

2021 ESG REPORT

MANGO EXCELLENT MEDIA CO., LTD.

Ticker symbol: Mango Excellent Media Co. Ltd. | Stock code: 300413

About This Report

The 2021 ESG Report of Mango Excellent Media Co., Ltd. is an independent ESG report issued by Mango Excellent Media Co., Ltd. for the second consecutive year. The report aims to communicate with various stakeholders frankly on the ESG concepts, practices and performance of the Company, and systematically respond to the expectations and demands of stakeholders.

Reporting period

The reporting period is from January 1, 2021 to December 31, 2021. To improve the comparability and forward-looking of the report, some contents have been extended moderately to the previous and subsequent years.

Release cycle

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

Reporting data

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

Reporting scope

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

Abbreviations

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

Hunantv.com Interactive Entertainment Media Co., Ltd.: Happy Sunshine or Mango TV

Happigo Co., Ltd.: Happigo

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

Hunan Mango Entertainment Co., Ltd.: Mango Entertainment

Mango Studios Culture Co., Ltd.: Mango Studios

Preparation basis

The United Nations Sustainable Development Goals (SDGs)

International Standard ISO 26000 Guidance on Social Responsibility 2010

GRI Sustainability Reporting Standards (GRI Standards)

GB/T 36001-2015 Guidance on Social Responsibility Reporting

Guidelines on Corporate Social Responsibility Reporting for Chinese Enterprises (CASS-CSR4.0) issued by the Institute of Economics of the Chinese Academy of Social Sciences (CASS)

Report version and access

The English version of this report is disclosed simultaneously. In the event of any discrepancy between the English and Chinese versions, the Chinese version shall prevail. Both the English and Chinese versions are available electronically at <http://www.cninfo.com.cn>. In case of any questions or suggestions about the report, please send an email to mangocm@mangocm.com or call (0731) 82967188.

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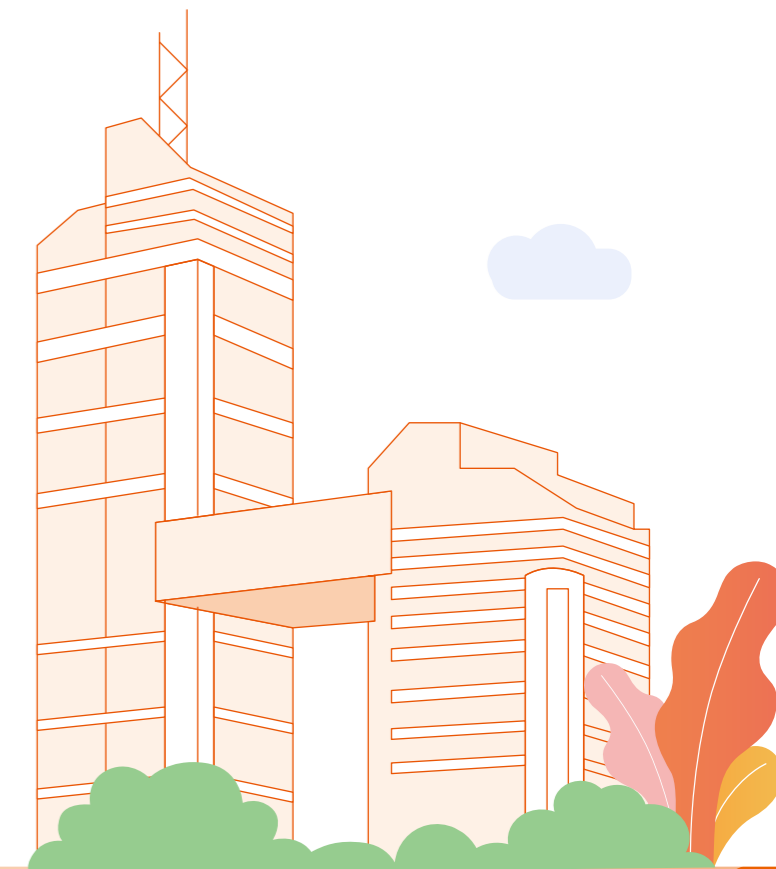


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Mango Excellent Media

Best Board of Directors Award for Investor Relations of China Listed Companies	The 12th "Tianma Award" by the Securities Times
Social Responsibility Award for A-Share Listed Companies	The 15th China Listed Company Value Assessment event by the Securities Times
Listed Companies Most Favored by Foreign Investors of the Year	China Listed Company Meridian Award
Most Valuable Company for Investor Relations of the Year	China Listed Company Meridian Award
2021 Top 100 Influential Listed Companies of the Year	Snowball
2021 Top 10 of China's Top 500 ESG Companies in Media Industry	finance.sina.com.cn



Mango TV

China Social Welfare Foundation "Most Socially Responsible Award"	China Social Welfare Foundation
Hunan Province Civilized Unit	Publicity Department of Working Committee of Hunan Provincial Organs
2021-2022 National Key Cultural Export Enterprises	Department of Trade in Services and Business Services, Ministry of Commerce of the People's Republic of China
2021 National Radio and Television Media Integration Pioneer Unit	General Office of the National Radio and Television Administration
CDN Operation Leadership Award	APAC Content Distribution Conference & CDN Summit



Happigo

National Women's Advanced Group	All-China Women's Federation
The 20th National Youth Civilization	The Communist Youth League of China, the Supreme People's Court, National Development and Reform Commission and other 21 ministries and commissions
2021 Outstanding Typical Case of National Consumption Assistance for Rural Revitalization - Hunan Broadcasting System Mango Revitalization Cloud Supermarket	National Development and Reform Commission



EE-Media

Hunan Provincial Organs Civilized Unit	Working Committee of Hunan Provincial Organs of the Communist Party of China
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Honors 2021



Into Mango Excellent Media

Company profile

As the first state-owned new media company featuring integrated development and mastering the complete core industry chain of omni-channel and content ecology in the A-share market, the Company is also the unified integrated media industry and capital operation platform under Hunan Broadcasting Film Group Co., Ltd. (Hunan Broadcasting System). Under the guidance of Xi Jinping's socialist ideology with China's characteristics in the new era, the Company conscientiously observes the key principles of the Party exercising leadership over communication, ideology and media, prioritizes the adherence to the correct political direction, public opinion guidance and value orientation, gives full play to the attributes of media platform and the advantages of content self-production and consciously undertakes the mission of raising the flag, gathering the people's heart, cultivating new people, promoting culture and demonstrating image, striving to develop itself into a mainstream new media that is "positive, manageable and well used" and establish itself as a new benchmark for state-owned Internet companies in the new era, with a sense of responsibility and mission of maintaining the leader position as the main force.

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

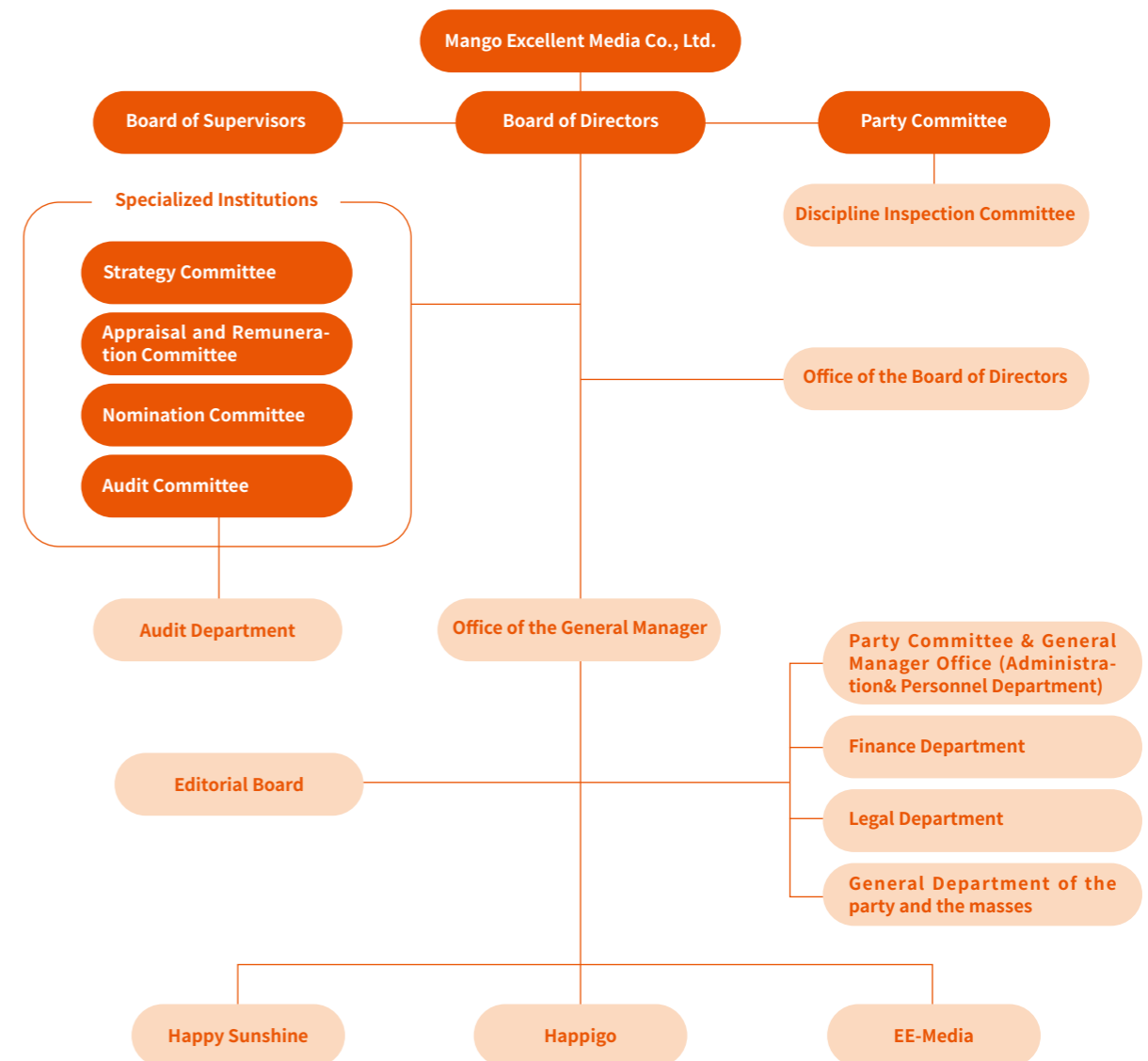
In 2021, the Communist Party of China celebrated its centennial, ushered in a historical intersection of the two centenary goals, started the opening year of the "14th Five-Year Plan", and embarked on a new journey to fully build a modern socialist China. Adhering to the spirit of General Secretary Xi Jinping's series of important speeches, the Company resolutely implemented the decision of the Party Central Committee on accelerating media's integrated development and comprehensive governance to the culture and entertainment sector. By upholding our mission as the party media and state-owned enterprise and based on the new development stage of building a mainstream new media group, we further strengthened the media value guidance and content innovation in light of changing industry competitions, and proactively responded to the resurgence of the COVID-19 pandemic to achieve business progress and enhance its quality in a stable manner. During the reporting period, total revenue for the year was RMB15.356 billion, representing a year-on-year increase of 9.64%, and net profit attributable to shareholders of listed companies was RMB2.114 billion, representing a year-on-year increase of 6.66%. The core business Mango TV's Internet video business (advertising + membership + operator business) maintained steady growth, achieving revenue of RMB11.261 billion, representing a year-on-year increase of 24.29%.




Organization

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

Our first-level subsidiaries include Mango TV, EE-Media and Happigo. During the reporting period, in order to promote internal business synergy and enhance the core competitiveness of the main platform Mango TV, the Company optimized its organizational structure and adjusted its three subsidiaries, namely Mango Studios Culture Co., Ltd., Hunan Mango Entertainment Co., Ltd. and Shanghai Mangofun Technology Co., Ltd., to the subsidiaries of Mango TV. To focus on the main business, the Company transferred by agreement its 100% equity interests in its original subsidiary Hunan Happy Money Microfinance Co., Ltd. based on its overall strategy.





Development strategy

The year 2022 is a crucial opportune year for Mango Excellent Media to pursue the high-quality development. Keeping in mind the mission of the party media and assuming the social responsibility as the listed company, the board of directors and the management of the Company made real efforts and innovation, maintained the main position as the main force and strived to optimize and strengthen the mainstream new media group, so as to celebrate the 20th National Congress of the CPC with practical achievements.

● Keep in mind the mission of the party media and promote mainstream value communication

By upholding the leadership of the Party with utter loyalty, the Company continues to enhance its mainstream value guidance through content innovation and upgrading. In 2022, the Company will take a higher political position and give full play to its advantages as the integrated media to advocate the 20th National Congress of the CPC with the greatest investment, the best creativity and the most enthusiasm, and promote Xi Jinping's socialist ideology with China's characteristics in the new era around the main theme of the 20th National Congress of the CPC. To this end, the Company will plan the theme work of "New Generation", and release more than 20 documentary films such as These Ten Years and Daughter of the Party 2 and some teleplays such as China's Long Course of History and Hutong, presenting the magnificent picture of the new journey in the new era with small points and big picture. Meanwhile, the Company will sing the Chinese voice out loud in international communication in the new era. We will strengthen foreign communication by optimizing Mango TV's international APP and striving to carry out in-depth cooperation with one or two countries along the Belt and Road within the year, so as to expand the overseas user base and build a benchmark platform for international communication.

● Insist on innovation and lead content upgrade in the industry

Currently, the changing creative themes of the content sector bring new opportunities to the long video industry. The Company will cater to the trend of content innovation and upgrading, leverage on Mango's talents and ecosystem strength, adhere to the "people-centered" creation philosophy, insist on self-breakthrough, catch up with the times and long-term planning, so as to pursue long-term content innovation and upgrading and lead the content innovation and upgrading of the industry. In 2022, the Company will make efforts in both film and television and variety shows for content innovation and upgrading. In terms of film and television, the Company will focus on the "Mango Monsoon" theater, set higher standards and mobilize wider collaboration to sustainably produce high-quality products that empathize with the times and boast refreshed visual experience. In terms of variety shows, the Company will increase innovation and research and development efforts and strive to launch more than 40% of innovative programs, so as to further consolidate its leading position in the variety shows industry.

● Focus on team building to stimulate the innovative vitality of young talents

The high threshold long video content innovation is driven by talents essentially. Talent is the most important resource and a company's development cannot leave talents. The Company will further optimize the talent-based innovation mechanism to attract, develop, retain and utilize talents. We will further solidify the "Young Talent Plan", promote the "Qingmang Internship Program" and expand the "Mango Youth Talk". We will also focus on team building and invest in human capital to further consolidate our core competitiveness and stimulate the innovative vitality of young talents.

● Practice the concept of "protect the investment" and strengthen the protection mechanism for minority shareholders

As the cornerstone of the capital market, it's the battlefield for investor protection in listed companies. The Company is obliged to practice the concept of "protect the investment" and protect minority investors. In 2022, the Company will further strengthen investor protection by enhancing the relevance and effectiveness of information disclosure based on investor demands, to fully protect investors' right to know; establish a sound communication mechanism between the board of directors and investors and improve the channels and ways for institutional investors to participate in corporate governance; and take the initiative to understand the demands of minority investors and continuously optimize the investor return mechanism. Meanwhile, the Company will leverage on its advantages as a new media platform and rely on the Mango New Media Investor Education Base to further strengthen the education for minority investors through developing investor-friendly and high-quality investment education programs, in a bid to further improve the operation of the investor education base.

● Leverage on the advantages of two platforms to pursue innovative, integrated and in-depth development of media

The Company proactively implements the decision of the Party Central Committee on accelerating media's integrated development and utilizes the advantages of the two platform of Mango ecosystem to promote the integrated and in-depth development of media with innovations in mechanism, paradigm and content. In 2022, in compliance with the regulatory requirements for listed companies, the Company will further develop the joint mechanism of Hunan Satellite TV and Mango TV platforms for content collection and broadcasting to realize the in-depth content integration from planning, operation to management, consolidate the upgrade from copyright-based to talent-based, and establish a new benchmark for the integrated development of media. On this basis, we will also explore more paths and methods for in-depth integration, and realize the self-evolution and iteration of the Mango integrated development model.

● Increase strategic investment to promote the iteration and upgrade of emerging businesses

In 2022, the Company will increase strategic resources to promote stable development of emerging businesses. Xiaomang E-commerce will continue to strengthen its core positioning as a content e-commerce platform for new trendy domestic products. Taking advantage of its high-quality content IP resources on the two platforms within Mango ecosystem, it will rapidly iterate the "video + content + e-commerce" model through IP resources operation to empower new trendy domestic products. Meanwhile, we will add strategic shareholders to promote the synergy between Xiaomang E-commerce and the business sectors of the whole Mango ecosystem, so as to promote the better and faster development of Xiaomang E-commerce. The live entertainment project will expedite its transformation from setting a benchmark to expanding new stores.

● Consolidate the middle platform matrix and explore the evolutionary transformation of technology content

The Company will further improve and consolidate the middle platform matrix in three aspects to further enhance the effectiveness of resource integration and facilitate our production and operation. Firstly, we will further upgrade our market-unique content middle platform to implement more innovative projects and stimulate internal content creativity. Secondly, we will strengthen the risk control and operation middle platforms to maximize resource allocation. We will establish an operation system to cultivate strategic operation talents, so as to utilize the aggregation capabilities to maximize the content value. Thirdly, we will empower our business development with technology middle platform to promote symbiosis between culture and technology. Based on the 5g Key Laboratory awarded and established by the National Radio and Television Administration, we will promote the R&D and application of NFT, digital human production and virtual content production and broadcasting technology, and explore the form, technology application and business model innovation of 5g+ media products facing the Metaverse.

● Improve corporate governance and promote high-quality development of listed companies

In 2022, the Company will continue to implement the relevant requirements of the Securities and Futures Commission to carry out special actions on the governance of listed companies, and ensure the quality development of the Company through multi-level and multi-dimensional development of corporate governance capacity. Firstly, based on the self-examination and self-correction in the previous year, we will further strengthen the institutionalization of the corporate governance system and upgrade the corporate governance capability and internal control to a higher level. Secondly, with a focus on high-quality information disclosure, we will further improve the operation of the mechanism of general meeting of shareholders, board of directors and board of supervisors of the Company, and enhance the ability of directors, supervisors and senior executives to perform their duties diligently, so as to build a long-term mechanism for the standardized operation of the Company. Lastly, we will define the main responsibility of the "key minority", promote the Company to lead innovation while ensuring standardized operation, continuously improve the intrinsic development quality of listed companies and create higher corporate value, thus effectively rewarding investors.



SDGs



16 PEACE, JUSTICE AND STRONG INSTITUTIONS



Governance

Our philosophy

Mango Excellent Media continues to optimize its corporate governance structure, build an information disclosure system oriented to investors' demands, continuously strengthen internal control management and integrity building, and promote compliant and sound operation, with an aim to promoting high-quality development with high-level governance and proactively fulfilling its social responsibility and mission as a mainstream new media group.

Our actions

- Warmly celebrating the 100th anniversary of the founding of the Party
- Responsibility management
- Corporate governance
- Internal control management
- Integrity building
- Intellectual property protection

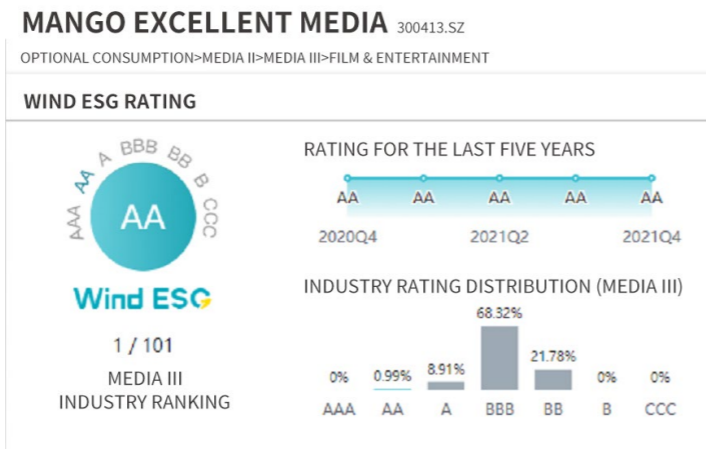
Our performance

We innovate and develop with great power and integrate communication, and warmly celebrate the 100th anniversary of the founding of the Party with practical achievements. We held 3 General Meeting of Stockholders, 9 meetings of the Board of Directors and 8 meetings of the Board of Supervisors; prepared and disclosed 4 regular reports and issued 178 temporary announcements, and was rated as A (top level) in the annual Appraisal Results of Information Disclosure of Listed Companies by Shenzhen Stock Exchange for three consecutive years; and implemented the internal control evaluation covering all the businesses of the Company.

Responsibility management

ESG governance

To align major decisions with ESG principles, the Company has established an ESG working group under the leadership of the Board of Directors, set up an ESG management structure, and hired a third-party professional organization to analyze the ESG status of the Company and its subsidiaries. Through field visits and questionnaire survey, the consulting company has proposed improvement suggestions to the existing ESG concepts, management and measures. Meanwhile, the Company has invited professional CSR consulting companies to carry out social responsibility training on staff so as to enhance their awareness of responsibility and their ability to perform CSR responsibilities. During the reporting period, the Company was rated as AA in ESG by Wind, ranking No. 1 in Wind's three-level classification for the media industry.



