



2023

ESG & CSR Report

Mango Excellent Media Co., Ltd.

About This Report

The 2023 ESG & CSR Report of Mango Excellent Media Co., Ltd. is the fifth social responsibility report published by Mango Excellent Media Co., Ltd. since the completion of the major asset reorganization in 2018. 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, 2023, to December 31, 2023. 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 and is released together with the Company's annual report.

Reporting data

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

Reporting scope

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

Abbreviations

For ease of presentation and reading, in this report, Mango Excellent Media Co., Ltd. is referred to as "Mango Excellent Media" or the "Company".

The full names and abbreviations of some of its subsidiaries involved in the report are as follows:

- Hunantv.com Interactive Entertainment Media Co., Ltd.: Happy Sunshine (Mango TV)
- Hunan Golden Eagle Cartoon Media Co., Ltd.: Golden Eagle Cartoon
- Xiaomang Electronic Commerce Co., Ltd.: Xiaomang E-Commerce
- Happigo Co., Ltd.: Happigo
- Shanghai EE-Media Co., Ltd.: EE-Media

Preparation basis

- The United Nations Sustainable Development Goals (SDGs)
- GRI Sustainability Reporting Standards (GRI Standards)
- Guidelines on Corporate Social Responsibility Reporting for Chinese Enterprises (CASS-ESG 5.0) issued by the Institute of Economics of the Chinese Academy of Social Sciences (CASS)
- GB/T 36001-2015 Guidance on Social Responsibility Reporting
- International Standard ISO 26000 Guidance on Social Responsibility 2010

Report version and access

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



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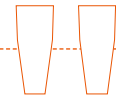
Message from the Chairman 



Cai Huaijun

Deputy Secretary of the Party Committee and Deputy General Manager (Deputy President) of Hunan Broadcasting Film Group Co., Ltd. (Hunan Broadcasting System)

Deputy Secretary of the Party Committee and Chairman of Mango Excellent Media Co., Ltd.



As time flies by, the world moves on in a never-ending process of the new replacing the old. Looking back at 2023, transformations of the world unseen in a century were unfolding at a faster pace, the giant ship carrying the mission of the great rejuvenation of the Chinese nation cleaved waves and forged ahead, and the Chinese economy recovered with growth momentum under ongoing pressures. Similar to playing chess, we strive to be a big-picture thinker in our development. Under the guidance of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, every Mangoer has carried the mission and struggled forward. We consciously undertook the new cultural mission and constantly strengthened the deep connection between the theme of our times and youth culture with high-quality content supply as the carrier; we fought against the trend and stabilized the market with innovative measures, demonstrating strong resilience to resist short-term fluctuations and pursue long-term development; we strived to develop ourselves into a mainstream new media group with a focus on integration and value-creation, and continuously demonstrate the value certainty and market continuity across cycles of Mango Excellent Media's ecology.

We respect and treasure other cultures and endeavor to make Chinese culture the top one. In the year of Rabbit, the spirit of the 20th National Congress of the Communist Party of China was delivered across the country and Xi Jinping thought on culture guided the development of Chinese civilization. We insisted on the leadership of the Party and assumed our responsibility as a state-owned enterprise. Mango TV put the "Study Moment" at the top of the home page, held the flag of a new era and a new journey, constantly deepened the publicity and interpretation of new ideas, viewpoints, and conclusions, loyally supported the establishment of both Comrade Xi Jinping's core position on the Party Central Committee and in the Party as a whole and the guiding role of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, and resolutely upheld Comrade Xi Jinping's core position on the Party Central Committee and in the Party as a whole and the Central Committee's authority and its centralized, unified leadership. With strong cultural consciousness, we created a series of high-quality content of empathy and resonance and told Chinese stories with unique audio-visual language. Ride The Wind 2023 opened the world map of women's struggle with Chinese cultural confidence, and the Vietnamese singer gained a large number of "Chinese fans"; Divas Hit The Road harvested a lot of overseas fans and has been praised by spokespersons of the Ministry of Foreign Affairs many times; China S3 opened a window for overseas audiences to understand the spiritual world of the Chinese nation from China Before China to Here in 'China' I Dwell. We firmly believe that this strong Chinese fashion derived from cultural confidence will be deeply rooted in people's hearts and influence the world.

Like spring breeze and rain, we strive to touch people's hearts with light and shadows. We are committed to answering the question of our times with our youth. We deeply understand and practice the principle of integrating the basic/underlying tenets of Marxism with China's realities and the best of its traditional culture, uphold fundamental principles and break new ground, follow the people-centered concept of creation, keenly perceive the spiritual and cultural needs of the youth group, care for, lead and communicate with the youth, and open up the territory for the mainstream youth culture. The Forerunner creates a new paradigm of major revolutionary historical themes by integrating history and poetry, delivering the power of faith and inspiring the young generation to fight against the odds; Meet Yourself focuses on the youth of the young people who return home to start businesses, producing a phenomenon effect of "a drama makes a city popular"; Infinity and Beyond 2023 promotes the young people on both sides of the strait to recall the music memory of Taiwan with golden music as the medium; Call Me By Fire aims to cultivate a healthy, sunny and vigorous popular culture based on the empathy of young people. A large number of mainstream quality plays are born and blossom in Mango TV, which deeply integrated social values, cultural character, and the spirit of our times, and truly realized the vision that "literature and art facilitate communication and connect souls".

We are well poised to strengthen our foundation through digital intelligence technology. The important instructions on the integration of culture and technology made by General Secretary Xi Jinping when he visited Malanshan Video Culture and Innovation Industrial Park in September 2020 guide our technological exploration. Now, we are more clearly aware that to create a new model for the deep integration of "culture + technology", the essence is to accelerate the cultivation and development of new quality productivity in the cultural field and enhance the new quality communication, guidance, and influence of the Party media and state-owned enterprises. Talent development is the core of technological innovation and the key to developing new quality productivity. We have the honor of building an industry-leading technological talent team prospectively, which is not only the cornerstone and confidence of the competition for new quality productivity but also the way to win. Based on the "Mango Vertical Large Model", we have made breakthroughs in the application of artificial intelligence in the industry. We launched the first AI director "AIM" in China to advance the deep integration of AI + content, taking solid steps to cultivate new quality productivity. As things change fast, we know that seizing the commanding heights of mainstream public opinion cannot be achieved simply through small actions, and only by breaking the rules and emphasizing quality innovation can we keep calm in the flood of AI technologies.

We join forces with all parties to expand our market. Integrated media development has been pushed forward as a national strategy for ten years. Wading through the deep water area of media integration, industrialization has become the essence of the high-quality ecological development of Mango Excellent Media. This year, the "Mango Model" under the deep media integration has evolved from the duet of Mango TV and Hunan Satellite TV to the chorus of four platforms with Golden Eagle Cartoon and Xiaomang E-Commerce included, and the "mainstream new media group" has been growing into a "hexagonal warrior" through repeated self-iterations, building an edge in multi-platform collaborative development in an all-round manner. With the new development idea of "strategic integration, management integration, resource integration, and marketing integration", we have accelerated our integrated media development with united guidance, determination, and efforts. Our exploration is just a small wave in the wave of media integration. From "addition" to "integration", deep media integration will bring broader strategic possibilities for the future development of mainstream new media.

As the saying goes, one must experience everything in life for oneself; every step counts on the path to a wider world. The year 2024 marks the 75th anniversary of the founding of the People's Republic of China, a key year for completing the goals and tasks of the 14th Five-Year Plan, and a decisive year for the deep integration of new driving forces with our four platforms. Looking ahead, we will thoroughly study and implement Xi Jinping thought on culture, continue to shoulder the new cultural mission with great courage and big vision, and strive to write a new chapter of the work of public communication and culture in the new era in the name of Mango.

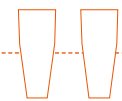
Message from the General Manager



Liang Deping

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

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



2023 was the first year to see the implementation of the guiding principles of the 20th CPC National Congress on all fronts, a crucial year for getting efforts to build a modern socialist country in all respects off to a good start, as well as a key development year for Mango Excellent Media to practice the strategy of deep media integration. There is a saying that those who keep up their efforts often achieve their goal, and those who keep on walking often reach their destination. Therefore, we deeply studied and understood the profound connotation of Xi Jinping thought on culture, upheld the important statement of General Secretary Xi Jinping on integrated media development as a fundamental principle, maintained cultural confidence, consciously shouldered our new cultural mission for the new era, and devoted ourselves to build a main arena of ideological publicity with strong leadership, communication capability and competitiveness, to promote the integrated media development with high quality and strive to realize the organic unity of social benefits and economic benefits.

This year, we held high the banner and maintained absolute loyalty to write a new chapter of mainstream publicity. We insist that the Party leadership maintain absolute loyalty to the Party, and put the correct orientation first in our cultural development. As the mainstream media of the Party, we always bear in mind our responsibilities and missions and strive to shape a new pattern of mainstream public opinions, so that the banner of thought can be held higher, the positive energy can become stronger, and the underlying values can hold greater appeal. We held high the torch of thought and implemented the "Headline Project". The special section for General Secretary Xi Jinping's important reports has been viewed more than 6 billion times, and columns including "Gathering the Great Power of Thought to Advance in the Great Era" continued to publicize Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era. We explored the legacy of Chinese culture and strengthened our cultural confidence. China S3 innovatively expressed the trace to the 5,000-year-old Chinese civilization, two seasons of Infinity and Beyond led the audience to search for roots and pursue their dreams in the songs, and our main theme news blockbuster has won the China News Award for six consecutive years.

This year, we bravely undertook our mission and worked hard to improve the new efficiency of international communication. We proactively implemented the requirement of building up international communication capacity as proposed in the report of the 20th National Congress and continued to explore the global expression of Chinese stories and China's voices. Firstly, we innovated on the international communication matrix. Ride The Wind 2023 made a high-level evolution of the new pattern of international communication, and the model of this program was exported to Vietnam; Divas Hit The Road has been praised as a national variety show model to tell the world about the "Belt and Road". Secondly, we built a platform to go global. Mango TV International APP covers 195 countries and regions around the world and has been downloaded more than 140 million times, becoming an important window for cultural expansion to the international market. Thirdly, we expanded the scale of copyright distribution. Communication that leads to purchase is the most efficient and effective way of communication. We released 52 Mango works including Young Blood II overseas, covering all categories of film and television dramas, variety shows, documentaries, animations, and mini-series.

This year, we upheld fundamental principles, broke new ground, and assumed main tasks to march towards the new height of literary and art creation. Adhering to the content-first principle, we are committed to creating an innovative highland for long video content and gaining a development advantage through content advantage. Mango TV has launched more than 100 variety shows, ranked first in the industry in terms of the number of new programs, the number of exclusive broadcasts, and the innovation rate, and owned eight out of the ten most popular variety shows. Call Me By Fire S3 and Who's the Murderer S8 continued to go viral; Happy Friends, SHERlock, and many other "small and beautiful" innovative variety shows scored over 9 points; Meet Yourself, Fake It Till You Make

It and The Forerunner were selected as "2023 Chinese Drama Series Selection" by the National Radio and Television Administration; Butterflied Lover became the first mini drama broadcast through satellite in China. Good content is always the No. 1 factor for the success of a program. Over the past year, Mango TV ranked No. 1 in the industry in terms of the growth of effective network-wide views of both variety shows and TV dramas.

