Chinese Academy of Sciences'  
*China Internet Weekly*, Deben  
Consultancy, eNet Research

### 2025 China AI Agent/Agent Top 30 - No.3

Deben Consultancy (DBC)

### 2025 Shanghai AI Artificial Intelligence Enterprise Top 150 - No.4

CASS Information Research  
Center, Chinese Academy of  
Sciences' *China Internet Weekly*,  
Deben Consultancy,  
eNet Research

### 2024 AI Agent Application Top 30

CASS Information Research  
Center, Chinese Academy of  
Sciences' *China Internet Weekly*,  
Deben Consultancy, eNet  
Research



## DIGITAL INTELLIGENCE & IT INNOVATION

### 2025 China Best Information Technology Innovation Vendors in the China Information Technology Innovation Industry Annual List Top50

The First New Voice



### 2025 Innovative solutions for accelerating domestic substitution

2025 China Information Technology Application Innovation Summit



### 2025 China Software Companies Top 150 – Top 30

Chinese Academy of Sciences' China Internet Weekly, Deben Consultancy, eNet Research

### 2025 IT Innovation Leading Enterprise Top 30

CASS Information Research Center, Chinese Academy of Sciences' China Internet Weekly, Deben Consultancy, eNet Research

### 2025 Digital Transformation Driving Enterprise Top 100 – Top 15

Chinese Academy of Sciences' China Internet Weekly

### 2025 CDI Excellent Digital Technology Service Provider

CDIE Conference

### 2025 Digital Innovation Practice Top 50

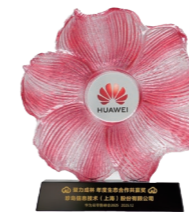
Chinese Academy of Sciences' China Internet Weekly, Deben Consultancy, eNet Research



## INDUSTRY PRACTICE

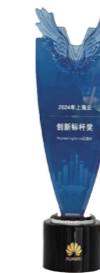
### "Unite to Forge a Shared Ecosystem" Annual Ecological Win-Win Cooperation Award

Huawei Cloud



### 2024 Shanghai Cloud Innovation Benchmark Award

Huawei Cloud



### Excellent Certification Partner

Tencent Smart Retail and Lifestyle Industry "Thousand Domains Plan"



### Shede Spirits – Digital Intelligence Marketing Operation Benchmark

Shede Spirits



### 2025 China Beauty Digital Intelligence Technology Summit – Excellent Digital Solution Award

IT Share & Business Tech Watch



### Annual Retail AI Solution Innovation Award

11th National Consumer Goods CIO Conference



### 2025 Shanghai Outstanding Cases of Business AI (E-commerce & Retail Section) – Value Contribution Award

Shanghai E-commerce Association



### 2025 Shanghai Top 100 Hardcore Tech Enterprises

Shanghai Industrial Technology Innovation Promotion Association





## AI GOING GLOBAL

### 2025 Leading Chinese Enterprises in Brand Overseas Expansion

Brand Culture Magazine



### 2024 Global Cross-border E-commerce Marketing Quality Service Provider

China Association of Trade in Services



### 25th IAI International Advertising Award – Smart Marketing/ AI – Bronze Award

IAI Awards Executive Committee



### 2025 Innovation Momentum Leading Index Pioneer Enterprise

China News Service Shanghai Branch,  
Yuanchuan Institute & Lin-gang Special Area



## INVESTMENT VALUE

### Enterprise with the Most Commercial Cooperation Value in AI Agent Field

DataYuan, Shanghai Big Data  
Alliance



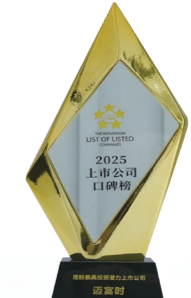
### Most Valuable Artificial Intelligence Company

Zhitong Finance



### Most Investment- Potential Listed Companies on Hong Kong Stock Exchange

2025 Listed Company  
Reputation Poll



### Hong Kong Stock Golden Wisdom Award · Hong Kong Stock Connect Value Company

Digital Intelligence  
International, CaiLianPress,  
Huiyue Finance



### Annual Brand Communication Award

CaiLianPress



### 2025 (Industry) Influential Brand

CFS 14th Annual  
Finance Summit



## Annual ESG Performance Highlights



WIND ESG Rating: A

### Environmental

- Scope 1 and Scope 2 GHG emissions decreased by **22.41%** compared to 2024
- Passed ISO 14001 environmental management system annual audit
- Implemented multi-dimensional energy saving and carbon reduction measures such as smart energy management, lighting system upgrades, cloud resource and system energy efficiency improvement, and low-carbon travel
- New energy vehicles accounted for **90%** of company cars
- Actively promote the recycling of renewable resources to improve resource utilization efficiency
- Improve climate governance structure and mechanisms, comprehensively enhance climate resilience

### Social

- Launched innovative products and solutions such as AI-Agentforce enterprise-level agent middle platform 3.0
- Deepened the application of AI technology to improve internal organizational efficiency and accelerate industry upgrades
- Obtained ISO 9001 quality management system certification
- R&D investment reached **RMB440 million**
- Obtained **20** software copyrights and **2** patent grants during the Reporting Period
- Obtained GB/T 27922-2011 **five-star** after-sales service
- Passed annual audits of ISO 27001, ISO 27701, ISO 20000, ISO 27017, ISO 27018, ISO 27040 and other information, data and privacy security management system certifications
- Formulated and implemented the *Diversity, Equity and Inclusion (DE&I) Policy*

### Governance

- Issued the 2025 Risk Assessment Report and 2025 Marketingforce Risk Audit Work Report to provide solid support for management decisions and risk prevention and control
- Anti-corruption and business ethics special training coverage rate reached **100%**
- Zero** corruption-related lawsuits

## SUSTAINABILITY GOVERNANCE

Marketingforce understands the critical role of sustainable development in long-term stable operations. We are committed to building a systematic sustainable management system, fulfilling our responsibility commitments in environmental protection, social contribution, and governance optimization, continuously driving the Company towards a green, high-quality development path.

### ESG Governance

Marketingforce continuously improves its ESG governance system. During the Reporting Period, we established an ESG Management Committee to further strengthen governance framework. We have built an ESG governance structure led by the Board, coordinated by the ESG Management Committee, advanced by the ESG Working Group, and collaboratively participated in by various functional departments, ensuring the effective implementation of ESG governance and management matters.

We have formulated the *Environmental, Social and Governance (ESG) Policy*, establishing a clear ESG management framework and integrating ESG management requirements into corporate operations and daily management.

To further enhance the ESG governance knowledge and management practice capabilities of Directors, during the Reporting Period, we sent ESG rule interpretation materials to all directors, and all directors completed the study on time.



Marketingforce ESG Governance Structure

## Board Statement

As the highest decision-making body for the Group's ESG matters, the Board is responsible for the overall supervision and strategic planning of ESG matters to ensure the fulfillment of environmental and social responsibility commitments. We mitigate risks by managing ESG-related risks and establishing an effective internal control system. We also regularly assess risks in accordance with applicable laws, regulations and policies, and formulate and adjust strategies and objectives. Meanwhile, we review the achievement of ESG goals every year and revise our strategies when necessary. Furthermore, the Board monitors the communication between the Group and various stakeholders and adjusts the management policies based on the communication results to adapt to the ESG market trends.

We continuously identify and monitor ESG-related risks and opportunities that may affect the business, strategies and financial performance of the Group, assess the extent of the short-term, medium-term and long-term impact of these risks, fully consider such matters when formulating business strategies, and flexibly adjust the business strategies of specific operating locations as circumstances require to adapt to the constantly changing external environment and reduce the impact of ESG-related risks.

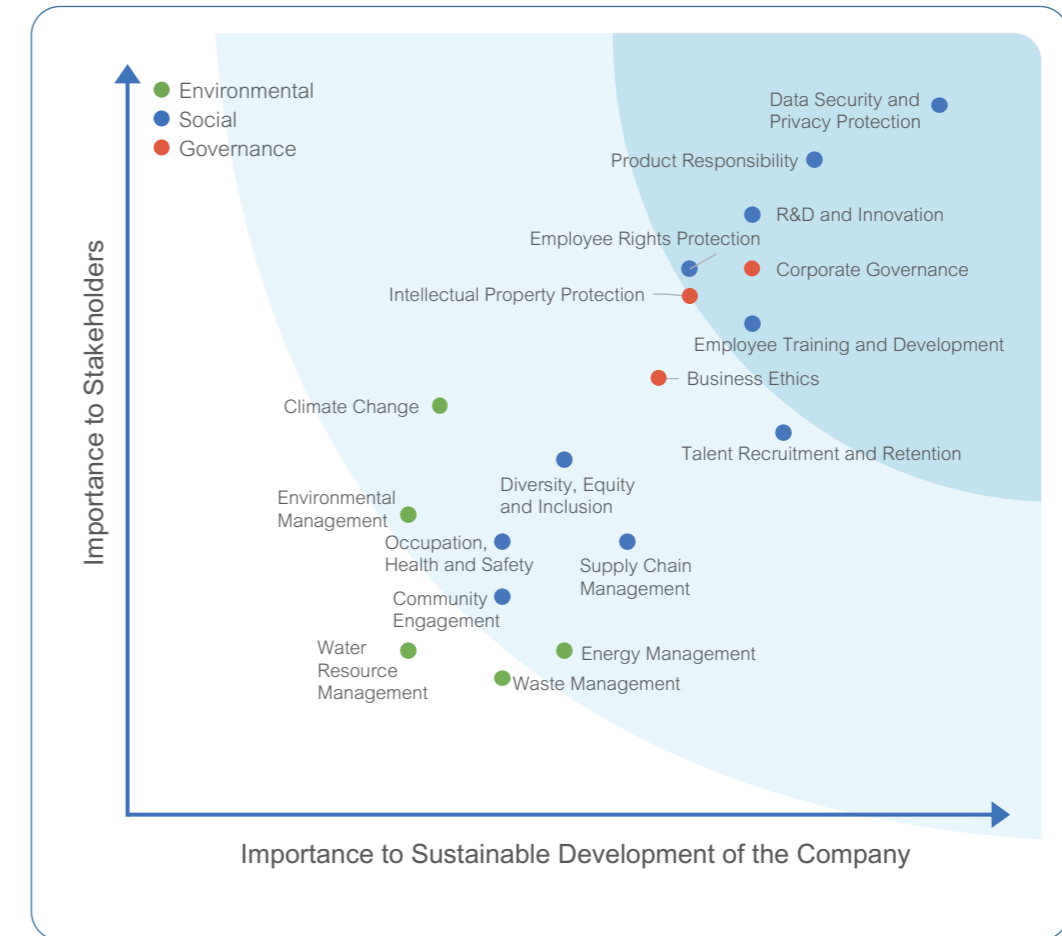
## Stakeholder Communication

Marketingforce attaches great importance to interaction and dialogue with stakeholders, actively builds multiple communication channels, fully understands their concerns and demands, and forms a healthy ecosystem of co-construction, co-governance, and synergistic development.

Key Stakeholders	Communication Methods
<b>Government and Regulatory Agencies</b>	Policy directives Work reports Information submission Supervision and inspection
<b>Shareholders and Investors</b>	Shareholder meetings Information disclosure Investor conferences and roadshows Daily phone and email communication
<b>Customers</b>	Various customer service channels Company website Social media platforms Product platforms
<b>Employees</b>	Internal communication platforms Employee exchange and care activities
<b>Suppliers and Partners</b>	Bidding meetings Supplier evaluation processes Exchange and cooperation Industry forums
<b>Communities</b>	Community activities Volunteer services Company website Social media platforms

## Materiality Assessment

Marketingforce regularly identifies, assesses, and discloses material issues, providing a reference for ESG strategic planning and management practices. During the Reporting Period, we reviewed and updated the materiality matrix by combining external trends, industry focus points, capital market focuses, and our own operations, ensuring that issue management is dynamically synchronized with the internal and external environment.



2025 Marketingforce Materiality Matrix

# SPECIAL FEATURE

AI-DRIVEN  
INDUSTRY INNOVATION

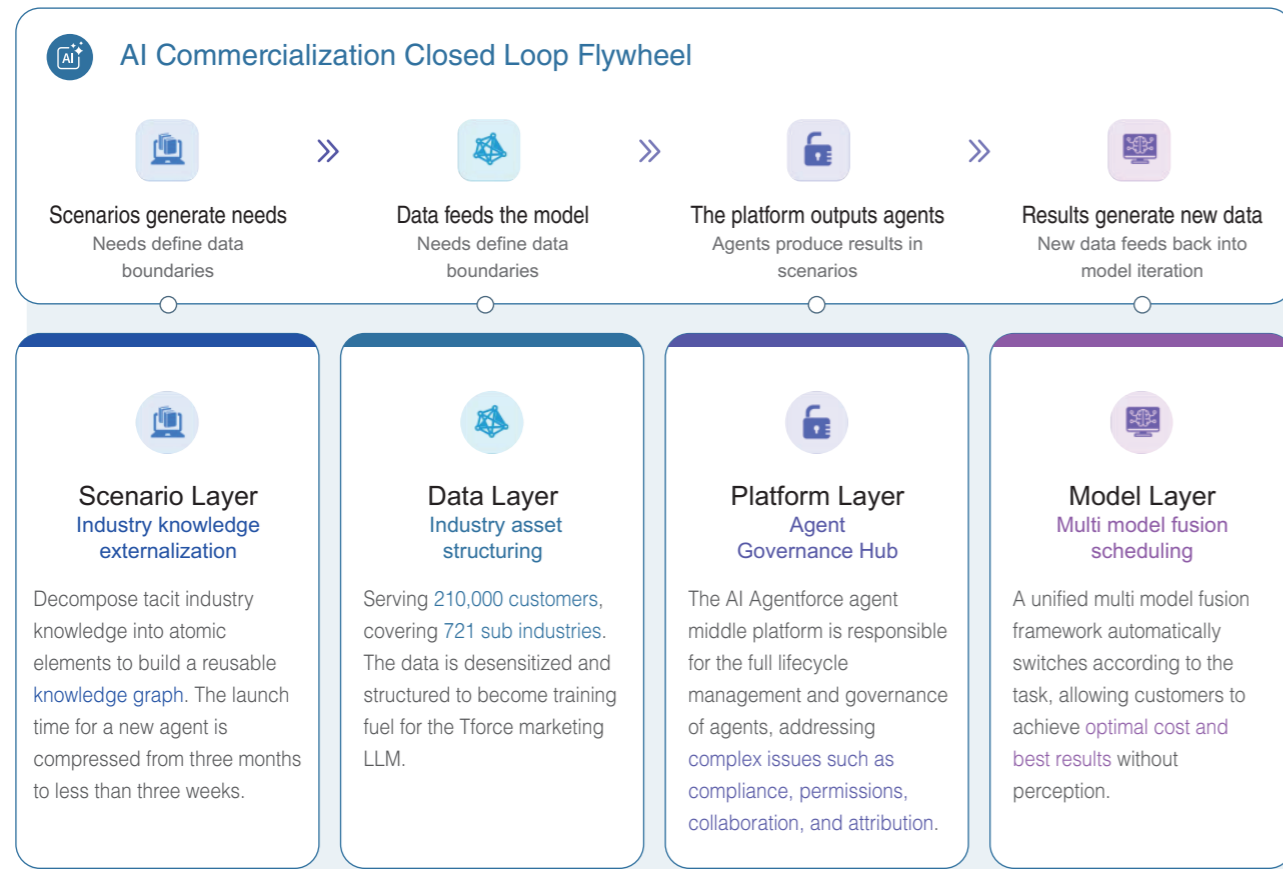
- Strategic Transformation Milestones
- Product Intelligence Upgrades
- Organizational Efficiency Improvement
- Improving Customer Service Efficiency

## SPECIAL FEATURE: AI-DRIVEN INDUSTRY INNOVATION

In the new era of deep integration between the digital economy and the real economy, artificial intelligence (AI) has evolved from a technological concept into a core engine driving industrial evolution and organizational reshaping. As a pioneer in the enterprise service field, we deeply understand this trend. We have elevated the "AI First" strategy to the corporate strategic level, not only committing to empowering clients to achieve intelligent leaps through cutting-edge technology but also using this as an opportunity to drive our internal management system towards efficiency, agility, and intelligence, building a core competitive advantage for sustainable development.

### Strategic Transformation Milestones

In 2025, Marketingforce successfully operationalized its four-layer architecture of "Scenarios + Data + Platform + Models", completing its transition from a traditional SaaS provider to an AI-native application platform.