Materiality analysis

Based on national macro policy guidance, domestic and foreign CSR standards research, industry benchmarking and company development strategies, Mango Excellent Media has identified topics and issues that have important impact on the Company and stakeholders from four areas of economy, environment, society and governance, and forms a materiality issue library.

Area	Materiality issues
Economy	<ul style="list-style-type: none"> Promoting industry development Providing quality services and content Content innovation
Environment	<ul style="list-style-type: none"> Environmental protection Waste management Improving energy efficiency
Society	<ul style="list-style-type: none"> Playing the role as a mainstream media Supplier management Employee rights and interests Training and development Data security Protection of Minors User privacy protection Community engagement Targeted poverty alleviation
Governance	<ul style="list-style-type: none"> Strengthening Party building Corporate governance Investor relations Internal control and risk management Information disclosure Anti-corruption



Communication with stakeholders

The Company respects the relationship with shareholders, customers, employees and other stakeholders, establishes a normalized communication mechanism with stakeholders, and actively responds to the demands and expectations of stakeholders through multiple channels. The Company works hard to achieve sustainable and stable operating performance for shareholders, and share the dividend of the reform and development with employees. The goal is to create a mutually beneficial and symbiotic cooperation ecosystem that promotes co-existence and win-win.

Stakeholders	Expectations and demands	Communication and response
Shareholders	<ul style="list-style-type: none"> Compliance and legal operation Stable growth Protection of shareholders' rights and interests Adequate information disclosure Sustainable development 	<ul style="list-style-type: none"> Legal operation Improving corporate governance Regular and temporary information disclosure Investor relations management
Government and regulatory authority	<ul style="list-style-type: none"> Compliance and legal operation Meeting regulatory requirements Responding to national development policy 	<ul style="list-style-type: none"> Cooperative in regulatory inspections Regular and temporary information disclosure Anti-corruption management
Users	<ul style="list-style-type: none"> Protection of personal rights Improving service quality Adequate information disclosure 	<ul style="list-style-type: none"> Regular and temporary information disclosure Protection of user rights Investor education activities Privacy and information security protection
Employees	<ul style="list-style-type: none"> Employment and rights protection Employee compensation and benefits Career development and training 	<ul style="list-style-type: none"> Protection of the rights and interests of employees Employee career development Employee education and training Colorful employee activities Corporate culture
Communities and the public	<ul style="list-style-type: none"> Social welfare involvement Creating jobs for the community 	<ul style="list-style-type: none"> Targeted poverty alleviation Volunteer and charity activities
Environment	<ul style="list-style-type: none"> Green operation Environmental protection 	<ul style="list-style-type: none"> Green development Environmental protection

Warmly celebrating the 100th anniversary of the founding of the Party

The year 2021 is the first year of the "14th Five-Year Plan" and the 100th anniversary of the founding of the Communist Party of China. As the main force of new media, Mango Excellent Media has always been adhering to the leadership of the Party and building mainstream new media, promoting high-quality Party history study and education, and working hard on the integration of Party building and business development, so as to constantly consolidate the "root" and "soul" of state-owned enterprises and facilitate the development of mainstream new media with high quality, stringent standard and strong execution.

In 2021

The Company's Party committee has **2** grassroots-level Party committees, **32** Party branches and **987** existing Party members

Party history study and education

The Company always keeps in mind the general requirements of General Secretary Xi on Party building in the new era, and resolutely exerts the vital role of the Party organizations of state-owned enterprises in setting the direction, managing the overall situation and overseeing implementation. We held Party committee meetings every month and all major issues were discussed democratically and reviewed collectively by the Party committee.

To study and implement Xi Jinping's socialist ideology with China's characteristics in the new era, our Party committee prioritized political study and organized 17 study sessions for the central group of the Party committee throughout the year, covering regulations and documents, the spirit of meetings at higher levels, special session on Party history study and education and etc. We are always committed to strengthen theoretical study to ensure high consistency with the CPC Central Committee in political position, direction, principles and path, and integrate the Party leadership into all aspects of corporate governance.



Special lecture on Drawing Strength from a Century of Party History - Learning and Understanding the Spirit of the Sixth Plenary Session of the 19th CPC Central Committee

In November 2021, Mango Excellent Media Party Committee Theory Learning Center (as enlarged) held a special study session and invited Professor Wu Chuanyi, Vice President of the Party School of the Hunan Provincial Committee of the Communist Party of China and Vice President of the Hunan Administration Institute, to deliver a special lecture on the topic of *Drawing Strength from a Century of Party History - Learning and Understanding the Spirit of the Sixth Plenary Session of the 19th CPC Central Committee*.



Special lecture on Drawing Strength from a Century of Party History - Learning and Understanding the Spirit of the Sixth Plenary Session of the 19th CPC Central Committee



Materializing Mango's dream by learning the Party history



Contributing to the greatness of the Party by learning the Party history



Inheriting the spiritual bloodline by learning the Party history



Promoting party history study and education with fine arts

To celebrate the 100th anniversary of the founding of the Party, Mango Studios and Mango Entertainment, both being the subsidiaries of the Company, produced the Refinement of Faith and Faith Makes Great TV series, with high specifications, tight schedule and heavy tasks. To strengthen the determination of the crew to pay tribute to the Party, inherit the fine tradition of "the cooperation between the Party branch and operation team" and exert the role of the Party branch as the battle fortress and the pioneer of Party members, the crew set up a temporary Party branch under the guidance of the Party Committee of the Company. Under the leadership of the temporary Party branch, the two crews drew nutrients from the Party history, overcame difficulties, and were brave to innovate, writing a history for the Party, casting the soul for the nation and establishing the biography for the people with heart, emotion and efforts.

Refinement of Faith is the only TV series that presents a panoramic view of the Party's 100-year revolutionary, entrepreneurial and struggle history among the projects celebrating the 100th anniversary of the founding of the Party. It shows the glorious journey of the CPC from hardship to glory in the refinement of blood and fire in each major stage of history. It adopts a new structure of eight songs and eight sections to showcase the 100-year history of the Party.

The Faith Makes Great TV series is a key work planned and organized by the National Radio and Television Administration to celebrate the 100th anniversary of the founding of the Party. The series consists of 40 episodes, featuring 40 groups of characters and glittering stories from different periods, documenting the moving journey of the Chinese people united and led by the CPC since its birth one hundred years ago, holding high the torch of ideals and faith, seeking national independence, people's liberation and national prosperity, and struggling endlessly to realize the Chinese dream of national rejuvenation. The TV series was shot in 18 provinces and autonomous regions of China, including Zhejiang, Shandong, Beijing, Tibet, Henan, Fujian, Shanghai, Hainan, Xinjiang, Inner Mongolia, Guangdong, Yunnan, Sichuan and Gansu, etc. It can be comparable to a "long march of literary creation" in terms of the elements, the time and space span as well as the mobilization difficulty involved in this TV series.



TV series: Refinement of Faith



Mini-Series: Faith Makes Great

"Frontier Project" Commendation

To celebrate the 100th anniversary of the founding of the Party, fully demonstrate the fruitful results achieved by the Party organizations at all levels and Party members in various work, and inspire the Party members to stay true to our original aspiration and founding mission and play a pioneering role in the new journey for the new era, in June 2021, the Company held the 100 Years' Struggle for A New Journey - Mango Excellent Media's Celebration for the 100th Anniversary of the Founding of the CPC and 2021 'Frontier Project' Commendation. A total of 29 "Frontier Party members", 11 "Frontier Party workers" and 7 "Frontier Party branches" were honored.

Led by Zhang Huali, Secretary of the Party Committee and Chairman of the Board of the Group and Secretary of the Party Committee and Chairman of

the Board of Mango Excellent Media, 97 newly developed reserve members solemnly swore to join the CPC with honor. Zhang Huali delivered a keynote speech, discussing with the audience "the unchanged in a century of great changes".

Spirit remains unchanged despite of dramatic changes in external environment. Among the dramatic changes rests the spiritual power of Chinese Communists that has been passed down from generation to generation, burning brightly and never dying.

Instinct remains unchanged despite of dramatic changes in tools. Regardless of how the media evolves, our instinct to

defend the position as party media will never fade away.

Our original aspiration remains unchanged despite of dramatic changes in vision. No matter what kind of scenery outside, our original aspiration will always be creating long video contents that lead the industry trend.

We strive to create a huge change in the unchanged. We believe that Be Boiling on the Mango Monsoon theater can be widely popular and Mango TV and Xiaomang can live up to the expectations of the public. We believe in our choice and our partners. We are comrades and encourage each other, jointly writing our today's oath into the opening preface of the next hundred years of great changes.



Mango Excellent Media's Celebration for the 100th Anniversary of the Founding of the CPC and 2021 "Frontier Project" Commendation

Corporate governance

Special governance actions

Since the implementation of the new securities law, Mango Excellent Media has continuously improved the construction of the corporate governance system with the articles of association as the core, and carried out special corporate governance actions in strict accordance with the regulatory requirements of the CSRC to ensure that all aspects of the Company comply with the requirements of the new regulation.

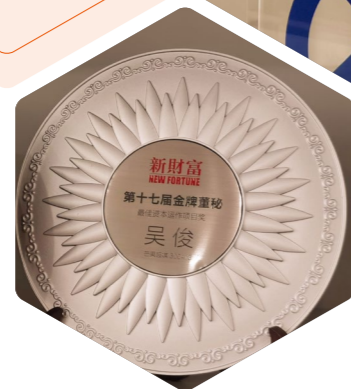
With outstanding governance and market performance in 2021, the Company was granted the "Best Board of Directors Award" and "Best Investor Relations Award" in the 12th Tianma Award for Investor Relations of China Listed Companies, "Top 50 Valuable Brands on Growth Enterprise Market" and "Social Responsibility Award of A-share Listed Companies" in the 15th China Listed Company Value Assessment event, "Most Valuable Company for Investor Relations of the Year" and "Listed Companies Most Favored by Foreign Investors of the Year" in the first China Listed Company Meridian Award, and was selected as Top 10 in the media industry in Sina Finance's "2021 Top 500 Chinese ESG Companies".



Chairman Zhang Huali was awarded the "Top 10 Entrepreneurial Leaders of Listed Companies" in the 15th China Listed Company Value Assessment event



The Company was awarded the "Most Valuable Listed Company" of China New Economy by CLS



Wu Jun, Secretary of the Board, was awarded the New Fortune Best Capital Operation Project Award



The Company was awarded the "2021 Top 100 Influential Listed Companies of the Year" in Snowball's annual gold list

Mechanism of General Meeting of Shareholders, Board of Directors and Board of Supervisors

Effective corporate governance and standardized operation underpin the high-quality development of the Company and serve as the fundamentals of the Company's investment value trusted by the majority of investors. The Company constantly improves the corporate governance structure according to the requirements of the Company Law, Securities Law, Governance Guidelines for Listed Companies, Rules Governing the Listing of Shares on GEM of Shenzhen Stock Exchange, and Self-regulatory Guidelines for Listed Companies No. 2 - Standardized Operation of Companies Listed on GEM. It continues to conduct in-depth rectification on internal standards and systems, promoting standardized operation and improving the level of corporate governance.

In 2021

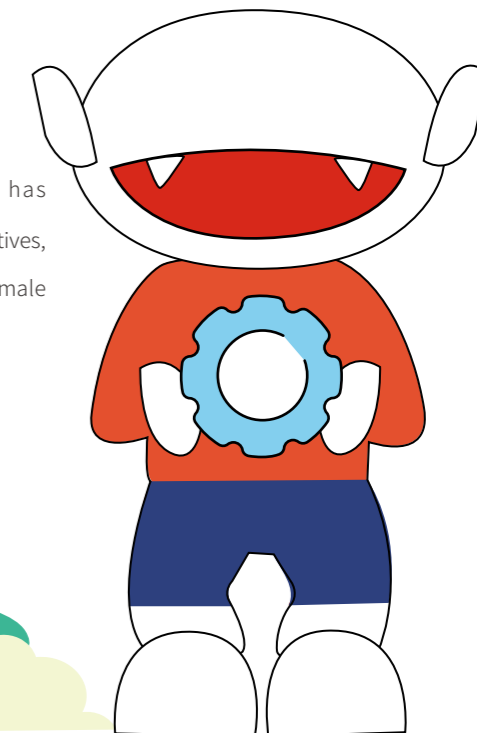
The Company held **3** General Meeting of Stockholders, **9** meetings of the Board of Directors, and **8** meetings of the Board of Supervisors



The Company held the General Meeting of Stockholders

In 2021

- The Board of Directors consists of **9** directors, including **3** independent directors and **1** female director
- The Board of Supervisors consists of **3** supervisors, including **1** employee supervisor
- The Company has **4** senior executives, including **1** female senior executive



Information disclosure

The Company resolutely implements the latest requirements of the new *Securities Law*, the *Opinions of the State Council on Further Improving the Quality of Listed Companies* and the *Announcement of the China Securities Regulatory Commission on Special Actions for the Governance of Listed Companies* regarding information disclosure for the high-quality development of listed companies, builds an information disclosure system oriented to investors' demands, improves its own information disclosure management system with the times and strengthens the construction of the information disclosure talent team to promote the steady improvement of the Company's information disclosure. In 2021, the Company was once again rated as A (top level) in the Appraisal Results of Information Disclosure of Listed Companies by Shenzhen Stock Exchange, and it has been rated as A for three consecutive years.

In 2021

the Company prepared and disclosed **4** regular reports and issued **178** temporary announcements

Investor relations

The Company attaches great importance to the communication with investors and strictly complies with the relevant provisions of the China Securities Regulatory Commission and Shenzhen Stock Exchange to conduct the management of investor relations in a standardized and orderly manner. We built the Mango New Media Investor Education Base and launched a number of original and heavyweight contents on investor protection such as "How to Get Wealth" and "How to Invest" to protect the legitimate rights and interests of the Company's investors, especially small and medium investors.



The Shareholders Are Coming 2021 National Grand Final

In September 2021, The Shareholders Are Coming 2021 Investor Rights Knowledge Contest National Grand Final, jointly organized by the Office of the China Securities Regulatory Commission and the Investor Protection Bureau of the China Securities Regulatory Commission, and the China Securities Investors Services Center and Mango Excellent Media, came to a successful conclusion in Changsha. The Shareholders Are Coming is the first national securities and futures knowledge contest themed on investors rights, which aims to implement the concept of "protect the investment", guide investors to "fully know their rights, actively exercise their rights and defend their rights according to law", and advocate the concept of "long-term investment, value investment and rational investment". The event covered 36 regions and Hong Kong, Macao and Taiwan, with more than 6.2 million registrants and 400 million participants answering the questions. The Shareholders Are Coming 2021 National Grand Final was broadcasted simultaneously on Hunan Satellite TV and Mango TV. Hunan Satellite TV ranked second in number of plays among provincial TVs for the same time period, and Mango TV got more than 30 million effective numbers of plays.



The Company immediately responds to hot issues of concern to small and medium investors through the Shenzhen Stock Exchange's irm.cninfo.com.cn, its official investor hotline and e-mail address. Throughout the year, the Company has publicly responded to nearly 300 questions from investors through the online platform, and the official investor relations hotline and email address has received over 1,000 calls and letters from investors, carrying out round-the-clock protection to its investors' interests with practical actions.



In 2021, Mango Excellent Media was granted the Tianma Award "Best Board of Directors Award for Investor Relations of China Listed Companies" and "Best Investor Relations Award of China Listed Companies" by the Securities Times. Wu Jun, Secretary of the Board of Directors, was awarded the "Best Board Secretary Award for Investor Relations of China Listed Companies".



In 2021, Mango Excellent Media was awarded the "Most Valuable Company for Investor Relations of the Year" and "Listed Companies Most Favored by Foreign Investors of the Year" at the China Listed Company Meridian Award, and Wu Jun, Secretary of the Board of Directors, was awarded the "Elite Board Secretary of the Year".

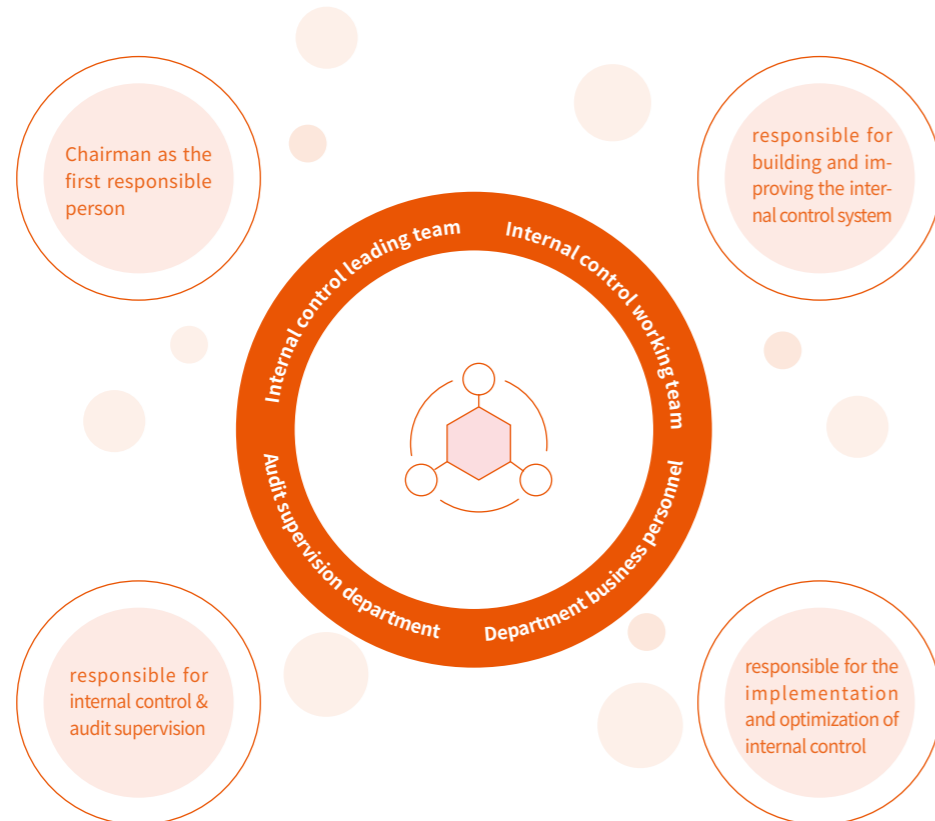
Internal control management

Mango Excellent Media focuses on strengthening the improvement of internal control system to promote and enhance the management level. In the process of establishing and improving the internal control system, the Company adheres to the risk-oriented principle and rectifies and optimizes the identified problems in a timely manner. We will work hard on internal control construction to effectively prevent business risks and improve the management level.

Based on the results of the comprehensive standardized internal control construction in 2020, the Company implemented an internal control evaluation covering all the business of the Company in 2021. A total of 148 first-level processes and 2,401 control points were inspected, and the internal control application manual, internal control diagnostic report, risk database and other internal control systems and key data were effectively and efficiently formed in accordance with the Company's business development, to keep internal control in line with the Company's business.

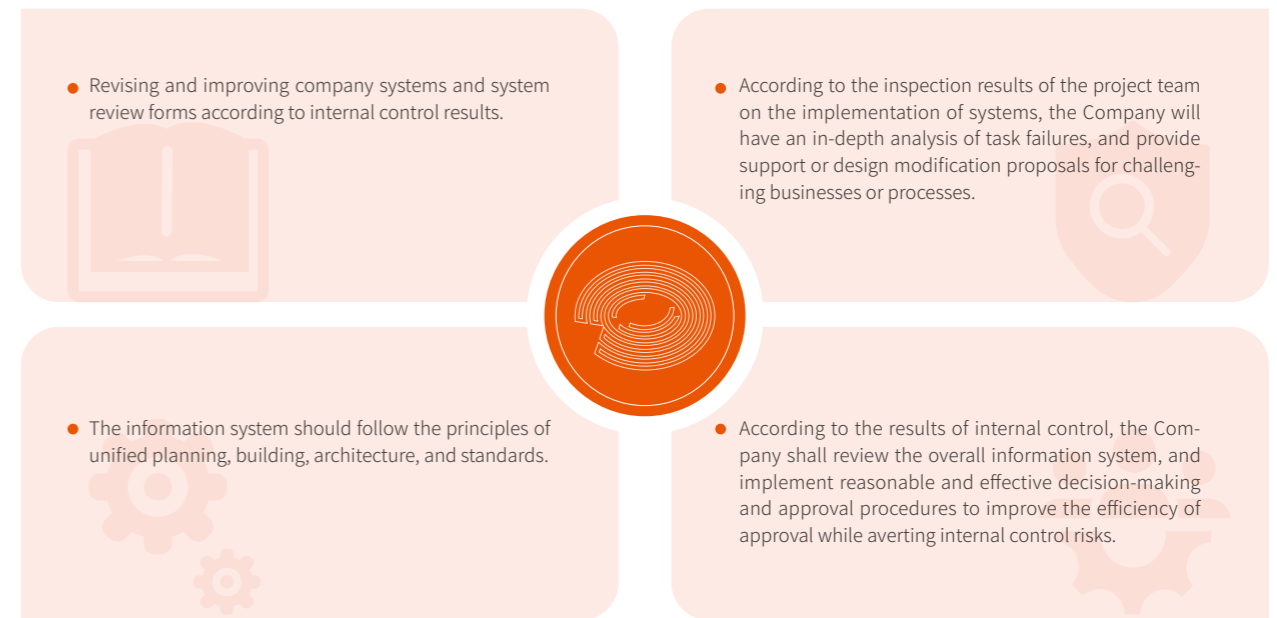
Organizational guarantee

The Company clarifies the scope of internal control evaluation in accordance with relevant regulatory requirements for internal control as well as operation & business models and risk management requirements. The goal is to better conduct the comprehensive evaluation on internal control design and operation.