This year, we made an overall plan and pursued an ecological win-win to build a new driving force for integrated development. We focused on our core business, fully utilized the effect of business synergy and resource integration, strategically planned children's business and content e-commerce, and created a deeply-integrated ecology of "four platforms". Mango TV adhered to the content as the core, continuously improved its operation and management, innovated on business management strategies, and recorded rapid user growth and deep brand reach; Golden Eagle Cartoon quickly integrated operation and management, and developed the parent-child ecology to explore the new value of Mango ecology; Xiaomang E-Commerce embarked on a unique development path with GMV exceeding RMB10 billion, and explored the "Super Live Streaming Room"; EE-Media developed a virtuous cycle between artist agents and content ecology; Happigo focused on the "silver economy", forming a structural complementarity with the user circle of Xiaomang. With the support of deep integrated media development, the Mango ecosystem had a more profound connotation and a more complete value realization chain.

This year, we passed on our spirit and practiced the new people-oriented talent development concept. The development of new quality productivity depends on "people", especially talents, the "first resource". As content talents are the foundation of our business, we have explored content talents from generation to generation through producers, studios, youth talks, and other system design, and established 56 variety show teams and 22 film and TV drama teams to ensure the endless content creativity of Mango. We paid more attention to the training of young talents in new technology by promoting them to higher positions; we urged the technical team to change its mindset from "supporting" to "leading" to seize the commanding heights of new technologies such as artificial intelligence and launched more than 40 AI+ content innovative application products. We firmly believe that the collision of ideas between content talents and technical talents will surely create more sparks of new quality creativity of "culture + technology".

Nowadays, we are in a historical period in which the overall strategy for the great rejuvenation of the Chinese nation and the major changes unseen in a century are intertwined. The more critical the period is, the more thought guidance we need; the more we forge ahead, the more forces we need to converge. Mango Excellent Media will always adhere to the guidance of Xi Jinping thought on culture, create a new pattern, and make new achievements in building up mainstream new media, and strive to promote the prosperity of cultural undertakings and industries with our cultural power, confidence, and consciousness.

Deeply Understanding the "New Mission on a New Journey" and Working on the Mainstream Media Work for the New Era

Feature

The year 2023 is the first year for fully implementing the guiding principles from the Party's 20th National Congress. The National Conference on the Work of Public Communication and Culture entitled New Era & New Journey with Great Changes Unseen in a Century officially proposed and systematically explained Xi Jinping's Thought on culture, which was a milestone in the development history of the Party's public communication and culture cause. General Secretary Xi Jinping made important instructions on the work of public communication and culture, and put forward the major requirements for seven tasks, which provided a direction and fundamental basis for us to perform the work of public communication and culture at present and in the future, and guided us to better fulfill our responsibilities and missions as a Party media, build a mainstream new media group, and shoulder the new mission of culture in the new era.



Aims

Improving the Capacity of Dissemination and Guidance, as well as Influence and Credibility of the Media

With the strategic goal of building a mainstream new media group, Mango Excellent Media made great efforts to promote the deeply integrated media development, strengthen the main platform of new media, consolidate the position of public opinion communication, and shape the new pattern of mainstream public opinions, to make the banner of thought higher, the positive energy stronger and the underlying values louder.

Key Performance

During the reporting period, Mango TV produced **87** features, **136** special features, and **28** H5 pages, completed **43** live-streaming on major news and **611** live-streaming on regular news, and launched **61,000** news reports.



Strengthening Public Communication of the Thematic Education on Studying and Implementing Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era

Mango TV launched a PC terminal, APP feature, and special feature, focusing on the study dynamics of thematic education organized by localities and leading users to fully understand the key points of thematic education. In this way, the guiding principles of the Party's 20th National Congress can be truly understood and practiced by users.

All-round Coverage of the 19th Asian Games Hangzhou

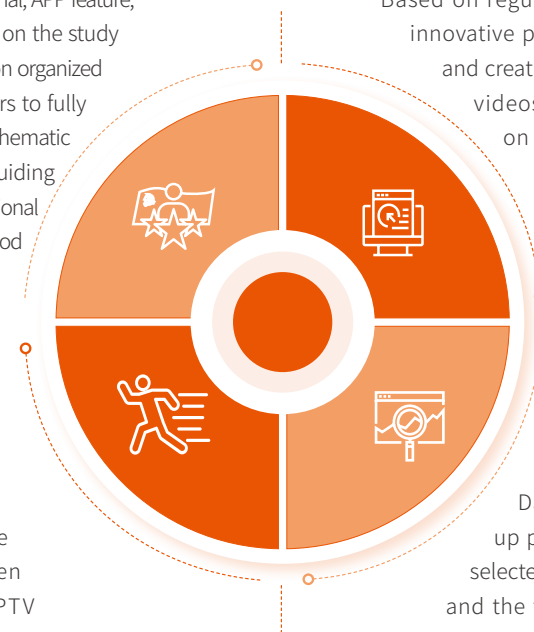
Relevant APP and PC features and special features were set up and the "Asian Games" split screen was launched on the IPTV terminal, which ran for 7*24 hours uninterruptedly for an all-round coverage

Reporting Major Topics Discussed at National Two Sessions and Hunan Two Sessions Held in 2023

Based on regular operation of relevant topics, innovative products such as dynamic posters and creative and interactive H5 and 3D short videos were launched simultaneously on the international APP, effectively fostering a vibrant, united, and progressive atmosphere

Publicizing Important Festivals throughout the Year

For the Mid-Autumn Festival and National Day, the National Day theme skin, the concept start-up poster, and the pop-up window of selected pages were launched on the APP, and the thematic column and feature on national prosperity were launched on the IPTV and OTT to foster the festival atmosphere from multiple aspects



Major News Topics Publicized by Mango TV in 2023



Case **Headline Project of Mango**

Mango Excellent Media focused on the operation of the headline project. Mango TV, our new media platform, made thematic reports closely centering on Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era and important political activities participated by the General Secretary. The Study Moment zone was upgraded and revised with core sections such as "News Focus", "Leader of the People", "Xi Jinping Time", "Look At China with the General Secretary", and "New Modern Hunan with Chinese Characteristics" newly added to comprehensively publicize and interpret Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era through creative and innovation experience. The feature "Deeply Studying and Implementing the Important Instructions of General Secretary Xi Jinping and the Spirit of the National Public Communication and Culture Work Conference" made an in-depth publicity and interpretation of Xi Jinping's Thought on culture. We also highlighted the reports on other events such as General Secretary Xi Jinping's attendance at the China-Central Asia Summit and the Third Belt and Road Forum for International Cooperation, and his visit to the United States.



Study Moment

Case **When Marx Met Confucius**

Mango TV launched When Marx Met Confucius, a Hunan-style theoretical TV show. The program has 5 episodes, each 30 minutes, including "Zhi Jing Kou Wen", "Gao Shan Liu Shui", "Jie He Zhi Lu", "Bie Kai Sheng Mian", and "Gu Ben Geng Xin". Guided by the spirit of General Secretary Xi Jinping's important speech at the symposium on cultural inheritance and development, the program adopted a dramatic structure and allowed Marx and Confucius, two millennial-old thinkers, to meet in the virtual Yuelu Academy. Besides, guests and students can have discussions on the same stage. With a combination of ancient philosophers' thoughts and experts' ideas, the program connected history and reality and popularized the latest theoretical achievements.



When Marx Met Confucius

Aims

Carrying Forward the Legacy of Chinese Culture to promote Innovative Transformation and Development of Fine Traditional Chinese Culture

Mango Excellent Media endeavored to create diversified quality programs that carry forward the legacy of Chinese culture, explore the legacy of Chinese culture, strengthen cultural confidence, innovatively express the trace to the 5,000-year-old Chinese civilization, and promote the dissemination and communication of fine traditional Chinese culture.

Case China S3

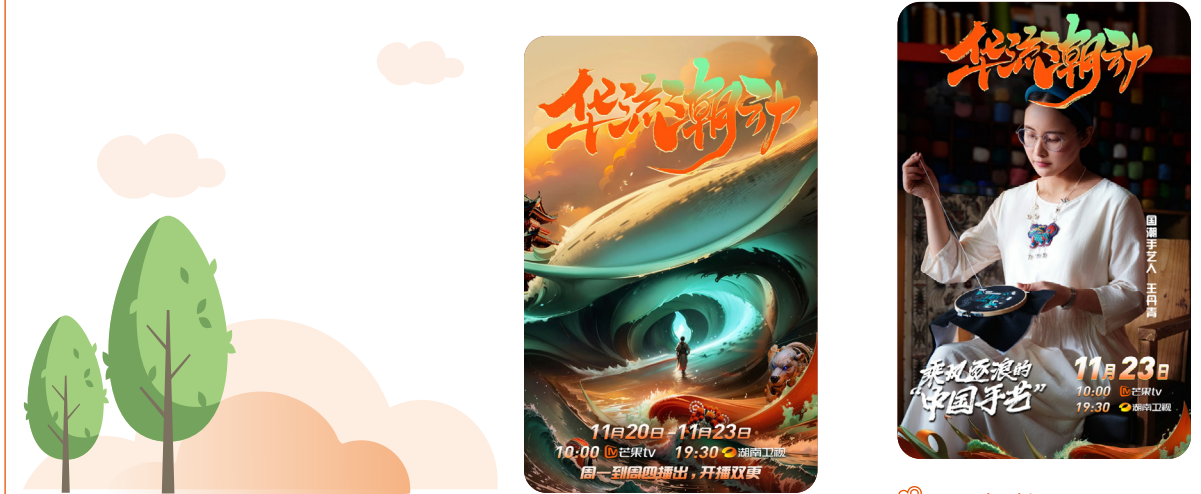
China S3, produced by Hunan Satellite TV and Mango TV, adopted an innovative image presentation of "painting +CG" to lead the audience to explore the genes of Chinese civilization. The program attracted the attention of the network about "the beauty of Chinese style", and presented a pioneer attempt of "thought + art + technology" with creativity and technology dancing together, pioneer and art closely blended, and culture and technology mutually empowered. The Company opened a picture of ancient civilization innovatively, reflecting the Chinese spirit, values, and thoughts, narrating Chinese history, wisdom, and strength, and demonstrating the Chinese style, character, and aesthetics. Ultimately, the fine traditional Chinese culture was carried forward.



China S3

Case Trendy China

With the theme of "Chinese Beauty in China-Chic", Mango TV's documentary Trendy China told the story of five young people supporting the development of fine traditional culture from five dimensions, i.e. Chinese Myth, Chinese Animation, Chinese Fireworks, Opera, and Beijing Opera, and Intangible Cultural Heritage. The documentary showed the charm of China-Chic from the perspective of young people and demonstrated our cultural confidence.



Trendy China

Case Wanwuyouling

Mango TV's original cultural drama series Wanwuyouling aims to carry forward the fine traditional Chinese culture and take the audience to appreciate the beauty of Chinese civilization contained in cultural relics from another perspective with vivid and interesting stories as well as profound but easy-to-understand knowledge. Through plot interpretation, each episode of the program explored and deciphered the mystery of cultural relics to comfort and inspire the people. In this program, we can recognize our mission to inherit the fine traditional Chinese culture and appreciate the Chinese civilization through these cultural relics.