## Product Intelligence Upgrades

Our core product matrix includes full-scenario AI employees, AI-native platforms, and operating systems.

### Full scenario AI Employee Matrix

<p><b>AI Marketing Expert</b></p> <p>AI experts directly manage all agents in the marketing process. Capture trending topics in real time, design frameworks – supply creative ideas – generate content automatically through the full process, covering core links of content production.</p>	<p><b>AI Sales Expert</b></p> <p>AI experts directly manage all agents in the sales process. Accurately identify business opportunities and pain points. Automatically handle lead scripts, full process automated management (including adding contacts, schedule reminders, etc.).</p>	<p><b>AI Customer Service Expert</b></p> <p>AI experts directly manage all customer service agents. Achieve omni channel, 24/7 efficient response (intelligent triage, complex question answering, sentiment analysis, etc.).</p>	<p><b>AI Foreign Trade Expert</b></p> <p>Current members: EVA – intelligent mining, communication and customer development, improve conversion rate. Nora – full process AI video marketing, supporting multiple languages and realistic human virtual avatars.</p>
<p><b>AI Training Expert</b></p> <p>AI experts directly manage all agents in the training process. Improve sales conversion rate: automatically generate script scenarios for the industry – scenario based practice system with real time feedback – track practice results.</p>	<p><b>AI R&amp;D Expert</b></p> <p>AI experts directly manage all agents in the R&amp;D process. Replace the R&amp;D team, automatically manage subordinate AI design, AI coding, AI development, AI testing, etc., based on key elements such as process data.</p>	<p><b>Data-Agent Business Analysis Master</b></p> <p>Support natural language dynamic follow-up questions, report generation in seconds. Unify the enterprise data output format, eliminate duplicate requirements, and provide real-time core business anomaly alerts.</p>	<p><b>T-GEO</b></p> <p>Fully connect the entire process from "asking questions on the AI platform to obtaining answers", helping brands effectively increase AI visibility in omni channel marketing environments.</p>

### AI-native Platform

<p><b>AI Agentforce Agent Middle Platform 3.0</b></p> <p>AI Workflow, Agentic AI, NLA (Natural Language for building agents), MAS (Multi Agent collaboration).</p>	<p><b>AI-Agentforce Knowledge Middle Platform</b></p> <p>The enterprise's own unstructured data knowledge base, fully realizing Data+AI: AI performs data production, summarization, and application by itself.</p>	<p><b>AI-PaaS AI native PaaS Development Platform</b></p> <p>Used to generate data driven, self training AI native products, such as AI native CRM, AI native CDP, AI native SCRM, etc.</p>
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### AI-native Operating System

<p><b>GENAIForce OS</b></p> <p>AI-native operating system that hosts the AI-native platform and full scenario AI employees. Based on data, it possesses self training capabilities and intelligently trains, manages, calls, and iterates agents.</p>
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We firmly believe that the value of AI is rooted in solving real business challenges and driving verifiable business growth. To this end, the Group established the "AI First" core strategy, using the proprietary AI-Agentforce enterprise-level agent middle platform as the technology hub to build a comprehensive empowerment system covering marketing, retail, sales, government, and other scenarios.

### Comprehensive Upgrade of the Intelligent Agent Middle Platform: From Functional Development to Intelligent Transformation, Empowering Multi-dimensional Business Breakthroughs

Since its launch, our agent middle platform has continuously evolved from basic function construction to advanced intelligent leaps. Version 3.0, released during the Reporting Period, marks a significant breakthrough in the platform's intelligent dimensions: by fully introducing multimodal perception and understanding capabilities, combined with an autonomous task planning and execution framework, the agent can not only process structured text but also integrate heterogeneous information such as images and speech, achieving autonomous task decomposition and intelligent decision-making in complex business scenarios, significantly expanding its application boundaries and comprehensive effectiveness.



AI-Agentforce Enterprise-level Agent Middle Platform

At the same time, the agent middle platform innovatively introduced Natural Language Agent (NLA) building capability. Users can quickly configure and generate customized agents simply by describing business requirements through natural language instructions, greatly lowering the barrier to technology use and deployment, truly achieving simple and efficient AI empowerment, and providing a unified, agile, and reliable underlying support for the intelligent upgrade of each business line.

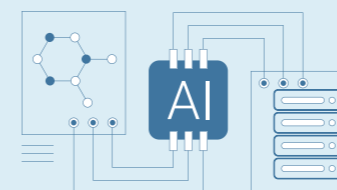
Relying on the powerful agent middle platform, in 2025 we deeply integrated AI capabilities into core business lines, creating a series of benchmark scenario-based solutions, achieving effective transformation from technological capability to commercial value.

### Marketing Innovation: Building an AI-Native Marketing Closed Loop, Reshaping Brand Growth Paths

In the marketing field, we are committed to helping enterprises build future-oriented AI-native marketing capabilities. By integrating cutting-edge generative AI technology with deep industry insights, we have created a full-chain intelligent marketing system from traffic acquisition and content creation to effect optimization, helping brands seize new opportunities amid change and achieve sustainable growth with coordinated brand and performance.

#### GEO (Generative Engine Optimization)

Build a full-link AI-native marketing closed loop from AI search traffic capture and content generation to conversion analysis, helping enterprises seize new traffic heights in the AGI era and solidify brand AI cognitive assets.



#### Digital Human & AIGC Tools

Launch innovative features such as "one-click packaging change" and "photo digital human", while simultaneously releasing a tool matrix including AI image & text generation, AI video intelligent decomposition and remixing. These tools adapt to content marketing and brand promotion needs on social platforms like Xiaohongshu, improving the production efficiency and communication effectiveness of creative content.

#### Tforce Marketing LLM

After deep iteration and filing with the Cyberspace Administration of China, it possesses powerful capabilities for full-link marketing conversation recognition, precise keyword capture, and multi-dimensional effect analysis, providing data-intelligent support for marketing strategy optimization and performance improvement.

### Retail Innovation: Driving Omni-Retail with Data Intelligence, Activating New Growth Drivers

Facing the urgent need for omni-channel integration and experiential upgrades in the retail industry, we focus on data as the core to build a panoramic smart retail solution connecting online and offline. This solution aims to help retail enterprises break down data silos, achieve unified operation of customer assets, and leverage intelligent outreach and service to tap into incremental value in the stock market, creating a seamless and personalized consumer experience.

#### Panoramic Data Platform

Integrate omni-channel data from online malls, offline stores, mini-programs, and third-party platforms to break down data silos and build a unified "One-ID" customer profile, laying the foundation for refined operations.

#### Smart Private-Domain Operations

Achieve dynamic member tagging and automated marketing processes through mini-programs. The offline "smart shopping assistant" system can retrieve customer profiles in real time, generate personalized product recommendations and tracking links, and effectively increase off-store conversion rates. At the same time, it enables "thousands of people, thousands of faces" smart recommendations on mini-programs and designs automated journey plans for eight key scenarios, including new customer activation and silent customer re-engagement.

### Sales Cloud Innovation: AI Reshapes Sales Productivity, Creating a New Engine for Performance Growth

We position "Sales Cloud" as the Company's second growth curve, relying on AI to deeply reconstruct sales processes and management models. By integrating the PaaS business middle platform with the AI-Agentforce enterprise-level agent middle platform, we have built an AI tool matrix covering the entire process of marketing, sales, and customer service, freeing sales personnel from tedious tasks to focus on high-value customer interactions and relationship deepening, improving the sales team's scientific decision-making ability and closed-loop conversion efficiency.

#### ○ Sales Cloud AI Innovation

<b>Marketing Agent:</b>	Achieve AI customer insight, AI intelligent lead acquisition and recommendation, and AI lead verification to improve lead quantity and quality.
<b>Sales Assistant Agent:</b>	Assist in professional tasks such as bid proposal writing and intelligent contract risk review, enhancing back-office support efficiency and risk control.
<b>Sales Agent:</b>	Cover the entire sales process, providing intelligent preparation before visits, real-time conversation assistance during visits, automatic summary and report generation after visits, as well as AI opportunity win rate prediction and deep insights to help efficiently advance sales opportunities.
<b>Customer Service Agent:</b>	Deploy intelligent customer service robots with quality inspection capabilities to improve service standardization and customer satisfaction.

### Expanding Product Internationalization Capabilities, Building a Global AI Ecosystem

In 2025, our AI-native CDP/MA international version was upgraded again. Through the upgrade of the overseas omni-channel outreach matrix and deep integration with the AI-Agentforce agent middle platform, we build a global marketing closed-loop system for enterprises, solving the core problems of channel fragmentation and insufficient data insights that have long existed in cross-border operations.



Marketingforce Intelligent Marketing Automation Outreach System

### Ecological Synergy and Innovation: Building an Open AI Ecosystem to Drive Industrial Integration and Mutual Benefit

We adhere to an open and win-win philosophy, joining hands with global leading industry partners to build a digital intelligence ecosystem. In 2025, we deeply advanced the ecological collaboration strategy, focusing on three directions: co-building AI cloud-native services, upgrading AI computing infrastructure, and co-creating full-link AI scenarios, achieving full integration of technology foundation, industry applications, and business ecosystem with partners.

- In the field of AI cloud-native services, we jointly built an AI-native platform with partners covering intelligent information management and business empowerment, promoting the transformation of trusted data into real-time business actions. We focus on the implementation of AI-native capabilities, achieving precise alignment between the technology foundation and industry scenarios, and are committed to providing global customers with safe and efficient digital intelligence solutions.
- At the computing infrastructure level, we deeply integrate our proprietary agent architecture with domestic computing hardware to support efficient large model training and inference, providing a safe and controllable underlying foundation for enterprise-level digital intelligence deployment. We have in-depth cooperation with domestic chip and computing power enterprises to build a "computing power-application" closed-loop system, jointly creating a "domestic chip + agent" all-in-one appliance, supporting AI scenario implementation and enterprise digital intelligence upgrading.
- In the field of full-link AI scenario co-creation, we collaborate with leading social ecosystem platforms to build a marketing closed loop from content generation, precise targeting to effect review, jointly creating industry full-link AI solutions. We work with industry think tanks to deeply cultivate vertical fields such as retail and finance, using AI technology to empower industrial resource connection and intelligent information management, achieving multi-dimensional goals of process optimization, business growth, and risk control.

### Organizational Efficiency Improvement

While empowering external industry digital intelligence upgrades, we also insist on deeply applying AI technology to internal management and operational support systems. Through forward-looking technology architecture innovation and comprehensive intelligent system deployment, we continuously drive the organization towards higher efficiency, stronger collaboration, and better experience, building a solid core that supports continuous external business innovation and rapid iteration.

### Revamp the Underlying Technical Architecture to Improve R&D Efficiency

To support the stable, efficient operation and rapid iteration of massive AI applications and complex business systems, we continue to advance strategic innovation in the underlying technology architecture with a forward-looking perspective. Through Domain-Driven Design (DDD) refactoring, we have transformed the system into microservices based on business boundaries, reducing coupling between modules, improving code maintainability, and team development autonomy. At the same time, the implementation of a unified Service Mesh shifts non-business capabilities such as service communication, circuit breaking, rate limiting, and observation to the infrastructure layer, allowing developers to focus more on business logic innovation, with new service launch efficiency increased by 40%.

In addition, we promote the API-first and contract-driven development paradigm. All services are preceded by standardized API contracts, automatically generating client SDKs and interactive documentation, effectively improving the smoothness of internal cross-team collaboration and system integration experience with ecosystem partners, laying a solid foundation for building an open, collaborative technology ecosystem.

### Building A Comprehensive HR Intelligence System to Support Talent Development and Management

Talent is the Company's core asset. We have built an AI human resource management system throughout the "select, train, use, retain" cycle, integrating intelligence into every aspect of talent management.

- The AI intelligent practice system generates highly realistic business scripts, providing immersive scenario-based practice and objective behavioral evaluation for new hires in key positions such as sales, accelerating the cultivation and transformation of their practical abilities.
- The AI intelligent examiner system automatically generates exam questions, adapts difficulty levels, and provides standardized scoring, effectively improving the efficiency and accuracy of training assessments.
- The AI course generation system quickly creates structured course handouts and multi-language subtitles based on existing knowledge bases, supporting fine-grained editing, facilitating the rapid construction and iteration of systematic training content.
- The AI intelligent talent development coach provides personalized ability development suggestions, interview guidance, and growth incentives based on multi-dimensional employee assessment data, achieving a combination of intelligent diagnosis and humanized care in talent management, continuously stimulating organizational vitality.

#### Marketingforce HR Intelligent System

### Improving Customer Service Efficiency

Excellent customer service is the cornerstone of earning long-term trust. On the customer service side, we apply AI technology to build an efficient and intelligent AI customer service system with human-machine collaboration. The AI customer service system has intelligently transformed the entire service process, effectively improving service efficiency and customer experience, allowing customer service personnel to focus more on handling deeper, higher-value customer needs.

On the front end of service, AI customer service can accurately and instantly respond to customer self-service questions about routine matters such as product operation and account settings, providing 7x24 instant support. For standard pre-sales inquiries such as product pricing and version differences, AI customer service can automatically reply and accurately push materials, significantly reducing manual repetitive work.

In the issue processing middle platform, after-sales work orders submitted by customers can be automatically identified by AI customer service (e.g., functional bugs, operational guidance) and intelligently assigned to the most appropriate business team, effectively shortening work order routing and initial response time.

At the service closing stage, AI customer service can automatically send satisfaction survey questionnaires after service ends, collecting customer feedback to provide valuable data insights for continuous improvement of service processes and quality.

By building a solid technology foundation, deeply cultivating rich business scenarios, and continuously internalizing AI as the organization's core operational capability, Marketingforce is creating business value for customers while continuously enhancing its future-oriented core competitiveness.

Looking ahead, we will continue to deepen AI technology innovation and application exploration, working with partners to jointly promote industry intelligent transformation and lead the industry towards a more efficient and intelligent new era.

# 01

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## GOVERNANCE FOUNDATION: SAFEGUARDING STABLE DEVELOPMENT



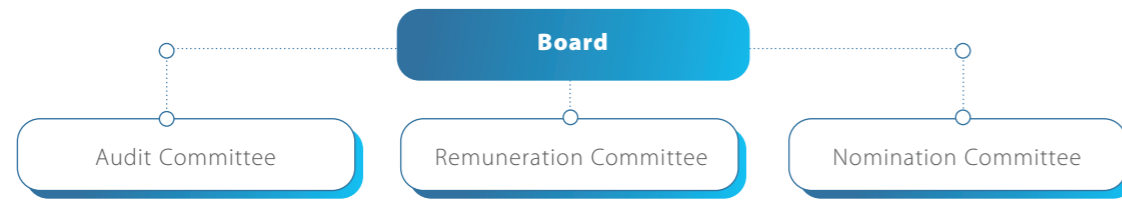
- |||||
- 1.1 Corporate Governance
  - 1.2 Risk Management
  - 1.3 Business Ethics

## 1 GOVERNANCE FOUNDATION: SAFEGUARDING STABLE DEVELOPMENT

Marketingforce adheres to the business philosophy of integrity, continuously building a governance structure with clear rights, responsibilities, and efficient collaboration. We improve risk prevention and control mechanisms, strengthen business ethics construction, enhance management standardization and implementation effectiveness, and effectively consolidate the governance foundation for sustainable development.

### 1.1 Corporate Governance

Marketingforce has established an efficient and collaborative corporate governance structure. The Board has established an Audit Committee, a Remuneration Committee, and a Nomination Committee. All members of the Audit Committee are Independent Non-Executive Directors, ensuring the independence and transparency of governance decisions.



Marketingforce Corporate Governance Structure

We actively promote Board diversity and implement diversity policies, committed to attracting outstanding talents with diversity in gender, age, ethnicity, race, educational background, professional experience, geographical origin, and way of thinking, striving to build a cognitively diverse and structurally balanced Board. The Nomination Committee is responsible for continuously monitoring and regularly reviewing the implementation of the diversity policy, conducting regular assessments and optimizations to ensure the diversity of the Board composition and the continuous improvement of governance effectiveness.

As of the end of the Reporting Period, the Board comprised a total of 6 members, including 3 Independent Non-Executive Directors, 3 Executive Directors, and 1 female Director. The proportion of Independent Non-Executive Directors was 50.0%; the proportion of female Directors was 16.7%.