System guarantee

The Company revises and improves existing systems based on the results of internal control. Meanwhile, the Company, through the information system, implements the results of internal control and effectively prevents internal control risks while accelerating the speed of decision-making and authorization.

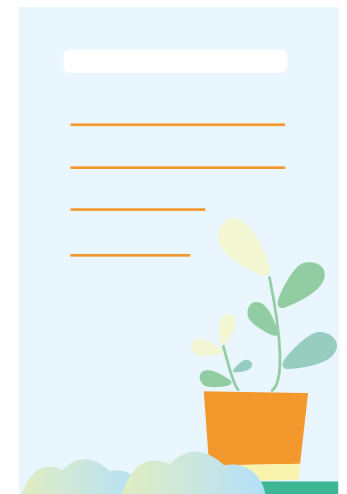


Culture guarantee

The Company promotes and implements its internal control management system through newspapers, magazines, and intranet. We held regular internal control training and strengthened ideological publicity to further improve the compliance awareness of employees.

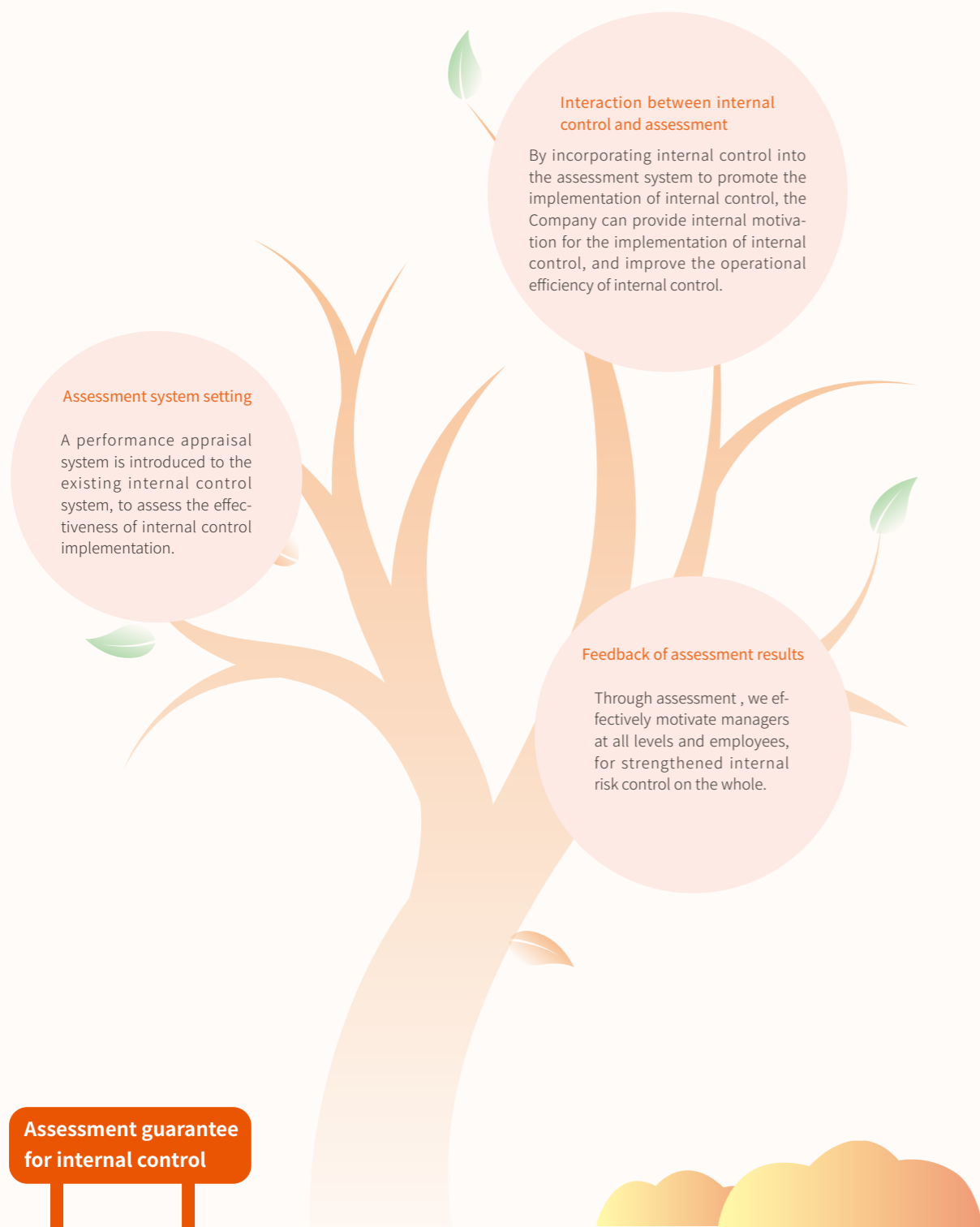
Procedure guarantee

The Company has built a closed-loop management model featuring "building - operation - evaluation - rebuilding". We regularly evaluate and test the internal control, examine the business-related internal control manuals, systems and procedures in each department, and formulate rectification plans based on the results of examination to ensure the integrity of the system. Meanwhile, according to the internal control evaluation and test results, the Company has established an internal control defects list. Each business department shall formulate a rectification plan based on the list, and acts strictly according to the deadline and responsibility person in the plan.



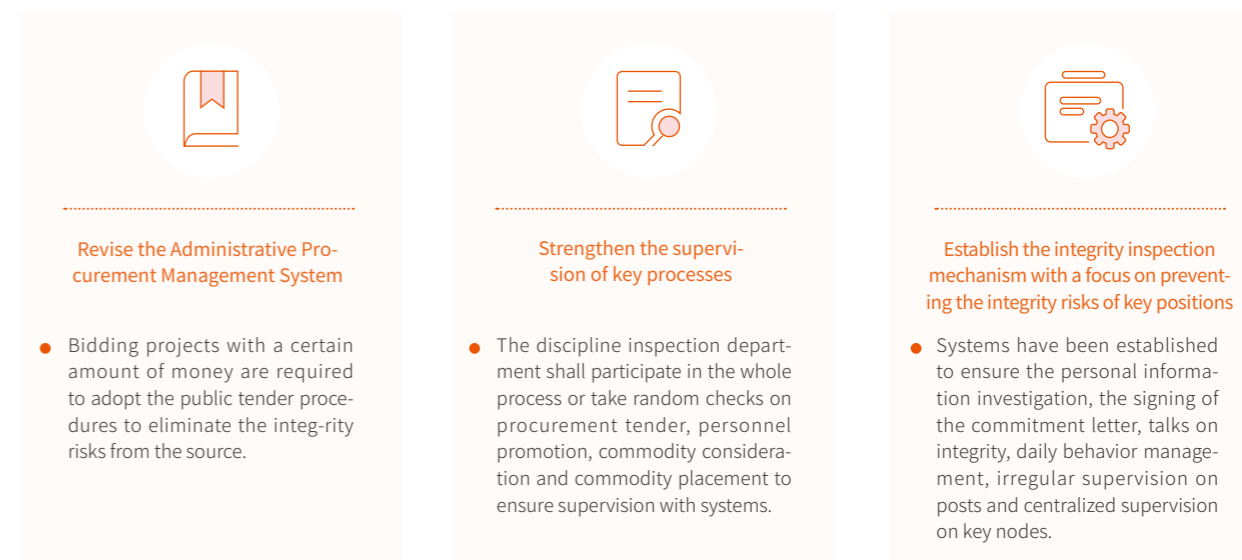
Assessment guarantee

The Company gives full play to the roles of internal control and assessment, sets up an assessment system, and provides incentives based on the assessment results to improve internal control.



Integrity building

Mango Excellent Media firmly promotes the construction of good conduct and political integrity, constantly strengthens the construction of system, organization, internal audit and risk control, and integrity education and culture, and establishes the "four-in-one" internal supervision mechanism consisting of the discipline inspection committee, audit department, legal affairs department and finance department, which can comprehensively prevent integrity risks for key links in key areas, key positions and key personnel, establishing a management system and rules with its own characteristics.



Intellectual property protection

Mango Excellent Media has consciously conformed to the requirements of laws and administrative regulations as well as the operating norms of listed companies, earnestly performed its social responsibilities as mainstream new media, and fought against unfair competition, commercial bribery, fraud and other illegal activities. In 2021, the Company continued to enhance its legal and compliance capabilities in all aspects of operation, especially in IPR protection of the Company's core assets. More attention were paid to protecting the Company's continuous compliance and innovation ability from the legal perspective, maintaining and increasing the value of its intellectual property rights, and actively maintaining the competitive order in the cultural market.

By the end of 2021

the Company and its subsidiaries registered **2,897** trademarks, with **403** trademarks under application procedures. **255** software copyrights and **284** works copyrights have been registered, **58** domain names have been put on record, **507** patents are under application procedures, and **79** patents have been authorized

the Company filed approximately **750** trademark applications and approximately **220** patent applications

the Company initiated approximately **550** cases on works rights protection

Copyright protection

- For Internet copyright infringement, the Company organized special personnel and professional institutions to carry out real-time monitoring and safeguard rights through the combination of daily content clearance on the whole platform and special key IP 24/7 monitoring and clearance
- The People's Court of Putuo District in Shanghai issued the first pre-trial injunction for the "Mango TV" trademark infringement dispute in 2021, efficiently stopping the infringement

Protection of special intellectual property rights

- The Company has further refined and improved enterprise IPR protection through government-enterprise cooperation
- The Company has carried out several rounds of special exchanges and training on copyright protection of film and television and variety shows and protection of musical works

Trademark protection

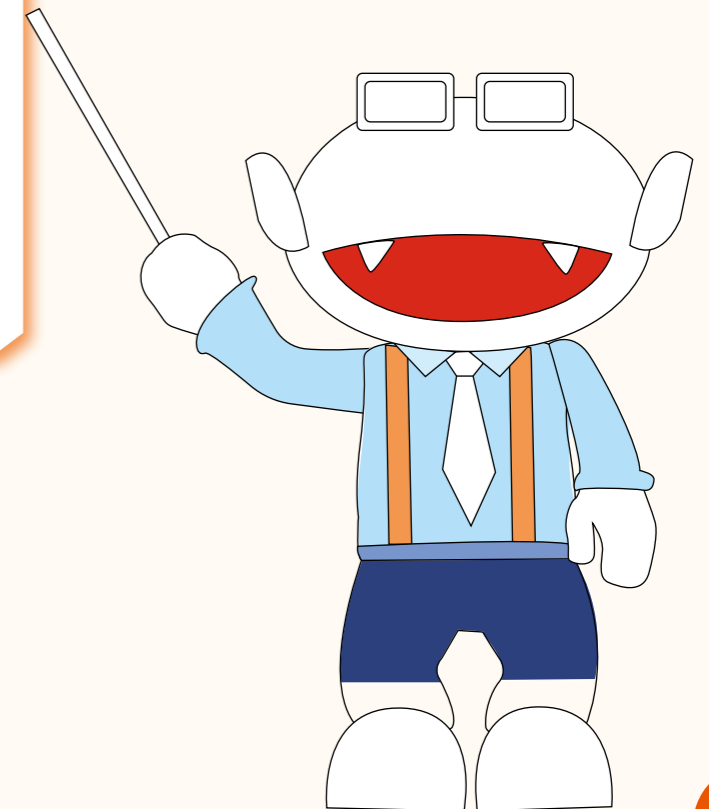
- The Company completed the establishment of trademark management information system, realizing the online processing of trademark application, review, opposition, revocation, renewal and other management processes, and all trademarks of the Company's subsidiaries can be scientifically and effectively managed in the system
- When the trademarks of important projects such as "Be Boiling" and "Detective Families" suffer from the infringement by other subjects, the Company proactively took measures to protect its rights such as raising opposition, which effectively combated the trademark infringement and protected our intellectual property rights

Patent protection

- As a high-tech enterprise, the Company has actively promoted technological innovation and patent protection. Currently, its patent applications cover various fields related to video industry, such as advertising, data access, audio play, CDN distribution and so on
- The Company encouraged technical personnel to make innovation and actively implemented incentives for patent applications, with patent incentives of about RMB2.3 million in 2021

Honors

- Mango Excellent Media successfully completed the acceptance of trademark-intensive cultivation enterprises in Changsha
- Mango Studios successfully completed the acceptance of copyright-intensive cultivation enterprises in Changsha





Society

Our philosophy

We are committed to establishing a harmonious and co-prosperous relationship with stakeholders such as users, employees, partners, industries, and communities, actively assuming social responsibility and continuously enhancing communication and collaboration with all parties, so as to achieve positive interaction with all parties and promote the sustainable development of both the Company and the society.

Our actions

- Adherence to value guidance
- Continuous content innovation
- Increasing technology research and development
- Passionate about social welfare
- Care for employees
- Protecting the rights of users
- Promoting industry progress

Our performance

The Company further developed mainstream works by launching 17 mainstream positive-energy masterpieces, such as Daughter of the Party, We Are Young and Mundane Glory, upgraded Mango TV International APP by establishing special zones including the "Chinese Culture", "Centennial of the Party" and "China Style Channel", striving to be a crucial window for "Chinese Culture Going Out", and completed the building of its self-developed AI management platform. "Mango Revitalization Cloud Supermarket" was awarded as an excellent typical case of National Consumption Support for Rural Revitalization in 2021. The Company also created the "Mango Public Welfare" platform and the "Happy Learning" education platform.



Value guidance

Mainstream publicity

Mango Excellent Media always adheres to its responsibility as a new state-owned mainstream media by consolidating mainstream publicity, insisting on the people-centered creative orientation, integrating mainstream values into content creation and implementing them into each work, in a bid to lead young people's values with high-quality long video contents and continuously contribute to innovative mainstream publicity.



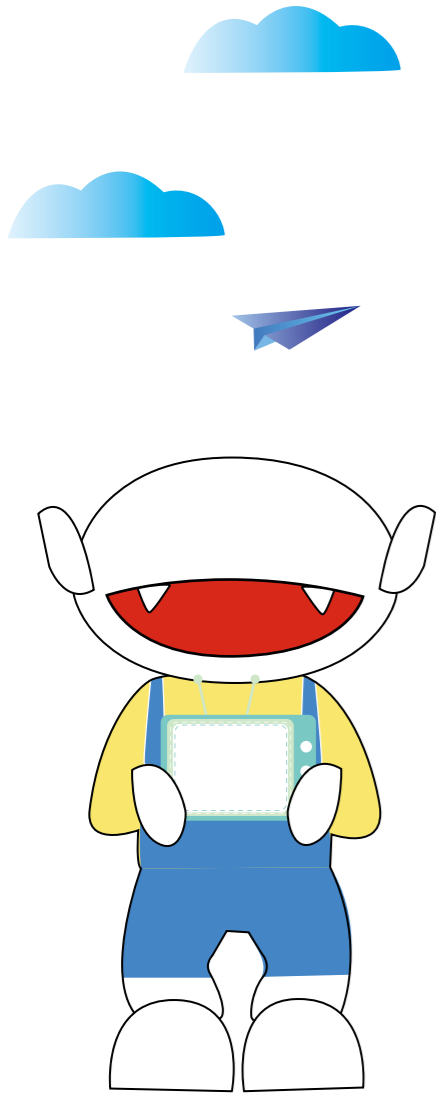
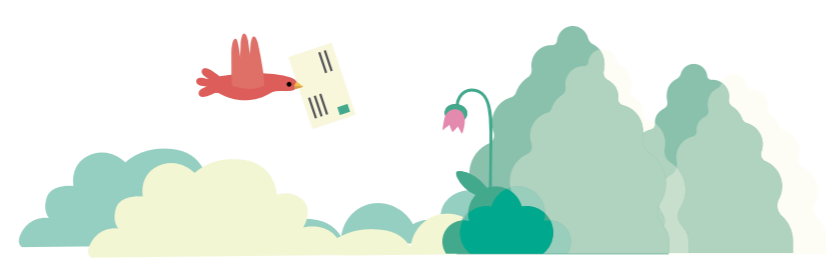
Large-scale feature documentary Daughters of the Party

In June 2021, the large-scale feature documentary Daughters of the Party, jointly produced by the All-China Women's Federation, Xinhua News Agency and Mango TV and directed by the Publicity Department of Hubei Provincial Committee, went on air. The documentary selects 100 representative outstanding female Party members in various periods and depicts, with a unique female perspective, the century-old Party history with rich details, delicate emotions and touching stories, through various expressions such as real records, scenario reproduction and rejuvenating language, which inspires more women to love the Party, our country and socialism, and join the new economic and social development practices with great enthusiasm.

After it was aired, the documentary was highly affirmed by the Publicity Department of the CPC Central Committee, and was praised by many authoritative institutions such as the People's Daily Political Culture Department, National Radio and Television Administration, the UNHCR and the All-China Women's Federation, as well as more than 30 mainstream media such as Guang Ming Daily and China Youth Daily, saying that it "shows the outstanding contributions made by female Communists for national revitalization in different times and outlines an extraordinarily heart-warming and tearful 100-year Party history for audiences."



Large-scale feature documentary Daughters of the Party 单位/湖南省委宣传部



Inspirational documentary We Are Young

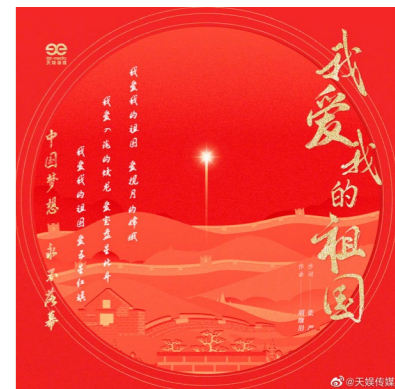
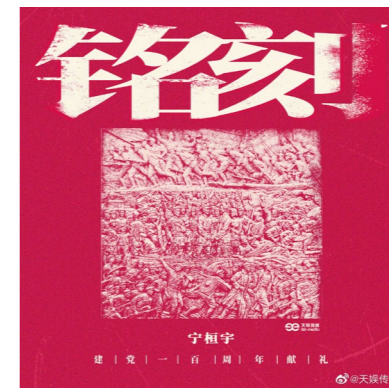
In July 2021, We Are Young produced by Mango TV was broadcast. In the form of "character record + work documentary + theme oath", the documentary selects 15 young Party members in important positions for the construction of our motherland to show their hard work and dedication and solemnly reciting the oath of joining the Party under the Party flag in the form of documentary film.

After the documentary was aired, the political work department of an army and the political department of the forest fire brigade of Liangshan Prefecture sent a letter of thanks, saying that it shows the hard-core spiritual connotation of the young Party members group who are not afraid of hardships, not counting gains and losses and not humiliating the mission. The documentary was recommended by the home page of www.xuexi.cn, affirmed for several times by 15 mainstream media such as People's Daily, Guang Ming Daily and other authoritative institutions such as the Communist Youth League of China and China Forest Fire Management, selected as a quality documentary to celebrate the 100th anniversary of the founding of the Party, and praised by the Hunan Provincial Radio and Television Bureau for "presenting the young generation's spirit to 'live up to youth and time', showing the right way for contemporary youth to inherit the great spirit of the founding of the Party with their actions, and inspiring more viewers to examine themselves, take the initiative to think and act."



EE-Media produced special songs to celebrate the 100th anniversary of the founding of the Party

On the occasion of the 100th anniversary of the founding of the CPC, EE-Media specially produced songs such as Inscribed, I Love My Motherland, Say Ya and Water Flower to interpret its love and blessing to our motherland, remember the lofty years and keep the original aspiration in mind forever.





Sing a Folk Song to the Party - Celebrating the Party's centennial journey with classic melodies

The artistes of EE-Media, including Dany Lee, Bai Jugang, Jiang Yingrong and Wei Xun, were invited by the Publicity Department of Shaoshan Municipal Committee of the CPC to Shaoshan, the hometown of the great man, and participated in the Sing a Folk Song to the Party pop-up event together with professional performance teams, choral arrays, social groups and other volunteers, reinterpreting old songs in a new way to celebrate the 100th anniversary of the founding of the CPC.

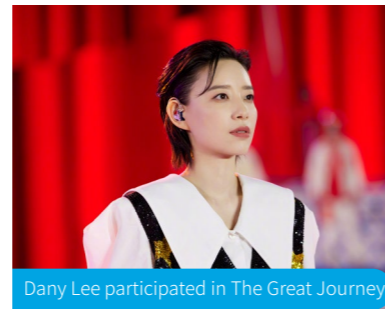


The artistes of EE-Media participated in the Sing a Folk Song to the Party pop-up event



The Great Journey, a large-scale situational epic to celebrate the 100th anniversary of the founding of the Party

In June 2021, Dany Lee, an artiste of EE-Media, participated in the cultural performance The Great Journey to celebrate the 100th anniversary of the founding of the Communist Party of China. The whole performance took more than 120 minutes to vividly show the history of the Communist Party of China in leading the Chinese people in revolution, construction and reform over the past century, and enthusiastically eulogize the magnificent epic of socialism with Chinese characteristics entering a new era and striding forward to a new journey of fully build a modern socialist China since the 18th Party Congress under the strong leadership of the Party Central Committee with Comrade Xi Jinping at the core.