Wanwuyouling



Case Carrying Forward Huxiang Culture

Mango Excellent Media has launched a variety of Huxiang culture programs of different forms and themes, such as the Hunan Tourism Development Conference, The Pride of Hunan Cuisine, and Meet Hunan Taste, and is committed to telling the story of Hunan's people, scenery, and food, carrying forward the legacy of Chinese culture and demonstrating Huxiang culture with ubiquitous innovation, to further strengthen the historical and cultural confidence of the audience.



Programs with Characteristics of Huxiang Culture

Case Warriors of the Yang Family



Warriors of the Yang Family

The original cartoon Warriors of the Yang Family created by Golden Eagle Cartoon adopted the artistic creation technique of combining storytelling and plot interpretation, traditional shadow play art, and modern animation art. Among them, the most unique is that the "storytelling" segment designed at the beginning of each episode integrates traditional intangible cultural heritage elements such as shadow puppet paper-cutting into the animation production. The traditional storytelling performance combined with the exquisite shadow puppet performance form subtly enhances the aesthetic taste of young people for traditional Chinese art. All the drama part was produced by using modern animation technology. The picture is fresh and fashionable, the rhythm is lively and sharp, and the story is expressive with strong appeal. The program was selected for the key animation project of the "Chinese Classic Folk Story Animation Creation Project" by the National Radio and Television Administration.

Aims

Beefing up the Prosperity and Development of Cultural Undertakings and Industries

Mango Excellent Media adheres to the high-quality development path of innovation and unification and firmly carries the banner of developing the culture industry. We further enlarged Mango's content value, platform value, and ecological value, opened up a new ecology of integration of Mango TV, Golden Eagle Cartoon, Xiaomang E-Commerce, and Hunan Satellite TV, opened a new chapter of integrating all media, all scenarios, all touchpoints, and all links, and formulated a new development strategy of "strategic integration, management integration, resource integration, and marketing integration".

Mainstream Communication

Under the guidance of Xi Jinping's Thought on Socialism with Chinese Characteristics for a New Era, Mango Excellent Media has deeply studied the profound connotation of Xi Jinping's Thought on culture, and worked hard to develop and expand the culture industry and create popular and quality masterpieces. The exquisite TV dramas Meet Yourself, Fake It Till You Make It and The Forerunner have been selected as "2023 China Drama Selection" by the National Radio and Television Administration. The high-quality variety shows such as Ride The Wind 2023 and Call Me By Fire S3 have been communicated to different countries and regions, demonstrating the upward momentum and cultural confidence of China.

Case The Forerunner

The Forerunner, a major revolutionary drama first aired on Mango TV, told the story of Mao Zedong after the founding of the Party in 1921 and before he went to Jinggangshan in 1927, filling the and completing the puzzle of the film and television works on Mao Zedong. After the drama was launched in December 2023, it recorded a 10.84% share of big data in CVB, ranking first among all channels in China. The viewership of Hunan Satellite TV ranked first among provincial satellite TVs, and the total viewership of Mango TV and other ports was nearly 600 million. Xinhua News Agency listed the drama as the Top TV series in its 2023 public communication and culture work review, and mainstream media published more than 1,800 reports and comments on this drama.



The Forerunner



Case Meet Yourself

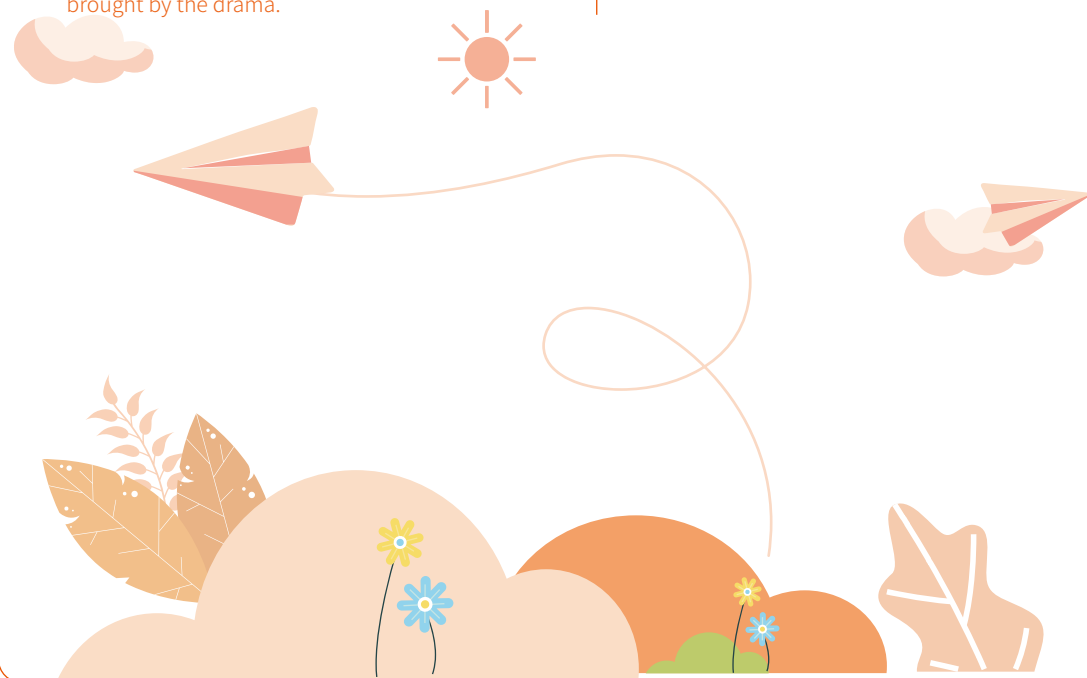
The TV drama Meet Yourself created by Mango TV takes pastoral peace as its theme, focuses on young people with different life experiences but the common pursuit of "self-healing", and describes a warm and tranquil contemporary rural life with poetic expressions. The drama adds a unique mood to the picture with regional and national styles of architecture, clothing, and food, and also reflects the diversified and inclusive life choices and value orientation of contemporary young people with real and delicate character portrayal. The drama takes Yunnan province as the main location, embeds the heart-warming and healing story into the beauty and culture of Yunnan, builds a bridge between film and television works and the region, and contributes to the recovery of Yunnan's tourism economy.



Meet Yourself



Mainstream media such as People's Daily and Guang Ming Daily commented on Meet Yourself, describing it as "a drama makes a city popular", and stated that it successfully ignited the audience's enthusiasm for tourism, and provided strong support for the local cultural and tourism industry to expand the boundary and optimize tourism spaces. Mainstream media acknowledged the positive social impact brought by the drama.



Case Fake It Till You Make It

The urban drama Fake It Till You Make It created by Mango TV focused on multiple realistic topics related to love, workplace, and life, with a total of 14 episodes, to map real urban life and show the various "fakes" in the life utilizing images, creating a new example of realism with "reality" and "sincerity".



Fake It Till You Make It

Case Ride The Wind 2023

Mango TV's self-made female music competition variety show Ride The Wind 2023 has not only garnered more than 13,000 trending topics and 20.1 billion short video plays on domestic social media platforms but also expanded the insight of women's struggle from China to the world with strong confidence in Chinese culture. By showing the artistic exchange, business discussion, and life interaction between women from different countries in front of and behind the stage, it depicts the beauty of women's power, Chinese culture, and world culture, and becomes a vivid miniature of the diversity, inclusiveness and mutual learning of civilizations. It has been reported by more than 600 mainstream media from Russia, the United States, Germany, Japan, South Korea, Vietnam, and other countries, broadening the new space for the international communication of Chinese culture, and presenting a credible, lovely, and honorable image of China to the world.



Ride The Wind 2023

<p>Ride The Wind 2023 received more than</p> <p>600</p> <p>global media coverage</p>	<p>Ranked</p> <p>No. 1</p> <p>among the top 10 trending variety shows on Weibo in the first half of 2023</p>
<p>More than</p> <p>61.3</p> <p>billion topics were read online</p>	<p>TOP1</p> <p>in Douyin in terms of numbers entering the Douyin Entertainment Trending Board</p>
<p>Become the first variety show with more than 10,000 trending topics on the network, with the total number reaching</p> <p>13,400</p>	<p>Trending topics lasted more than</p> <p>8,000</p> <p>hours</p>

Case Call Me By Fire S3

Mango TV's panoramic music competition program Call Me By Fire S3 has become a highly concerned variety show that has received both attention and reputation during its airing period. The program guides young people to forge ahead, broadens their thinking about time and life, conveys a positive attitude towards life, and inherits the spiritual fire of struggle. By the last day, the program received more than 20 million discussions about over 1,000 related topics. It also received extensive attention on overseas platforms such as YouTube, with 40 million views of related videos. Many viewers commented that "the interaction between guests inside and outside the program demonstrated touching friendship" and "the stage had texture and the singing and performing were enjoyable".



Call Me By Fire S3

"From the beginning of the stage, the guests showed their fighting spirit, pursuing breakthroughs in skills, and new possibilities in life, and conveying the spirit of forging ahead." Xinhua News Agency said.

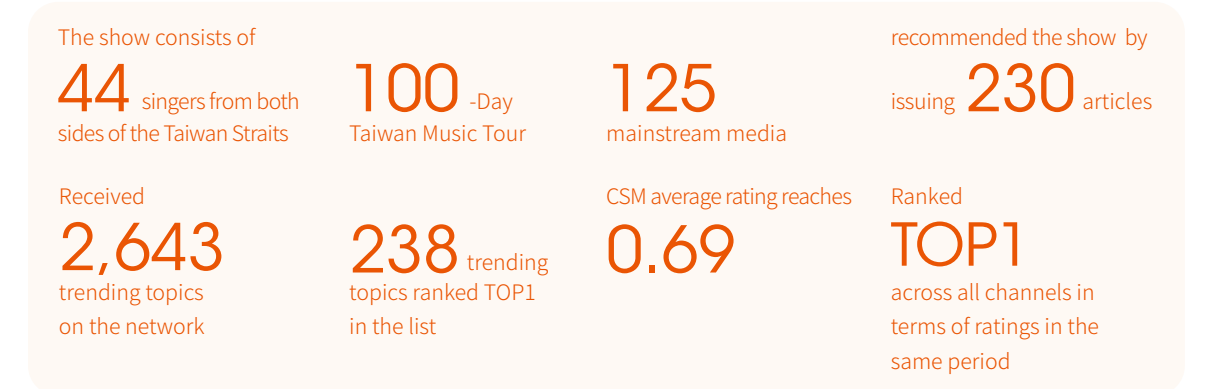


Case Infinity and Beyond 2023

Infinity and Beyond 2023 is committed to building a bridge of music and cultural exchange between the two sides of the Taiwan Straits. It shows the common cultural roots and memory of compatriots on both sides of the Taiwan Straits with the classic songs sung to date and awakens the common cultural imprinting and identity of generations on both sides of the Taiwan Straits. Through the music journey of more than 100 days, while singing the classics, it also transcended the music itself, found the source of endless power, and sublimated a piece of music memory into a cultural exchange and inheritance. This season has set off a new wave of Chinese language, strengthened the common memory, emotion, and consciousness of compatriots on both sides of the Taiwan Straits, created a new highlight of deepening people-to-people exchanges on both sides of the Taiwan Straits, and presented a new look in the new era.