#### As of the end of the Reporting Period:

Proportion of Independent  
Non-Executive Directors:

50.0 %

Proportion of Female Directors:

16.7 %

Position	Name	Gender	Professional Expertise			
			Industry Experience	Operation Management	Risk Compliance	Financial Governance
Executive Director	ZHAO Xulong	Male	√	√	√	√
Executive Director	ZHAO Guoshuai	Male	√	√	√	√
Executive Director	XU Jiankang	Male	√	√	√	
Independent Non-Executive Director	LI Yingjie	Female		√	√	√
Independent Non-Executive Director	YANG Tao	Male	√		√	
Independent Non-Executive Director	CHEN Chen	Male		√	√	√

Directors Information Table

Marketingforce regularly notifies Directors and senior management of the latest amendments to the *Listing Rules* and the *Corporate Governance Code* in the Appendix C1 to the *Listing Rules* via email, ensuring they have timely and comprehensive knowledge of corporate governance regulatory developments, enhancing their corporate governance knowledge, experience, and capabilities.

### 1.2 Risk Management

Marketingforce has built a risk management system based on the *Company Law of the People's Republic of China*, the *Listing Rules*, the *Basic Standards for Enterprise Internal Control*, and other laws and regulations, combined with its own operations. We have formulated the *Risk Management System*, clarifying risk management responsibilities and processes, comprehensively improving risk identification, assessment, and response capabilities, and building a solid foundation for stable corporate operations.

Marketingforce Risk Management Structure	
<b>Board</b>	Responsible for approving the Company's overall risk appetite and risk tolerance;  Fully supervising management's design, implementation, and operation of risk management and internal control systems.
<b>Audit Committee</b>	Responsible for supervising the establishment and operation of the Company's risk management system and internal control system.
<b>Management</b>	Responsible for leading the planning, implementation, and daily operation of the risk management system and internal control mechanism, ensuring the safety of company operations;  Regularly submitting management reports to the Board to reflect the effectiveness of system operation.
<b>Internal Audit Department</b>	Independently conducting internal audit work;  Systematically assessing the adequacy, effectiveness, and compliance of the Company's risk management and internal control systems.
<b>Departments and business units of the Company</b>	Actively cooperating with internal audit and risk management requirements, implementing risk identification and control responsibilities in their departments;  Improving process design and execution mechanisms according to management requirements.

We have established a management process covering risk identification, assessment, mitigation, and monitoring, ensuring the systematic and comprehensive nature of risk management.



**Marketingforce Risk Management Process**

During the Reporting Period, we conducted in-depth risk assessments, fully updated the key risks facing the Company in 2025, including strategic, market, operational, financial, and legal risks, identified potential impacts and response paths, formulated targeted management measures, and produced the "2025 Risk Assessment Report". We also continued to carry out risk audit work, producing the "2025 Marketingforce Risk Audit Work Report" during the year, providing strong support for management decisions and risk prevention and control.

In addition, to strengthen the risk awareness of all employees, we coordinated finance, legal, business, and R&D departments to conduct offline risk management training, covering the macro policies, industry, and operational risk points identified in the 2025 risk assessment and audit, explaining the causes of risks and response measures, enhancing employee risk awareness.

### 1.3 Business Ethics

Marketingforce strictly complies with laws and regulations such as the *Anti-Unfair Competition Law of the People's Republic of China* and the *Anti-Money Laundering Law of the People's Republic of China*, maintaining a zero-tolerance attitude towards corruption, fraud, unfair competition, and other behaviors. We have formulated the *Anti-Bribery Management System* and the *Anti-Fraud and Whistleblowing System*, clarifying relevant codes of conduct, reporting procedures, and handling mechanisms, comprehensively regulating employees' professional behavior. During the Reporting Period, Marketingforce had no corruption-related lawsuits.

We have established a clear business ethics management structure, where the ESG Management Committee is responsible for formulating business ethics systems, supervising implementation, identifying related risks, and coordinating business ethics publicity and training to improve the synergy and execution of business ethics governance.

We encourage all employees and parties with direct or indirect economic relationships with the Company to actively report suspected violations by the Company or employees through reporting emails, letters, or face-to-face reporting, and we smooth the channels for problem identification and feedback, continuously improving the internal supervision mechanism.

Marketingforce Reporting Channels	
Reporting Address	Trueland Center, Building 8, Lane 1401 Jiangchang Road, Jing'an District, Shanghai
Reporting Email	110@marketingforce.com



**Reports Handling Process of Marketingforce**

We also clearly define whistleblower rights and protection mechanisms to safeguard their legitimate rights and interests. We strictly prohibit any form of discrimination or retaliation against employees involved in investigations; once verified, strict action will be taken according to the severity of the case, ensuring the reporting and complaint mechanisms operate openly, fairly, and effectively.

In addition, we attach great importance to cultivating a business ethics culture. We conduct anti-corruption and business ethics special training for all employees on the internal training platform "De Academy", combining legal regulation interpretation and typical case studies to strengthen employees' legal awareness and compliance "red line" awareness, standardizing professional behavior. We send the anti-corruption and business ethics training materials to the directors via email; all directors have completed all learning content as required, effectively enhancing the compliance performance capabilities of the governance level.

# 02

## PRODUCT EMPOWERMENT: CREATING SUSTAINABLE VALUE

- 2.1 Excellent Products
- 2.2 Quality Services
- 2.3 Data and Privacy Security

## 2 PRODUCT EMPOWERMENT: CREATING SUSTAINABLE VALUE

Marketingforce bases itself on a quality management system, integrates the "AI First" strategy into innovative practices, and continuously drives product and service upgrades with leading intelligent technology. We always practice the concept of responsible marketing, advocating authentic, transparent, and verifiable value delivery. At the same time, we attach great importance to data security and privacy protection, ensuring the full-process security of customer information assets, and building an open, trustworthy, and sustainable digital ecosystem with customers and partners.

### 2.1 Excellent Products

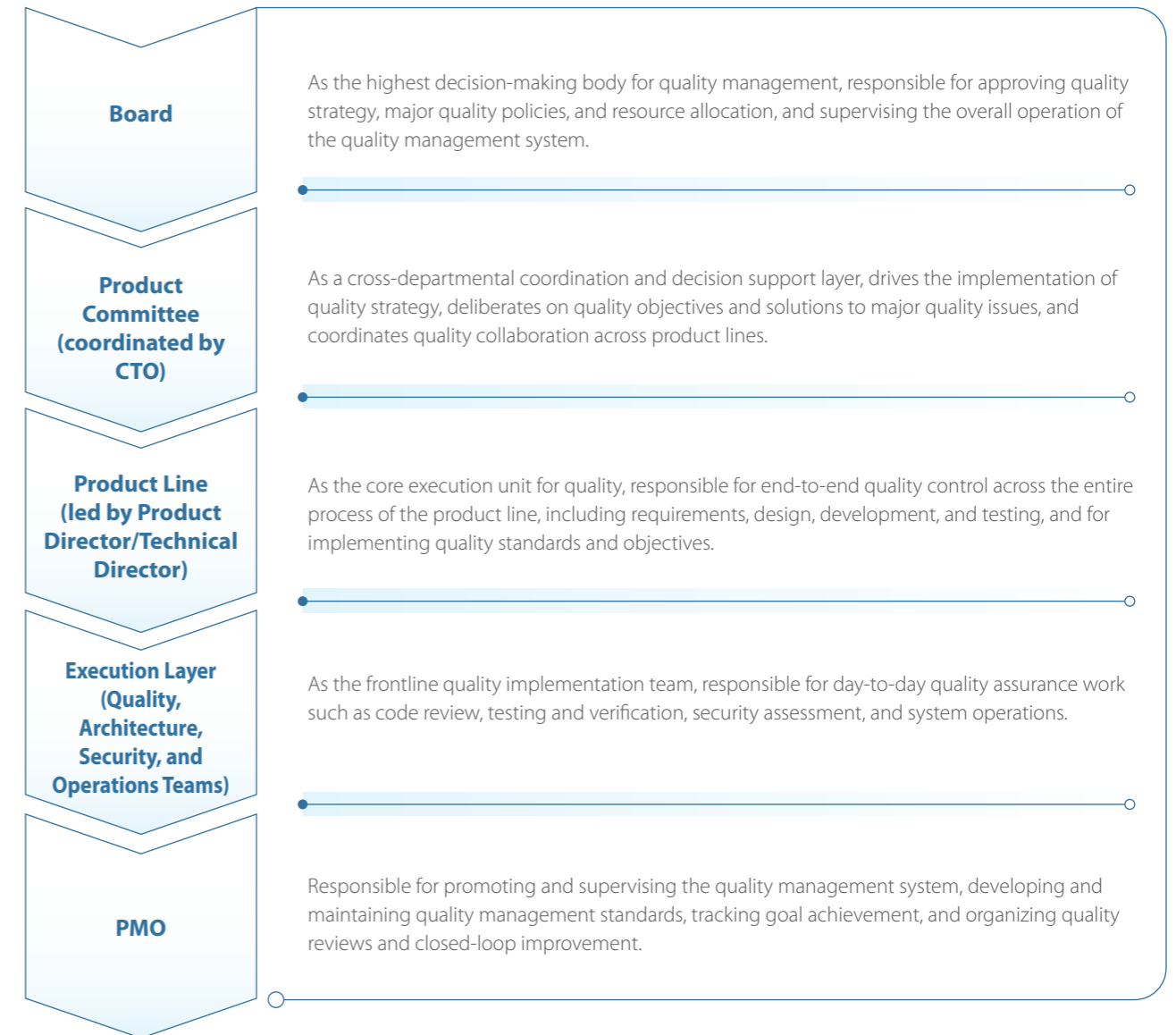
Marketingforce adheres to the core concept of "innovation driving development", regarding innovation as the core driving force for sustainable corporate development. By building a comprehensive quality assurance system, continuously deepening R&D innovation, and comprehensively strengthening intellectual property protection, we provide customers with high-quality digital solutions, helping enterprises and customers achieve synergistic development and shared growth.

#### 2.1.1 Quality Assurance

We have improved and implemented internal systems and standards such as the *Product R&D Standard Process and Specifications*, *R&D Center Standard R&D Process and System*, and *Production R&D Delivery Process Management Specifications*, establishing a quality management system covering the entire cycle of requirements, development, testing, acceptance, and launch. In 2025, Marketingforce successfully passed the annual audit of the ISO 9001 quality management system certification, continuously consolidating the systematic and standardized capabilities of quality management.



To comprehensively build a quality management system covering the entire chain, we have established a quality management structure which is "Board – Product Committee – Product Lines – Execution Layer – PMO(Project Management Office)", forming a closed-loop control mechanism from strategic decision-making to execution implementation.



**Marketingforce Quality Management Structure**

To continuously optimize product R&D process management, we have improved and strengthened the PMO function, further clarifying key control nodes and standards throughout the product process, covering all aspects from product review, requirements clarification to design, testing, acceptance, and final review. At the same time, we have established relevant assessment indicators to ensure the effective implementation of various management requirements.

We are also optimizing the customer feedback closed-loop mechanism, establishing management standards covering the entire process of issue collection, analysis, repair, verification, closure, and knowledge capture, continuously improving the response efficiency and handling quality of customer feedback.

To cultivate a company-wide quality culture, the Company has built a two-dimensional training system of "specialized skills training + quality awareness training", adopting a training model that combines hierarchical classification, online and offline integration, and equal emphasis on theory and practice, covering all positions including product, R&D, and testing. At the same time, we link training assessment with personal performance, effectively promoting the improvement of quality awareness and the continuous enhancement of quality management levels.

#### Code Standardization and Engineering Efficiency Training

During the Reporting Period, we conducted special training for all R&D and testing personnel on the theme of "Code Standard Implementation and Engineering Efficiency Improvement". Combining "online theory + offline practice + project exercises", we explained the Company's *Frontend/Backend Code Specification Manual* and conducted practical training on code refactoring, unit testing, Git processes, and pair programming. After the training, the compliance rate of new project code specifications significantly improved, and code review efficiency increased by over 30%.

#### Quality Awareness and Process Training

During the Reporting Period, we conducted special training on the theme of "Quality Responsibility and Process Specification Implementation". The training targeted approximately 100 employees of the low-code platform production R&D and delivery teams. Through a combination of "online video learning + offline case study discussions", it systematically explained product testability design, quality feedback processes, typical case reviews, and the first-person responsibility system. After the training, the accuracy of issue feedback by the delivery team on the PaaS platform increased by 40%, and product requirement verifiability significantly improved, effectively reducing quality issues caused by ambiguous requirements.

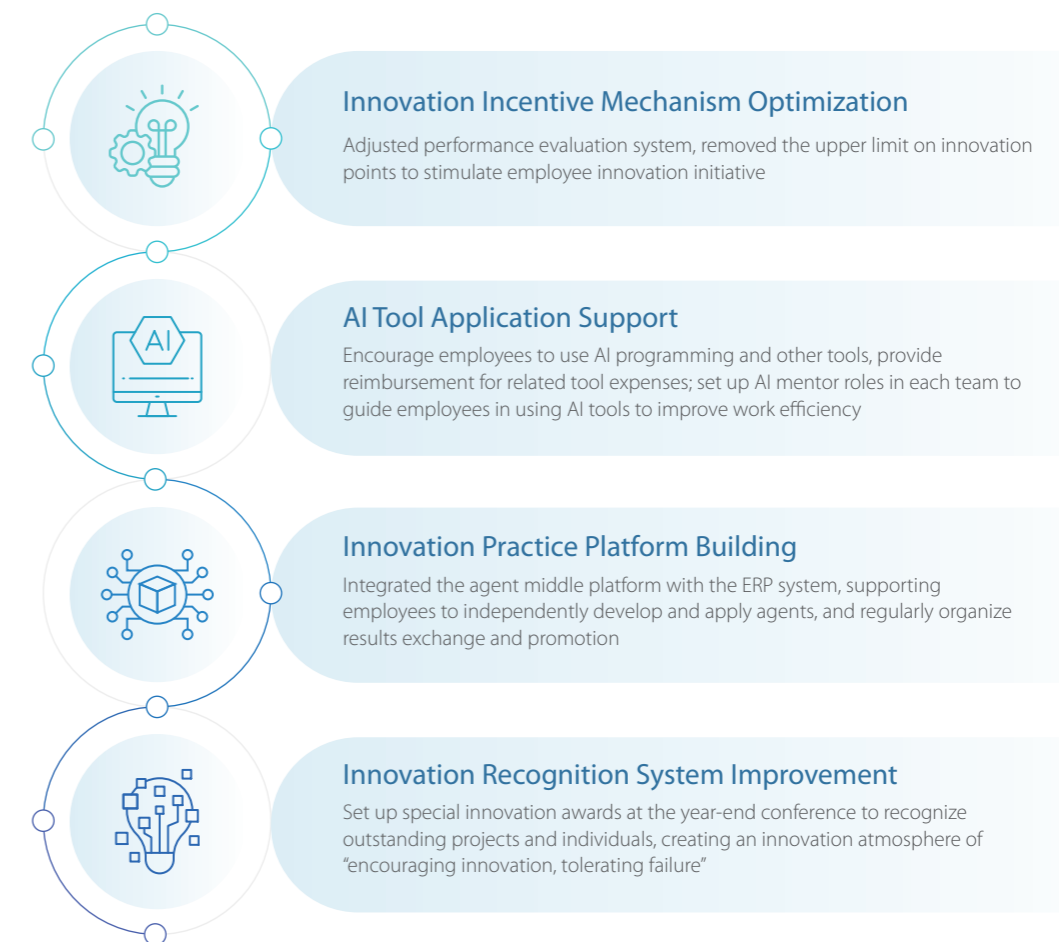
### 2.1.2 R&D and Innovation

Marketingforce takes "AI First" as its core strategy, focusing on AI agent technology R&D and scenario-based application, promoting the strategic transformation from technological exploration to large-scale and industrial application. We have gradually built AI solutions covering key areas such as marketing, retail, sales, and government affairs, continuously improving product competitiveness, consolidating our industry-leading position, and empowering responsible and sustainable business growth with technology.

We continuously promote the systematic construction of the R&D system. During the Reporting Period, we established the Artificial Intelligence Research Institute, the Agent Middle Platform Department, and the All-in-One Appliance R&D Department, building a full-chain innovation structure from cutting-edge exploration, platform support, to product implementation. At the same time, we formed a professional AI R&D team of over 50 people, focusing on core areas such as AI large models, agent technology, and multimodal applications, providing a solid talent and organizational guarantee for the Company's continuous technological innovation.