Dany Lee participated in The Great Journey



The Great Journey, a large-scale situational epic to celebrate the 100th anniversary of the founding of the Party

International communication

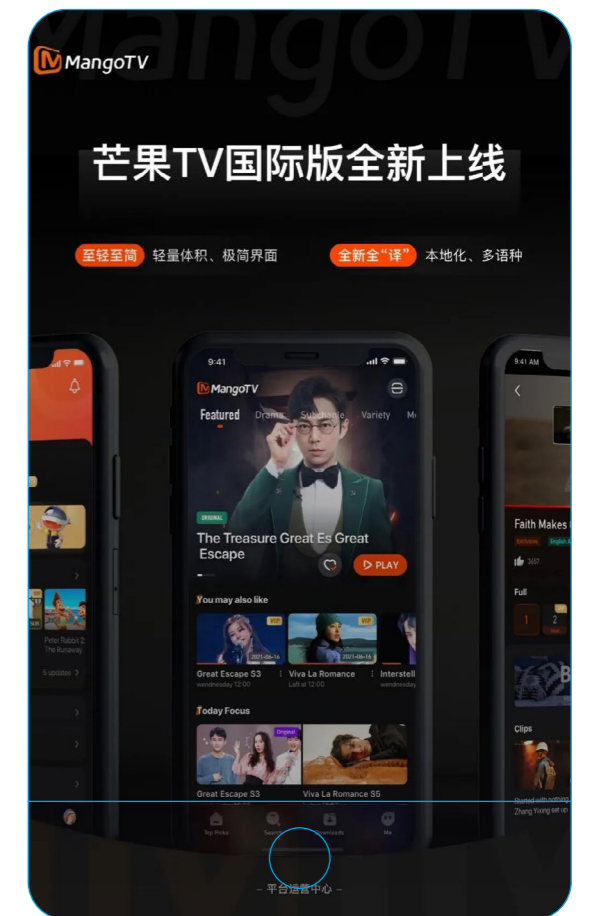
Mango Excellent Media proactively promotes Chinese culture to go out and builds a platform with international influence - Mango TV International APP, so as to facilitate international communication. As a firm practitioner of the strategic mission of "spread of Chinese culture overseas", Mango TV has produced several documentaries targeting international communication, including My Youth on the Belt and Road which truly records the Chinese youths sweating in countries along the Belt and Road, and Mundane Glory which focuses on the strugglers in China's emerging industries from the unique perspective of foreign experience guests. The Company has also joined hands with Discovery to create the world's first multinational co-produced professional experience documentary The Day I Ran China to promote international exchange and cooperation and the globalization of China's story and voice.



Mango TV international APP upgrade

In October 2021, Mango TV International APP - MangoTV was upgraded to create a "minimalist interface" and "ultimate functionality". The upgrade optimizes the functional experience while fully optimizing the technical architecture, which enables smooth video plays and faster response on APP. The core functions of the APP are strengthened and streamlined into 4 tabs at the bottom - selection, search, download and personal center. With simple, light and fast functions, users can pay more attention to the content of video. The search function is integrated with the entrance of the library function; the channel supports automatic preview, and videos can be included in the watch list through flash image in preview, which brings more convenience for users to catch up with the drama anytime and anywhere. In addition, the chromecast function, which is highly requested by users, has also been optimized in this upgrade.

To cater to the demands of users in different countries and regions, the International APP supports 7 languages, including Simplified Chinese, Traditional Chinese, English, Thai, Vietnamese, Malaysian and Indonesian, and provides multi-lingual subtitles with minority language dubbing and HD video with panoramic sound playback to upgrade the viewing experience. In the future, Mango TV will continue to polish its products to deliver better Chinese cultural experience to global users.

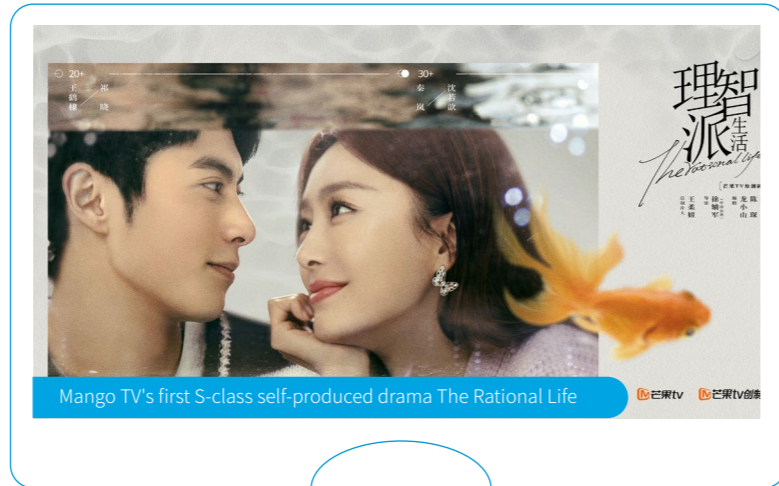




The Rational Life goes abroad and gains high attention and praise from global audience

In March 2021, Mango TV launched its first S-class self-produced drama The Rational Life, which revolves around the life and growth of 30+ women and truly depicts the life and workplace dilemmas faced by women in this age group. The drama arouses the wide discussion about women's self-worth, workplace problems, relationship choices and other realistic issues, shows the values of Chinese youth, especially young women, gives overseas viewers a deeper understanding of China's new contemporary women, more fully and distinctly demonstrates the Chinese story and the ideological and spiritual power behind it, and achieves a double success in terms of popularity and reputation.

The Rational Life is the first domestic film and TV production purchased by Netflix, the world's largest online video platform in 2021, and has received S+ level publicity resources from Netflix worldwide. It has been simulcast in 193 countries and regions from June 18, 2021, occupying No. 30 in the global popularity list of Netflix, No. 3 in Singapore, No. 2 in Taiwan, and No. 7 in Hong Kong, China. It has been rated as high as 8.8 out of 10 on IMDB, an authoritative foreign rating website. The Hunan Provincial Radio and Television Bureau praised it as "an inspirational drama focusing on the current situation of urban women in the workplace", highlighting the competitiveness of Mango TV's TV series in the overseas market.



Mango TV's first S-class self-produced drama The Rational Life



Mundane Glory: Here comes The Party – "Another masterpiece in the series of foreign communication programs"



The short video series Mundane Glory: Here comes The Party

In July 2021, the short video series Mundane Glory: Here comes The Party, jointly produced by Mango Excellent Media and Mango TV, was launched on Mango TV and Mango TV International APP. The program follows the core model of "foreign youths as visiting guests" in the first season, and tells the struggles of young Chinese communists in the new era, new industries and new positions from foreign perspectives, vividly portraying the group image and qualities of contemporary Chinese youths.

After it was launched, the video has been broadcasted on overseas platforms such as Sky Link TV, SinovisionNet and Portuguese IU TV channel, and has successively landed on mainstream media in Hong Kong, China, the UK and Southeast Asia, covering more than 190 countries and regions around the world, and has been recommended by overseas media such as the official website of Time Magazine in the US.



Content innovation

Variety shows

Abiding by the principle of "content is the king", Mango TV is committed to create differentiated and diversified variety shows for the whole platform, explore the brother and sister system, marriage observation, new emotions, detective shows and other mainstream market tracks, produce numerous watchable and fresh programs, provide more diversified and abundant viewing experience for the platform users, and establish the golden signboard of Mango production.



Call Me By Fire

Call Me By Fire is a blockbuster panoramic music competition variety show launched by Mango TV. Through the musical competition of more than 30 male guests, the program innovates the competition system and sections such as intense tribe formation, fire-value bidding and stage competition for the male guests to show the brothers' brave and courageous attitude and determination in the competition process.

With profound intention, high quality content and extreme aesthetics, Call Me By Fire has become another phenomenal variety show created by Mango, with a number of data performances breaking new historical records and becoming the five "most" projects in the video industry with "the most creative programs, the most exquisite presentation effects, the most complex use of choreography technology, the most difficult organization and coordination, and the most wonderful advertising and marketing".



Call Me By Fire



Sisters Who Make Waves S2

Sisters Who Make Waves 2 is an inspirational program that focuses on the growth of 30+ women and encourages women to pursue their dreams bravely. The focus is on the wonderful blossoming of women and the efforts and struggles behind their success, encouraging women to struggle with confidence while taking care of themselves, and showing the group portrait of positive women in the new era.

The program is innovative in terms of choreography and visuals, stage presentation and competition design, and especially introduces a new "kick-off" system to enhance its watchability. The program specially planned a series of reports called "Sisters in Xiangxi", inviting sisters to visit the Aizhai Bridge, enjoy the Miao customs and recommend local special agricultural products. The program also invited Shi Jinqi, the inheritor of Miao drums in Xiangxi, to show the "she-power" in non-genetic inheritance, which was praised in writing by the Publicity Department of the CPC Central Committee, the Publicity Department of Hunan Provincial Party Committee, Hunan Provincial Radio and Television Bureau and other higher-level authorities.

Meanwhile, the program, in conjunction with the publicity department of All-China Women's Federation, launched the #She-Power# network search campaign to dig up stories of women's struggle, pay tribute to the advanced women's spirit, and attract the participation of female role models from all walks of life.

- ✔ Sisters Who Make Waves S2



Who's the Murderer S6

Who's the Murderer 6, Mango TV's self-produced Internet legal education and deduction program, develops a new double detective mode and opens up a new "Detective Universe era" through more high-energy brain-burning cases and interlocking character relationships.

The program sticks to its "detective heart", insisting on in-depth analysis of social ills, exploring the causes behind the cases and the hot topics reflected in society, and conveying the true beauty of humanity to the public. The sixth season continues the warm undertones of previous seasons. Whether it is concern for personal feelings, depression or social issues such as appearance anxiety, protection of minors and academic fraud, the program always resonates with the majority of netizens emotionally. People's Daily, Guang Ming Daily, XinhuaNet, China Xiaokang and other mainstream media have issued articles praising the program, saying that it "continues to grow the 'Detective Universe', leading the way for 'youth culture' in daring to speak and do".

- ✔ Who's the Murderer S6



Great Escape S3

Great Escape S3, the puzzle-type live-action decryption experience program, adopts a "fixed crew + flying guests" lineup, innovative plot design and scene setting, and upgrades the derivative program in the form of "Great Escape + X" by launching Great Escape Master Version, Pre-program Party, Post-credit Scene, Closing Banquet, etc., forming a powerful derivative program matrix.

The program continues to maintain high reputation and popularity, fully demonstrating the strong vitality and rising power of the N generation IP of this variety show. The program popularizes the culture of escape to the general public and enhances inter-generational communication and family harmony; it integrates grand themes such as patriotism, as well as the concepts of practical struggle, solidarity and cooperation, and caring for others in the plot, which subconsciously promotes mainstream values to the youth group.

- ✔ Great Escape S3, popularizing the culture of escape



See You Again

See You Again, Mango TV's first marriage documentary observation program, is a documentary about an 18-day caravan journey between three couples in emotional crisis. The style of the program is "advanced, literary and cold", presenting high quality in terms of presentation, narrative style and visual packaging, attracting a large number of sophisticated, aesthetics-seeking mature women and people in first-tier cities, with a high audience value. Under the saturated emotional observation variety show market, the program uses vegetarian guests with clear expressions and sincere emotions to discuss divorce issues with the public in a delicate and gentle narrative way, opening up a new field for domestic variety shows.

The program provides an in-depth analysis of marriage relationships and conveys a positive view of marriage, and is highly recognized by authoritative institutions and mainstream media such as the Communist Youth League of China's publication China Youth, the All-China Women's Federation's Marriage and Family, and chinanews.com, saying it "gives women the courage and strength to pursue happiness."

- ✔ See You Again, the first marriage documentary observation program in China





Braving Life

Braving Life is an inspirational career challenge program, in which five guests go into six different industries such as firefighters and special weapons and tactics to experience their careers and pay tribute to ordinary heroes with music. Since the program started, the traffic and popularity has been rising, and the program launched the "Tribute to Our Braving Life" campaign, which has triggered heated discussions from all walks of life, with persons from medical, fire-fighting, teaching and other industries sharing their stories of struggle.



Braving Life focuses on ordinary heroes in various industries

Monsoon theater

The Company continues to consolidate its content ecological barrier, constantly strengthen the media value guidance and independent content innovation. Mango TV and Hunan Satellite TV jointly created "Mango Monsoon", the first domestic TV-network linkage weekly broadcast theater. It is the first in the industry to subvert padding, unrealistic expressions, traffic dependence, and traditional production and broadcast and explore the new mode of TV broadcast and production, setting an example for the industry and promoting the innovative development of the film and television industry.



Hunter

As the first domestic anti-poaching short drama, Hunter focuses on the "unsung heroes" among the forest public security group and tells the thrilling anti-poaching saga experienced by the experienced forest ranger Wei Jiang and the novice forest police officer Qin Chuan. The drama has successfully broken the circle by hitting the core audience with its scarce subject matter, artisanal production and grand narrative, proving that the platform has the ability to produce mature male-oriented works. The drama series defends the bottom line of justice from the perspective of "nobody" and pays tribute to the forest police, and has been praised by many mainstream media such as XinhuaNet, Guang Ming Daily and People's Daily.



Hunter, the first domestic anti-poaching short drama



Remembrance of Things Past

Remembrance of Things Past focuses on the life of four young women with different personalities in Beijing and gives a true picture of the life of young people in foreign land with sharp and warm strokes. The drama breaks the usual suspension mode in urban workplace dramas, and deeply discusses life topics such as renting, consumption comparison and workplace anxiety. It breaks the usual pattern of female group dramas, with full and three-dimensional characterization, and makes the drama more vivid and warm through the girls' growth stories. It does not fall into the cliché in the narrative technique, with a double line of suspenseful main line and interlude flashback, blending suspenseful colors with comedy elements. People's Daily, Guang Ming Daily, XinhuaNet and other mainstream media have issued many articles recommending the series, and the series was awarded the title of "Outstanding Overseas Communication Work of the National Radio and Television Administration 2021".



Remembrance of Things Past



The Crack of Dawn

Focusing on reality, The Crack of Dawn showcases the power of women in humanistic care, telling the story of an ordinary woman who strives to live a stable life and completes a perfect self-salvation despite of her husband's betrayal and malice and the burden and tribulations of life. In the composite genre of female elements, realistic themes and suspense narrative style, The Crack of Dawn has gained both reputation and popularity with the production quality for a realistic female suspense topic. As a suspense drama, outside of the confusing plot, the legal issues involved in the drama are more realistic. During the broadcast, it not only triggered widespread coverage by authoritative media, but also obtained online support from sizeable public prosecution and law enforcement agencies, setting off a wave of promoting the law by watching the play.



The Crack of Dawn



Technology R&D

R&D investment

Mango Excellent Media attaches great importance to the R&D accumulation of its own core technology. The Company constantly solidifies the foundation of technological innovation and continuously increases R&D investment.

Technological innovation

The Company insists on technology for good, actively explores the integration of content and technology, continuously increases investment in R&D, and integrates new technologies into the whole process of content production, platform operation and business expansion. We carry out in-depth study of 5G, AR, VR, AI, e-commerce, short video and other technologies and applications and strives to link new content and form new communications through new technologies, so as to present the content of Mango TV, the core platform of Mango Excellent Media, in a more advanced way, further strengthen its guidance on public opinions and guard the main position of ideology publicity. In the future, the Company will continue to strengthen the incubation and assistance of new technologies, explore the building of Mango's Metaverse platform, fully engage in the competition for future communication forms, and provide a guarantee for sustainable development.



Music Lab, Mango TV's first XR online concert, starts a new direction of virtual live streaming

In October 2021, Music Lab, Mango TV's first XR online concert, was launched. The program takes music as a carrier and integrates the latest content expressions such as pioneering art, fashion trends and cutting-edge technology. With the help of virtual technology, seven groups of guests performed on seven creative virtual stages. This concert is the first live music program in China to try virtual online broadcasting. Unlike traditional concerts with giant stages, the guests in this concert can only perform on a small stage made of several green screens, with limited space to move around. In order to capture the right camera language and reflect the image hierarchy, the directors need to constantly transport the mirror and switch the camera position, using 12 workstations for real-time keying, scene rendering, virtual lighting synthesis and color correction.

In addition, Mango TV's first virtual human image "Yaoyao" also appeared as the host of this virtual concert. Her face is the "most beautiful face" obtained through algorithm calculation based on hundreds of millions of face data.



Creating a joint lab with China Mobile to drive innovation in the shape of media products

Facing the new technology windfall, Mango Excellent Media and China Mobile jointly created a joint lab to drive innovation in the shape of media products. Call Me By Fire, Mango TV's variety show, successfully applied 5G and VR production and broadcasting technologies in "Family Birth Night", creating the most complex new technology application in long video variety show platform so far and bringing immersive art experience and spiritual enjoyment to users.



Nature Youth - 5G Acceleration Exhibition

In November 2021, China Mobile Global Partner Conference 2021 kicked off in Guangzhou. At the conference, Mango Excellent Media also took the theme of "Nature Youth - 5G Acceleration" to showcase the results of its integration exploration. At the exhibition, Mango Excellent Media displayed the latest achievements and forward-looking layout in content innovation, ultra-high definition production and broadcasting, and the scale combination of 5G+4K+VR/AR technology and content with 5G as the engine. The Company built a "Mango Tree" in the center of the exhibition hall with a canopy screen to represent openness and integration, symbolizing that Mango Excellent Media, empowered by 5G, will co-exist with partners with open-minded attitude, and open up a new track and accelerate integration and innovation with the innovative youth power, so as to make the 5G+ digital intelligence ecology flourish and thrive.

A special Call Me By Fire VR stage experience area has been set up on site, which was jointly created by Mango TV and China Mobile's Migu Culture, and can be watched from 360 ° perspectives after wearing VR glasses, creating an immersive viewing experience.



"Radiance" cloud production and broadcasting platform and AI video repair and enhancement system



Mango Excellent Media combines traditional production and broadcasting technology with Internet technology to create the "Radiance" cloud production and broadcasting platform, which for the first time applies the full 4K cloud production and broadcasting technology to large-scale seasonal variety shows, breaking through the bottleneck of 4K content production industry. Relying on the self-developed "Radiance" cloud production and broadcasting system, through the collaboration, Mango Excellent Media can complete high-quality 4K multi-camera video post-production at low cost, making the audio and video experience more immersive and live.



Honors

Mango TV's 'Radiance' Ultra HD Cloud Production and Broadcasting Technology was awarded the 2021 Typical Case of Integration for National Radio and Television Media

Social welfare

Rural revitalization

On the journey of promoting the effective connection between poverty alleviation and rural revitalization, Mango Excellent Media has been doing its utmost to keep the righteousness and honesty. Entering the "14th Five-Year Plan" period, the Company actively responded to the call of the Central Committee and Hunan Provincial Committee on assistance for rural revitalization. In January 2021, "Mango Revitalization Cloud Supermarket" upgraded its strategic plan and embarked on the new journey of rural revitalization with the new identity of "Mango Revitalization Cloud Supermarket", sparing no efforts to facilitate rural revitalization.



Special live streaming on Aizhai Village

In March 2021, Happigo, Hunan Satellite TV, Mango Excellent Media and Mango TV jointly launched the special live streaming on Aizhai Village. The hot spot on live commerce and the consolidation of poverty alleviation and rural revitalization strategy are beneficially combined to create a live streaming program with unique Xiangxi style and Aizhai characteristics. The live streaming invited Ding Dang, Jiang Yingrong, Liu Ye and other celebrity artistes from the popular program Sisters Who Make Waves to promote the wonders of Aizhai Village and Xiangxi. The live streaming received nearly one million likes in only 20 minutes, and the highest number of simultaneous online viewers exceeded 500,000. During the event, "Mango Revitalization Cloud Supermarket" sold a total of 20,867 pieces of agricultural products with Hunan characteristics, with a sales amount of RMB4.01 million.



"Sisters" came to help farmers



Honors

- In December 2021, "Mango Revitalization Cloud Supermarket" was awarded the 2021 Outstanding Typical Case of National Consumption Assistance for Rural Revitalization.



Special live streaming poster on Aizhai Village



The Year of Plenty in the Fragrance of Rice Blossoms National Day Special

On October 1, 2021, on the first National Day upon the comprehensive promotion of the rural revitalization strategy, Hunan Satellite TV's "The Year of Plenty in the Fragrance of Rice Blossoms" National Day Special, with a top-notch lineup of Mango hosts and celebrity artistes, formed the strongest promotion team of Hunan rice in history. With the support of "Mango Revitalization Cloud Supermarket", it fully realized the integration of "production - publicity - marketing", opened the pathway for Hunan rice to go out of Hunan, and achieved common prosperity with industrial development, thus truly realizing rural revitalization. During the live broadcast of the program, all the 8 Hunan rice brands on the "Mango Revitalization Cloud Supermarket" were sold out in seconds. After 2 hours of live broadcast, the total amount of subscriptions for these 8 Hunan rice brands from national enterprises reached 322,185 tons.