Infinity and Beyond 2023



Case Circle of Sound

During the 79-day Chinese music tour, 24 groups of singers brought 110 stages with beauty, temperature, and breakthroughs. By the end of the program, a total of 90 mainstream media reported 222 times, among which Xinhua News Agency and its "Outlook" magazine posted four articles to praise the program for "expressing the deep feelings of patriotism". On the occasion of the Spring Festival, the program held a special "Spring Festival Carnival" concert in cooperation with the People's Daily video client APP "Shijie", which was watched by 24.25 million people. In addition, it also recorded a brilliant overseas performance. The total number of view counts of the program on YouTube has exceeded 34 million, and the view counts of the song videos of five programs, including Peach Blossom Promise and Love, Love, have exceeded one million on overseas platforms.



Circle of Sound

Comments from overseas Chinese: "Circle of Sound is not only a music variety show, and the feelings of patriotism expressed in the songs are rooted in the blood of all Chinese people."

Integration of Four Platforms

In 2023, the Company focused on its core business, fully utilized the effect of business synergy and resource integration, strategically planned children's business and content e-commerce, and created a unique new pattern of deeply integrated "four platforms", i.e. Mango TV, Golden Eagle Cartoon, Xiaomang E-Commerce, and Hunan Satellite TV, in the long video industry. The "four platforms" established 56 variety shows teams, 22 film, and television drama teams and 36 film and television drama strategy studios to further consolidate its advantage in high-threshold, innovative, and diversified content supply. In November, Mango exhibited a new integration ecosystem of the "four platforms" for partners in advertising, variety shows, and film and television dramas at its promotion conference. The "four platforms" created by Mango under the new strategy not only can further expand the production capacity of high-quality content and the population coverage from young people to all ages but also can connect the creation and operation process and improve the entire content value realization chain. With the support of deep integrated media development, the Mango ecosystem had a more profound connotation and a more complete value realization chain.



New Pattern of Integrated Development of Mango's "Four Platforms"



Strategic Cooperation on Ecology

The Company has organized various industry activities to enter into strategic cooperation with partners, in a bid to strengthen innovation in technology, content, and services and grow together with partners.

Case Mango TV Cooperated with 88VIP of Taobao and Tmall

In August 2023, Mango TV officially reached cooperation with 88VIP of Taobao and Tmall, which became the first time for 88VIP to cooperate with a platform other than Alibaba Ecology after Taobao and Tmall were operated independently. 88VIP users who have activated video rights and meet the collection rules will have an opportunity to replace Mango TV membership benefits in the current cycle. After redemption, users will enjoy Mango membership and related benefits during the validity period of 88VIP, including Mango's exclusive variety shows, film and television dramas, program recording experience, offline activities exclusive to members, etc. As an all-in-one card membership service, 88VIP members are mainly female users in first- and second-tier cities. Meanwhile, Mango TV's users under the age of 24 account for more than 65%. In the long run, the cooperation between both parties will also benefit 88VIP to expand the pool of young users. With the high-quality channel 88VIP, Mango TV further expanded its members and enhanced its brand influence.



Mango TV Cooperated with 88VIP of Taobao and Tmall

Case Mango TV and China Mobile Jointly Launched the "M-Zone Mango Card"

In July 2023, the "China Mobile M-Zone Mango Card Launch Event" was held in Changsha, where the M-Zone Mango Card jointly created by China Mobile and Mango TV was officially released. As the only product in the market that deeply integrates the information service industry and the culture industry, the M-Zone Mango Card builds a new communication "audio-visual" world and provides a new immersive experience perception for young user groups. This time, both parties practiced cross-border innovation in the culture industry through the M-Zone Mango Card, jointly embraced new opportunities and challenges in the era of digital intelligence, and deepened strategic cooperation to activate innovation-driven and create brand value together.



M-Zone Mango Card Launch Event

Innovation Highlights of the M-Zone Mango Card

- Brand new product model of "content +IP+ network + application"
- Multiple benefits for cultural and entertainment resources and customized scenarios
- Exclusive access to artist video RBT, calls, metaverse, and other 5G new applications



Case Mango TV and Douyin Jointly Launched the "Fine Mini-Series Support Program"

In December 2023, Mango TV and Douyin Cooperation Press Conference and Signing Ceremony was held in Beijing. They announced to carry out in-depth cooperation from multiple dimensions such as short video innovation and brand marketing, starting from the joint development of a mini-series. Through cooperation, they can give full play to their respective advantages and seek solutions to meet the diversified online audio-visual needs of users. At the press conference, Mango TV and Douyin launched the "Fine Mini-Series Support Program", under which they will incentivize the development and production of high-quality mini-series in the industry around ten themes in the next three years.



Mango TV and Douyin Cooperation Press Conference



Ten Themes of the "Fine Mini-Series Support Program"

Aims Boosting the Capability of International Communication

"Whoever loves China knows about Mango TV; Wherever there are Chinese, there is Mango TV." Mango Excellent Media is committed to telling Chinese stories, communicating Chinese voices, and strengthening overseas communication so that Chinese culture can be better communicated to the world and the world can better understand China.

Platform Advantage

Mango TV started to build its own, independent and self-controlled overseas new media platform —Mango TV International APP in March 2018, with a rapid growth of overseas users in the past six years. Mango TV International APP has launched many excellent variety shows, hit dramas, high-quality documentaries, and other quality programs, and become an important window for Chinese culture to go global. The Company has been selected as the "National Cultural Export Key Enterprise" for many consecutive years.

Key Performance



Mango TV International APP has been downloaded more than **140** million times

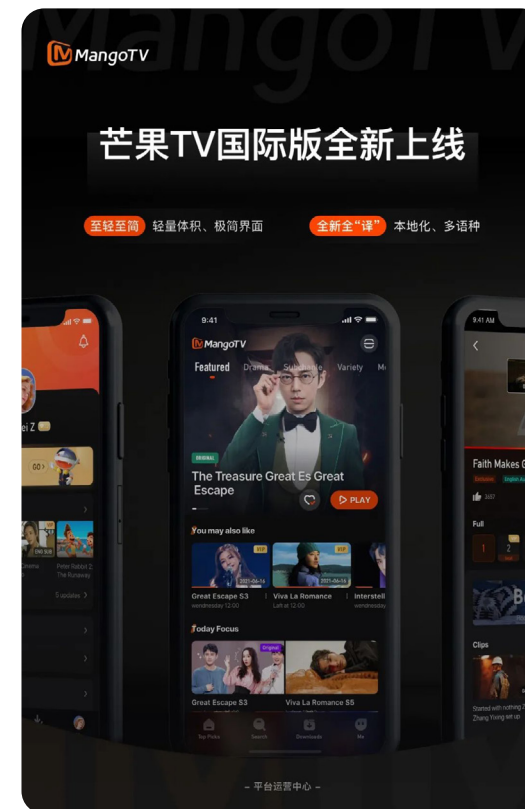
Reserved **150,000** hours of content

Mango TV International APP has launched **1,500** programs

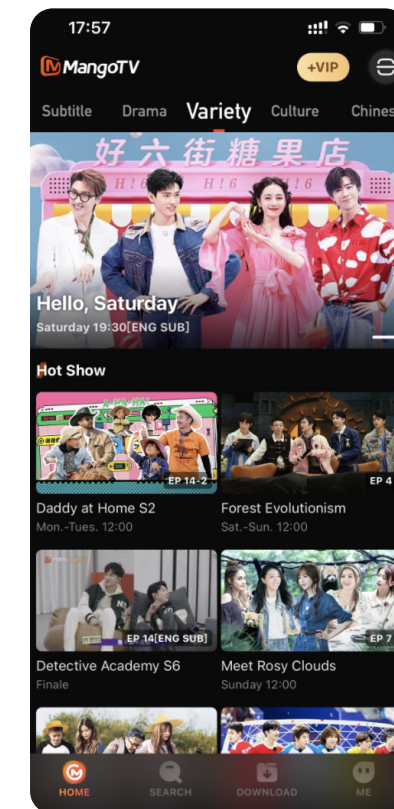
Launched **6** interface language applications

Overseas services cover more than **195** countries and regions around the world

Subtitles have been made in **17** languages, promoting global, regional, and densification expressions



Mango TV International APP



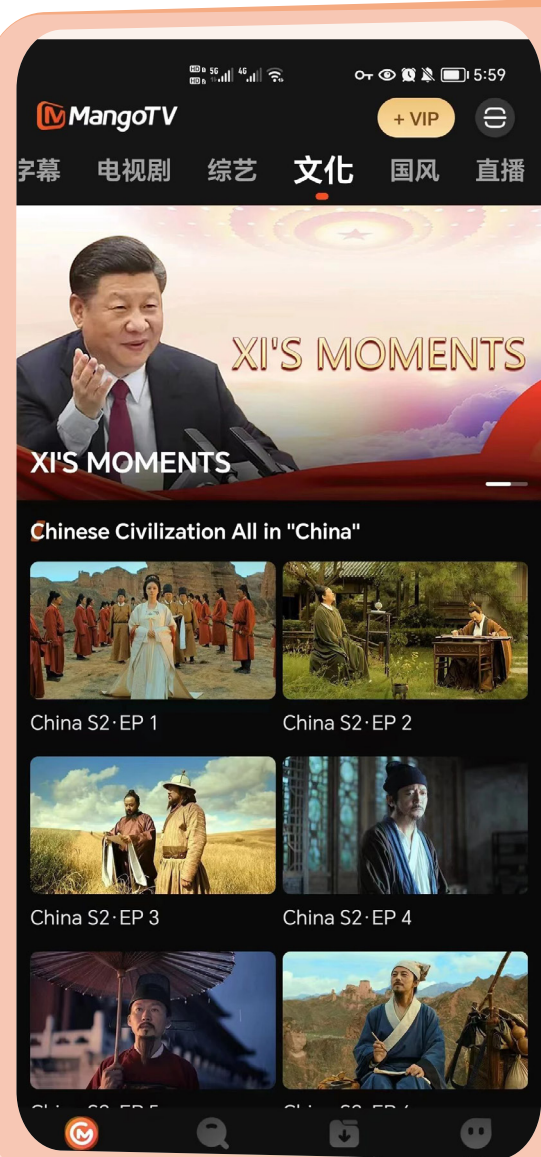
Mango TV enters overseas mainstream communities mainly through Facebook, Twitter, YouTube, and other major international social media platforms, and continues to innovate on content expression to attract more international fans and improve their stickiness. The "Official Channel of Mango TV of Hunan Satellite TV" has been at the forefront of Chinese MCN (multi-channel network) on YouTube for many years; YouTube Mango TV zone focused on the construction of a minority language matrix and the expansion of member functions, and the number of channel subscriptions, views and revenue in Indonesia increased by 200% year on year.

Content Globalization

In 2023, Mango Excellent Media concentrated its efforts on boosting mainstream publicity and positive content globalization. During this year, several key projects and quality Mango works went global and were well received overseas, which enhanced Mango's brand and communicated Chinese voice and culture.