In addition, we continuously promote the construction of AI R&D infrastructure, focusing on the refactoring and implementation of technical architectures such as Domain-Driven Design (DDD) and unified Service Mesh, providing solid technical support for R&D innovation. During the Reporting Period, our R&D investment reached RMB440 million, mainly used for key technology research, system development, and high-end talent introduction, effectively promoting the implementation of R&D strategy and the transformation of results.

We focus on cultivating an enterprise innovation culture, building a long-term operating mechanism to stimulate continuous innovation among all employees by optimizing incentive mechanisms, strengthening technology empowerment, building practice platforms, and improving the recognition system.



During the Reporting Period, Marketingforce received wide industry recognition for its quality management and product innovation, winning many authoritative awards, as detailed in the "About Marketingforce – Annual Awards and Honors" section of this Report.

### 2.1.3 Intellectual Property Protection

Based on the guiding principles of “feasible, effective, systematic, accurate, and concise”, Marketingforce has formulated intellectual property-related systems and procedures such as the *Intellectual Property Management Manual* and the *Compilation of Intellectual Property Procedure Documents*, establishing intellectual property management norms covering management system and division of responsibilities, resource allocation, basic management, implementation and operation, audit and improvement, ensuring the standardized operation of intellectual property in the whole chain of creation, management, use, and protection.

During the Reporting Period, we conducted internal intellectual property audits, comprehensively covering core intellectual property areas such as product R&D tools and middleware software copyrights. For the main issues identified in the audit, we have promoted several improvement measures, including improving the rules and guidelines list for intellectual property protection, introducing the IOA (Intellectual Property Online Audit) tool, and establishing a regular quarterly inventory mechanism, to further strengthen the standardization and execution of intellectual property application and management processes.

On the basis of continuously improving the intellectual property management system, we focus on building an intellectual property protection culture, enhancing employees’ awareness of intellectual property protection and standardized operation capabilities through a series of special training sessions. During the Reporting Period, the Company had no intellectual property infringement incidents.

#### Intellectual Property Protection and Standardized Application Special Training

In 2025, we conducted “Intellectual Property Protection and Standardized Application Special Training” using a combination of online live streaming, offline Q&A, and case studies. The content covered legal regulation interpretation, company intellectual property system, patent application and software copyright protection practices, and risk prevention, covering approximately 150 employees in R&D, management, and related key positions.

In 2025, we obtained 20 software copyrights and 2 patent grants, further enriching our core technology reserves.

## 2.2 Quality Services

Marketingforce adheres to the value of “customer-centric”, striving to be the best partner for global enterprises in digitalization and intelligence. With the mission of “focusing on digitalization and intelligence to provide competitive products and services, and create sustained value for customers”, we ensure an excellent, full-process, one-stop service experience for customers by building an efficient customer service system, establishing comprehensive service channels, and practicing responsible marketing.

### 2.2.1 Customer Service

We have established a standardized service management system, formulated internal system documents such as the *User Journey Handbook*, and planned and implemented comprehensive service processes based on key scenarios and functional touchpoints throughout the product lifecycle, starting from the user activation date. During the Reporting Period, Marketingforce passed the GB/T 27922-2011 after-sales service five-star certification, indicating that the integrity and standardization of the Company’s after-sales service system have reached the industry’s leading standards.

- *Customer Communication and Feedback*

We have established multiple channels to listen to and respond to customer needs, collecting feedback through telephone hotlines, emails, and frontline sales. Based on the principle of “full coverage, precise reach”, we achieve 100% coverage of key customers, conducting regular monthly review meetings (by phone, video, or on-site) covering five dimensions: service professionalism, solution fit, communication and collaboration efficiency, compliance assurance, and value-added service value. For key projects, we provide a deep integration service model of “dedicated team on-site + full-process accompaniment”, where the cross-functional special team immerses itself in customer business scenarios, achieving full-cycle collaboration and value co-creation from planning to review around customers’ key marketing nodes.

To continuously improve service quality and product experience, we conduct regular satisfaction surveys among long-term cooperative customers, covering multiple dimensions such as product functionality, system usability, delivery experience, support responsiveness, and overall cooperation experience. We systematically analyze the survey results, incorporate common suggestions into product and service optimization plans, and follow up on individual issues promptly according to the service mechanism. Adhering to the principle of “continuous improvement”, we combine survey feedback with daily communication and project reviews to continuously improve internal processes and collaboration mechanisms, thereby enhancing customer experience and cooperation value.

We attach great importance to and properly handle customer feedback from various channels. We have formulated internal management documents such as the *Customer Complaint Process Management* and the *Complaint Handling SOP*, clarifying the classification and handling standards and time limits for customer complaints, and have established a four-level complaint escalation and collaborative response mechanism from the project team, department, management level, to the Company level, ensuring that customer demands are traceable, evaluable, and improvable.



#### Marketingforce Customer Complaint Handling Mechanism

During the Reporting Period, we received a total of 75 customer complaints of various types, with a complaint resolution rate of 100%.

*Customer Service Improvement*

We focus on two core directions: external customer empowerment and internal team improvement, continuously optimizing customer service quality. In terms of customer-facing empowerment, we held a series of salons in 12 cities across the country and maintained no less than 2 online live broadcasts per week through live broadcasts and salons on hot topics such as AI empowering enterprises to go global, foreign trade practices, short video marketing, and large model applications, effectively enhancing customer stickiness and brand professional image.

In terms of internal capability building, we have established a normalized production R&D delivery coordination mechanism, using monthly meetings to connect pre-sales, delivery, and product teams, transforming frontline customer needs, competitive dynamics, and project feedback into product iteration plans, promoting continuous product optimization. At the same time, to comprehensively improve customer service quality and professional capabilities, we continuously build and improve the internal customer service training system, combining online and offline, theory and practice, to enhance the team's comprehensive service capabilities and customer support level.

Special Training on "Precise Adaptation and Effect Optimization of Douyin/Tencent Ecosystem Marketing Solutions"

During the Reporting Period, we conducted special training on "Precise Adaptation and Effect Optimization of Douyin/Tencent Ecosystem Marketing Solutions". The training used a "theory + practice" model, covering marketing planning, customer service, and advertising operations teams. The training focused on the three-dimensional matching method of "platform characteristics – customer needs – content format", emphasizing high-conversion copywriting, material design techniques, and data review tool usage, and immersed in advertising boundaries and risk avoidance points, effectively improving the team's ability to design and optimize solutions for cross-platform marketing.

Special Training for Cross-border Going Global Customer Service

During the Reporting Period, we organized special training for cross-border going global customer service based on the characteristics of cross-border business. The training covered cross-border industry characteristics, overseas market environments, multi-platform operation rules, cross-cultural communication, and risk response, using case analysis, scenario simulation, and tool exercises to effectively improve the team's professional support and customer collaboration capabilities in cross-border business scenarios.

In 2025, we continued to receive high recognition from the industry and customers in the field of customer service, winning multiple awards and honors, as detailed in the "About Marketingforce – Annual Awards and Honors" section of this Report.

**2.2.2 Responsible Marketing**

Marketingforce conducts marketing activities based on the principles of integrity and transparency. We strictly comply with laws and regulations such as the *Advertising Law of the People's Republic of China*, and have formulated and improved management systems including the *Marketingforce Marketing Compliance Management System*, *Marketingforce Brand Management and Communication System*, and *Advertising Business Registration, Review and Archive Management System*, specifying management requirements for advertiser qualification review, promotional content review, etc., ensuring the standardized operation of all external publicity activities.

*Responsible Marketing Review*

We continuously improve the internal review mechanism centered on the "three-level review", ensuring that all external promotional materials pass compliance checks before release. This mechanism specifies the review focus at different levels, improving review efficiency while strengthening the ability to identify and control potential risks.

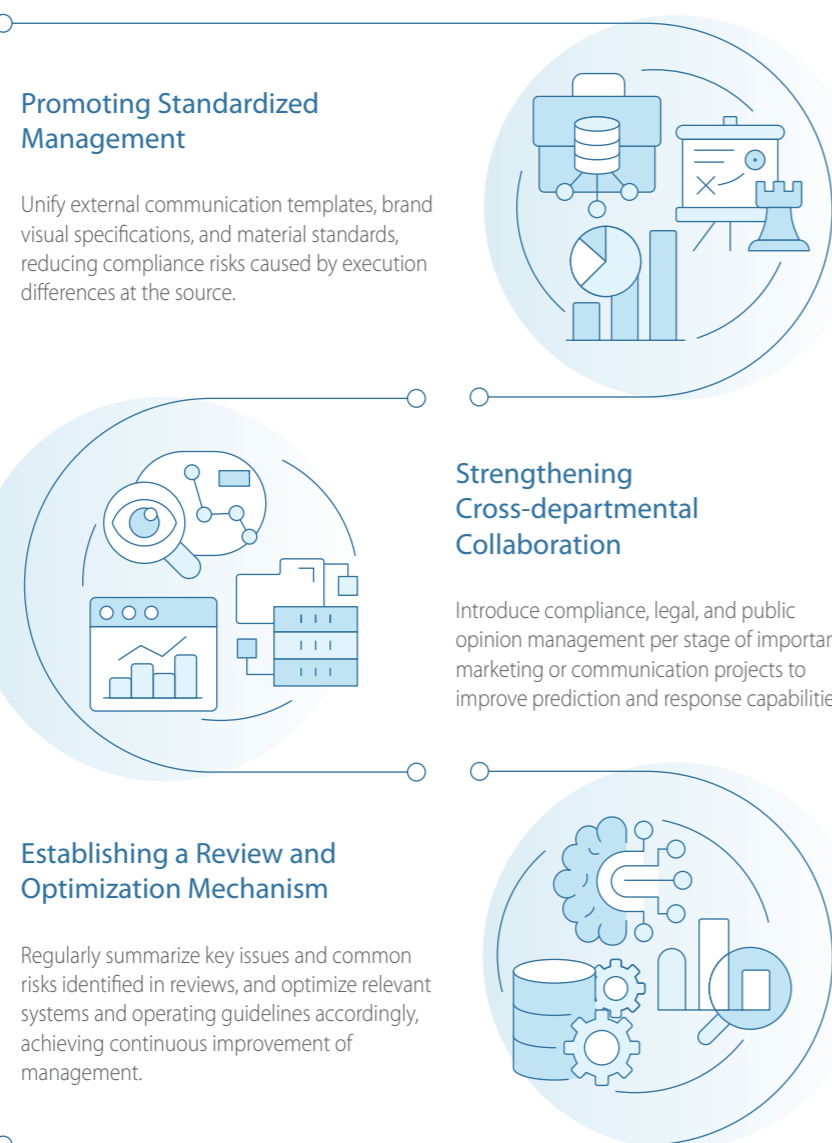
For potential risks that may arise from advertising placement, we have established a closed-loop management system of "pre-review – in-process inspection – post-event handling", and simultaneously built a reporting path and mechanism combining "vertical reporting and horizontal collaboration", ensuring rapid response and handling of various compliance risks, ensuring the compliance rate of advertising material placement.



**Responsible Marketing Three-Level Review Mechanism**

During the Reporting Period, we further advanced the three-level review to all stages of market communication, ensuring that all external content is approved at the corresponding level before release, integrating compliance and responsibility orientation throughout the market communication process, safeguarding the Company's brand reputation and long-term stability.

We have also promoted multiple supporting management measures in the field of responsible marketing to consolidate the effectiveness of reviews and improve management efficiency.



### Promoting Standardized Management

Unify external communication templates, brand visual specifications, and material standards, reducing compliance risks caused by execution differences at the source.

### Strengthening Cross-departmental Collaboration

Introduce compliance, legal, and public opinion management per stage of important marketing or communication projects to improve prediction and response capabilities.

### Establishing a Review and Optimization Mechanism

Regularly summarize key issues and common risks identified in reviews, and optimize relevant systems and operating guidelines accordingly, achieving continuous improvement of management.

## Responsible Marketing Review Key Management Measures

In addition, we implement a "machine review + manual review" double review for AI-generated content to ensure that AI-generated marketing and advertising content is legal and compliant. During the Reporting Period, we launched a new generation content review platform to automatically review marketing and promotion materials, and automatically alert and intercept high-risk content; content that machines cannot accurately judge is manually reviewed to ensure the comprehensiveness and accuracy of the review.

### Marketing Risk Management

We have formulated the *Customer Access Tiered Management System*, which conducts automated initial risk assessment based on the customer's industry, cooperation motivation, etc., and configures differentiated contract terms, service processes, and monitoring mechanisms for customers with different risk levels. For new customers in the "trial period", we implement full-process monitoring and frequent reviews, and proceed to normal cooperation after confirming that their marketing activities are fully compliant.

In terms of content compliance, we have established clear tiered standards for non-compliant content and handling mechanisms, formulating differentiated response strategies for different levels of violations, ensuring rapid response and precise handling after content compliance risks occur, continuously reducing the potential impact of non-compliant content on the brand and operations.

We have also built a dynamic platform rule adaptation mechanism, forming a full-process response system of "real-time tracking – rapid interpretation – implementation adaptation", ensuring business operations are synchronized with platform policies. During the Reporting Period, in response to a platform's policy change strengthening in-platform closed-loop ecology and limiting external link redirections, we promptly adjusted related marketing service models, optimized landing page loading speed and mobile adaptation experience, ensured consistency between redirected pages and ad descriptions, and effectively avoided the risk of inducing clicks.

We continuously include brand publicity and market communication activities in the normalized internal audit and management review system. The review scope covers various external communication matters such as press releases, industry articles, event materials, and online content, focusing on content compliance, brand standardization, review process execution, and the degree of compliance with material copyright and visual specifications. For issues identified in the review, we insist on being improvement-oriented, making systematic optimizations by improving review points, optimizing approval processes, and strengthening internal training, providing support for subsequent management improvement.

*Responsible Marketing Training*

We attach great importance to cultivating responsible marketing awareness among all employees. Through special notification mechanisms, company management puts forward clear requirements for responsible marketing, covering external communication messaging, standard material use, content review processes, intellectual property compliance, etc., thereby strengthening the communication discipline of “review before release”, ensuring the Company’s long-term compliance in brand, information, and intellectual property aspects.

In 2025, through various forms such as online publicity, topic sharing, system interpretation, and case review, the Company organized training for the marketing department and all employees in closely related departments involved in external communication. At key nodes such as new product releases and regulatory changes, targeted reminders and special guidance were provided to executives and key personnel to ensure that system requirements are “understandable, executable, and traceable” throughout the Company.



**Responsible Marketing Training Five Modules**

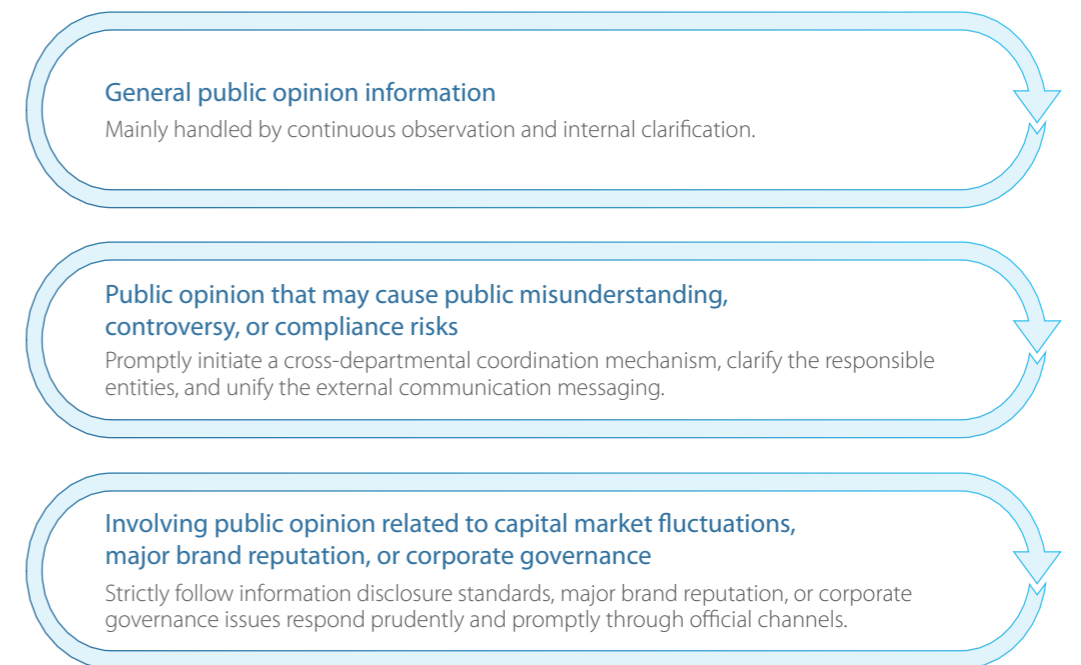
**2.2.3 Public Opinion Management**

To effectively manage brand reputation and public opinion risks, Marketingforce continuously improves its public opinion management mechanism covering organizational collaboration, technical support, and dynamic response, committed to providing solid support for the Company’s sustainable operations and governance level through institutionalized and process-oriented operations.