Poster of The Year of Plenty in the Fragrance of Rice Blossoms



The Year of Plenty in the Fragrance of Rice Blossoms National Day Special



"Selling Goods in Cities and Sending Customers to Villages" series activities

To fully promote the rural revitalization strategy, Hunan Association of Travel Agencies, "Mango Cloud Supermarket", and Superior Choice reached a strategic cooperation to carry out a series of activities around the theme of "Selling Goods in Cities and Sending Customers to Villages". In June 2021, the launching ceremony of "Selling Goods in Cities and Sending Customers to Villages" Rural Revitalization Activity was held in Shimen County, Changde City, Hunan Province. Hundreds of anchors from Changde City were enthusiastically broadcasted at the "Mango Cloud Supermarket", recommending the special agricultural products in Changde and assisting in the sales of local special agricultural products.



Launching ceremony of "Selling Goods in Cities and Sending Customers to Villages" rural revitalization activity

In addition, members of the tour group visited Changde together with the "Mango Cloud Supermarket", watching the large-scale landscape live performance of Peach Blossom Source by boat and experiencing the first real-sense whole-process, whole-basin "river theater" in China. The next day, they visited the Peach Blossom Source scenic area and experienced the beauty and customs of Changde. Through the activity, rural tourism becomes a "new engine" for the implementation of rural revitalization strategy.



Live streaming for Yanling Yellow Peach Festival

In July 2021, the CPC Yanling County Committee and the County People's Government joined hands with Happigo, Mango Revitalization Cloud Supermarket and Happy Group to create a multi-screen interactive live streaming with the theme of "Yanling Yellow Peaches", and the products were sold on Happigo TV and Mango Cloud Supermarket mini-programs, and Happy Group mini-programs recommended the products throughout the day to jointly boost the sales of Yanling Yellow Peaches.



Anti-pandemic

In 2021, with the raging COVID-19 pandemic, China faced serious pandemic prevention and control situation. Bearing in mind the mission of the Party media, the Company has been working hard on pandemic prevention and control, actively promoting the vaccination against the COVID-19 and deploying materials to assist the front line of pandemic prevention. EE-Media's artistes supported the pandemic prevention and control in Gansu and delivered positive energy.



Strengthening cooperation among communities to promote vaccination services

Our Party comrades actively promote the knowledge related to the COVID-19 vaccination and strive to promote the vaccination progress. In May 2021, the grassroots-level Party branch of Happigo collaborated with Chaoyang Community to provide services to the residents in the first floor of Jieao Hospital in cooperation with the medical staff of Zhongkang Changhua Kaifu Clinic.



Assisting employees in vaccination and fighting the battle against the pandemic



In August 2021, Mango Excellent Media, Mango TV and Kaifu District Hongshan Street Health Service Center jointly organized the door-to-door vaccination at Mango TV, where vaccination was carried out in a safe, standardized and orderly manner, laying a solid foundation for fighting the battle against the pandemic.



Conducting full-scale nucleic acid test

In July 2021, to ensure the safety and health of employees, Happigo organized all employees to carry out nucleic acid test. All employees of Happigo carried out nucleic acid test in an orderly manner under the rapid organization of the company. During the testing process, the employees who participated in the test wore masks, kept a distance of one meter, and left immediately after the test without stopping to ensure the safety of the environment, and all 950 employees who participated in the test had negative nucleic acid test results.





Assisting Zhangjiajie in fighting the battle against the pandemic

In August 2021, to assist Zhangjiajie in fighting against the pandemic and overcome the difficulties, Happigo urgently mobilized disinfectant, goggles, antibacterial hand sanitizer, germicidal sanitary wipes and other materials and loaded 121 boxes of living materials and 570 boxes of extermination materials, totaling 5,050 pieces of pandemic prevention materials, to assist Zhangjiajie in fighting the battle against the pandemic at the first time.



Happigo donates pandemic prevention supplies to assist Zhangjiajie



Our artistes supported the pandemic prevention and control in Gansu

In October 2021, the editorial department of Lanzhou Evening News specially planned to launch the column of "Gathering Strength to Fight the Pandemic", inviting first-line or popular stars with fine acting and positive energy to cheer for Gansu to fight against the pandemic. Through Lanzhou Evening News, Chen Xiang, an artiste of EE-Media, donated more than 100 boxes of anti-pandemic materials to Tianshui, including 9,700 medical N95 masks, 3,700 sets of medical protective clothing, 800 protective masks, 78,000 medical disposable masks and 500 bottles of disinfectant tablets.



Our artiste Chen Xiang donates anti-pandemic materials to Gansu

Public welfare publicity

As a Party media and a state-owned enterprise, Mango Excellent Media always puts social benefits in the first place. It assumes social responsibility and insists on extending love and warmth, striving to injecting power and warmth into public welfare publicity and actions. In response to the national call and with the public influence of the EE-Media brand, our artistes actively participated in public welfare publicity activities, showing the self-confidence and commitment of young artistes while bringing positive energy to the public.



公益单曲
我是一朵太阳花

Jiang Yingrong released "I am a sun flower" public welfare single. The song conveys the value of public welfare, calling on the whole society to pay attention to the current situation of urban survival of migrant children and help children grow up in a healthy and happy way



Jiang Yingrong and Fan Shiqi, representatives of 2021 Yangfan e+ Summer Camp Charity, shared their stories with children



"Happiness Train Project" of Renren Charity Festival

In September 2021, Chen Xiang, Jin Moxi, Zhao Ziqi and Ma Jiaming, all being the artistes of EE-Media, became the ambassadors of the "Happiness Train Project" of the Renren Charity Festival. The project focuses on rural left-behind children, helping children who tend to have low self-esteem and sensitivity in many ways, so that more left-behind children can get on the train of happiness.



"Happiness Train Project" of Renren Charity Festival



"Embrace You" Charity Project

In December 2021, Chen Xiang participated in Sina Weibo's "Embrace You" Charity Project, caring for the wintering plight of groups and sending love and warmth in the winter.



Girls protection

In May 2021, as the "Childhood Accompaniment Officer", Bai Jugang invited the public to receive the "childhood notes" from children, and answered their confusion and problems on the way to grow up together. Bai Juzhang participated in the Sina Weibo Public Welfare Festival and gongyi.ifeng.com Public Welfare Alliance Gala for four consecutive years. He was awarded the honorary title of "Star of Music Charity" by gongyi.ifeng.com for two consecutive years, and has been the "Love Ambassador of Girls Protection Fund" for four consecutive years, taking up the mission to protect girls.



Bai Jugang, "Love Ambassador of Girls Protection Fund"

Volunteer activities

Mango Excellent Media shows its responsibility by volunteering and practices its mission value with love and dedication. The Company carries out various volunteer activities, for example, Happigo's employees participated in the Visiting Old Party Members and Carrying out Blood Donation Activities, and EE-Media's artistes made donations for flood relief. All of these have made positive contributions to the healthy, civilized and beautiful community.

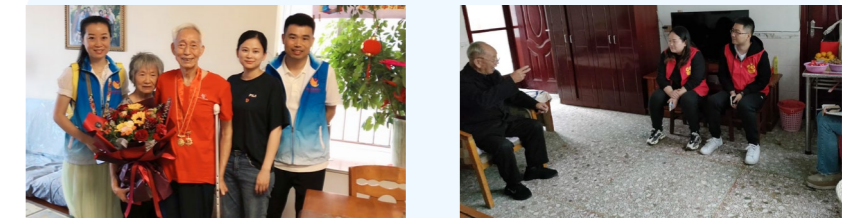


Happigo's employees carried out blood donation activities



"Tribute to Old Party Members" - Happigo's volunteers visited veterans

To celebrate the 100th anniversary of the founding of the Communist Party of China, implement the spirit of the documents of the central and provincial committees on visiting and paying tribute to old Party members and cadres, do more practical work for the public benefit, drive the whole society to respect, give thanks and learn from old Party members and cadres and pioneer models in combination with the publicity activity on the theme of "Always Follow the Party", and pay tribute to the "top star" of the times, Mango Excellent Media and Happy Sunshine's volunteers proactively participated in the public welfare activities held by the working committee of provincial organs and carried out various volunteer activities to pay tribute to old Party members.



"Tribute to Old Party Members" volunteer activities



EE-Media's artistes donated to the "7.20" flood relief in Zhengzhou

In July 2021, Red Cross Society of China Zhengzhou Branch announced the way to receive social donations and called on enterprises and the public to donate to the flood relief in Zhengzhou. EE-Media's artistes responded immediately and donated to the affected areas, among which Hua Chenyu donated RMB2 million, Zhang Xincheng donated RMB500,000, Dany Lee donated RMB500,000, Yu Menglong donated RMB500,000, Ou Hao donated RMB350,000, Chen Xiang donated RMB100,000, and Bai Jugang donated supplies worth RMB200,000.

付款人姓名: 侯新成	收款人姓名: 郑州市红十字会	收款人账号: 41001523024050001554	交易类型: 向建行账户转账
付款日期: 2021-07-21	转账金额: 人民币500,000.00	手续费: 0.00	交易渠道: 手机银行
交易类型: 成功	交易时间: 2021年07月21日	交易地点: 河南抗洪救灾 (张新成)	转账金额: ¥ 500000.00
			大写金额: 人民币 伍拾万元整
			附言: 于朦胧捐款河南暴雨灾害
			凭证号: 142574337071
收款方		户名: 郑州市红十字会	
		账号: 4100 1523 0240 5000 1554	
		银行: 中国建设银行	
付款方		户名: 于朦胧	
		账号: [Redacted]	

EE-Media's artistes donated to the "7.20" flood relief in Zhengzhou

Public welfare platform

As a Party media and a state-owned enterprise, Mango Excellent Media always puts social benefits in the first place and undertakes social responsibilities. The Company has built the "Mango Public Welfare" platform, "Happy Learning" platform and other public welfare platforms, calling on all walks of life to give love and deliver hope. In the future, the Company will build the public welfare ecology through more practical actions and contribute to the public welfare and charity.



"Mango Public Welfare" platform was officially launched

In December 2021, the "Mango Public Welfare" platform launched by Mango TV was officially launched. The platform is the only Internet public fundraising information platform for charitable organizations designated by the Ministry of Civil Affairs, in the national broadcasting system and Hunan Province, and is a strategic initiative of Golden Eagle Broadcasting System and Mango Excellent Media to empower charitable organizations, unite charitable forces and contribute to common prosperity through "Internet+". The platform has three features, namely the state-owned mainstream new media, Mango ecological system-wide field, and deep integration mode for public welfare contents. It builds a new channel for safe, credible and convenient Internet charitable donations, and will provide open, fair and transparent charitable fundraising information release services for charitable organizations nationwide.



Poster of "Mango Public Welfare" platform



Creating a large-screen "Happy Learning" education platform

Based on the requirements of high-quality development for education and focusing on the problem of unbalanced development of education, Mango TV Smart Screen Center and the Hunan Provincial Department of Education have cooperated to create a short and medium video learning community platform for future education, which is deeply integrated into the development strategy of education informatization in Hunan Province, providing public schools and teachers with extensive quality resources and curriculum production services, empowering after-school personalized learning with technology and innovating a four-screen interaction community where everyone can learn anytime and anywhere. It enables the knowledge to benefit the public, makes the content more valuable, and manifests the value of traffic for good.



"Happy Learning" education platform



Employee care

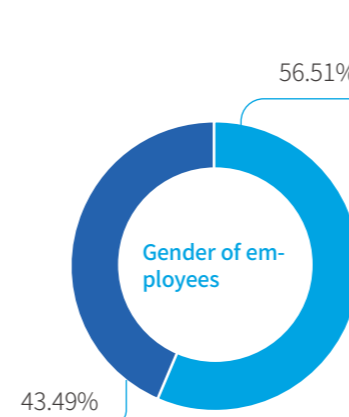
Employee rights and interests

Employee composition

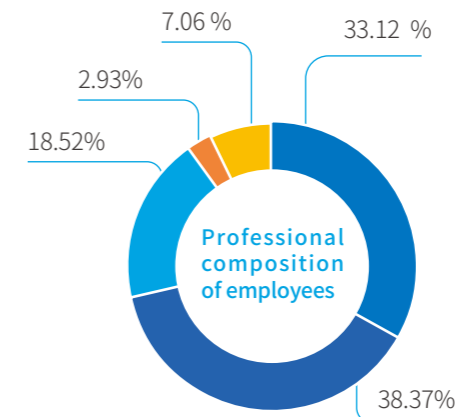
Mango Excellent Media strictly abides by the Labor Law of the People's Republic of China, the Contract Law of the People's Republic of China and other laws and regulations, respects and protects the legitimate rights and interests of employees, and pays employees' wages, social insurance premiums and public housing fund in full and on time; prohibits child labor, guarantees equal pay for same job for men and women, and protects the legitimate rights and interests of female employees in accordance with the law, and strives to create a diversified, fair and just working environment to ensure that all employees are not treated differently because of factors such as religion, gender, age and physical condition.

In 2021

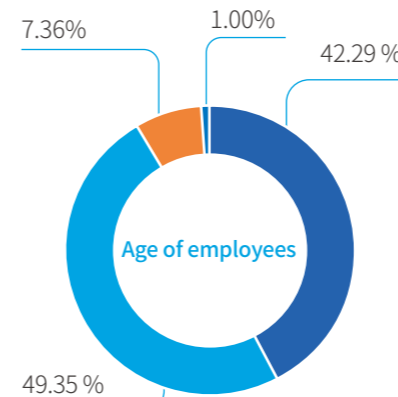
- Employees: **4,022**
- Labor contract coverage: **100%**
- Social insurance coverage: **100%**
- Medical examination coverage: **100%**



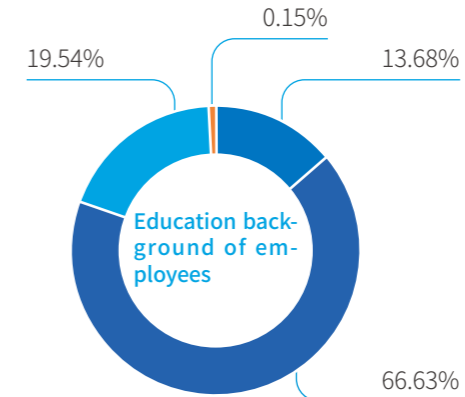
- Male 1,749 persons
- Female 2,273 persons



- Production personnel 1,332 persons
- Salesman 1,543 persons
- Technician 745 persons
- Administrative staff 284 persons
- Financial staff 118 persons



- Under 30: 1,701 persons
- 31 to 40: 1,985 persons
- 41 to 50: 296 persons
- Over 51: 40 persons



- Doctors: 6 persons
- Master: 550 persons
- Bachelor's degree: 2,680 persons
- Junior college diploma and below: 786 persons

• Career development

Mango Excellent Media sets up three career development channels: "management, professional and support", so that employees of different categories can choose the appropriate direction according to their position and expertise. The Company also provides internal rotation opportunities for employees. Employees can choose from various career development routes such as inter-subsidary transfer, interdepartment transfer, professional sequence promotion and internal competition, and the Company actively creates conditions to help employees achieve their personal career development goals. In the route of professional sequence promotion, employees can realize career development within a professional sequence or across professional sequences based on their performance, ability, and behavior value.

• Compensation and incentives

Mango Excellent Media fully implements rank salary reform, adjusts the salary payment of employees in the product technology line, separately sets the salary structure for some special posts, sets up a piecework salary system, revises and optimizes incentive policies, and take multiple measures to motivate employees.

Around the "highly flexible compensation structure", Happigo forms the post management and performance distribution of "employee changing with post, determining salary by post, salary changing with post, good salary for good performance". At the same time, it also implements diversified incentives, pushes ahead the revision of Methods for Happigo Performance Appraisal Management, and builds a community of shared interests to motivate employees to the utmost extent.

• Democratic management

Mango Excellent Media establishes a labor union in accordance with the law to protect the legitimate rights and interests of the employees. The Company organizes employees to participate in democratic management and supervision, and holds regular employee representative meetings to ensure that employees participate in the Company's business management, decision-making and supervision from an institutional perspective, and that employee representatives provide their opinions and suggestions on major issues involving the critical interests of employees.



The 5th employee representative meeting of Happigo

In 2021

the Company received **2,687** opinions and suggestions from employees, and the resolution percentage reached **100%**

• Safety and health

Mango Excellent Media upholds the "people-oriented, safety first" concept as the core, always puts the safety of employees first, and strictly abides by the Law of the People's Republic of China on Work Safety and other laws and regulations. The Company has established a systematic safety management system, and strictly controlled risks from various perspectives such as safety management system construction, hazard investigation and rectification, safety education and training, and emergency exercise, to prevent accidents and protect the lives of employees.



Fire-fighting unannounced inspection and training exercise in Shanghai Happy News office area by Happigo

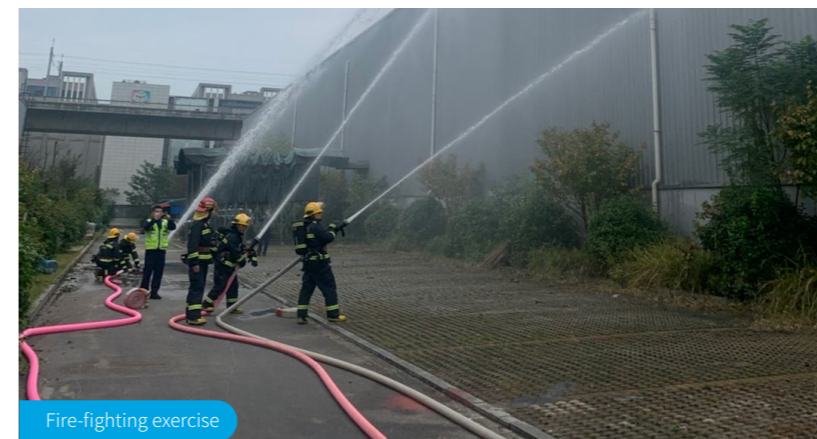
In October 2021, Happigo conducted fire-fighting unannounced inspection in Shanghai Happy News and assisted it for rectification on site. A rectification notice was issued to order Happy News to complete rectification within a stated time. Happigo simultaneously provided training on safety knowledge, the use of fire extinguishers, gas masks and fire hydrants, and evacuation exercise. It took 21 seconds in the evacuation exercise from the office to a safe passage.



Assistance for rectification on site



Fire-fighting exercise in Muyun office area by Happigo



Fire-fighting exercise

In October 2021, Muyun warehouse, in cooperation with Muyun firehouse branch and Xinkaipu firehouse branch, conducted fire fighting exercise in the Muyun office area of goods storage center of Happigo. The professional performance of Muyun warehouse's volunteer firefighters was affirmed and praised by the Muyun firehouse branch and Xinkaipu firehouse branch.

Employee benefits

Mango Excellent Media pays attention to employees' needs and development, actively responds to their needs and creates a good humanistic working atmosphere for employees. Happigo also provides the birthday leave, filial piety leave, paternity leave and other special employee welfare leaves, so that employees can have a sense of gain in work and happiness in life.

In the expense standards, the premium standards for general employees and middle and senior employees were unified in 2021.

In the insurance plan, the most effective way to reduce employees' burden was mainly the reimbursement for outpatient and inpatient medical expenses.

- The insurance amount for outpatient medical expenses increased from RMB2,000 to RMB10,000;
- The insurance amount for inpatient medical expenses increased from RMB2,000 to RMB300,000;
- Insurance for fetus protection, abortion and maternity was added in the original content.

In the personal changes, the application for personal changes was adjusted from being on a quarterly basis to being on a monthly basis to ensure the timely payment of insurance for employees.

In the settlement of claims, the Company provided the services of comprehensive policy query and self-help claims on an online APP, and the claim compensation could arrive at the earliest on the same day, so that employees could understand the insurance plan and claim application without the need to submit information offline.

In the value-added services, the Company provided such value-added services as specialist team, VIP online registration and second diagnosis and treatment advice for serious diseases in China, the family member insurance program was upgraded to cover children, spouse and parents, and the insurance was convenient and diversified.

Mango TV's measures to optimize and add commercial insurance



Mango TV's employee canteen officially opened

In December 2021, Mango TV's employee canteen was officially put into use, with an average of nearly 3,000 diners daily. The spacious and bright restaurant, a wide variety of meals and the meticulous and caring services were well appraised by all employees. The canteen is equipped with buffet lines, noodles stalls and water bars to provide a variety of meals and tea; dishes are customized according to the Chinese Balance Dietary Pagoda to ensure that employees eat healthy food and are satisfied; all links of operation are strictly monitored and controlled with hygiene and safety of food as the lifeline. Meanwhile, a dietary committee was set up to collect suggestions from employees and to supervise the operation of the canteen, a questionnaire QR code was posted on each table to collect employees' feedback of their dining experience and thus help the canteen to further improve the operation quality and promote the healthy work and happy life of employees.



The Company provides a wide variety of meals for employees



Spacious and bright canteen for Mango TV employees

Employee activities

Mango Excellent Media, bearing smaller interests in mind, pays attention to the value of each employee. It spares no effort to build a corporate culture guided by corporate values and anchored by humanistic care, and makes the corporate culture an internal driving force for the development of the Company and the growth of employees; it also carries out cultural activities among employees to strengthen their sense of belonging.