Case "Xi's Moments" on Mango TV International APP

Mango TV International APP specially created a collection of "Xi's Moments" to collect and push important speeches of General Secretary Xi Jinping as well as reports of major meetings and events and set up a video zone of "Welcome the 20th CPC National Congress" to push reports about the 20th CPC National Congress in traditional Chinese and English.

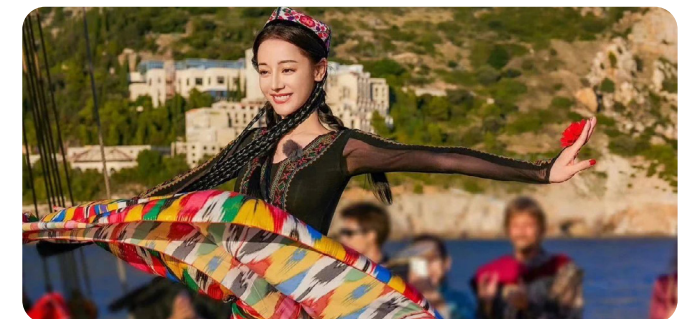


Xi's Moments



Case Divas Hit The Road

Divas Hit The Road launched by Hunan Satellite TV and Mango TV paid a visit to key cooperation projects and Chinese enterprises under the Belt and Road Initiative, showed the changes brought by Chinese wisdom, plans, and power in advancing joint development, demonstrated China's support for and cooperation with countries along the Belt and Road route, and highlighted China's international image as a culture powerhouse. In December 2023, Wang Wenbin, Spokesperson of the Ministry of Foreign Affairs and Deputy Director General of the Information Department of the Ministry of Foreign Affairs, recommended Divas Hit The Road on Facebook and said: "Dilraba, wearing Chinese Xinjiang clothing and dancing Xinjiang dance, is shining brightly." The diplomatic personnel of the Ministry of Foreign Affairs of China stationed abroad have been sharing videos on their overseas social media platforms of Divas Hit The Road, in which the Uyghur actress Dilraba performs Xinjiang ethnic dance dressed in atlas. The warm and beautiful dance full of Xinjiang ethnic customs showed the charm of Chinese ethnic culture to overseas netizens.



Divas Hit The Road

Case Sisters Who Make Waves, Vietnam Version

In April 2023, VTVcab and Mango TV reached cooperation on the mode licensing of Sister Who Rides the Waves. In October, Sisters Who Make Waves, Vietnam Version was officially broadcast on VTV3. The program features top performers from Vietnam, including famous singer Hồng Nhung, popular actor Ninh Dương Lan Ngọc, and Miss Universe Vietnam H'Hen Nie, among others. After the program was broadcast, its rating soared all the way, and the premiere ranked first in the same period and attracted 33 sponsors, a record high among Vietnam's variety shows. The program won first place in the viewership of the variety show at the same time on VTV3, and the related video hit second place in the trending list on YouTube in Vietnam, which was widely praised by Vietnamese audiences.



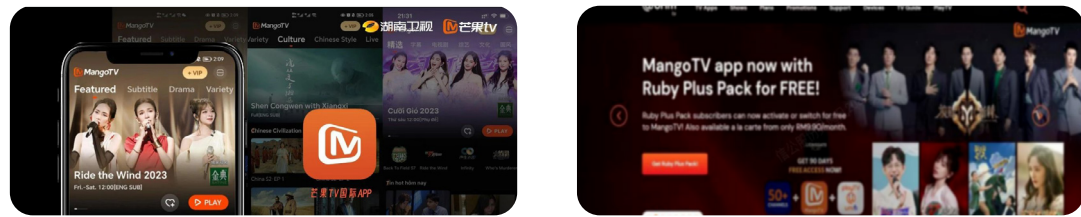
Sisters Who Make Waves, Vietnam Version

Channel Advantage

Mango Excellent Media continues to strengthen strategic cooperation with foreign countries, expand overseas "circle of friends", and accelerate the interconnection of international transport routes. Mango TV has expanded more than 100 business cooperation projects in Asia, Latin America, Africa, and other regions, and built a content alliance matrix in cooperation with Xiaomi, Transsion, Huawei, and other leading overseas manufacturers, to communicate Mango's content to the world by leveraging the influence of terminal equipment.

Case International Strategic Cooperation

Mango TV officially entered into a strategic cooperation agreement with Lao National Television and YN Mobile Digital TV Corporation to carry out cooperation in digital platform construction, content licensing and translation, cross-border e-commerce, joint venture, and other fields, and jointly build a Southeast Asia international communication center. We also reached strategic platform cooperation with Telekom Malaysia and Singapore Telecommunications Limited to launch "1-hour-per-day", a content program of Hunan Broadcasting System, which covered 4.1 million local Chinese viewers.



International Communication of Mango TV

Case Mango TV at MIPCOM

In October 2023, the 2023 MIPCOM made a grand opening. As one of the largest and most influential international audio-visual and content trading markets in the world, MIPCOM attracted more than 11,000 industry participants from over 100 countries, including government agencies, broadcast platforms, and film and television companies. On the afternoon of the first day of the festival, Mango TV and Huace Group, together with China (Zhejiang) Film and Television Industry International Cooperation Zone, held a unique product launch event, which gathered global buyers and Chinese managers and promoted excellent Chinese film and television content to the global market.



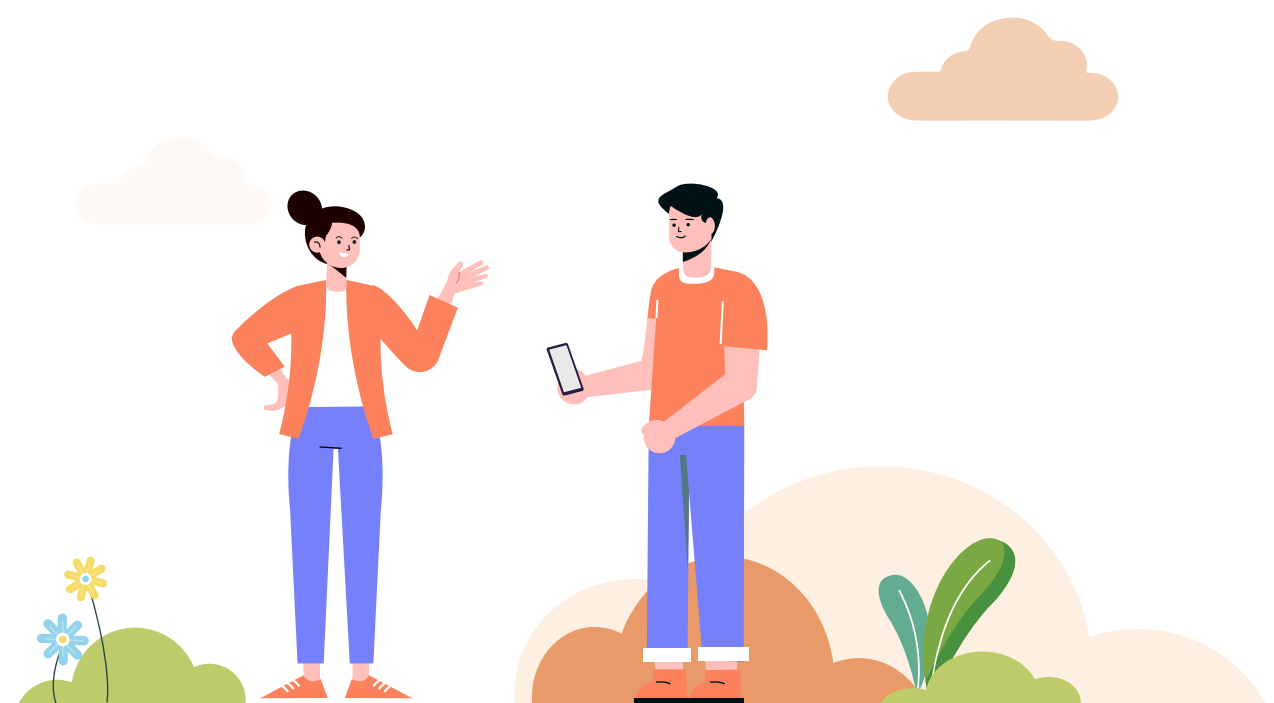
Mango TV at MIPCOM

Case Mango TV Product Launch Event at the 2023 ATF - Singapore

In December 2023, the 2023 Asia TV Forum & Market (ATF) was grandly opened at the beautiful Marina Bay in Singapore, and the product launch event was co-sponsored by Hunan Satellite TV, Mango TV, and Huace Group and co-organized by China (Zhejiang) Film and Television International Cooperation Zone was held at the ATF. Heavyweight customers from all over the world and long-term partners of Huace Group and Mango TV came to the scene to watch new films and television, share and exchange opinions, and negotiate cooperation. Representatives and film and television counterparts from Hong Kong, Taiwan, Thailand, Singapore, Malaysia, Vietnam, the United Kingdom, the United States, and other places gathered together, and three popular dramas, namely Only for Love, Our Interpreter, and Flourished Peony, were strongly promoted at the scene. Mango TV reached an exclusive strategic cooperation in overseas distribution with Huace Group, and successfully distributed 39 dramas and 9 variety shows overseas. Both Mango TV and Huace Group are committed to producing Chinese film and television content that global audiences like and will continue to carry out win-win cooperation with international partners to present more excellent Chinese content to the world.



Hunan Satellite TV and Mango TV jointly hosted the product launch event at the 2023 Asia TV Forum & Market (ATF)-Singapore



About Mango Excellent Media

Company Profile

As the only state-controlled long video new media company in the A-share market, the Company serves as an important reform achievement of Hunan Broadcasting System in responding to the Central Government's strategy of boosting integrated media development and has been awarded as one of the first national radio and television media integration units by National Radio and Television Administration. Our main business includes Mango TV's Internet video business, new media interactive entertainment content production, and content e-commerce. Relying on Mango's integrated media ecosystem, the Company strives to establish an ecological matrix with multi-points connected by one network by integrating key element resources and connecting the upstream and downstream, with the Internet video platform Mango TV at the core and the entire industrial chain control and ecological coordination as a guiding principle. Ultimately, we aim to develop ourselves as a mainstream new media group with strong guiding capacity, communication capability, and competitiveness.



The Ecosystem of Mango Excellent Media

Development Strategy

Currently, the media integration process in China is gradually moving from "addition" to "integration". Under the background of new ecology and technology, it has entered a new stage and new journey of comprehensively developing and building a system. As the state-owned new media platform with the largest user scale in the radio and television system, the Company will always adhere to long-term and futurism, firmly grasp the opportunity of "culture + technology", accurately identify, scientifically respond to, and actively seek changes, firmly assume our responsibility as a Party media and a state-owned enterprise, accelerate the deep integration of media, and resolutely defend our leading position in content innovation. We will comprehensively promote progress in core businesses while maintaining stability, fully stimulate the vitality of emerging businesses, focus on cultivating new quality productivity in the media industry, and vigorously train the new generation of young leading talents. On the new journey of building a mainstream new media group with strong guiding capacity, communication capability, and competitiveness, we will strive to deliver a wonderful performance in high-quality integrated media development.