During the Reporting Period, we established a special public opinion working group led by the Marketing Department, coordinating with the Securities Affairs Department, Legal Department, and relevant management, establishing a full-process public opinion management system covering “monitoring – analysis – communication – response – review”, ensuring that public opinion information is regularly summarized, dynamically analyzed, and promptly fed back.

At the technical level, we officially launched the Company’s proprietary VOC public opinion monitoring system, conducting regular monitoring of mainstream news media, social platforms, industry communities, and investor communication channels, providing effective data support for the early identification of risks related to the brand, products, and key governance issues.

We have established a structured tiered response mechanism based on the nature and potential impact of public opinion events.



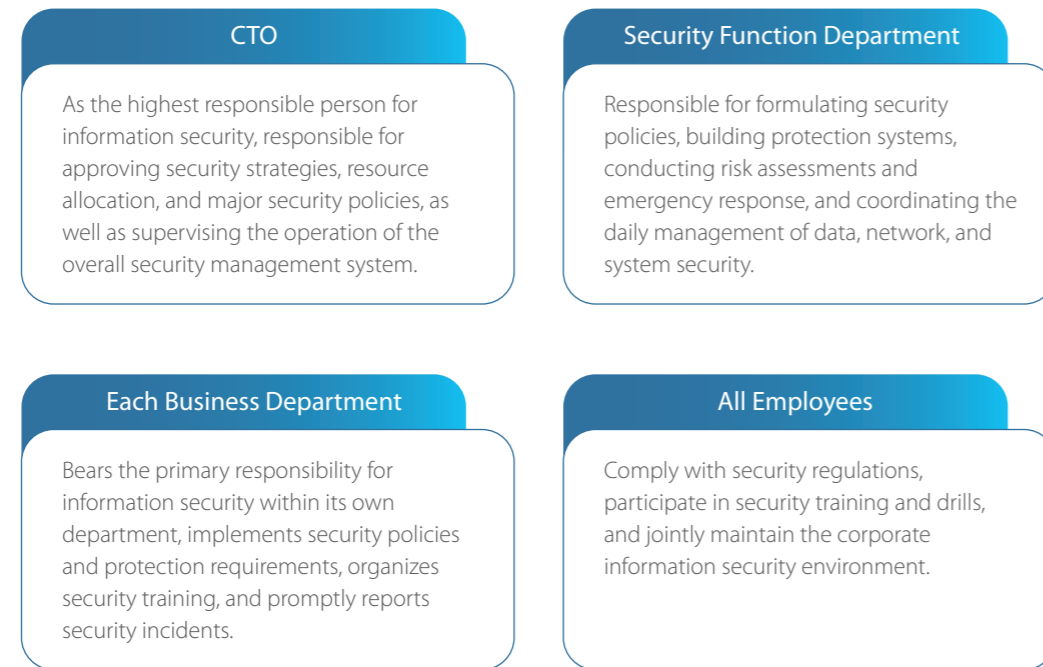
We completely record all public opinion response and handling processes and incorporate them into the periodic review system, thereby continuously optimizing monitoring rules, response processes, and internal collaboration mechanisms, promoting the steady evolution of public opinion management from passive response to active prevention and systematic governance.

## 2.3 Data and Privacy Security

Marketingforce regards the protection of data and privacy security as a core responsibility of corporate governance and operations. We strictly comply with laws and regulations such as the *Cybersecurity Law of the People's Republic of China*, and have formulated internal systems such as the *Privacy Information Security Strategy*, *Data Security Management Standard*, *Information System Data Security Management System*, *Cybersecurity Management System*, and *Emergency Plan for Major System Incidents*, establishing a protection system covering the entire lifecycle of customer data.

### 2.3.1 Information Security Management System

To build an information security management mechanism with clear rights, responsibilities, and coordinated action, we have established a four-level information security management structure with the CTO as the highest responsible person.

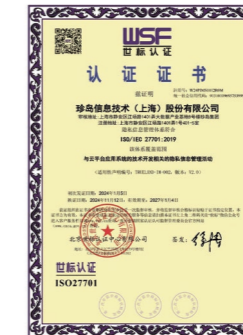


### Marketingforce Information Security Management Structure

We always promote the construction of information security and privacy protection systems with high standards. As of the end of the Reporting Period, we have obtained the following information security management and privacy protection system certifications.



ISO 27001 Information Security Management System Certification



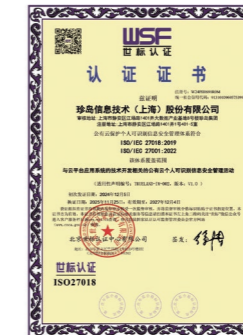
ISO 27701 Privacy Information Management System Certification



ISO 20000 Information Technology Service Management Certification



ISO 27017 Cloud Service Information Security Management System Certification



ISO 27018 Cloud Privacy Security Management System Certification



ISO 27040 Data Storage Security Management System Certification

### 2.3.2 Data Security Control

In the full lifecycle management of data, we strictly follow the principles of legality, legitimacy, and necessity, implementing closed-loop control covering acquisition, use, storage, and deletion.



At the information collection stage, we obtain user consent through methods such as login pop-ups and separate member authorizations, clearly informing users of the purpose of data use.



During the usage process, we explain the scope and purpose of information use to users through channels such as privacy agreements.



At the retention and disposal stage, we set differentiated retention periods based on the type of data, and complete data cleanup in a timely manner after user account cancellation, ensuring compliance and transparency in data management.

In terms of technical protection, we have built a multi-layered security system covering infrastructure, access control, R&D processes, and data lifecycle, comprehensively strengthening information security management capabilities.



To continuously verify and improve the effectiveness of the Company's information security management, we entrust a third party to conduct information security audits annually. In addition, we have formulated the *Network and Information Security Emergency Contingency Plan*, established a data tiered leak response mechanism, and clarified the three-level response process and the responsibilities of the emergency leadership team. During the Reporting Period, the Company had no data or user privacy leakage security incidents.

We attach importance to cultivating information security awareness among all employees. During the Reporting Period, we conducted layered training of "basic general knowledge + position-specific", covering key aspects such as data classification, phishing prevention, and privacy protection, and organized quarterly phishing simulation tests and case reviews to enhance employees' security awareness and practical capabilities. We also link training results to employee performance, promoting the effective implementation of information security behavior standards within the organization.

In terms of supply chain information security management, we have formulated and implemented the *Supply Chain Security Management System*, specifying information security responsibility clauses in cooperation contracts, covering confidentiality obligations, data protection, and compliance requirements. During the cooperation process, we implement fine-grained permission control based on the "minimum necessary" principle, require suppliers to implement technical protection measures such as encrypted storage and access control, and achieve security supervision and continuous control throughout the cooperation process through regular on-site audits and risk assessments.

# 03

## GREEN LEADERSHIP: TOWARDS A LOW-CARBON FUTURE

- 3.1 Environmental Protection
- 3.2 Addressing Climate Change

### 3 GREEN LEADERSHIP: TOWARDS A LOW-CARBON FUTURE

Marketingforce incorporates environmental responsibility into its long-term development considerations. We improve the environmental management system, systematically promote energy management, water resource management, and emission control, continuously deepen climate governance and risk mitigation, to actively address climate change challenges and comprehensively enhance our comprehensive resilience under climate and resource constraints.

#### 3.1 Environmental Protection

Marketingforce strictly complies with laws and regulations such as the *Environmental Protection Law of the People's Republic of China* and has formulated the *Environmental Management Policy*, establishing a comprehensive environmental management system. We have built an environmental management structure led by the Board, coordinated by the ESG Management Committee, advanced by the ESG Working Group, and collaboratively implemented by various functional departments, ensuring the effective implementation of environmental management. During the Reporting Period, Marketingforce passed the annual audit of the ISO 14001 Environmental Management System Certification.

To continuously reduce the environmental impact of our operations, on the basis of existing management, combined with industry trends, regulatory requirements, and business realities, we further improved the environmental management target system in 2025 and integrated it into daily operations and management practices.

##### Marketingforce Environmental Management Targets

###### Energy Efficiency

Promote information system architecture optimization and efficient cloud resource allocation, improve software operation efficiency;

Strengthen daily office energy saving management, improve energy use efficiency of business operations;

Build an intelligent energy consumption monitoring platform, optimize data center cooling system energy efficiency, develop lightweight algorithms to reduce the energy consumption intensity of digital services.

###### Waste Emissions

Strictly implement classified disposal of non-hazardous solid waste (such as office domestic waste) to achieve 100% removal and treatment;

Carry out centralized collection of hazardous solid waste (such as waste toner cartridge, cartridges), achieving 100% compliant disposal by qualified third-party institutions.

###### Resource Use

Formulate an eco-friendly water resource management strategy, continuously improve water use efficiency;

Continuously promote various water-saving measures such as configuring water-saving facilities and advocating green office practices to improve water resource use efficiency.

#### 3.1.1 Energy Management

Marketingforce follows the *Energy Conservation Law of the People's Republic of China*, comprehensively promoting energy conservation and consumption reduction in all aspects of office operations. We focus on energy-saving management in office spaces and data centers, as well as cloud resource efficiency improvement, continuously optimizing the energy structure and energy-saving management level, supporting our own low-carbon transformation.

##### Daily Management

###### Low-carbon Office Site Selection

In office site selection, we incorporate green and low-carbon factors into the comprehensive evaluation system, giving priority to parks equipped with new energy vehicle charging piles. In leasing decisions, we focus on the property's implementation of energy use, infrastructure configuration, waste classification management, and green travel support. In addition, we continuously communicate with property management to pay attention to the implementation progress of their environmental management measures, promoting the overall green level of the office environment.

###### Office Area Intelligent Temperature Control Management

We deploy an intelligent sensor network to collect environmental data of each space in real-time, and dynamically optimize temperature control strategies based on space usage characteristics. In summer, we implement sub-area, sub-period temperature gradient management to avoid excessive cooling; high-frequency use areas use pre-cooling start and intelligent cruise modes, while intermittent areas accurately identify usage status through mobile linkage systems, promptly shutting down or lowering equipment operation, effectively avoiding ineffective energy consumption and improving overall energy efficiency.

###### Lighting System Upgrade

We continuously carry out office lighting system renovation and upgrade, comprehensively replacing with efficient LED energy-saving lamps to reduce lighting energy consumption.

###### Energy Saving Awareness Promotion

We embed the concept of energy saving into the office environment in a visual way, through various carriers such as wall prompts, electronic screen broadcasts, and contextual labels, issuing energy saving reminders, continuously strengthening the energy saving awareness of all employees.

○ **Cloud Resource and System Energy Efficiency Management**

• **Cloud Resource Intensive Deployment**

In system planning and technology selection, we give priority to shared infrastructure such as cloud computing, reducing investment in self-built data centers, effectively avoiding duplicate construction and long-term idleness.

• **Cloud Resource Dynamic Configuration**

We dynamically adjust the scale and usage mode of cloud resources according to actual business needs, avoiding over-configuration or idle waste, achieving on-demand allocation and efficient operation of resources, improving overall resource use efficiency.

• **System Energy Efficiency Optimization**

We continuously optimize system deployment methods and software architectures, improve program operation efficiency and resource scheduling capabilities, reduce redundant computing and storage overhead, effectively controlling energy consumption intensity at the software level.

○ **Low-carbon Travel**

• **Business and Employee Low-carbon Vehicle Use**

We have long advocated a green travel culture, continuously promoting the green and low-carbon transformation of business vehicles and employee travel vehicles.

**As of the end of the Reporting Period**

<b>90%</b> Proportion of new energy vehicles in company vehicles	Approximately <b>90%</b> Proportion of employee new energy vehicle use
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Marketingforce energy consumption data is shown in the table below<sup>1</sup>:

Indicator	Unit	2024	2025
Direct energy consumption	kWh	65,342.61	20,252.91
Indirect energy consumption	kWh	3,613,027.80	3,109,094.39
Total energy consumption	kWh	3,678,370.41	3,129,347.30
Total Energy consumption intensity	kWh/revenue in million RMB	2,360.05	1,110.48

**3.1.2 Water Resource Management**

Marketingforce cherishes all natural resources, strictly complies with laws and regulations such as the *Water Law of the People's Republic of China*, standardizes water resource management, and integrates water conservation concepts into daily office work and operations. Adhering to the principles of water conservation and efficient use, we continuously promote refined and sustainable water resource management and water-saving measures to reduce the dependence of business operations on water resources.

Our water resource consumption is mainly office water, all from municipal water supply. During the Reporting Period, we continuously promoted equipment upgrades and strengthened employee water-saving awareness advocacy, taking multiple measures to improve water efficiency.

○ **Water-saving Equipment Retrofit**

We deploy intelligent sensing devices in public water use areas, dynamically adjusting water flow intensity and duration to achieve on-demand water supply and precise water control, and fully implement automatic sensor faucets in handwashing areas, improving water efficiency at the hardware level and reducing water waste.

○ **Water-saving Awareness Promotion**

We set up dynamic screens with water-saving operation guidelines in pantries, post water-saving reminder signs and posters, and encourage employees to propose water-saving suggestions. Excellent proposals are incorporated into management practices, promoting a water-saving culture with full participation, achieving synergistic improvement of environmental benefits and employee recognition.

<sup>1</sup> The method for calculating energy consumption refers to the General Rules for Calculation of the Comprehensive Energy Consumption (GB/T 2589-2020). The direct energy consumed by our operational activities is primarily gasoline, while the indirect energy is purchased electricity.

Marketingforce water resource consumption data is shown in the table below:

Indicator	Unit	2024	2025
Total water consumption	m <sup>3</sup>	15,627.50	12,826.85
Water consumption intensity	m <sup>3</sup> /revenue in million RMB	10.03	4.55

### 3.1.3 Emissions Management

Marketingforce actively promotes the standardized management of waste in accordance with laws and regulations such as the *Law of the People's Republic of China on the Prevention and Control of Environmental Pollution by Solid Wastes*, ensuring that all types of waste are classified, collected, stored, and disposed of in accordance with laws and regulations.

Based on industry characteristics, our business is mainly software and digital services, and our operations do not involve industrial waste gas or industrial wastewater discharge. The waste generated in our daily operations is mainly non-hazardous waste such as domestic waste, but also includes small amounts of waste toner cartridge and cartridges. We implement classified collection and management for all waste to reduce environmental impact.

#### Waste Types and Treatment Methods

##### Non-hazardous Waste

We strictly implement domestic waste classification management, build standardized processes, set up clear and unified classification signs in office areas and public areas, standardize disposal behavior, and arrange for property management to carry out classified collection and removal; kitchen waste is disposed of by professional institutions in accordance with laws and regulations. We also continuously promote paperless office, achieving full coverage of document circulation and electronic signatures, supporting green printing management and office equipment sharing mechanisms to reduce paper use and effectively control the generation of non-hazardous waste.

##### Hazardous Waste

We have established a standardized management system for hazardous waste, set up dedicated collection points, and established a targeted recycling mechanism with qualified third-party institutions to ensure traceability and compliant control throughout the process. The administrative department uniformly collects and registers hazardous waste such as waste toner cartridge and cartridges, and entrusts professional institutions to carry out harmless treatment.

On the basis of implementing compliance management, we also actively promote waste source reduction and waste resource utilization, effectively reducing waste generation, reducing the pressure of waste final disposal, and helping to build a circular economy model.

#### Waste Reduction Measures

##### Promote Paperless Office

We promote full-process online and digital management, give priority to electronic materials and digital displays in market operation-related activities to reduce the use of paper materials; Moreover, our recruitment, approval, contract signing, and other links have fully achieved electronic circulation, supporting online interviews, electronic approvals, and centralized archiving, reducing paper consumption and resource waste.

We also promote the construction of an enterprise-level digital hub, integrating electronic approval, cloud collaboration, and intelligent archiving functions, reducing the circulation of paper documents.