Mango Excellent Media Golden Mango Awarding Ceremony in 2021-2022 | Towards Future with Vigor, Fight and Courage!

On January 21, 2022, Mango Excellent Media held the 2021-2022 Annual Conference and Golden Mango Awarding Ceremony with the theme of "To Us Against All Odds".

ZHANG Huali, Secretary of the Party Committee and Chairman of the Board of the Group Company (Hunan Broadcasting System), and Secretary of the Party Committee and Chairman of the Board of Mango Excellent Media:

Last year, we experienced many important moments together, and made great efforts in various aspects such as the institutional mechanism, resource coordination and structural adjustment and achieved a satisfactory result. This year, we have upheld the leadership of the Party with utter loyalty in Party media, and comprehensively celebrated the 100th anniversary of the Party building with Hunan TV; we have adhered to reform and innovation and kept making new achievements with wisdom and expertise in the face of difficulties; we have insisted on the leadership of Party building, and made considerable progress in the team development. Mango Excellent Media now has 987 Party members, most of whom are young people after 90s. Our young people are the main force in this era, while the main force occupies the leader position in China!

Although Mango Excellent Media is a new company and Mango TV is a new platform, we always keep in mind what our position is, who we are serving and what direction we should advocate. In 2022, Hunan Broadcasting System enters a very important period of high-quality development opportunity. We should hold together and move forward with vigor and fight, and each of us should embrace the success of the 20th Party Congress with all strength and the best results!

In the speech titled "Five Years for Sword, Towards Future with Courage", CAI Huaijun, Deputy Secretary of the Party Committee, General Manager and Editor-in-Chief of Mango Excellent Media, and Secretary of the Party Committee, Executive Director and General Manager of Happy Sunshine, summarized the achievements in 2021 and looked to the development in 2022. For the coming year, CAI proposed six battles. We should improve the political position, and insist on the leadership of theme publicity; we should make efforts to upgrade the contents of films and variety shows; we should try hard to promote the growth of Xiaomang through iterative upgrade; we should secure the matrix in the middle platform to enhance the development system; we should pay close attention to the team construction to ensure the talent management; we should cultivate unique tactics to ensure our initiative in industrial competition. Finally, CAI said to all Excellent Media people, "let's toast to the bravery, to the fearlessness, to the people who are in the front; let's toast to the future, to ourselves, to the indomitable spirit, to the great expectations!"



Speech of ZHANG Huali, Secretary of the Party Committee and Chairman of the Board of the Group Company (Hunan Broadcasting System), and Secretary of the Party Committee and Chairman of the Board of Mango Excellent Media



Speech of CAI Huaijun, Deputy Secretary of the Party Committee, General Manager and Editor-in-Chief of Mango Excellent Media, and Secretary of the Party Committee, Executive Director and General Manager of Happy Sunshine



Mango Excellent Media held the "Dreams on Embroidery" activity

On March 8, 2021, the activity "Dreams on Embroidery" jointly organized by Women's Committee of Hunan Broadcasting Film Group (Hunan Broadcasting System) and Mango Excellent Media was held in Shaping Embroidery Museum of Hunan Province. In the "Embroidering Party Flag" activity, more than 100 Mango female employees, with their respect for martyrs and loyalty and gratitude to the Party, embroidered their dreams to pay tribute to the heroines and to the 100th anniversary of the founding of the Party.



Dreams on Embroidery



Mango Excellent Media held the 2nd Mango TV1024 "Programmer's Day"

In October 2021, the Company held the 2nd Mango TV1024 "Programmer's Day", in which activities such as small program design competition, self-developed game competition, football championship and programmer's talent show night were included. This reflected the Company's emphasis on programmer culture, effectively implemented the Company's care for employees, promoted the construction of corporate culture and stimulated employees' enthusiasm for work.



Propaganda poster of the 2nd Mango TV1024 "Programmer's Day"



The final of the sixth Mango Youth Talk came to a conclusion

In November 2021, the final of the sixth Mango Youth Talk came to a conclusion. Themed on "in our prime, do our part" and by the name of "Nezha Conquers the Dragon King", the Youth Talk clearly expressed the good qualities of Mango youth: sincerity, determination, quick wit, bravery and integrity. On the stage, Mango youth not only showed their infinite visions and ideas, but also conveyed the exclusive characteristics of themselves. In the Youth Talk, judges would score the youth on a 10-point scale from five dimensions, including strategy, innovation, logic, feasibility and economy. Each candidate would be scored by judges after the competition, and the average score was taken as the final score.

Mango Youth Talk has been held for six sessions. The scope of candidates has been expanded from Mango TV to the whole group (Hunan Broadcasting System), and the number of proposals has increased from 178 to 3,250. The voices of youth are heard, optimized and adopted here. Youth Talk will grow up with you if you dare to think about it.



The final of the sixth Mango Youth Talk



Xiaomang fun games

*The valiant bearing in the running
The uniform steps in a square team
The sweat sprinkled in a team sport
And the colors and laughters in the early summer
Here, is the grand meeting of youth
Here, is the carnival of dreams
Here, is the "Xiaomang" fun games in 2021
Xiaomang fun games*



Xiaomang fun games



Mango Excellent Media held the first employee retirement ceremony

In November 2021, Mango Excellent Media held the first employee retirement ceremony and gave a farewell ceremony named "Farewell to our Dear Friend" to the retired employee ZHAO Xia. The company specially prepared a Graduation List, and ZHAO Xia, as the first Excellent Media's "graduate" to be written into the List, solemnly signed her name. In future, every retired employee who had worked for Mango Excellent Media will be recorded in the Graduation List. Besides their graduation photos and names, their cloud files in the form of a QR code are also included in the Graduation List, and their work history and honors can be seen by scanning the code.

On the day of retirement ceremony, the Company presented ZHAO Xia with a specially customized retirement souvenir, a landscape silver medal and a customized memorial album. On the front of the silver medal is a landscape picture in relief, with the meaning of ancient poems "mountains and rivers meet" and "tomorrow can be expected", wishing ZHAO Xia peace and joy in the years ahead; the back of the silver medal is engraved with the name ZHAO Xia and her working period. In the future, each retiree of Mango Excellent Media will have a silver model of their own, so that their youth will last forever. In the album, there are photos of ZHAO Xia in her work and life, as well as heartfelt messages from her colleagues.

From the establishment of Hunan Broadcasting System in 1970 to today's Mango new media ecological layout, the start of the business is full of hard work and each achievement contains the enthusiasm and struggle of countless young people. This retirement ceremony is held for those sleepless nights, those frustrated moments, the fearless spirit of the past and all Mango people's youth.



The company held the first retirement ceremony



Employee training

Mango Excellent Media revised the Training Management System and other documents, which are used as the basis for the implementation and management of training for personnel at all levels, to serve the Company's development goals, further enhance the Company's modern management level, improve the professionalism and overall execution of all staff, strengthen team integration, stimulate employees to think positively, step out of their comfort zones, and explore higher development potential for themselves and their teams, and promote the construction of corporate culture.

Focusing on the cultivation of campus talents and reserve the power of young people

- The company implemented the "721" talent cultivation, empowered campus talents, built a campus-recruited talent cultivation system with Mango characteristics, strengthened strategic talent reserve and established an influential campus employer brand.
- A. Mang Hao Wan special training camp --- Building Qingmang basic career thinking and skills
- B. Qingmang surprise event in Mango Youth Talk --- Opening Qingmang's global thinking
- C. Qingmang's topic internal training --- Specially solving Qingmang's career problems
- D. Tracking Qingmang's work and assessment at real time

Energizing Malanshan Park and promoting the construction of professional team

- Geared to the needs of enterprise units in Malanshan Park, Mango TV planned and organized the 2021 Malanshan e-commerce senior training class, and invited 100 responsible persons and professional and technical talents of e-commerce companies from Malanshan Cultural and Creative Park to participate in the class. Around the two themes of e-commerce livestreaming and e-commerce operation, three expert lecturers were invited to give systematic, practical and diversified courses for five days, which effectively improved the learning ability, innovation ability and practical ability of professional and technical talents, promoted the construction of professional and technical talent team and advanced the communication and development of regional e-commerce and economy.

Strengthening the construction of internal talent team and speeding up talent growth

- The company launched the "Young Talent Plan" centered on discovering, cultivating and promoting young people. With performance, age and values as the basic conditions, only able people were selected regardless of seniority and levels, so as to provide a solid and powerful talent support for the rapid development of the Company.

Detailing the qualification standards and defining the personal development channels

- In 2021, the Company established a qualification system with the product technology group as the pilot. The qualification system consisted of the career development channel, qualification standards and qualification level certification. On the basis of a clear career development channel, the Company detailed the qualification standards and established a qualification certification process.

Increasing preferential policies and retaining talents through multiple approaches

- The company attracted and retained talents and gave full play to their enthusiasm, initiative and creativity by constantly collecting and summarizing talent policies, assisting in the application for various talent programs and other measures. The company actively utilized the talent policy of Changsha, vigorously increased preferential policies for Malanshan Park, and expanded talent support channels through multiple approaches.

In 2021


the Company planned and organized **602** trainings, with a coverage rate of **94%**. The training time per capita was **13.28** hours, and the training cost was **2.1918** million yuan.



User rights and interests


Protection of user privacy

The year 2021 was the first year of data security and personal information protection. The State has promulgated the Data Security Law and the Personal Information Protection Law. Attaching great importance to data security and personal information protection, Mango Excellent Media has taken a series of effective measures to improve the construction of corporate data compliance and personal information security. The Company has set up an Information Security Committee, established and improved the users' personal information protection system, and constantly perfected the design of its products for personal information protection. As a member unit of the Big Data Group of the National Information Security Standard Committee, the Company has actively participated in the legislation construction of national data and personal information protection. Happigo has developed the Happigo Personal Information Protection Policy, Process for Handling Happigo Customer Information Leakage and other regulations to ensure the effective protection of users' personal information from the institutional level.




Set up an Information Security Committee

- Responsible for building the Excellent Media data management system and personal information security system, and dealing with data security and personal information protection issues
- Actively participate in industrial exchanges and export the concepts of Mango data security and personal information protection



Improve the products' design for personal information protection

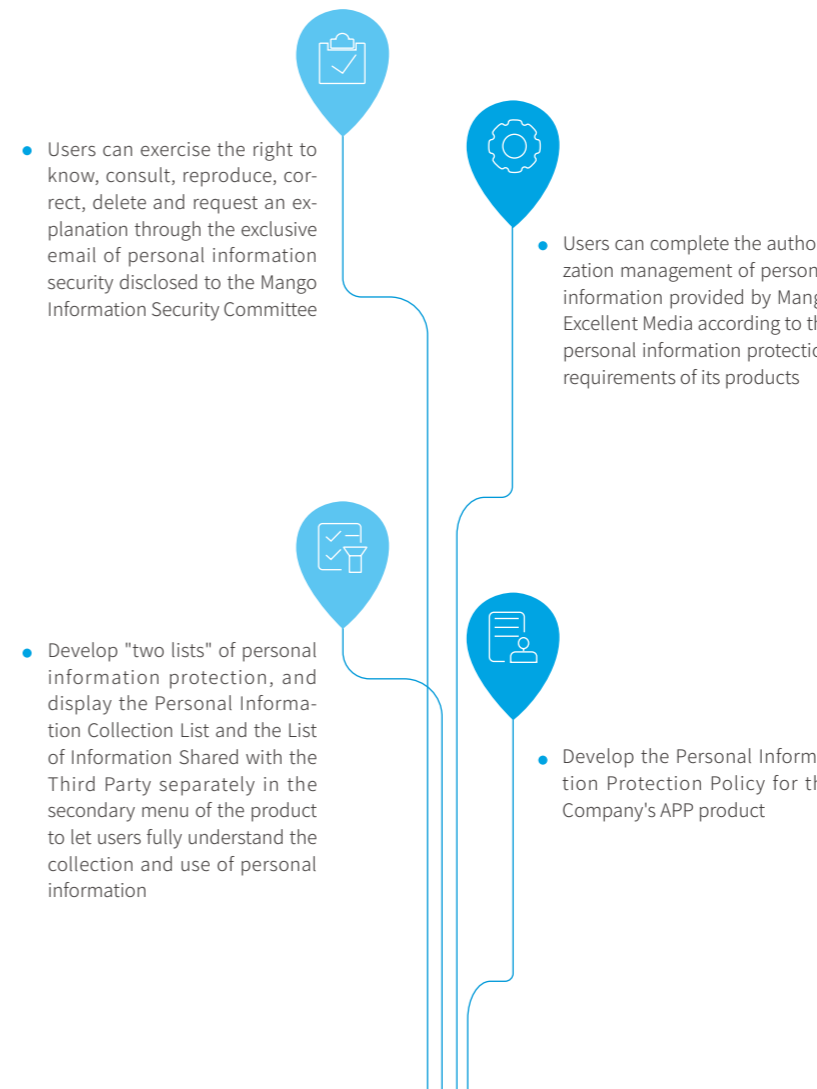
- All product functional designs follow the principle of minimizing personal information collection
- The concept of 'privacy by design' is used throughout the life cycle of product design to combine the personal information security concept with user experience



Participate in the national legislation construction of data and personal information protection

- Participate in the compilation of the Information Security Technology - Data Guide for Online Audio and Video Services, the National Standard of the People's Republic of China, as the main participating unit
- Join the "Zhuoxin chain" plan of the Ministry of Industry and Information Technology, and participate in the compilation of the Data Security Management System Blue Book as the main participating unit

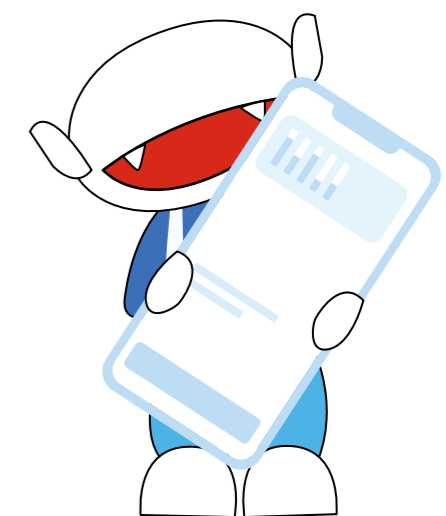
The company's measures for data security and personal information protection



The user personal information protection system established by Mango TV



The Information Security Technology - Data Security Requirements for Online Audio and Video Services and the Data Security Management System Blue Book co-compiled



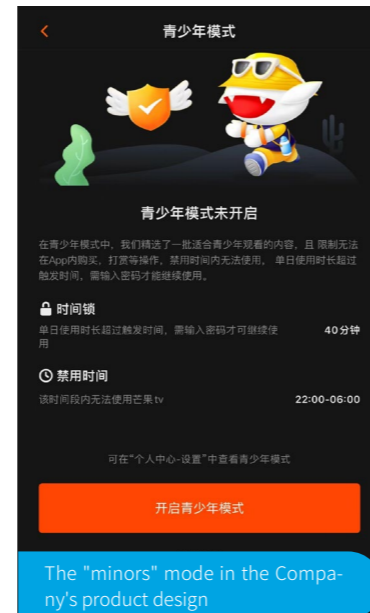
Protection of minors

On June 1, 2021, the newly revised Law on the Protection of Minors was put into effect. Mango Excellent Media separately formulated the Personal Information Protection Policy for Minors for its APP in accordance with laws and regulations, fulfilled the platform's responsibility to protect minors, and escorted the personal information protection of minors.



Protecting the physical and mental health of minors with concrete actions

A "minors" mode has been launched in the product design of "Mango TV" APP. In this mode, users can select video content suitable for minors to watch and read, and there will be no user portrait and advertising for minors. The company has also designed "time lock" and "time limit" functions to restrict the duration and time interval of minors continuing to use the APP and protect the physical and mental health of minors.

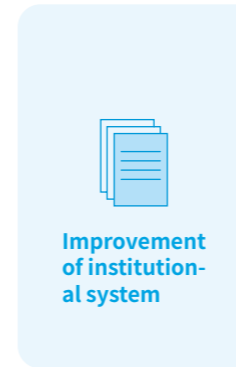


The "minors" mode in the Company's product design

Data security

The Company actively implements cybersecurity responsibilities, strictly complies with the Cybersecurity Law of the People's Republic of China, Regulations of the People's Republic of China on Safety Protection of Computer Information Systems and relevant regulations related to national cybersecurity level protection, improves its cyber and data security prevention capacities, and effectively safeguards national security, social stability and the legitimate rights and interests of users.

Mango TV practically implements the responsibility of Party media, focuses on the content security of the 100th anniversary of the founding of the Party, the comprehensive governance of recreational areas of the Central Propaganda Department and other key points, constantly consolidates the "all-in-one, high-energy and efficient" security guarantee system based on security and guidance, strengthens data security management of the Company and the third party, improves employees' awareness of data security, and creates a secure network environment. Happigo has developed the Regulations on Cybersecurity Management and the Data and Information Security Control Plan of Happigo's Important Information System to ensure the confidentiality, integrity and availability of data transferred by network. The company has obtained the ISO27001 information security management system certification, and been provided with information security management activities related to IT support and software and hardware operation and maintenance services.



Improvement of institutional system

- Improve the Measures for Data Security Organization Construction and Personnel Management, Measures for Data Asset Security and Classified and Hierarchical Management, Measures for Management of Data Permission Approval, Regulations on Data Security Management Auditing, Data Security Management of Partners, Data Security Personnel Training Management System, Regulations on Management of Data Security Complaints and Reports, Data Security Emergency Plan and Methods for Management of Data Security Compliance Self-assessment, and ensure the security of the Company's internal data throughout its life cycle from collection, use, storage, transfer to destruction from the institutional level
- Establish the organization: establish the organization of data security and the responsibilities of data security personnel from the top management to the executive level



Breakthrough in internal management

- Customize the audit process: for Mango TV's micro videos and variety shows and content of Xiaomang E-commerce's content, special audit teams are set up to carry out product approval assessment, script actors and other pre-audits in the whole process, and key links are audited by special personnel
- Comprehensive review security risks: comprehensively assess and standardize the Company's We-Media accounts, and arrange and adjust the approval process; develop a risk disposal plan for external cooperation content
- Improve employees' awareness of data security: conduct regular training in the Company, develop new courses, and organize internal safety-oriented training sharing sessions; invite audit experts to give special training; employees of data management department, information security department and legal affairs department of the Company have passed the examination of data security officer of CAICT



Internal safety-oriented training sharing sessions



Employees of data security management in the Company have passed the examination of data security officer of CAICT

Partners

Strategic cooperation



Mango TV signed the Exclusive Strategic Cooperation Agreement for Sharing Literary Resources with China Writer Publishing Group

In September 2021, Mango TV signed a Strategic Cooperation Agreement for Sharing Literary Resources with China Writer Publishing Group. This cooperation contributes to the effective and high-quality transformation of good literary works, to fully exploring the audio-visual artistic value of literary works beyond the literal value, to incubating a variety of copyright forms of high-quality literary works and realizing the two-way interaction and integrated development of books and films, and to bridging the high-quality IP and the high-quality film producer and providing literary works with a larger space of development.



Mango TV cooperates with China Writer Publishing Group



Mango TV started in-depth strategic cooperation with a number of well-known universities to create a new pattern of university-enterprise cooperation



Awarding ceremony of cooperation between Mango TV and Xiangtan University

In 2021, Mango TV signed university-enterprise strategic cooperation agreements with Communication University of China, Communication University of Zhejiang, Xiangtan University and other well-known universities to deepen and practice the university-enterprise cooperation and production-education integration. This will give full play to resources and brand advantages of Mango TV and discipline and research strength and talent advantages of universities to promote the innovative development of media career.



Mango TV and China Mobile deepened cooperation

In November 2021, Mango TV signed an overall cooperation framework agreement with Migu Culture Technology Co., Ltd. under China Mobile; in the next three years, both parties will carry out in-depth cooperation in large screen business, 5G innovation business, simultaneous broadcasting of products, e-commerce of derivatives and other areas with a minimum amount of RMB3.5 billion. This cooperation will further strengthen the strategic cooperation between the Company and China Mobile and Migu Culture in depth and breadth, promote the complementarity of resources and advantages of both parties and the synergy of multiple business areas, which is of positive significance to further stabilize the "moat" of the Company's business development and to develop and explore new types of operation, new events and new business growth points (including VR production and broadcasting, producer of ultra-high definition contents) of Internet videos under the 5G background.



Supplier management

Mango Excellent Media is committed to building a responsible supply chain, monitors and manages suppliers throughout the process, and carries out due diligence, transparent procurement and responsibility management to ensure the safety of the Company's supply chain.

• Due diligence

The company strictly implements the Supplier Management System, Rules for Administration of Supplier Blacklist and other systems, further establishes and improves the supplier information base and bidding evaluation expert base, establishes a grading system by due diligence to comprehensively score and manage suppliers, strengthens the effective connection of the supply chain, enriches the structure of suppliers, and takes measures (such as suspending the cooperation, and including into the blacklist) to handle suppliers with violations of laws and regulations, practices of falsification, problems in quality, contract performance, services and other behaviors in bidding activities and contract performance depending on the severity of the case and the degree of the harm, so as to achieve the benign competitive mechanism of surviving the fittest suppliers.