Responsibility Management

ESG Management Structure







The Company has set up an ESG work team under the leadership of the board of directors to build an ESG management structure and invited professional institutions to investigate the ESG status quo of the Company and its subsidiaries through field visits and questionnaire surveys, sort out their existing awareness, management, and measures, put forward corresponding improvement suggestions, and regularly carry out relevant training. During the reporting period, the Company was rated A+ and AA by Zhongcheng Lvjin and CSI Index in terms of our ESG performance and was also selected as the ESG Excellent Case by Huaxia ESG Observation Alliance.



ESG Ratings and Honors of the Company

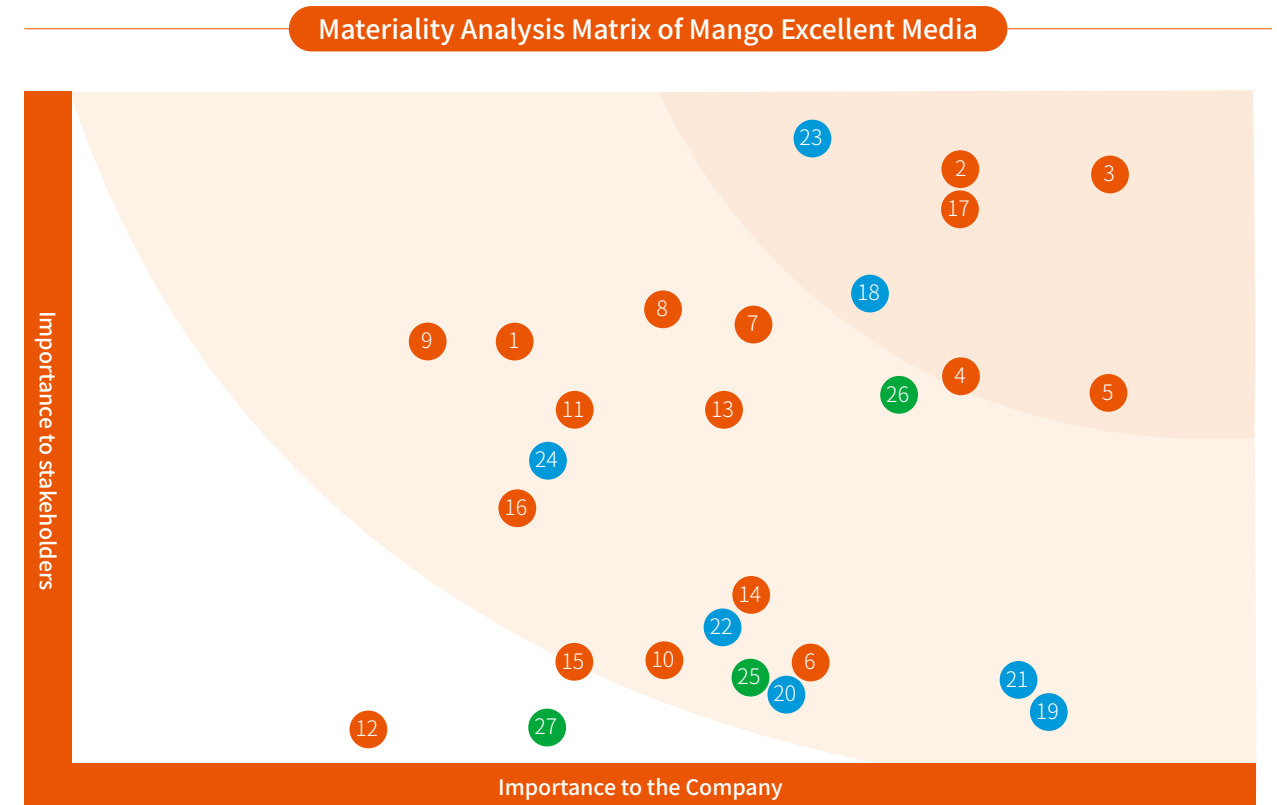
Communication with Stakeholders

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

Stakeholders	Expectations and demands	Communication and performance
 Government and regulatory authority	<ul style="list-style-type: none"> • Paying taxes by the law • Operating with integrity and compliance • Promoting mainstream culture • Ideological and cultural work 	<ul style="list-style-type: none"> • Actively paying taxes by the law • Improving corporate governance • Mainstream media • Party-building leadership
 Shareholders and investors	<ul style="list-style-type: none"> • Stable performance growth • Improving return on investment • Understanding the Company's operations • Expanding consumer groups 	<ul style="list-style-type: none"> • Improving corporate governance • Safeguarding shareholders' rights and interests • Investor relations management • Information disclosure • Industrial agglomeration upgrading
 Customers / Consumers	<ul style="list-style-type: none"> • Excellent works • Protection of rights and interests • Privacy protection • Content compliance • Value leading 	<ul style="list-style-type: none"> • Technological innovation • Strengthening information security management • Content and advertisement review • Upgrade of membership benefits • Guaranteeing user experience • Minor protection
 Suppliers and partners	<ul style="list-style-type: none"> • Compliance with business ethics • Open and fair procurement • Driving industry development 	<ul style="list-style-type: none"> • Creating long-term stable cooperation • Insisting on open and transparent procurement • Promoting industry exchange and cooperation
 Employees	<ul style="list-style-type: none"> • Protection of rights and interests • Providing vocational training • Good working environment 	<ul style="list-style-type: none"> • Compliance with relevant laws and regulations • Comprehensive training system • Colorful employee activities • Systematic employee benefits
 Communities and the public	<ul style="list-style-type: none"> • Commitment to charity • Emphasis on public welfare promotion • Promoting gender equality • Attaching importance to environmental protection 	<ul style="list-style-type: none"> • Participating in volunteer activities • Providing a public welfare platform • Supporting public welfare publicity • Rural assistance • Inclusive of women • Environmental protection

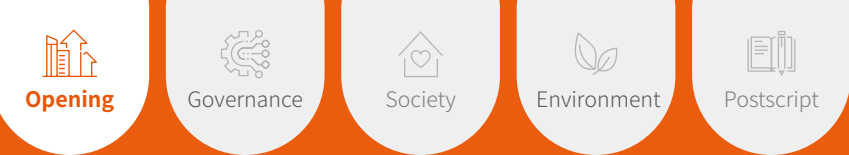
Materiality Analysis

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



Materiality Analysis Matrix of the Company

01 Media diversification	02 Content review and ADs compliance	03 Value leading
04 Technology development and innovation	05 Digital development	06 Technology ethics
07 AI intelligent use	08 Customer and consumer services and rights protection	09 Minor protection
10 Equal employment	11 Promoting employment	12 Employee communication and democratic management
13 Employee care and motivation	14 Employee training and development	15 Driving industry development
16 Rural revitalization	17 Response to National Strategies	18 Information security and privacy protection
19 Intellectual property protection	20 Party-building leadership	21 Corporate governance
22 Compliant and legal operation	23 Business ethics and anti-corruption	24 Social responsibility management
25 Building an environmental management system	26 Producing low-carbon programs	27 Green Office



Honors of the Year

Mango Excellent Media

Name of Honor	Issuer
The 15th "Top 30 Cultural Enterprises in China"	Guangming Daily Press, Economic Daily Press
National Cultural Export Key Enterprise 2023-2024	Ministry of Commerce of the PRC
Top 100 Enterprises in Hunan Province 2023	Industry and Information Technology Department of Hunan Province
2023 Excellent Case of the Board of Directors of Listed Companies	China Association for Public Companies

Mango TV

Name of Honor	Issuer
Meet Yourself, Fake It Till You Make It and The Forerunner were selected as "2023 Chinese Drama Series Selection" by the National Radio and Television Administration	National Radio and Television Administration
11 works, including The Past Decade, The Past Decade • Light Chaser, The Past Decade • To the Future, Infinity and Beyond, China S2, Personal Tales along the Silk Road, In Remembrance of Marshal He Long, Workplace Newcomers • Forensic Season, The Story of Animal Kingdom, The Crack of Dawn, and What's Wrong with Driving the Excavator, were selected as the Outstanding Internet Audiovisual Works 2022	National Radio and Television Administration
Personal Tales Along the Silk Road, The Past Decade, and Mango TV were selected for the 2022 Domestic Documentary and Creative Talent Support Project	National Radio and Television Administration
The Story of Animal Kingdom was selected for the 2022 Excellent Domestic Animation and Creative Talent Support Project	National Radio and Television Administration
Infinity and Beyond 2023, Sunrise on The River and I Wait for the Sea Breeze to Hug You were selected as the 2023 Network Audiovisual Program Quality Creation and Communication Project Selected Works	National Radio and Television Administration
"Mango Video Content Reality Enhancement System" won the second prize in VR-AR Video Scene in the second High-Tech Video Innovation and Application Competition in 2022	National Radio and Television Administration
The auxiliary application "Detective Assistant" of Who's the Murderer won the second prize in the plot selection scene under the interactive video category in the second High-tech Video Innovation and Application Competition in 2022	National Radio and Television Administration
The "China-Chic Zone" Project of Mango TV International APP was selected for the "National Cultural Export Key Project 2023-2024"	Ministry of Commerce of the PRC
Personal Tales Along the Silk Road was awarded the Best Feature Program under the "Annual Well-off Theme Features" category of the 17th Well-off TV Program Project	China TV Artists Association, Yangzhou Municipal People's Government
The Past Decade won the third prize of the 33rd China News Award for a major theme report	All-China Journalists' Association
Daughters of the Party: Walking With The Times won the third prize of the 33rd China News Award for a typical report	All-China Journalists' Association
Personal Tales Along the Silk Road won the Best Feature of the 15th China Yangzhou Tourism Television Week	China TV Artists Association

Name of Honor	Issuer
Remembrance of Things Past won the Best TV Series under the "Annual Well-off Theme TV Series (Including Network Audiovisual Works)" category in the 17th Well-off TV Program Project	China TV Artists Association
The public service announcement Guarding Children's Voice won the Best Short Video under the "Annual Excellent Short Video" category in the 17th Well-off TV Program Project	China TV Artists Association
Learn About China in 24 Hours, Fragrant Autumn, Life Is a Wilderness, Young People Ask the World, Lei Feng Spirit, Spell out A New Picture of A Better Life, and National Anti-Fraud! Five Routines of Immersive Experience won the Excellence Award under the Huanghe Awards at the 30th China International Advertising Festival	China TV Artists Association
Infinity and Beyond and Back to Field S6 won the Influential Variety Shows of the Year in the third Universal Picture Culture Communication Summit Forum and Annual Selection	Global Times, China Federation of Radio and Television Associations
The Long River, Meet Yourself and Song of Lushan won the Outstanding TV Dramas of the Year in the third Universal Picture Culture Communication Summit Forum and Annual Selection	Global Times, China Federation of Radio and Television Associations
"Mango Video Content Reality Enhancement System" won the third prize in Digital Creativity in the 2022 Innovation and Entrepreneurship Competition	IEEE Computer Society
The Past Decade won the first prize in the 2022 Hunan News Award for a major theme report	Hunan Journalists' Association
The Intelligent Algorithm Team of Mango TV Product Technology Center won the champion of Depth Perception in the CVPR 2023 MIP challenge	Hunan Journalists' Association
Daughters of the Party: Walking With The Times won the first prize in the 2022 Hunan News Award for a typical report	Hunan Journalists' Association
"Celebrating the 100th Anniversary of the Founding of the Communist Youth League of Chin" won the second prize in the 2022 Hunan News Award for integrated report	Hunan Journalists' Association
China S3 won the Documentary of the Year in the "24th China Video Awards"	New Weekly
Infinity and Beyond 2023 won the Music Variety Show of the Year in the "24th China Video Awards"	New Weekly
Hello Saturday won the Breakthrough Variety Show of the Year in the "24th China Video Awards"	New Weekly

Golden Eagle Cartoon

Name of Honor	Issuer
NO.23 NIU NAI TANG won the "Tribute to 40 Years of TV Animation • Honorary TV Animation" Award	China Animation Association
The cartoon character "Maiji" won the title of "China Animation Public Welfare Star"	China Animation Association

Happigo

Name of Honor	Issuer
The "Mango Cross-border Direct Sourcing" program won the 2022 China TV Shopping Industry Special Program Gold Medal	China Home Shopping Alliance
"Mom, This is My First Dish" won the 2022 China TV Shopping Industry Excellent Program Award - Kitchen Food Gold Medal	China Home Shopping Alliance

Governance

Our Concept

Mango Excellent Media continues to optimize its corporate governance structure. We build an information disclosure system oriented by investor demand, constantly strengthen internal control and anti-corruption, and operate businesses in a compliant and robust manner, aiming to pursue high-quality development with high-standard governance and thus fulfill our social responsibility and mission as a mainstream new media group.