##### Advocate Office Supplies Recycling

We advocate the concept of resource conservation and recycling, implement the principles of reuse and centralized management in office management, and encourage the recycling of waste materials where conditions permit. Moreover, through cooperation with external compliant institutions, we actively promote the recycling of renewable resources.

Marketingforce waste emission data is shown in the table below:

Indicator	Unit	2024	2025
Total hazardous waste	Tons	0.014	0.128
Hazardous waste intensity	Tons/revenue in million RMB	0.00001	0.000045
Total non-hazardous waste	Tons	260.50	255.80
Non-hazardous waste intensity	Tons/revenue in million RMB	0.17	0.09

### 3.2 Addressing Climate Change

We fully recognize the profound impact of climate change on our business operations. We deepen climate governance, improve the identification, assessment, and normalized management system for climate risks and opportunities, continuously optimize climate response strategies, and comprehensively enhance climate adaptability and resilience. Referring to the guidance of the Task Force on Climate-related Financial Disclosures (TCFD) and the International Sustainability Standards Board (ISSB), we continuously improve the climate management and disclosure framework around the four dimensions of governance, strategy, risk management, and metrics and targets, striving to explore climate action paths suitable for our own business characteristics.

#### 3.2.1 Governance

We have established a three-level climate governance structure of “decision-making supervision – overall coordination – implementation execution”, promoting the deep integration of climate change management and corporate operational decisions.

The Board is responsible for approving the overall strategy and special policies for climate change, regularly tracking and reviewing climate targets, and making decisions on major climate risks and opportunities. The Board regularly initiates inquiries to the ESG Management Committee and management, through quarterly inquiries, annual special reviews, and temporary real-time inquiries, to normally understand the progress of climate risk governance, pay attention to changes in climate risks, and listen to special reports on climate risk and opportunity management.

Under the leadership of the Board, the ESG Management Committee coordinates climate governance work, responsible for updating and revising climate change policies, supervising the ESG Working Group to identify, assess, and monitor climate risks and opportunities, and regularly reporting related progress to the Board.

The ESG Working Group is responsible for executing the identification and assessment of climate risks and opportunities, organizing the formulation of response measures, and promoting the implementation and daily monitoring of various actions, forming a governance mechanism of vertical coordination and closed-loop management.

#### 3.2.2 Strategy

We actively identify climate risks and opportunities that our operations may face, regularly conduct dynamic assessment, adjustment, and prioritization of risks and opportunities. During the Reporting Period, we further improved the list of climate risks and opportunities, strengthened climate risk response measures, effectively improving the depth of climate governance and risk response capabilities. Although we face physical and transition risks from climate change, at this stage, we believe that with our existing response measures, our business operations have not been significantly affected by climate risks in the foreseeable future.

Risks and Opportunities		Potential Impacts	Time Horizon <sup>2</sup>	Response Measures
<b>Physical Risks</b>				
Acute Risks	Typhoons (Tropical Cyclones)/ Floods (Heavy Rain)	Typhoons and heavy rainfall may cause flooding, damaging office premises and data center facilities, causing business interruption and additional equipment procurement costs; also potentially affecting employee travel safety.	Short, Medium, Long	Respond to weather warnings in real-time, issue risk notices in advance; flexibly promote flexible office and remote office based on weather conditions, reducing employee travel risks.
	Extreme Heat/ Extreme Cold	Extreme heat or cold may threaten employee health and safety, affecting normal attendance; and may burden cooling/heating equipment, increasing equipment failure rates, thereby increasing equipment maintenance costs.	Short, Medium, Long	Optimize system architecture and cloud resource allocation to reduce reliance on physical computer rooms; continuously monitor extreme weather warnings, strengthen collaborative management of energy use equipment with service providers and parks; pay attention to employee health, provide heatstroke prevention supplies and emergency support.
Chronic Risks	Average Temperature Change	Rising temperatures will lead to continuously increasing cooling demand for office spaces and IT equipment, significantly increasing energy consumption and energy procurement costs.	Short, Medium, Long	Implement AI-enabled energy management platforms to monitor and optimize office and data center energy consumption in real-time; promote green building retrofits and efficient allocation of cloud resources.

Risks and Opportunities		Potential Impacts	Time Dimension <sup>2</sup>	Response Measures
<b>Transition Risks</b>				
Policy and Legal Risks	Stricter climate disclosure policies and regulations	As climate-related regulatory requirements, policies, and laws become increasingly stringent, if Marketingforce fails to meet compliance requirements in a timely manner, it may face regulatory penalties.	Short, Medium, Long	Strictly follow climate-related disclosure guidelines and standards issued by regulatory authorities, and conduct timely and compliant disclosure of climate management measures and results.
Market Risks	Market attention/customer preference changes	In the context of climate change, downstream customers' attention to and market demand for low-carbon products and services are increasing. If Marketingforce fails to respond timely to market low-carbon demand, it may lead to order loss and revenue decline.	Medium, Long	Continuously develop products and solutions with energy-saving and carbon reduction modules and attributes, empowering the whole value chain to reduce carbon; collaborate with industry partners to co-create low-carbon transformation support solutions.
Technology Risks	Low-carbon technology development	To adapt to the industry's low-carbon transformation trend, reduce operational energy consumption, and meet downstream customers' low-carbon needs, Marketingforce needs to increase R&D investment in low-carbon technologies and equipment upgrades, leading to increased operating costs.	Medium, Long	Increase investment in green technology innovation, and assess the feasibility of new technologies at its discretion and equipment; promote the application of low-carbon technologies in products and operations, and improve technology conversion efficiency through cooperative R&D and resource integration, effectively responding to R&D and operating cost pressures.
Reputation Risks	Corporate reputation	Failure to effectively respond to stakeholder expectations on climate response and information disclosure may lead to decreased confidence and trust from investors and other parties.	Medium, Long	Actively respond to stakeholder concerns, strengthen communication and information disclosure on climate issues, and enhance sustainable image and capital market trust.
<b>Opportunities</b>				
Products and Services	Low-carbon products and services	The low-carbon trend creates strong market demand for green digital solutions. Relying on its digital transformation advantages, Marketingforce can tailor energy-saving and efficiency-enhancing intelligent products and services for customers, increasing product added value and contributing to revenue growth.	Medium	Integrate carbon management capabilities into core products and services such as AI applications, launching quantifiable and traceable energy-saving and efficiency-enhancing solutions to enhance customer stickiness and revenue growth momentum.
Resource Efficiency	Energy efficiency improvement	Promoting refined energy management and improving energy use efficiency in office spaces and data centers will help reduce energy procurement costs.	Medium, Long	Promote smart energy management and green operation practices, optimize energy efficiency levels in offices and data centers, reduce resource consumption and operating costs.

<sup>2</sup> The time horizon of climate risks and opportunities is defined as short term (within 1 year), medium term (1 to 5 years) and long term (over 5 years).

### 3.2.3 Risk Management

To effectively promote the normalized management of climate change risks and opportunities and improve the ability to respond to climate risks, we have established a full-cycle management process of "risk identification – risk assessment – risk management – risk monitoring", and integrated it into daily management and operational decisions, promoting the effective implementation and continuous optimization of risk and opportunity response strategies.



**Marketingforce Climate Risk and Opportunity Management Process**

### 3.2.4 Metrics and Targets

Marketingforce continuously improves the greenhouse gas emission management and performance tracking system, establishes clear short-term and medium-term emission reduction targets, promotes the implementation of energy-saving and carbon reduction measures guided by targets, and supports climate transformation.

Short-term Targets		By 2027, using 2025 as the base year:	
<b>Office Operations</b>		Green electricity usage rate in office areas ≥80%; Penetration rate of electronic approval and paperless office ≥98%; Total carbon emissions from office operations reduced by 10%.	
<b>Cloud Services</b>		Prioritize green cloud service providers; Migrate core business systems to nodes powered by green electricity; Carbon emission intensity of cloud servers decreased by 5% compared to the base year.	
<b>Marketing</b>		Increase the proportion of online marketing to 90%; Reduce the frequency of offline exhibitions, reduce the consumption of marketing paper materials; Prioritize green venues and low-carbon construction solutions; Total carbon emissions from marketing activities reduced by 10%.	
Medium-term Targets		By 2030, using 2025 as the base year:	
<b>Operational Carbon Peak</b>		Achieve 100% green electricity coverage for carbon emissions from office and cloud services; Achieve operational carbon peak.	
<b>Supply Chain Collaboration</b>		Incorporate low-carbon requirements into partner screening standards; Promote third-party advertising and material suppliers to reduce carbon by 5% compared to the base year.	
<b>Product Empowerment</b>		Innovate and upgrade core product functions; Add a customer carbon footprint management module; Form an integrated electronic material replacement solution.	

Marketingforce greenhouse gas emission data is shown in the table below:

Indicator	Unit	2024	2025
Scope 1 <sup>3</sup>	tCO <sub>2</sub> e	16.95	5.14
Scope 2 <sup>4</sup>	tCO <sub>2</sub> e	2,115.79	1,649.69
Scope 3 <sup>5</sup>	tCO <sub>2</sub> e	/	951.34
Total GHG emissions <sup>6</sup>	tCO <sub>2</sub> e	2,132.74	2,606.17
GHG emission intensity (Scope 1 & 2)	tCO <sub>2</sub> e/revenue in million RMB	1.37	0.59

<sup>3</sup> The calculation method and factor selection for Scope 1 greenhouse gas emissions refer to the *Guidelines for Greenhouse Gas Emission Accounting and Reporting for Enterprises in Other Industrial Sectors (Trial)* issued by the National Development and Reform Commission.

<sup>4</sup> The electricity greenhouse gas emission factor for 2025 is selected from Table 1, "2023 National Average Carbon Dioxide Emission Factor for Electricity", in the *Announcement on Issuing the 2023 Carbon Dioxide Emission Factors for Electricity* issued by the Ministry of Ecology and Environment of the People's Republic of China and the National Bureau of Statistics: 0.5306 kgCO<sub>2</sub>/kWh.

<sup>5</sup> Scope 3 greenhouse gas emissions cover three categories: fuel and energy activities, waste generated during operations, and business travel.

<sup>6</sup> Scope 3 greenhouse gas emissions were newly included in the accounting for 2025, resulting in an increase in total greenhouse gas emissions.



# 04

## PEOPLE-CENTRIC: CULTIVATING TALENT

- 4.1 Employee Rights and Interests
- 4.2 Employee Development
- 4.3 Employee Care

## 4 PEOPLE-CENTRIC: CULTIVATING TALENT

Marketingforce is committed to building an equal, diverse, and sustainable career development ecosystem. We provide employees with clear career growth paths, and attach great importance to their work-life balance. Through a comprehensive welfare system and all-round health support, we help employees achieve synergistic improvement in personal growth and quality of life while creating value.

### 4.1 Employee Rights and Interests

Marketingforce continuously improves the system and management mechanisms related to employee rights and interests around dimensions such as compliant employment, talent acquisition, diversity and inclusion, and performance incentives, committed to building a fair, transparent, and standardized employment environment.

#### 4.1.1 Compliant Employment

We always adhere to compliant employment, strictly abide by relevant laws and regulations such as the *Labor Law of the People's Republic of China* and the *Labor Contract Law of the People's Republic of China*, continuously improve internal systems such as the *Employee Handbook*, and resolutely prohibit any form of forced labor, child labor, pay discrimination, infringement on employees' freedom of association and collective bargaining rights, and other behaviors. We have also built a "multi-channel, zero-barrier, full-closed-loop" mechanism for anti-discrimination and anti-harassment control, fully protecting all legitimate rights and interests of employees.

We implement strict control over the entire recruitment process to prevent child labor and forced labor at the source. During the onboarding process, employees are required to provide documents such as ID cards, academic certificates, and medical examination reports to ensure they are consistent with the information in their resumes and meet the job requirements. During the Reporting Period, we introduced OCR (Optical Character Recognition) and facial recognition technology to achieve AI identity verification, promoting a comprehensive upgrade of digital compliance review. For high-risk hiring links such as interns and part-time workers, we conduct special reviews, requiring applicants to provide relevant materials such as school enrollment certificates.

To strengthen the compliance awareness of all employees, we organize department heads to sign the *Compliant Employment Responsibility Letter*, incorporate recruitment compliance into the annual performance assessment indicators, and conduct regular training for relevant personnel. Once suspected violations are found, we will respond within 24 hours: the Human Resources and Legal Departments jointly intervene to investigate, implement interim measures including suspension of work and provision of necessary protection, and report and cooperate with labor supervision departments for handling when necessary, ensuring timely resolution of incidents.

#### 4.1.2 Talent Recruitment and Retention

To support the Company's strategic development, we continuously carry out talent planning and assessment work, closely combine with the actual needs of business development, actively respond to changes in the talent structure, and are committed to building a talent introduction and cultivation system covering different levels and opening up multiple channels.

##### Campus Recruitment

- We have established in-depth cooperative relationships with many domestic universities, accurately attracting outstanding graduates through various forms such as campus presentations and special recruitment fairs. During the Reporting Period, we further upgraded the school-enterprise cooperation model, extending from traditional recruitment to a full-chain joint training system of "course co-construction – internship base – targeted training", achieving a deep combination of talent selection and pre-cultivation.

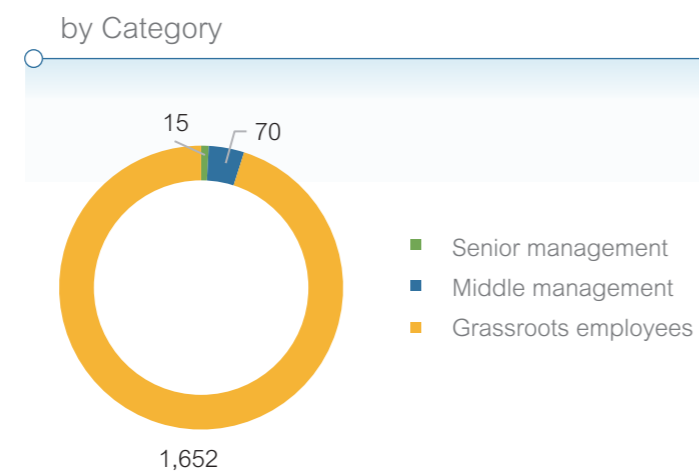
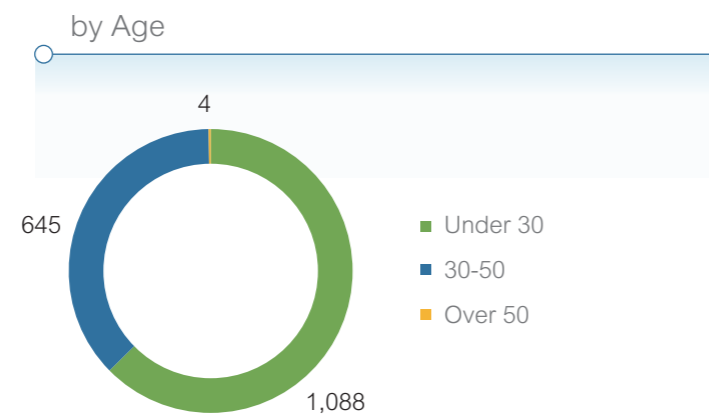
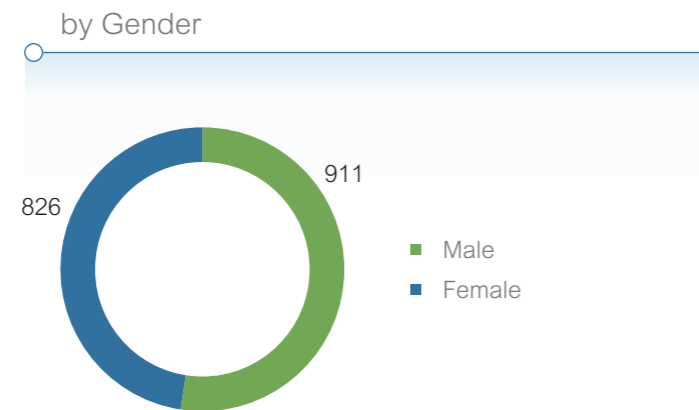
##### Social Recruitment

- Through multiple channels such as recruitment websites, social media, and talent markets, we widely attract social talents, and build a stratified talent attraction strategy for executives, backbone, and basic positions, continuously improving talent matching efficiency and optimizing the recruitment experience through methods such as "headhunting + AI background check", targeted talent community operation, and brand maintenance on mainstream platforms.