• Transparent procurement

According to the procurement requirements of "honesty, integrity and transparency" and the actual operation of business, the Company further standardizes a series of procurement systems, such as Methods for Administration of Bidding Procurement, Rules for Implementation of Bidding Procurement, and Rules for Administration of Non-bidding Procurement, ensures that it follows the principles of legality, openness, justice, fairness and efficiency in the public bidding process, bid opening, bid evaluation, complaint handling and other links, actively accepts the transparent supervision of suppliers and customers, effectively prevents the commercial bribery behaviors in the procurement activities and ensures the interests of all parties.



Happigo's on-site audit of factories

To avoid the quality deviation of Gambiered Canton Gauze caused by handcraft and ensure the quality of clothes, Happigo, as the only channel for TV purchase of Gambiered Canton Gauze, organizes and sets up special teams to audit four clothing factories on site during the annual sales season of Gambiered Canton Gauze, to inspect the on-site quality control, production capacity, after-sales capacity, return arrangement and other links of production factories, and to comprehensively evaluate the strength, scale and supply chain control of suppliers.

● Responsibility management

Through the management of and communication with suppliers, the Company actively guides suppliers to operate in good faith, creates a star-level partnership with suppliers, actively advocates suppliers to improve their responsibility of safety management and function of environmental protection certification, promotes the concept of responsibility management to partners in the industrial chain and pushes the coordinated development of economy and society with them, and improves the user and customer satisfaction, so as to achieve a win-win situation with suppliers.

Promoting industrial development

Mango Excellent Media actively undertakes the responsibility of industrial development and value chain development, and promotes the rapid and effective development of the industry through industrial exchanges and competitions.



Mango Excellent Media participated in the 1st Conference of Global Economic Development and Security Forum of Boao Forum for Asia (GEDS)

In October 2021, the 1st Conference of Global Economic Development and Security Forum of Boao Forum for Asia (GEDS) was held in Changsha. Mango Excellent Media appeared in this Expo with "high-quality content", "cutting-edge technology", "Xiaomang E-commerce" and other important achievements of the core platform Mango TV, and demonstrated the Company's core "content advantages" and "technological advantages" represented by 4K Atmos, 3D video enhancement and 4D viewing.



Wu Lan, Deputy Secretary of Hunan Provincial Committee, Li Baodong, Secretary General of Boao Forum for Asia, and other leaders visited the booth of Mango Excellent Media



Mango TV participated in the 17th ICIF

In September 2021, the 17th China (Shenzhen) International Cultural Industry Fair was inaugurated. As a part with the strongest "Internet" attribute in the Hunan Broadcasting System group army, Mango TV closely follows the two keywords of "content" and "technology" and the theme of "building a new modern Human with innovative and loyal culture" in the context of the 100th anniversary of the founding of the Party, and mainly exhibits high-quality popular content, theme works, technologically innovative products and so on.



Mango TV exhibition hall of the 17th ICIF



Mango TV held the 2nd "Malanshan Cup" International Audio/Video Algorithm Competition

In July 2021, Mango TV held the 2nd "Malanshan Cup" International Audio/Video Algorithm Competition. The competition aimed to gather top technical talents in the industry, encourage excellent technical talents to forge ahead, continuously improve the technical level of algorithms, and explore the future of the industry together. The invitational competition included two events (points at the beginning and end of animation videos, and door chain), and the official competition focused on three events (audio, image and recommendation). It provided a large number of real and high-value masked data, set up a platform for display, exchange and competition for global algorithm elites, helped to produce Top audio/video algorithm schemes, and promoted the win-win situation of all parties in the AI machine-learning field.



The 2nd "Malanshan Cup" International Audio/Video Algorithm Competition



ZHANG Huali: Let Culture and Technology Coexist

In November 2021, in the 2021 China Mobile Worldwide Partner Conference, ZHANG Huali, Secretary of the Party Committee and Chairman of the Board of the Group Company (Human Broadcasting System), and Secretary of the Party Committee and Chairman of the Board Mango Excellent Media, delivered a speech titled Let Culture and Technology Coexist.

ZHANG Huali reviewed more than ten years of cooperation between Hunan Broadcasting System and China Mobile in the speech. Hunan Broadcasting System and China Mobile will jointly meet the new opportunity and challenge brought in the era of digital intelligence in a cooperative partnership of working together to create a win-win situation. This new challenge not only tests our imagination and sensitivity to new technological scenarios, but also tests our basic moral principles in the face of the digital twin and the virtual world. The humanistic temperature of science and technology will certainly become the strongest cultural feature in the present era.

Being trustful and righteous means a true technology, while being tasteless means a false content. In the future, new technologies will further rewrite the media and content industry, but those important indicators related to the development of human civilization, including humanistic feelings, social concerns and value standards, will also be infused in the bottom of affective computing and become the original code that cannot be changed. Hunan Broadcasting System expects to continue to deepen strategic cooperation with China Mobile at the group level, get through resource coordination throughout the industrial chain, and build a super media digital intelligent ecology. We also look forward to and welcome all partners to build a chain and join hands to share the win-win! Let the content be inclined to social good, let the technology be gentle, let us welcome another spring in the field of Chinese entertainment!

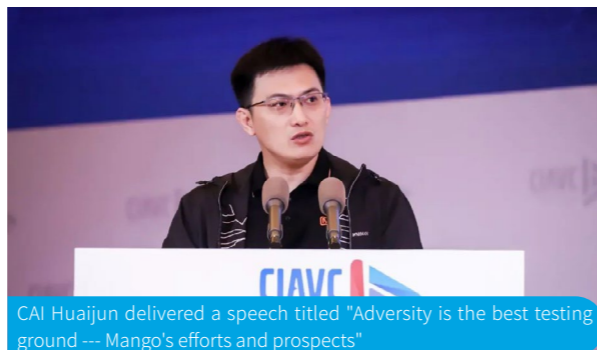


CAI Huaijun: Adversity is the best testing ground --- Mango's efforts and prospects

On June 3, 2021, in the "Internet Audio & Video Industrial Summit" of the 9th China Internet Audio & Video Convention, CAI Huaijun, Deputy Secretary of the Party Committee, General Manager and Editor-in-Chief of Mango Excellent Media, and Secretary of the Party Committee and Chairman of Mango TV, delivered a speech titled "Adversity is the best testing ground --- Mango's efforts and prospects" to share Mango TV's practice and thinking on further digging Mango content genetic advantages and constantly enriching and improving the long video ecology under the original intention of giving full play to the leading role of long video value.

CAI Huaijun stressed that long video is a rigid demand and has been the mainstream in the video industry, it represents scale, high quality and influence, it is the place where traffic is gathered and topics start, and it is also the source of quality IP and the cornerstone of economy. Maximizing the gene and value of long video is Mango people's original intention and mission, as well as their efforts and prospects. Meanwhile, Mango TV also arranged more industrial lay-

out around long video IP, and launched the Xiaomang E-commerce platform expanding from IP to content e-commerce events; Mango TV tried to extend from online to offline real scene events, create the self-operated real scene entertainment brand Mango M-CITY, arranged such events as Mango TV program, artiste manager and music copyright, and integrated upstream and downstream to constantly enrich and improve the Mango ecology.



CAI Huaijun delivered a speech titled "Adversity is the best testing ground --- Mango's efforts and prospects"



Mango TV held the 2022 Mango marketing content conference

In October 2021, Mango TV held the "Mango marketing content conference of entering 2022", themed on "interactions among brothers in call me by fire".

In the variety shows, Mango TV has revealed six programs in 2022, including music talent show, reasoning reality show, marriage program, life healing program, workplace survival program and new Guochao program. In the music talent show, Mango TV will develop more innovative programs besides the IP of Call Me by Fire and Sisters Who Make Waves, and continue to keep ahead in the music program events. In the reasoning reality show, Mango TV will establish a unique ecological chain of brain-burning variety shows in the whole network and launch the first serial-style innovative suspense reasoning program in China. In the marriage program, based on the Viva La Romance, See You Again and other popular variety IP, the platform will create the two themes of marriage and love to achieve a good match between stars and ordinary people. Mango TV will also try to develop innovative variety shows such as "workplace +

comedy" and explore Gen Z programs, so as to attract audience in a wider age group.

In the episode, in the face of the actual environment where audience is becoming younger, Mango TV will continue to make efforts in young and diversified contents, develop more themes and explore the new blue ocean of themes. Mango TV will also deeply integrate with Hunan TV, and mainly adopt the strategy of exclusive broadcasting of 730 Golden Eagle Theater and Monsoon Theater with the tonality of uniqueness and quality. Based on the advantages of Mango mode and its own characteristics, Mango TV will create Mango's special programs in online series.

By promoting and releasing high-quality content products, this conference highlights Mango TV's spiritual strength of adhering to its values, making waves and overcoming obstacles under the mission of the great rejuvenation of the Chinese nation rather than degrade ourselves or drift with the current.



2022 Mango marketing content conference themed on "interactions among brothers in call me by fire"



Environment

Our philosophy

As a listed company that adheres to high-quality development, Mango Excellent Media has firmly implemented the concept of green development in the operation process, practiced and adhered to low-carbon operation, advocated the concept of sustainable development with the Company's media resources and media integration advantages, and contributed to the construction of green ecology.

Our actions

- Green operation
- Environmental protection activities

Our performances

We advocate paperless office, energy conservation and emission reduction. Energy Intensity: 7.27 kilowatt-hour/RMB10,000 of Revenue; Energy Efficiency: 0.14 RMB10,000 of Revenue/kilowatt-hour; Water Consumption Intensity: 0.03 Ton/RMB10,000 of Revenue; Water Efficiency: 34.00 RMB10,000 of Revenue/Ton.

Green operation

Mango Excellent Media focuses on the main business of media, so its impact on the environment mainly comes from the consumption and emission of energy and resources in the operation process. The Company has strictly implemented the Environmental Protection Law of the People's Republic of China and other laws and regulations related to environmental protection, and there has been no violation of environmental protection laws and regulations or pollution accident disputes. In 2021, the Company did not receive any administrative punishment for violating relevant laws and regulations on environmental protection.

The Company has attached great importance to environmental protection. According to its own actual situations, the Company pushes the resource conservation work from multiple angles, response to the call of "green environmental protection and low-carbon life", integrates the awareness of open source and energy conservation into the environmental management in an all-round way, and actively organizes and participates in public service activities on environmental protection. In daily operation, it actively promotes energy conservation and emission reduction, advocates all employees to save resources, and is committed to advancing the goal of Carbon Neutral, making its own contributions to environmental protection.



Specific measures

To reduce the use of disposable tableware, Mango TV uses recyclable tableware in the canteen; according to regulations, employees will timely turn off the power supply of lights, computers, printers and other equipment after work to reduce the standby energy consumption, and special persons will be arranged for inspection; low-carbon travel is advocated, and 60% of meetings in a year are conducted by video.



EE-Media encourages employees to take the stairs instead of the elevator, which can not only save energy, but also build their body; it also requires a good daily maintenance of water heating pipelines to eliminate the phenomenon of leaking and venting.

Happigo strictly implements the temperature control standards of air-conditioning and advocates to ensure the summer and winter temperatures of the public area of the office; duty electricians turns off the main engine of central air-conditioning 30 minutes before and after working hours; various medium forms such as the Company's WeChat ID and toilet board are used to publicize the value of frugality; to reduce the use of water resources, Happigo uses water-saving faucets with water saving slogans to improve employees' awareness of water saving. In 2021, Happigo saved about RMB401,900 of electricity, with a reduction rate of 17.62% through the above measures.



Energy

Indicator	Unit	Year 2019	Year 2020	Year 2021
Electricity Consumption	kilowatt-hour	8,987,526	8,458,815	11,168,127
Operating Revenue	RMB10,000	1,250,100	1,400,600	1,535,586
Energy Intensity	kilowatt-hour/RMB10,000 of Revenue	7.19	6.04	7.27
Energy Efficiency	RMB10,000 of Revenue/kilowatt-hour	0.14	0.17	0.14

1. Energy intensity reflects the energy consumption per RMB10,000 of output value. The less energy consumption per unit of output value, the lower the energy intensity.
2. Energy efficiency represents the revenue per kilowatt-hour of energy consumed. The larger the output value per kilowatt-hour of energy consumed, the higher the energy efficiency.

Water resource

Indicator	Unit	Year 2019	Year 2020	Year 2021
Water Consumption	Ton	45,158	38,292	45,164
Operating Revenue	RMB10,000	1,250,100	1,400,600	1,535,586
Water Consumption Intensity	Ton /RMB10,000 of Revenue	0.04	0.03	0.03
Water Efficiency	RMB10,000 of Revenue /Ton	27.68	36.58	34.00

1. Water consumption intensity reflects the water resources consumed per RMB10,000 of output value. The smaller the unit value, the lower the water consumption intensity.
2. Water efficiency represents the revenue per ton of water. The higher the unit value, the higher the water efficiency.



Greenhouse gas emission

Indicator	Unit	Year 2019	Year 2020	Year 2021
Indirect Emission (Category 2)	Ton of CO2 equivalent	7,717.59	7,263.58	9,590.07

The Company's greenhouse gas emission mainly refers to greenhouse gases indirectly produced by the purchase of electricity energy.

1. Indirect energy emission (category 2) refers to greenhouse gas emission resulting from the out-sourced electricity, heat, etc.
2. Indirect energy emissions are calculated according to the 2021 Baseline Emission Factors for Regional Power Grids in China

Environmental protection activities

Paperless office

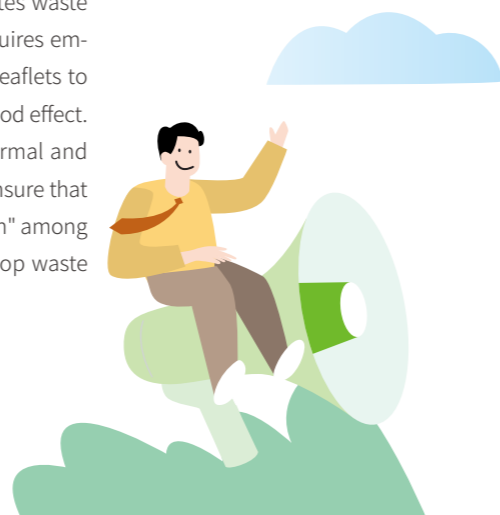
Mango Excellent Media avoids the generation of waste from the source, promotes the paperless office to reduce the use of paper, integrates the operation of multiple business processes such as signing, settlement, reconciliation and billing, introduces such tools as electronic signature and electronic invoice, and achieves efficient and interactive transfer of data and information by online operation in the whole process; the Company encourages double-sided printing to reduce the waste of paper; the Company requires departments to collect and pack waste paper and shredded paper of documents that cannot be used, which are recycled twice a year; the Company fulfills the concept of green development with its practical actions, continuously promotes the waste sorting and helps the sorting and recycling of resources.

Waste sorting

Mango Excellent Media comprehensively promotes the sorting of domestic waste. For harmless waste, such as kitchen waste, waste paper and waste plastics, the Company advocates waste sorting; it sets up waste bins in the office area on each floor and the canteen and requires employees to sort out the recyclables and non-recyclables; it also prints waste sorting leaflets to publicize knowledge about waste sorting and environmental protection, which has a good effect. The Company has trained the cleaning team and included waste sorting into the normal and daily assessment; cleaners are responsible for checking the process a second time to ensure that waste is sorted before disposal. In 2021, EE-Media advocated "clean your plate campaign" among employees through short videos to mobilize everyone to cherish food, effectively stop waste band reduce kitchen waste, and sorted the kitchen waste, which had significant effect.

Environmental protection publicity

The Company actively participates in environmental initiatives, artistes of EE-Media exert their influence and appeal to guide the public to develop good environmental awareness and habits and contribute their efforts to environmental protection.



Responsible sponsor

In May 2021, Meituan Takeout, joining hands with SEE Conservation and ZHANG Xincheng, the environmental initiative ambassador, appealed to everyone to choose take-out with no tableware and reduce the use of disposable tableware, making contributions to environmental protection.



Charity ambassador of China Wild Plant Conservation Association

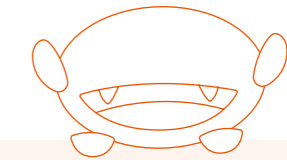
In October 2021, ZHANG Xincheng, as the charity ambassador of China Wild Plant Conservation Association, participated in the mainstreaming ecological civilization and biodiversity protection forum of the 15th meeting of the Conference of the Parties to the Convention on Biological Diversity (COP15).

At the forum, experts and scholars fully discussed the concepts and practices and the improvement of practices in people's wellbeing, shared experience, wisdom and solutions, urged all sectors to take concerted actions and join hands to promote the recovery of biodiversity and realize the vision of Harmony between Man and Nature. Related responsible persons and experts from the Ministry of Ecological Environment, the Chinese Academy of Social Sciences and the United Nations Environment Programme, and representatives of enterprises and social organizations discussed the practical results of "Two Mountains Theory".

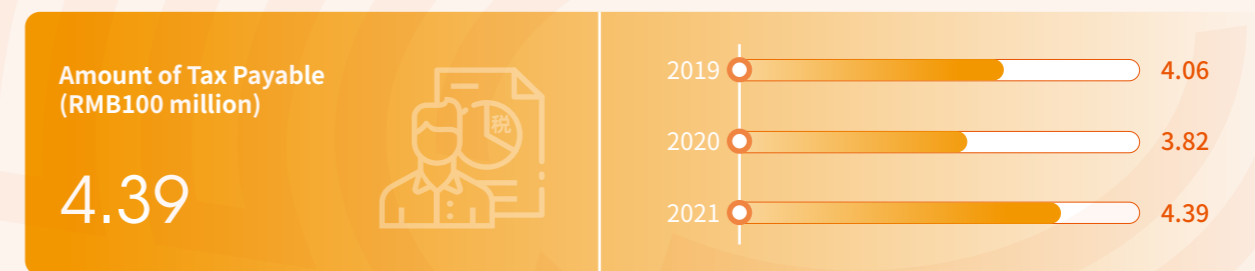
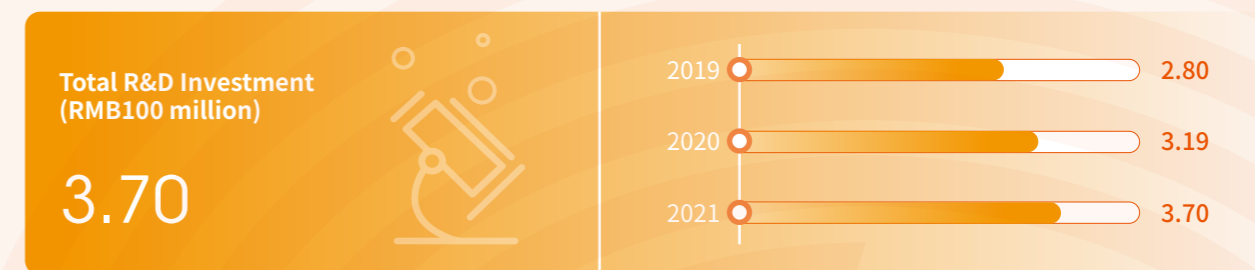
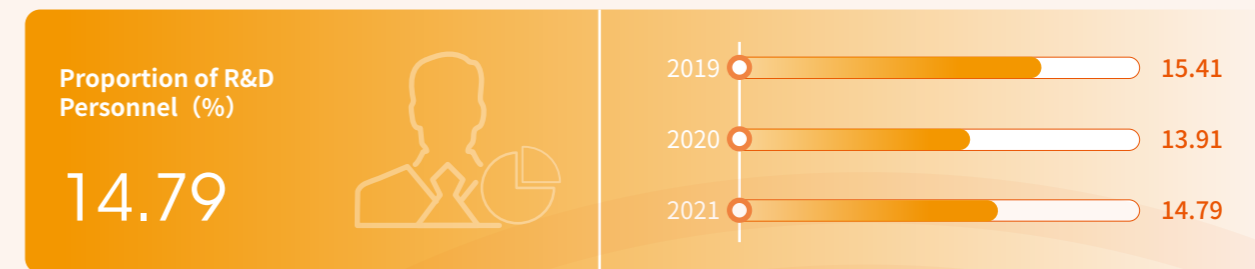
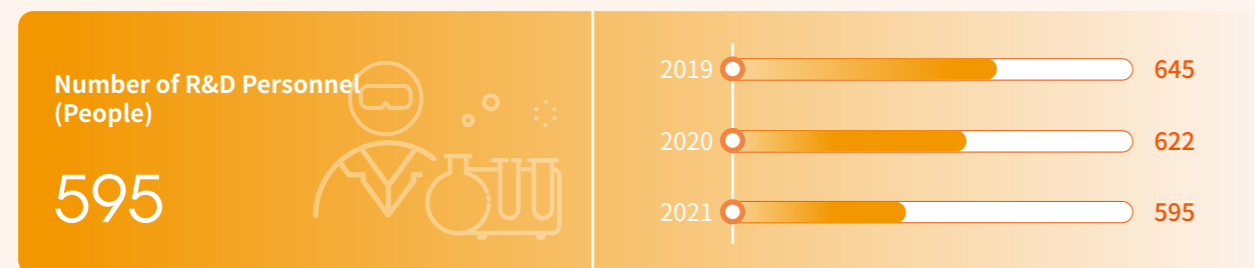
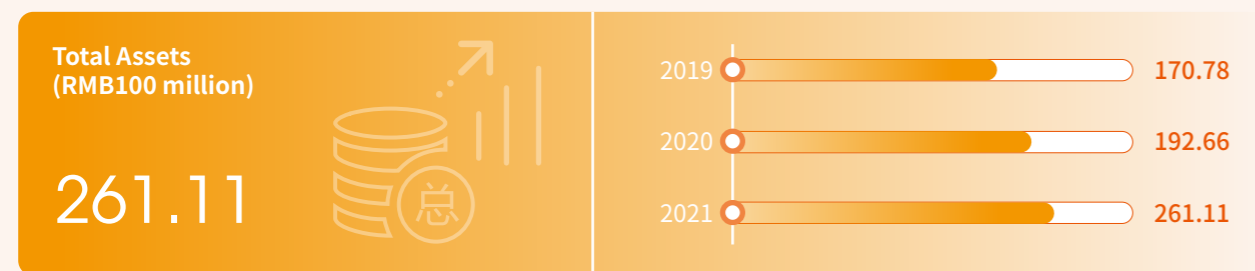
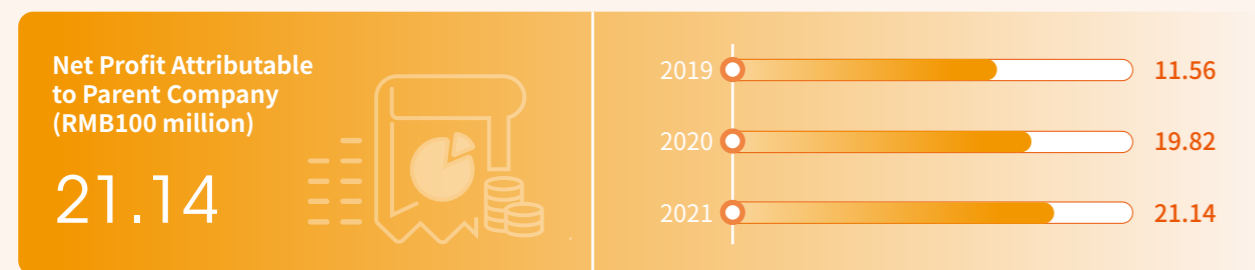
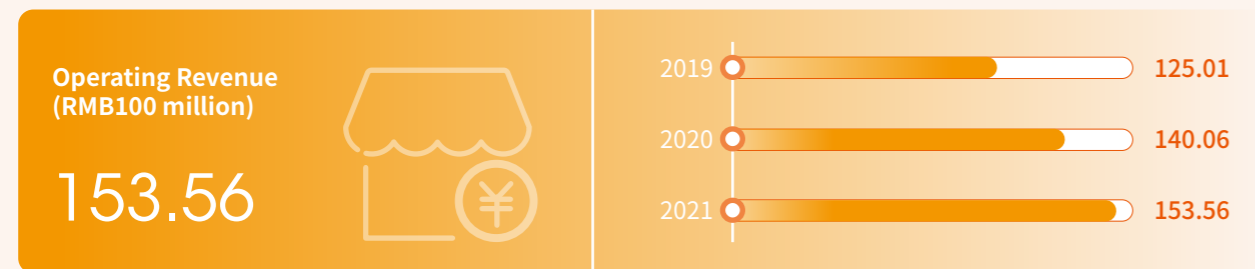
As the charity ambassador of China Wild Plant Conservation Association, ZHANG Xincheng, an artiste of EE-Media, aim to lead the mainstreaming of biodiversity. He should integrate ecological civilization construction into all aspects and the whole process of political, economic, social and cultural development according to the concept of respecting, complying with and protecting nature, promote the high-quality economic development through high-level ecological and environmental protection, and contribute to realizing the 2050 Vision of Harmony Between Man and Nature.