Our Actions

- Ongoing Progress
- Standardized Operation
- Integrated Innovation

Our Achievements

Leveraging the advantages of the Party leadership and corporate governance as a state-owned enterprise, Mango Excellent Media continued to build its corporate governance system and enhance its governance capacity in strict accordance with laws and regulations and the requirements of regulatory authorities. Our excellent governance and standardized operation have been recognized by regulatory authorities, and we were awarded the "2023 Excellent Case of the Board of Directors of Listed Companies" by the China Association for Public Companies. With zero errors in information disclosure, we have been rated as Grade A in the information disclosure assessment for 5 consecutive years. We successfully held the national final of Shareholders Coming 2023, and produced From Trials to Triumph, the first mini-series on investor education in China. The cumulative viewership of Mango TV Investor Education Channel exceeded 500 million.

Relevant SDGs



Ongoing Progress

Party Building

Under the guidance of "focusing on one theme and working on four tasks", with "studying, publicizing, and implementing the spirit of the 20th National Congress of the Communist Party of China" as the theme and "six projects" as the goal, Mango Excellent Media has formulated management systems such as the List of Main Responsibilities on Grassroots Party Building Implemented by the Party Committee of Mango Excellent Media Co., Ltd. and the Work Plan on Implementing the Main Responsibilities of Full and Strict Governance over the Party by the Party Committee of Mango Excellent Media Co., Ltd., and carried out thematic education with efficient coordination and multiple measures, endeavoring to ensure high-quality development with high-quality Party building.

Key Performance

The Company developed **43** new Party members in total.

Our Party members totaled **974**

accounting for **27.59** % of our total employees.

The Company issued more than 30 tweets related to Party building through WeChat official accounts such as "Hunan Broadcasting System Party Building", "Mango Excellent Media Party Building", and "Mango Manager", as well as platforms such as xuexi.cn, m.voc.com.cn, and wenming.cn, further enhancing its image as a Party media.

Thematic Education

Under the general requirements of "learning thoughts, strengthening Party building, emphasizing practice, and making new achievements", Mango Excellent Media immediately assists the Party Committee in formulating detailed Work List of Thematic Education on Studying and Implementing Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era Through Dual Platforms, the Plan on Implementing Thematic Education Through Dual Platforms, and the Plan on Executing Thematic Education Through Dual Platforms, to regulate the study of Party lessons.

Key Performance

During the reporting period, the Company conducted **12** central group studies and **23** "first issue" studies for ALL of its Party members

Studying, Publicizing and Implementing the Spirit of the 20th National Congress of the Communist Party of China

Case



Sharing Session on Studying, Publicizing, and Implementing the Spirit of the 20th National Congress of the Communist Party of China

In March 2023, Mango Excellent Media held a sharing session on studying, publicizing, and implementing the spirit of the 20th National Congress of the Communist Party of China for hosts, artists, and producers, where participants shared their thoughts based on their work experience. Besides, hosts, artists, and producers were required to rally more closely around the Party Central Committee with Comrade Xi Jinping at its core, closely align themselves with the Party Central Committee in terms of political stance, direction, principles, and path, stay true to the original aspiration, carry forward the revolutionary tradition of a Party media, and shoulder the important mission, to constantly create inspiring, touching masterpieces.

Work Conference on Thematic Education

Case

In April 2023, the Company held a work conference on thematic education on studying and implementing Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, which mobilized, deployed, and put forward suggestions for, various tasks on thematic education. The Company continued to study and implement the spirit of General Secretary Xi Jinping's important speech, fully implemented the decision of the Party Central Committee and the requirements of the Provincial Party Committee, and further strengthened the Party theoretically under the leadership of the Party Committee. We endeavored to transform Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era into a strong power to uphold ideals, exercise Party spirit, guide practice, and promote work, hence making greater contributions to the new Hunan under the Chinese path to modernization.



Work Conference on Thematic Education

Case Thematic Education on Studying and Implementing Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era

In September 2023, Mango Excellent Media held a summary meeting on thematic education on studying and implementing Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, where we deeply studied and implemented the spirit of General Secretary Xi Jinping's series of important speeches and instructions on thematic education, fully implemented the spirit of the 1st summary and 2nd deployment meeting on the central and provincial thematic education, summarized thematic education conducted on the dual platforms, and made arrangements for the continuous and in-depth study and implementation of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era.



Summary Meeting on Thematic Education on Studying and Implementing Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era



Case Carrying out Thematic Education Classes

During the reporting period, the Company innovatively planned and organized high-quality thematic education classes to maintain the pace and quality of Party class study in the form of "thematic education", in a bid to reinforce the Party and government education of our employees.

Holding an On-site Class in the Eighteenth Cave Village to Keep the People in Mind

In April 2023, the Company organized more than 40 employee representatives from various departments to participate in a joint study class on the thematic education of studying and implementing Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era. We held an on-site class in the Eighteenth Cave Village with the theme of "Feeling the Spiritual Strength and Keeping the People in Mind", where we deeply studied the worldview and methodology of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era and had a deep understanding of the essence of putting the people first.



On-site Class in the Eighteenth Cave Village

Holding an On-site Class at the National University of Defense Technology to Study the Achievements We've Made in Strengthening the Military Through Technology

In June 2023, the Company organized over 40 employee representatives to jointly hold an on-site class on the thematic education on studying and implementing Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era with the theme of "Exploring the Frontier of Technology and Building a Solid Foundation for a Strong Country" at the National University of Defense Technology. This activity allowed employees to have an in-depth understanding of the latest achievements and cutting-edge technologies of China, and deepened their understanding and confidence in technological innovation.



On-site Class at the National University of Defense Technology

Holding an On-site Class at the Yuelu Academy to Pass on Huxiang Culture

In July 2023, the Company organized more than 80 employee representatives to jointly hold an on-site class on thematic education on studying and implementing Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era through dual platforms with the theme of "Inheriting Excellent Traditional Culture and Painting a New Artistic Picture". With the title of "Yuelu Academy and Hunan Culture", external experts guided three aspects, namely "the history and culture of Yuelu Academy, the course and spirit of Hunan Culture, and the significance of Yuelu Academy to Hunan Culture".



On-site Class at the Yuelu Academy

Case Sharing Session of Producers on Studying Xi Jinping Thought

In November 2023, Mango Excellent Media held a sharing session of producers on studying Xi Jinping Thought, where the producer representatives shared their understanding of Xi Jinping Thought based on their actual work. It's emphasized that Xi Jinping Thought has brought great opportunities for the high-quality development of the dual platforms. Therefore, producers, as the main force of content creation and the core force of cultural and ideological publicity on the dual platforms, need to continuously learn the wisdom and direction of future creation from Xi Jinping Thought, and explore the interaction between literature and art and the times, the people, life and innovation. First, we should learn, understand, believe, and apply the thoughts in a real sense, and find their ideological vein, logical relationship, and solution to problems through careful studies, so that the Party's innovative theories can be used effectively to strengthen our thoughts and guide our practice. In the future, we will continue to promote producers' regular and systematic studies through policies. Secondly, we should be bold enough to break the old rules, establish new ones, and make explorations and attempts. To shoulder the new cultural mission, the dual platforms need to seek new problem-solving ideas that conform to the trend from Xi Jinping Thought, gather the courage to jump out of empiricism, embrace changes, master excellent skills, and be the promoter, initiator, and leader of new trends, and explore and create more masterpieces with real culture, thoughts, emotions, and concerns from the cultural nutrients accumulated by the Chinese nation over the past 5,000 years, the new space of the industry brought by new technologies, as well as the changes in the emotions and needs of society and users.



Sharing Session of Producers on Studying Xi Jinping Thought

Case Sharing Session of Hosts and Artistes on Studying Xi Jinping Thought

In November 2023, Mango Excellent Media held a sharing session of hosts and artistes to study Xi Jinping Thought. As required at the session, firstly, we shall adhere to the harmony of knowledge and action, unwaveringly insist on resolving questions with actions, and put what we have learned into practice, to cultivate and enhance our capability on ideological and cultural publicity. Secondly, we shall strengthen the courage to break old rules and establish new ones, abandon and eliminate backward ideas in time, strive to absorb and consolidate cutting-edge mindsets and innovative ideas, and gain deeper industry insight. Thirdly, we shall understand the relationship between "unchange" and "change". Xi Jinping

Thought, an evolutionary and open-minded ideological system, will evolve with practices. In this ideological system, what will never change is the original aspiration and mission of the Party for ideological and cultural publicity as well as the firm adherence to the leadership of the Party and putting the people first. As a state-owned enterprise and a Party media, we should continue to incubate new popular works, create new patterns, achieve new leaps, and present new fashion with resolute determination on the indomitable journey forward.