##### Marketing Technology Future Leaders Program

We continue to promote deep innovation in school-enterprise cooperation models. In 2025, the Company officially launched the "Marketing Technology Future Leaders Program", selecting 30 outstanding graduates from universities across the country to provide them with 6 months of customized training. The training covers three modules: cutting-edge technology, industry practice, and professional quality. After completing the training, trainees are directly assigned to the Company's core positions. During the Reporting Period, the probation period retention rate of fresh graduates recruited through this channel reached 67%, which is 2% higher than the traditional campus recruitment channel, achieving an organic connection between talent introduction and cultivation.

As of the end of the Reporting Period, Marketingforce had 1,737 employees, all full-time. The specific data by different categories is as follows:



We pay attention to employee turnover and continuously optimize the Company's culture and work environment to strengthen talent retention. During the Reporting Period, Marketingforce's overall employee turnover rate was 43.09%. The specific data by different categories is as follows:

Indicator	Unit	2025
<b>Employee Turnover Rate by Gender</b>		
Male	%	43.58
Female	%	42.55
<b>Employee Turnover Rate by Age</b>		
Below 30	%	51.63
30-50	%	28.64
Over 50	%	0
<b>Employee Turnover Rate by Region</b>		
East China	%	35.06
South China	%	63.78
Central China	%	49.67
North China	%	69.57
Northwest China	%	0.00
Southwest China	%	27.03
Northeast China	%	0
Hong Kong, Macao, and Taiwan, China	%	18.18
Overseas	%	0

### 4.1.3 Diversity, Equity, and Inclusion

We resolutely oppose and are committed to eliminating all forms of discrimination and harassment in the workplace. During the Reporting Period, we formulated and implemented the *Diversity, Equity and Inclusion (DE&I) Policy*, integrating the concepts of respect for differences, equal opportunities, and inclusive development into the Company culture and management practices.

We continuously carry out normalized publicity of anti-discrimination and anti-harassment policies and awareness, and clearly stipulate in the *Employee Handbook* that acts of harassment, infringement on human dignity, and violation of public order and good customs are defined as serious disciplinary violations. Once verified, they will result in termination of the labor contract.

To effectively protect employee rights and interests, we have established a “multi-channel, zero-barrier, full-closed-loop” anti-discrimination and anti-harassment control and complaint mechanism. Employees can report through the following methods:

**Online Independent Reporting Email:** Establish a dedicated confidential email address for HR personnel (hr@marketingforce.com), directly managed by the ESG Management Committee under the Board, with dedicated personnel checking and responding within 24 hours on working days, ensuring strict confidentiality.

**Offline Confidential Interview Channel:** Designate the Human Resources Director (responsible for employee rights and interests) as the offline contact person. Employees can make appointments for one-on-one confidential interviews, which can be held in neutral locations outside the Company. All recorded materials are sealed and directly submitted to the ESG Management Committee.

For details on the employee complaint handling process, see the “Employee Communication” section of this Report.

### 4.1.4 Performance Incentives

Marketingforce has established a normalized salary data analysis and monitoring mechanism to ensure that employees’ efforts are appropriately rewarded. We have built a compensation plan covering fixed salary, performance-based floating salary, commission, and bonus incentives, forming an incentive system that matches talent contributions. During the Reporting Period, we further improved the *Performance Management Measures*, clarifying the compensation payout coefficients corresponding to each performance level, promoting the development of compensation management in a more scientific direction.

We stimulate employee potential through a fair and transparent performance management system to recognize and incentivize employee contributions. At the beginning of the performance cycle, we work with employees to set individual and team performance goals, which can be dynamically adjusted according to business realities and employee demands. We conduct monthly assessments of performance goal achievement, carried out around four dimensions: performance achievement, job performance, completion of assigned work, and overall performance, ensuring a comprehensive assessment process and objective evaluation results.

We have also established a performance communication and feedback mechanism to help employees fully understand the assessment mechanism and clarify personal improvement directions, encouraging both parties to jointly promote the achievement of performance goals. In addition, we have set up performance appeal channels to ensure that employee opinions are handled promptly and fairly.

## 4.2 Employee Development

Marketingforce continuously pays attention to the growth needs of employees at different career stages, dynamically optimizes the job rank system and career development paths, enhancing the autonomy of employee development and the flexibility of the organizational talent structure.

We continuously refine talent development strategies, committed to creating a platform for synergistic growth of employees and the Company. We have built a diversified and integrated training system centered on De Academy, onboarding training, professional skills training, and leadership training, helping employees improve their professional quality and practical abilities, providing strong support for the long-term stable development of the Company.

Category	Training Program	Target Employees	Training Content
De Academy		All employees	A learning service platform covering the entire employee growth lifecycle from cognitive development to practical application. As of the end of the reporting period, a total of 1,657 courses have been made available.
Orientation Training	Starlight Training Camp	New employees	Focusing on corporate culture awareness, job responsibilities understanding, industry background knowledge, work methods and skills, etc., to help new employees quickly adapt to the organizational rhythm.
	Rising Stars Launchpad		Focusing on core competencies such as business operations, customer communication, and team collaboration, designing scenario-based courses and practical exercises to strengthen employees’ systematic thinking and practical abilities.
	Mentorship Program		Implement a “dual mentor” mechanism: skill mentors help improve professional abilities, and direct supervisors provide value guidance, solidifying the foundation for employees’ career development.
	Recruit Camp	Interns	Through structured training programs and project practice opportunities, help interns deeply understand business logic, familiarize themselves with work models, and accumulate practical experience.

Category	Training Program	Target Employees	Training Content
Professional Competency Training	Reservoir Plan	Employees related to sales positions	Focusing on product knowledge, service system, tool application, customer management, etc., conduct multi-dimensional training to enhance employees' professional service capabilities and effectively support customers' digital upgrade needs.
	Elite Eagles Training Camp		Focusing on product value shaping, interview approaches, high-value negotiation strategies, new product introductions, and quotation plans, conduct multi-dimensional training to enhance employees' practical abilities and customer conversion efficiency.
	Zhenxin Hero Training Camp		Focusing on customer development, industry background, product knowledge, and sales techniques, conduct multi-dimensional training to help employees quickly adapt to job requirements.
Leadership Training	Dark Horse Training Camp	Externally hired reserve cadres	Covering product knowledge, interview skills, management abilities, and other multi-dimensional courses, aiming to rapidly enhance the strategic thinking, management capabilities, and business collaboration of externally hired reserve cadres.
	Hurricane Camp	Middle and frontline management	Covering product understanding, management strategies, cognitive upgrading, and other multi-dimensional courses, aiming to strengthen the practical application abilities of sales management and support business development.
	Generals Camp	Senior management	Covering AI tools, efficient team management, strategic goal alignment, and other multi-dimensional courses, aiming to enhance the leadership, decision-making, and execution capabilities of senior management, facilitating the collaborative development of the organization and individuals.
External Educational Institution Cooperative Training		Management and related position employees	Build a practical external training system to enhance employees' professional abilities and business levels, and incorporate training outcomes into performance assessments to stimulate employees' development potential.



Hurricane Camp



Generals Camp

We attach great importance to employees' professional skill levels and professional qualification improvement, and encourage employees to obtain relevant professional qualifications or certifications on the job through a multi-dimensional incentive mechanism of "expense reimbursement + special reward + performance appraisal", helping employees achieve personal career growth.

During the Reporting Period, Marketingforce's employee career development training coverage rate was 100%, with an average training time of 50.96 hours. The data on employee training by different categories is shown in the table below.

Indicator		Unit	2025
<b>Trained Employees by Gender</b>			
Male	Proportion of male employees	%	52.45
	Number of trainees	Person	911
	Training coverage rate	%	100
	Average training hours	Hour(s)	60
Female	Proportion of female employees	%	47.55
	Number of trainees	Person	826
	Training coverage rate	%	100
	Average training hours	Hour(s)	41
<b>Trained Employees by Employee Category</b>			
Senior Management	Proportion of employees	%	0.86
	Number of trainees	Person	15
	Training coverage rate	%	100
	Average training hours	Hour(s)	117.8
Middle Management	Proportion of employees	%	4.03
	Number of trainees	Person	70
	Training coverage rate	%	100
	Average training hours	Hour(s)	86.54
Junior Staff	Proportion of employees	%	95.11
	Number of trainees	Person	1,652
	Training coverage rate	%	100
	Average training hours	Hour(s)	48.85

### 4.3 Employee Care

Marketingforce attaches great importance to employees' physical and mental health and their quality of work and life. Through rich care initiatives, comprehensive welfare support, and efficient two-way communication mechanisms, we are committed to building a mutually successful, long-term win-win development partnership with employees.

#### 4.3.1 Employee Benefits

Marketingforce continuously improves its employee welfare system, paying full social insurance and housing provident fund for all employees in accordance with the law, protecting employees' legitimate rights and interests. We have set up a compensation and welfare system including differentiated salary structures, equity incentive plans, health management, and holiday care, stimulating employee motivation and sense of belonging. In addition, we regularly carry out employee care activities such as departmental team building and anniversary celebrations, helping employees achieve a good work-life balance.

#### "Customer First, Navigating the AI Era, Going with AI" Celebration Event

We value employee physical and mental health and team building, committed to building a diverse and collaborative organizational environment. During the Reporting Period, we held the 19th anniversary and AI-Agentforce platform launch ceremony with the theme "Customer First, Navigating the AI Era, Going with AI", enriching employees' cultural life and enhancing team cohesion and sense of belonging.



Employee Outdoor Activities



Team-building Travel



Team-building Activities



#### 4.3.2 Employee Communication

Marketingforce continuously optimizes its employee communication and feedback mechanism, establishing an HR email specifically to receive suggestions from employees on compensation and benefits, career development, labor rights, workplace environment, ESG, and other aspects. Through forms such as executive face-to-face exchanges and departmental communication meetings, we continuously strengthen information transparency and two-way communication.

We have also established a "acceptance – investigation – handling – feedback – review" employee complaint handling mechanism to ensure that employee demands are fully responded to. During the Reporting Period, we did not receive any complaints from employees regarding labor rights, working conditions, etc.



Marketingforce Employee Complaint Handling Process

### 4.3.3 Health and Safety

Marketingforce strictly complies with laws and regulations such as the *Occupational Disease Prevention and Control Law of the People's Republic of China*, and has formulated and implemented internal rules and regulations such as the *Employee Handbook*, stipulating employee health and safety management requirements. By strengthening emergency preparedness, regular safety inspections, and normalized safety education, we continuously enhance employee safety awareness and emergency response capabilities.

During the Reporting Period, Marketingforce had no work-related fatalities, and the number of lost workdays due to work-related injuries was 178 days.

#### Strengthen Emergency Preparedness, protect Employee Safety

- We equip office areas with basic first aid equipment and emergency supplies for emergencies, and regularly check the availability of related equipment. At the same time, combining climate change and actual conditions, we provide employee care, offering heatstroke prevention supplies during high-temperature periods and implementing flexible office during extreme weather, providing strong protection for employee life safety.

#### Regular Safety Inspections, strengthen Fire Prevention Line

- We strictly implement fire safety management requirements, regularly carry out fire safety inspections and safety publicity, and increase the intensity and frequency of publicity during high fire risk periods such as summer. In addition, we regularly maintain and repair fire protection equipment and facilities to effectively ensure employee life safety.

#### Deepen Safety Awareness, standardize Behavior

- For accident-prone periods such as holidays, we push safety reminder emails through the corporate email system to strengthen employee safety awareness.

### Key Workplace Safety Management Measures



Equipping the workplace with Automated External Defibrillators (AEDs) and fire-fighting equipment



As a result of the high incidence of accidents during holidays, safety awareness emails are sent to all employees via the corporate mailbox to continuously strengthen the company's safety culture

The Company places great importance on the physical and mental well-being of its staff, as well as occupational health management, and is continuously improving its employee welfare system and recreational sports facilities. The Company provides a 24-hour fitness centre on-site, which is open to staff around the clock to meet their needs for short bursts of exercise; it also offers staff the benefit of free bookings for professional badminton courts. By providing a wide range of sporting activities and fostering a healthy and vibrant working atmosphere, we encourage staff to develop regular exercise habits, effectively alleviate work-related stress, and comprehensively safeguard their physical and mental well-being, thereby strengthening a healthy and supportive workplace environment.



Gym



Badminton Perks

# 05

## ECOSYSTEM CO-CREATION: GIVING BACK TO SOCIETY

- 5.1 Responsible Supply Chain
- 5.2 Industry Development
- 5.3 Community Contribution

## 5 ECOSYSTEM CO-CREATION: GIVING BACK TO SOCIETY

We build a responsible supply chain system, strengthen full-cycle supplier cooperation through institutionalized management, and jointly build a sustainable industrial ecosystem. We also actively promote industry experience sharing and technical collaboration, supporting the high-quality development of the digital industry, and actively participate in public welfare initiatives, creating value for society with practical actions.

### 5.1 Responsible Supply Chain

Marketingforce implements supply chain lifecycle management, incorporating ESG-related requirements such as business ethics throughout the supplier access, evaluation, and cooperation process, strengthening compliance management and sustainable performance, promoting the construction of a transparent, green, and responsible supply chain.

#### 5.1.1 Supplier Management

Marketingforce has established a comprehensive supplier management system. During the Reporting Period, we revised the *Procurement Management System*, adding a supplier elimination mechanism on the basis of strengthening supplier access, evaluation, audit, and tiered management, further improving the full-cycle management, effectively preventing and reducing supply chain risks.

As of the end of the Reporting Period	
<b>204</b> Total number of suppliers	
<b>182</b> Suppliers in Chinese mainland	<b>22</b> Suppliers in Hong Kong, Macao, Taiwan, China and overseas



### Supplier Lifecycle Management

### 5.1.2 Sustainable Supply Chain

Marketingforce has incorporated ESG-related factors into the supplier lifecycle management process, continuously identifying and reducing existing and potential ESG risks in business procurement. We give priority to suppliers with outstanding performance in environmentally friendly products and services, and actively promote the construction of business ethics and an integrity culture among suppliers, building a sustainable and responsible supply chain cooperation ecosystem.

We continuously monitor and evaluate suppliers' performance in environmental management, occupational health and safety, and business ethics. We require suppliers to sign anti-commercial bribery agreements, supplier commitment letters, and integrity commitment letters, clarifying anti-corruption policies, compliance requirements, and reporting channels, strengthening compliance constraints and responsibility implementation during cooperation. At the same time, we conduct annual business ethics training to strengthen suppliers' compliance awareness, promoting the formation of an ethical, transparent, and responsible collaborative relationship.

#### Supplier Business Ethics Training

In 2025, Marketingforce conducted online business ethics training for all core suppliers and major regular suppliers on the theme of "Popularizing laws and regulations related to job-related crimes and typical case warnings". This training systematically promoted laws and regulations on anti-commercial bribery and anti-unfair competition, as well as company compliance guidelines, clarifying prohibitive clauses and responsibility boundaries in cooperation; combined with typical violation cases, it deeply analyzed the consequences of actions and key points of prevention and control, strengthening risk identification and compliance awareness, enhancing suppliers' legal understanding and behavioral self-discipline capabilities.

## 5.2 Industry Development

Marketingforce always adheres to the concept of "innovation-driven, win-win cooperation", actively integrating into the industrial ecosystem with an open attitude, and exploring new paths for industry development with partners. We are committed to promoting technological collaboration and resource sharing, deepening industrial chain cooperation, and continuously injecting impetus into industry progress and value co-creation.

In 2025, we actively participated in industry exchange activities in the fields of artificial intelligence and industrial digitalization, including major events such as the World Artificial Intelligence Conference, the Global Digital Marketing Summit, and the Tencent Global Digital Ecosystem Summit, deeply discussing technology trends and industrial collaboration paths, promoting ecosystem co-construction and value sharing.

#### Marketingforce at the 2025 World Artificial Intelligence Conference

In July 2025, Marketingforce appeared at the 2025 World Artificial Intelligence Conference (WAIC2025), bringing the AI-Agentforce enterprise-level agent middle platform upgrade version released in early July, and conducting in-depth sharing on the cutting-edge practices of enterprise intelligent transformation. As one of the key exhibiting companies at the conference, Marketingforce focused on the application of AI technology in industrial scenarios, systematically presenting the core value of the agent middle platform in improving organizational efficiency, optimizing business processes, and driving innovation.