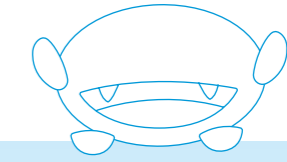


Key performance indicators KPIs



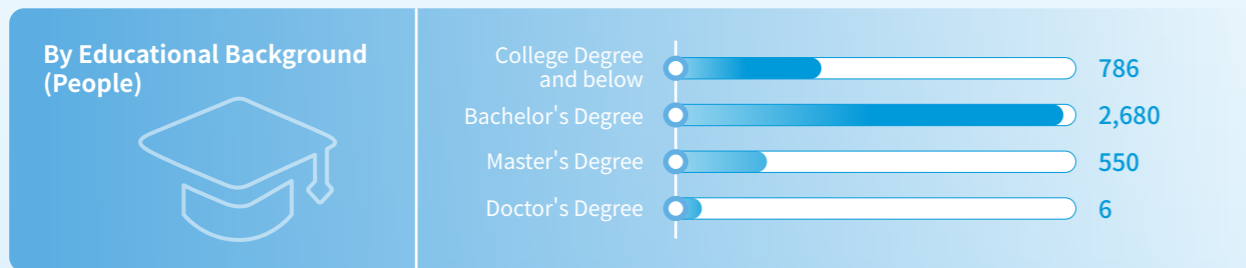
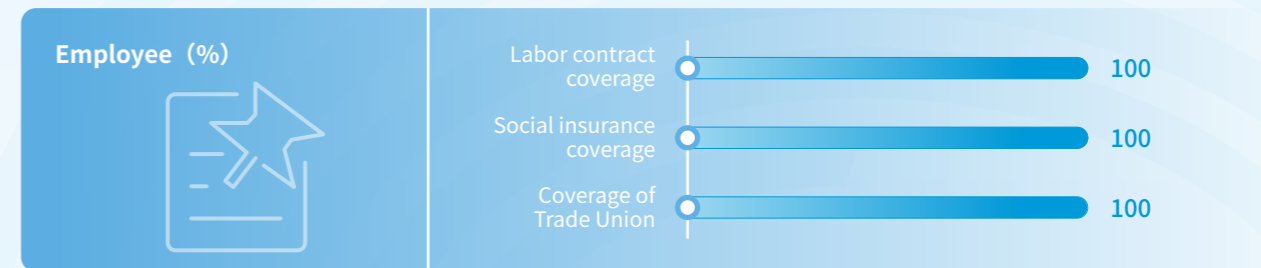
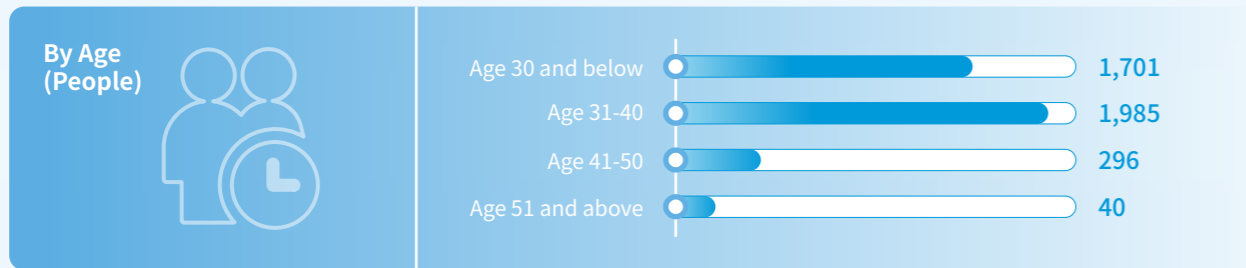
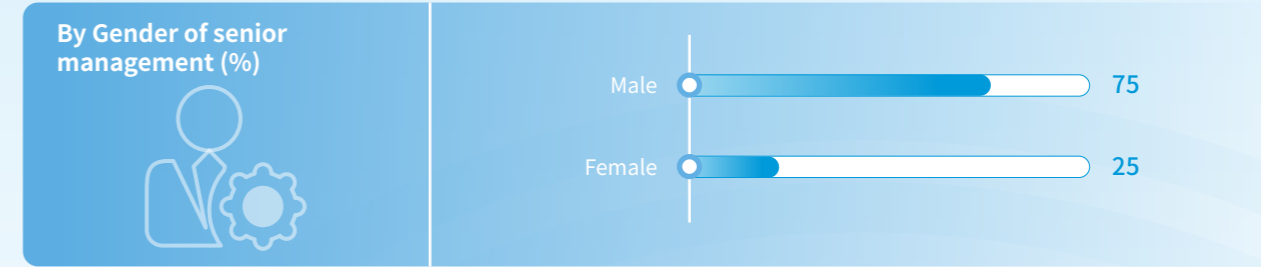
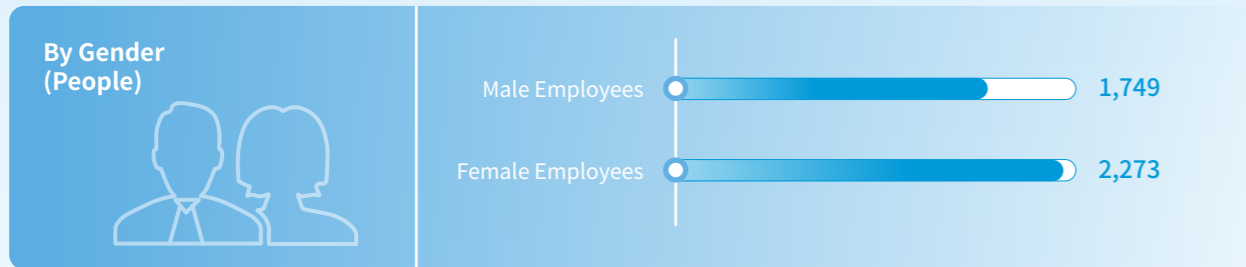
Economic performance

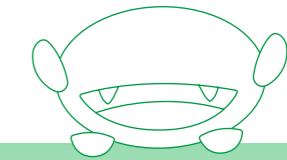




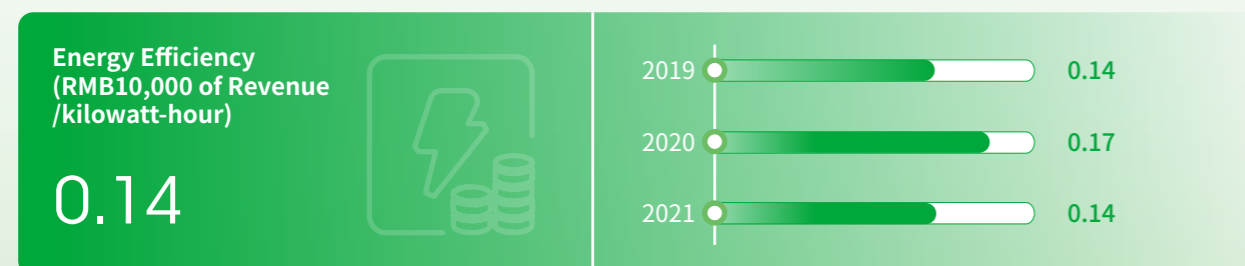
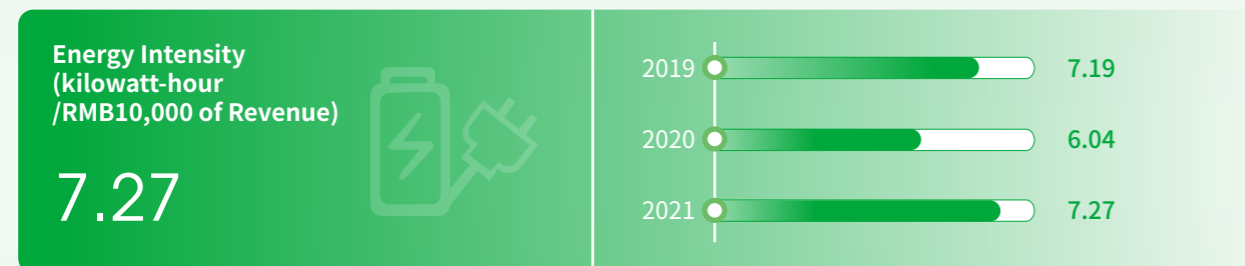
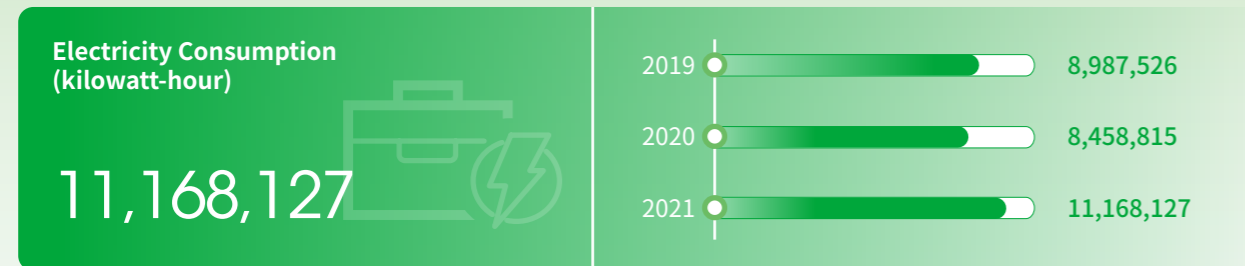
Social performance

Total Number of Employees(People) **4,022**

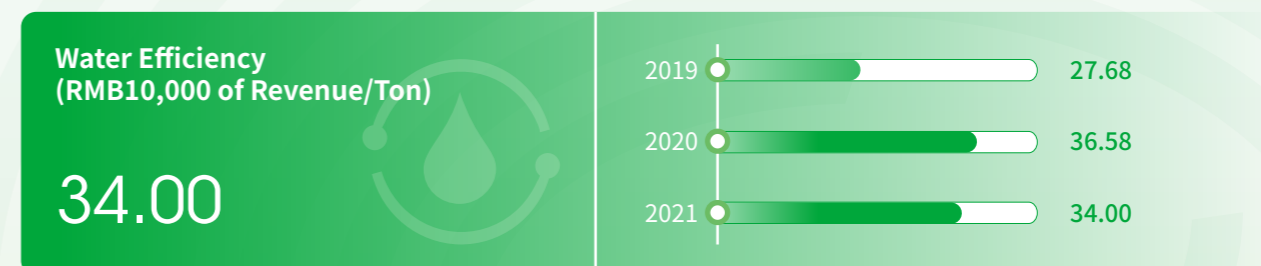
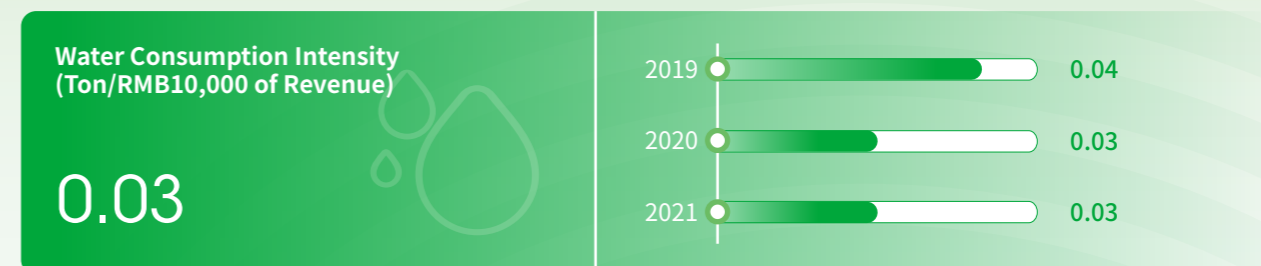
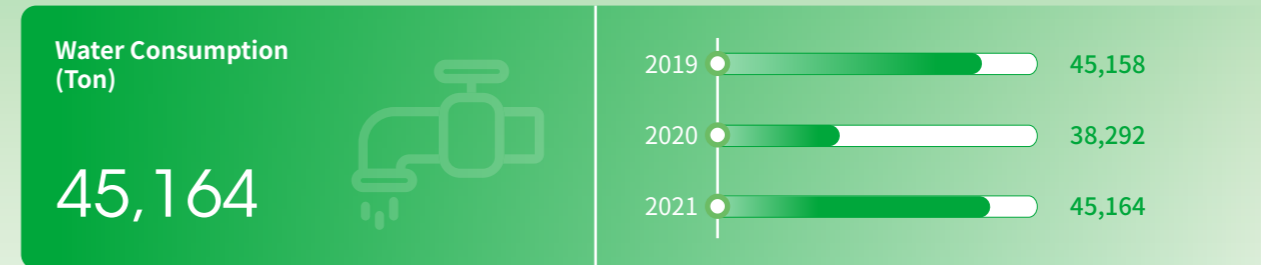




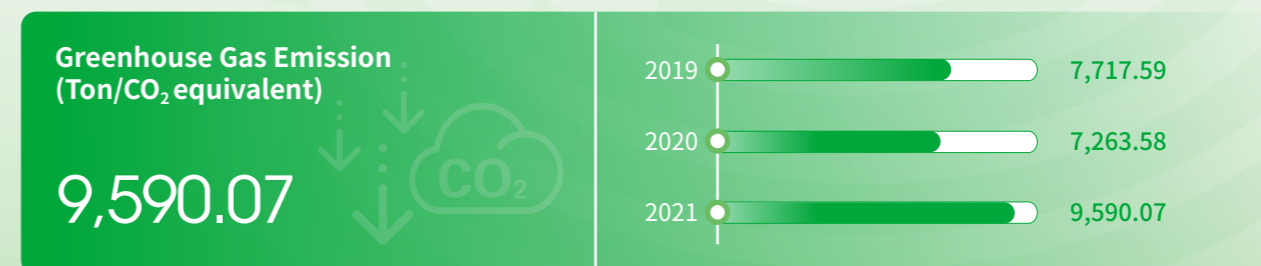
Energy performance



1. Energy intensity reflects the energy consumption per RMB10,000 of output value. The less energy consumption per unit of output value, the lower the energy intensity.
2. Energy efficiency represents the revenue per kilowatt-hour of energy consumed. The larger the output value per kilowatt-hour of energy consumed, the higher the energy efficiency.








1. Water consumption intensity reflects the water resources consumed per RMB10,000 of output value. The smaller the unit value, the lower the water consumption intensity.
2. Water efficiency represents the revenue per ton of water. The higher the unit value, the higher the water efficiency.



1. Indirect energy emission (category 2) refers to greenhouse gas emission resulting from the out-sourced electricity, heat, etc.
2. Indirect energy emissions are calculated according to the 2021 Baseline Emission Factors for Regional Power Grids in China

KPI index

Contents		SDGs	GRI Standards	CASS-4.0
Honors 2021			GRI 102 GRI 202	A3
Into Mango Excellent Media	Company profile		GRI 102 GRI 202	P4.3 P4.4
	Development structure		GRI 102	P4.1
	Organization		GRI 102	P4.2
Governance	Responsibility management		GRI 102	G1.1 G6.1 G6.2
	Warmly celebrating the 100th anniversary of the founding of the Party		GRI 102 GRI 205 GRI 415	M1.3 S1.1 S1.2
	Corporate governance		GRI 102 GRI 419	M1.1 M1.4 M1.5 M2.9
	Internal control management		GRI 102	M1.1
	Integrity building		GRI 205	M1.3
	Intellectual property protection			
Society	Value guidance		GRI 102	M2.4
	Content innovation		GRI 102	M2.4
	Technology R&D		GRI 416	M2.4 M2.13
	Employee care	 	GRI 413	S4.6 S4.9 S4.10 S4.11 S4.12 S4.13 S4.14

Contents		SDGs	GRI Standards	CASS-4.0		
Society	User rights and interests	  	GRI 102 GRI 401 GRI 402 GRI 403 GRI 404 GRI 405 GRI 406 GRI 408	S2.1 S2.2 S2.3 S2.4 S2.5 S2.8 S2.10 S2.11 S2.12 S2.13 S2.14 S2.15 S2.16 S3.3		
			Partners	GRI 416	M2.4	
			Social welfare	GRI 414	M3.4 M3.6 M3.14	
			Environment	 	GRI 301 GRI 302 GRI 303 GRI 304	E1.10 E2.3 E2.4 E2.8 E2.23 E2.25 E3.1 E3.2
					Environmental protection activities	
			Key performance	Economic performance		S2.1 S2.3 S2.5 S2.15
				Social performance	GRI 102 GRI 201	S4.8 S4.11 E2.4 E2.25
				Environmental performance		E3.2 A2
	KPI index			A5		
	Reader feedback			A6		

Reader feedback

Dear readers:

Thank you very much for taking time out of your busy schedule to read the ESG Report 2021 of Mango Excellent Media Co., Ltd. In order to provide you and other interested parties with more valuable information, and effectively promote the Company's ability and level to fulfill corporate social responsibility, we sincerely look forward to your comments and suggestions.

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

1. Your overall assessment of this report is:

Very good Good Fair Poor Very poor

2. How do you evaluate the response and disclosure of this report to the concerns of interested parties?

Very good Good Fair Poor Very poor

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

Very good Good Fair Poor Very poor

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

Very good Good Fair Poor Very poor

5. What do you think of Mango Excellent Media's performance on safety management?

Very good Good Fair Poor Very poor

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

Very good Good Fair Poor Very poor

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

Very good Good Fair Poor Very poor

8. Are the information, indicators and data disclosed in this report clear, accurate and complete?

Very good Good Fair Poor Very poor

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

Yes No

10. Open Questions

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



芒果超媒
MANGO EXCELLENT MEDIA