Marketingforce Invited to Attend the 11th Global Digital Marketing Summit (GDMS)

In September 2025, Marketingforce joined hands with hundreds of marketing industry pioneers to open the 11th Global Digital Marketing Summit (GDMS). At the "AI Practice" special forum, we delivered a keynote speech titled "AI-Agentforce Enterprise-level Agent Middle Platform: Driving Full-chain Growth Innovation in Marketing and Sales", deeply analyzing the common challenges enterprises face in AI Agent implementation and sharing the practical implementation paths of the AI-Agentforce agent middle platform in the full chain of marketing and sales.



Marketingforce Invited to Attend Huawei Cloud Ecosystem Conference 2025

In April 2025, as a close partner of Huawei Cloud, we were invited to attend the Huawei Cloud Ecosystem Conference 2025, and delivered a keynote speech on "Digital Human + AI Agent Empowering Digital Intelligence Marketing" on the topic of "How to Reconstruct Enterprise Marketing Strategy in the Era of Large Models and Agents?", which was of great concern at the time. At this conference, we proposed the "Digital Human + AI Agent for Digital Intelligence Marketing" solution in cooperation with Huawei Cloud, aiming to jointly explore a new form of AI-Native digital intelligence marketing and create new momentum for enterprise growth.



At the same time, we actively promote industry-university-research collaboration, deepen university-enterprise cooperation, and continuously cultivate high-quality R&D talents for the industry. In 2025, we made substantial progress in the integration of industry and education and industry-university-research collaboration, with multiple cooperation projects implemented, effectively promoting technology transformation and talent co-cultivation.

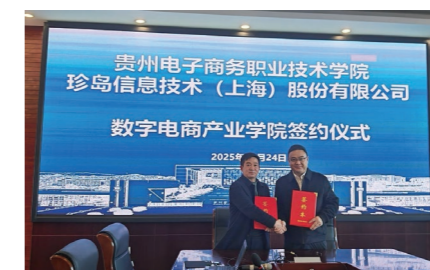
- We established an Academician Expert Workstation, introduced the expert team from East China Normal University's School of Data Science, conducted research on artificial intelligence technology R&D and industry applications, built a platform for deep industry-university-research integration, and deepened talent cultivation cooperation with universities through project collaboration and joint internship bases.
- We held a university-enterprise cooperation signing ceremony with Shanghai University.



- We signed a strategic university-enterprise cooperation agreement with Xidian University to deepen industry-university-research collaboration and empower regional industrial development.



- We co-built the Digital E-commerce Industry College with Guizhou Vocational and Technical College of E-commerce, and co-built the Supply Chain Big Data and Digital Economy Research Institute with Guizhou Light Industry Vocational University.



- We co-built the Digital Business Industry College with Jiangsu Wuxi Technician College, and co-built the Digital Empowerment Center with Jiangsu Agri-animal Husbandry Vocational College.



- We took the lead in establishing the National Digital Marketing Industry-Education Integration Community with Jinan University and Guangzhou City Construction College.



- We co-built the “Belt and Road” Digital Trade Industry-University-Research Collaborative Innovation Center with Jiangxi Normal University and other institutions.



In addition, we actively participate in industry standard construction, deeply involved in the development of the China Academy of Information and Communications Technology (CAICT) Marketing Automation (MA) series of standards. Relying on our practical experience in the field of intelligent marketing technology, we provide feasible reference suggestions for the design and specification of the standards, helping to promote the standardization and high-quality development of industry technology.

Our industry contribution practices have been widely recognized externally, winning many authoritative awards and recognitions, fully reflecting our comprehensive practical ability in technological innovation and industry-leading value. For details of the relevant awards, please refer to “Annual Awards and Honors – Industry Practice” in this Report.

### 5.3 Community Contribution

Marketingforce actively links social needs and continuously carries out effective public welfare actions. By precisely targeting the real concerns of different groups, we practice corporate social responsibility with practical actions, helping to build a more caring social ecosystem.

We actively fulfill our corporate social responsibility by continuously contributing to regional technological innovation development, youth talent cultivation, and industry academic development. Focusing on areas such as innovation competition organization, industry exchange seminars, and cutting-edge scientific research, we have donated a cumulative total of RMB2,350,000 in public welfare and special support funds during the reporting period through means including competition sponsorship, industry event support, and charitable donations to research institutions. This supports the cultivation of high-quality talent, collaborative development of the industrial ecosystem, and the enhancement of scientific research and innovation capabilities. In addition, during the reporting period, we also donated educational equipment and related resources valued at RMB450,000 to Yangzhou Polytechnic Institute of Technology to support the development of e-commerce-related programs and help cultivate high-quality technical talents.

## APPENDICES

### Appendix 1: 2025 ESG Key Performance Data Table

Category	Indicator	Unit	2024	2025
<b>Environmental</b>				
GHG	Scope 1 GHG emissions	tCO <sub>2</sub> e	16.95	5.14
	Scope 2 GHG emissions	tCO <sub>2</sub> e	2,115.79	1,649.69
	Scope 3 GHG emissions	tCO <sub>2</sub> e	/	951.34
	Total GHG emissions	tCO <sub>2</sub> e	2,132.74	2,606.17
	GHG emission intensity, Scope 1&2	tCO <sub>2</sub> e/revenue in million RMB	1.37	0.59
Waste	Total hazardous waste generated	Tons	0.01	0.13
	Hazardous waste intensity	Tons/revenue in million RMB	0.00001	0.000045
	Total non-hazardous waste generated	Tons	260.50	255.80
	Non-hazardous waste intensity	Tons/revenue in million RMB	0.17	0.09
Energy	Direct energy consumption	kWh	65,342.61	20,252.91
	Indirect energy consumption	kWh	3,613,027.80	3,109,094.39
	Total energy consumption	kWh	3,678,370.41	3,129,347.30
	Total Energy consumption intensity	kWh/revenue in million RMB	2,360.05	1,110.48
Water consumption	Total water resource consumption	m <sup>3</sup>	15,627.50	12,826.85
	Water resource consumption intensity	m <sup>3</sup> /revenue in million RMB	10.03	4.55
<b>Social</b>				
Total Employees		Person	1,563	1,737
Total employees/by gender	Male employees	Person	819	911
	Female employees	Person	744	826
Total employees/by type of employment	Full-time employees	Person	1,563	1,737
	Part-time employees	Person	0	0
Total employees/by age	Under 30	Person	996	1,088
	30-50	Person	563	645
	Over 50	Person	4	4

Category	Indicator	Unit	2024	2025
Total employees/by region	East China	Person	949	1,099
	South China	Person	356	337
	Central China	Person	213	238
	North China	Person	11	12
	Northwest China	Person	0	0
	Southwest China	Person	31	43
	Northeast China	Person	0	0
	Hong Kong, Macao and Taiwan regions of China	Person	3	8
	Overseas	Person	0	0
Total employees/by category	Senior management	Person	15	15
	Middle management	Person	68	70
	Grassroots employees	Person	1,480	1,652
Employee turnover rate	Employee overall turnover rate	%	42.47	43.09
Employee turnover rate/by gender	Male employees	%	42.51	43.58
	Female employees	%	42.44	42.55
Employee turnover rate/by age	Under 30	%	43.60	51.63
	30-50	%	40.46	28.64
	Over 50	%	0	0
Employee turnover rate/by region	East China	%	39.39	35.06
	South China	%	46.62	63.78
	Central China	%	45.57	49.67
	North China	%	72.73	69.57
	Northwest China	%	0	0
	Southwest China	%	55.56	27.03
	Northeast China	%	0	0
	Hong Kong, Macao and Taiwan regions of China	%	0	18.18
	Overseas	%	0	0

Category	Indicator	Unit	2024	2025
Work-related injuries and fatalities	Number of work-related employee fatalities	Person	0	0
	Work-related fatality rate of employees	%	0	0
	Lost days due to work-related injury	Day	29	178
Total number of employees trained	Total number of employees trained	Person	1,563	1,737
Percentage of employees trained/ by gender	Male	%	52.40	52.45
	Female	%	47.60	47.55
Percentage of employees trained/ by category	Senior management	%	1.00	0.86
	Middle management	%	4.40	4.03
	Grassroots employees	%	94.60	95.11
Average training hours per employee/by gender	Male	Hour	60.31	60.00
	Female	Hour	40.69	41.00
Average training hours per employee/by category	Senior management	Hour	106.03	117.80
	Middle management	Hour	80.17	86.54
	Grassroots employees	Hour	49.07	48.85
Number of suppliers by region	Chinese mainland	Company	177	182
	Hong Kong, Macao and Taiwan regions of China and Overseas	Company	10	22
Customer complaints	Complaints about products and services	Case	71	75
	Percentage of recalls due to safety and health issues	%	0	0
Information security and data protection	Number of information security audits	Time	1	1
	Number of data breach incidents	Case	0	0
Social welfare	Capital investment in public welfare	RMB	407,300	2,800,000
<b>Governance</b>				
Business Ethics	Number of concluded corruption litigation cases	Case	0	0

## Appendix 2: ESG Reporting Code Index Table

### Part C "Comply or Explain" Provisions

Environmental, Social and Governance Aspects & General Disclosures and KPIs			Section
Environmental			
A1: Emissions	General Disclosure	Information on: (a) The policies; and (b) Compliance with relevant laws and regulations that have a significant impact on the issuer related to air and greenhouse gas emissions, discharges into water and land, and generation of hazardous and non-hazardous waste.	3.1 Environmental Protection
	A1.1	The types of emissions and respective emissions data.	3.1 Environmental Protection
	A1.3	Total hazardous waste produced and intensity.	3.1 Environmental Protection
	A1.4	Total non-hazardous waste produced and intensity.	3.1 Environmental Protection
	A1.5	Description of emissions target(s) set and steps taken to achieve them.	3.1 Environmental Protection
	A1.6	Description of how hazardous and non-hazardous wastes are handled, and a description of reduction target(s) set and steps taken to achieve them.	3.1 Environmental Protection
A2: Use of Resources	General Disclosure	Policies on the efficient use of resources, including energy, water, and other raw materials.	3.1 Environmental Protection
	A2.1	Direct and/or indirect energy consumption by type (e.g., electricity, gas, or oil) in total and intensity.	3.1 Environmental Protection
	A2.2	Total water consumption and intensity.	3.1 Environmental Protection
	A2.3	Description of energy use efficiency target(s) set and steps taken to achieve them.	3.1 Environmental Protection
	A2.4	Description of whether there is any issue in sourcing water that is fit for purpose, water efficiency target(s) set and steps taken to achieve them.	3.1 Environmental Protection
A2.5	Total packaging material used for finished products and per unit produced.	Not applicable based on Marketingforce's business model	
A3: Environment and Natural Resources	General Disclosure	Policies on minimising the issuer's significant impact on the environment and natural resources.	3.1 Environmental Protection
	A3.1	Description of the significant impacts of activities on the environment and natural resources and the actions taken to manage them.	3.1 Environmental Protection

Environmental, Social and Governance Aspects & General Disclosures and KPIs			Section
<b>Social</b>			
B1: Employment	General Disclosure	Information on: The policies; and Compliance with relevant laws and regulations that have a significant impact on the issuer relating to compensation and dismissal, recruitment, and promotion, working hours, rest periods, equal opportunity, diversity, anti-discrimination, and other benefits and welfare.	4.1 Employee Rights and Interests
	B1.1	Total number of employees by gender, employment type, age group, and region.	4.1 Employee Rights and Interests
	B1.2	Employee turnover rate by gender, age group, and region.	4.1 Employee Rights and Interests
B2: Health and Safety	General Disclosure	Information on: The policies; and Compliance with relevant laws and regulations that have a significant impact on the issuer related to providing a safe working environment and protecting employees from occupational hazards.	4.3 Employee Care
	B2.1	Number and rate of work-related fatalities occurred in each of the past three years.	4.3 Employee Care
	B2.2	Lost days due to work injury.	4.3 Employee Care
	B2.3	Description of occupational health and safety measures adopted, and how they are implemented and monitored.	4.3 Employee Care
B3: Development and Training	General Disclosure	Policies on improving employees' knowledge and skills for performing job duties. Description of training activities.	4.2 Employee Development
	B3.1	Percentage of employees trained by gender and employee category.	4.2 Employee Development
	B3.2	Average training hours completed per employee by gender and employee category.	4.2 Employee Development
B4: Labor Standards	General Disclosure	Information on: the policies; and compliance with relevant laws and regulations that have a significant impact on the issuer relating to preventing child labor and forced labor.	4.1 Employee Rights and Interests
	B4.1	Description of measures to review recruitment practices to avoid child labor and forced labor.	4.1 Employee Rights and Interests
	B4.2	Description of steps taken to eliminate child labor and forced labor when discovered.	4.1 Employee Rights and Interests

Environmental, Social and Governance Aspects & General Disclosures and KPIs			Section
B5: Supply Chain Management	General Disclosure	Policies on managing environmental and social risks of the supply chain.	5.1 Responsible Supply Chain
	B5.1	Number of suppliers by geographical region.	5.1 Responsible Supply Chain
	B5.2	Description of practices relating to engaging suppliers, number of suppliers to which such practices are implemented, and how they are implemented and monitored.	5.1 Responsible Supply Chain
	B5.3	Description of practices used to identify environmental and social risks along the supply chain, and how they are implemented and monitored.	5.1 Responsible Supply Chain
B6: Product Responsibility	B5.4	Description of practices used to promote the use of environmentally friendly products and services when selecting suppliers, and how they are implemented and monitored.	5.1 Responsible Supply Chain
	General Disclosure	Information on: the policies; and compliance with relevant laws and regulations that have a significant impact on the issuer related to health and safety, advertising, labeling, and privacy matters relating to products and services provided and methods of redress.	2.1 Excellent Products 2.2 Quality Services
	B6.1	Percentage of total products sold or shipped subject to recalls for safety and health reasons.	Not applicable based on Marketingforce's business model
	B6.2	Number of complaints received regarding products and services and how they are handled.	2.2 Quality Services
	B6.3	Description of practices relating to maintaining and protecting intellectual property.	2.1 Excellent Products
	B6.4	Description of quality assurance processes and product recall procedures.	Not applicable based on Marketingforce's business model
	B6.5	Description of consumer data protection and privacy policies, and how they are implemented and monitored.	2.3 Data and Privacy Security

Environmental, Social and Governance Aspects & General Disclosures and KPIs			Section
B7: Anti-corruption	General Disclosure	Information on: the policies; and compliance with relevant laws and regulations that have a significant impact on the issuer relating to bribery, extortion, fraud, and money laundering.	1.3 Business Ethics
	B7.1	Number of concluded legal cases regarding corrupt practices brought against the issuer or its employees during the reporting period and the outcomes of such cases.	1.3 Business Ethics
	B7.2	Description of preventive measures and whistleblowing procedures, and how they are implemented and monitored.	1.3 Business Ethics
	B7.3	Description of anti-corruption training provided to directors and staff.	1.3 Business Ethics
B8: Community Investment	General Disclosure	Policies on community engagement to understand the needs of the communities where the issuer operates and to ensure that its business activities take into account community interests.	5.3 Community Contribution
	B8.1	Focus areas of contribution.	5.3 Community Contribution
	B8.2	Resources used in the focus areas.	5.3 Community Contribution

### Part D Climate-related Disclosures

Climate-related Disclosure Requirement	Section	
<b>Governance</b>	/	
<b>Strategy</b>	Climate-related risks and opportunities	3.2 Addressing Climate Change
	Business model and value chain	3.2 Addressing Climate Change
	Strategy and decision-making	3.2 Addressing Climate Change
	Financial position, financial performance, and cash flow	During the Reporting Period, climate change-related risks and opportunities did not have a material impact on Marketingforce's financial position, financial performance, and cash flow.
<b>Risk Management</b>	Climate resilience	3.2 Addressing Climate Change
	/	3.2 Addressing Climate Change
<b>Metrics and Targets</b>	Greenhouse gas emissions	3.2 Addressing Climate Change
	Climate-related transition risks	During the Reporting Period, climate risks and opportunities did not have a material impact on Marketingforce's assets and business activities, so no specific disclosure was made.
	Climate-related physical risks	
	Climate-related opportunities	
	Capital deployment	
	Internal Carbon Prices	Under Marketingforce's current business and carbon emission characteristics, there is no need to apply carbon pricing.
	Remuneration	Based on the current assessment of climate risks and opportunities, Marketingforce has not yet incorporated climate factors into its remuneration policy.
	Industry-based metrics	3.2 Addressing Climate Change
	Climate-related targets	3.2 Addressing Climate Change
Applicability of cross-industry metrics and industry-based metrics	Not applicable	