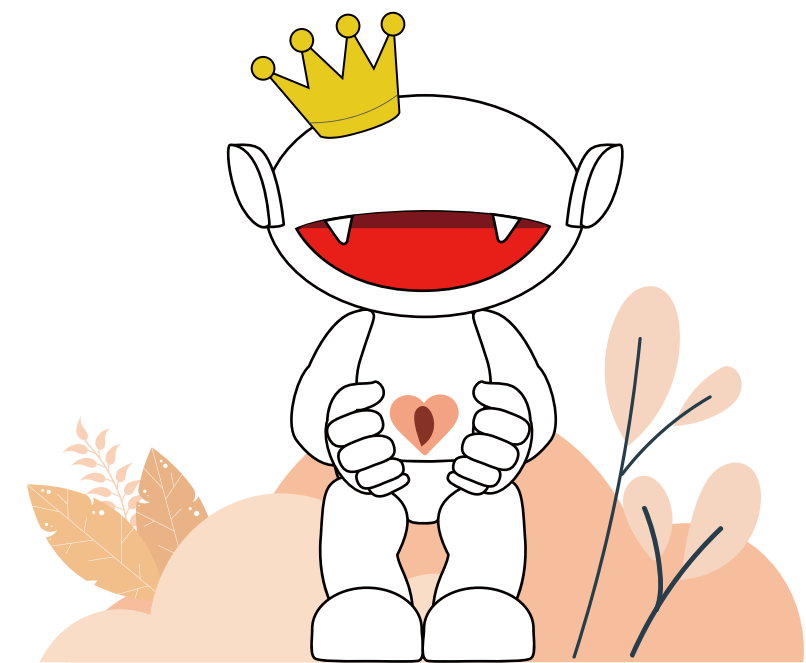
Sharing Session of Hosts and Artistes on Studying Xi Jinping Thought

Case Selecting High-Quality Micro-Party Class to Learn the Spirit of Seeds

In February 2023, Mango TV's work entitled "Learn the Spirit of Seeds, Start a New Journey" was selected as the high-quality micro-Party class on studying, publicizing, and implementing the spirit of the 20th National Congress of Communist Party of China. This Party class was held at the Longping Rice Museum for the young Party members fighting at the front line of the publicity business. Through on-site teaching, young Party members deeply studied and understood the spirit of the 20th National Congress of the Communist Party of China, paid attention to "the original aspiration of putting the people first, the struggle of self-confidence and self-reliance, and the ideal of upholding fundamental principles and breaking new ground", and learned the spirit of academician Yuan Longping. The class also called on art publicity workers to cultivate and care for their "seeds".



High-Quality Micro-Party Class



Anti-Corruption

Mango Excellent Media launched the "Anti-Corruption Action for Dual Platforms" with a focus on "integrity" and "thrift". The Company issued the Self-Discipline Integrity Convention and the Thrift Initiative. Through a series of special actions and long-term anti-corruption, clean government values and atmosphere have taken place on the dual platforms.

Email Address

Telephone

Reporting Box

Website



Self-Discipline Integrity Convention and Thrift Initiative

Smooth Anti-Corruption Reporting Channels

Holding a Rectification Mobilization Meeting to Keep the Mission of Strict Governance Over the Party in Mind

Case

In April 2023, the Company held the 2023 Anti-Corruption Work Conference and Rectification Mobilization Meeting. Our leaders addressed a 2023 work report on anti-corruption entitled "Embarking on a New Journey of High-quality Development with a Solid Work Style", which summarized and reviewed our achievements in anti-corruption in 2022 and arranged the anti-corruption tasks in 2023. The Company will keep the mission of Party media in mind, always maintain "soberness and prudence", continue to promote full and strict governance over the Party, and spare no effort to build a mainstream new media and achieve high-quality development.



Anti-Corruption Work Conference and Rectification Mobilization Meeting

Holding a Special Meeting on Anti-Corruption Education to Consolidate the Ideological Foundation of Youth

Case

In November 2023, the Company organized young cadres and employees to participate in the Group's special meeting on anti-corruption education, which was attended by more than 320 young cadres, youth league cadres, and young employees. With the title of "Discipline and Rules, Brightest Color of Youth", the meeting introduced in detail the main responsibilities of the Discipline Inspection Committee as well as the main content and process of supervision and discipline enforcement, and vividly and clearly explained the basic connotation and important significance of discipline inspection to young cadres and employees. Through in-depth study and implementation of General Secretary Xi Jinping's statement on full and strict governance over the Party, the training strengthened the anti-corruption education of young cadres and employees, consolidated their ideological foundation, and gathered their strength to help build a "Clean Hunan Broadcasting System" and a mainstream new media group.



Special Meeting on Anti-Corruption Education for Young Cadres and Employees

Launching the "Anti-Corruption Action" to Build Clean Dual Platforms

Case

In March 2023, the Company held the launch ceremony of "Anti-Corruption Action", where diverse performances were arranged to enhance employees' awareness of anti-corruption. The youth choir sang "On The Love of Lotus", delivering the anti-corruption culture to the children of employees from their childhood and passing on their good family traditions and education. The hosts sang the poem "Shining You", reviewing the integrity and dedicated stories of excellent Party members in history. The leadership team led all employees to learn the Self-Discipline Integrity Convention and the Thrift Initiative to enhance their awareness of anti-corruption. This ceremony means that the Integrity Commitment has become a mandatory document for all business contracts of the Company.



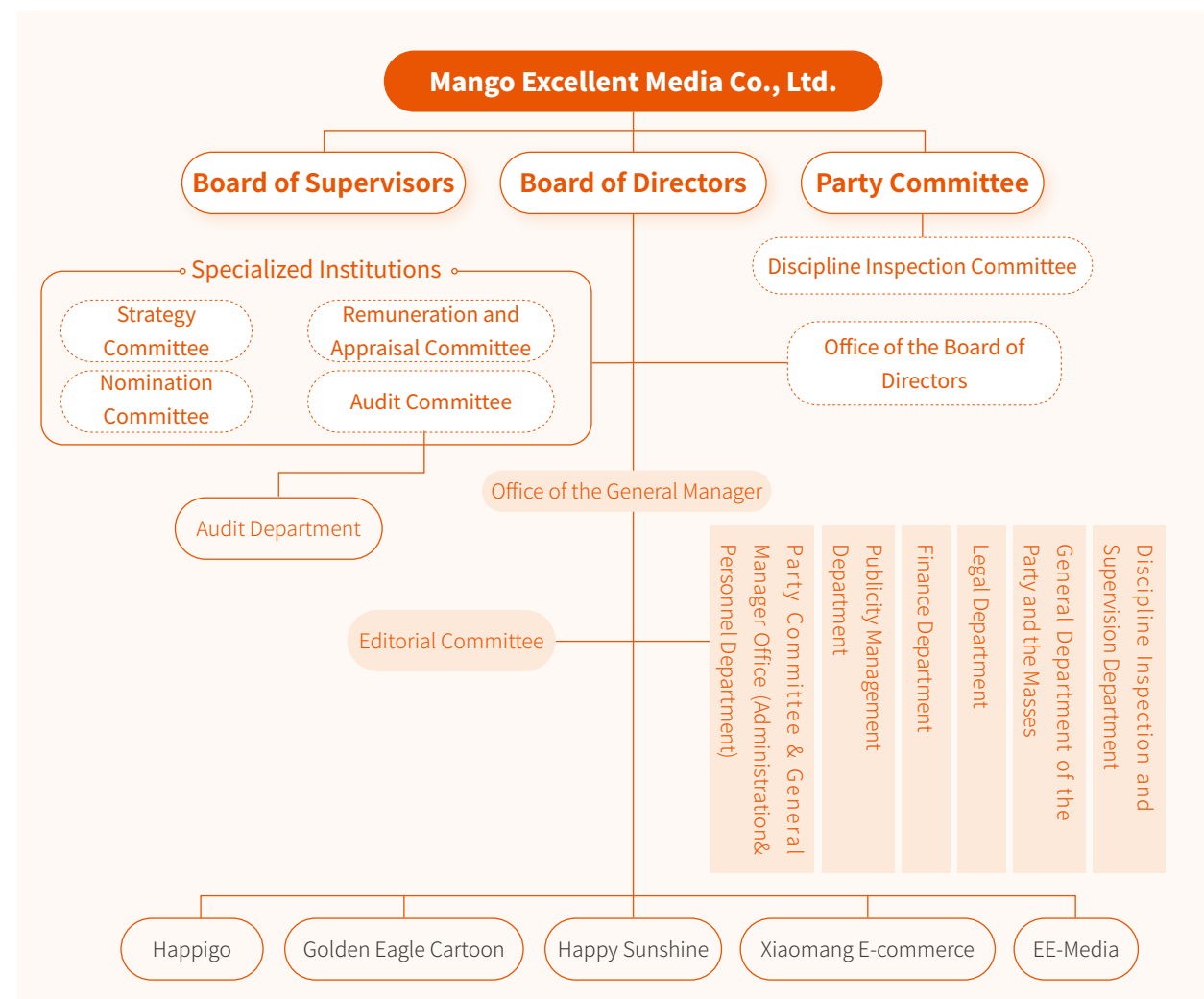
Learning the Self-Discipline Integrity Convention



Standardized Operation

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

Attaching great importance to standardizing governance, Mango Excellent Media has developed a complete system including the Articles of Association, Rules of Procedure for the General Meeting of Shareholders, Rules of Procedure for the Board of Directors, Rules of Procedure for the Board of Supervisors, and the Working System for Independent Directors. The corporate governance structure consists of "four committees and one management", among which the Board of Directors consists of the Strategy Committee, the Remuneration and Appraisal Committee, the Nomination Committee, and the Audit Committee. Each functional department of the Company performs its duties, assumes its responsibilities, and operates in a coordinated manner, forming a corporate governance system with effective checks and balances and establishing a complete system of rules of procedure. Due to its professional, independent, and diverse nature and good corporate governance, the Board of Directors of the Company can effectively protect the interests of shareholders and promote the sustainable development of the Company.



Organizational Structure of the Company

Key Performance

During the reporting period, the Company held

2 General Meetings of Shareholders,

6 meetings of the Board of Directors, and

7 meetings of the Board of Supervisors

The Board of Directors consists of

9 directors, including

3 independent directors and

1 female director

The Board of Supervisors consists of

3 supervisors, including

1 employee supervisor



Annual General Meeting of the Company



Investor Relations Management

The Company continues to refine its information disclosure system oriented by investor demand, fully discloses the information necessary for investors to make informed judgments and investment decisions, fulfills its information disclosure obligations in strict accordance with the listing rules, and constantly improves the effectiveness and transparency of information disclosure under the principle of "truthfulness, accuracy, integrity, promptness, and fairness". Meanwhile, we highlight the importance and pertinence of information disclosure, actively disclose useful information for investors' investment decisions, strengthen the disclosure of key information such as industry development, corporate business, technological innovation, and risk factors, and reduce the disclosure of redundant information. The Company has been rated as Grade A in the information disclosure assessment by the Shenzhen Stock Exchange for five consecutive years.

Key Performance

The Company strictly complied with the regulatory provisions for listed companies, enhanced its main responsibility, and strengthened information disclosure management, to effectively ensure the truthfulness, accuracy, integrity, promptness, and fairness of its information disclosure.

During the reporting period, the Company disclosed **116** announcements, with zero errors in information disclosure. For **5** consecutive years, we have been rated as Grade A in the information disclosure assessment, indicating that our excellent governance and standardized operation have been recognized by regulatory authorities. We also won the "2023 Excellent Case of the Board of Directors of Listed Companies" and "2023 Best Case of the Office of the Board of Directors of Listed Companies" in the "2023 Best Practice of the Board of Directors of Listed Companies" held by China Association for Public Companies.



2023 Excellent Case of the Board of Directors of Listed Companies



The Company recognizes the importance of communication with investors and strives to establish open, fair, transparent, and multi-dimensional communication channels. In addition to the periodical reports and temporary announcements, the Company also communicates with investors by various means, such as performance presentations, EasyIR platform, on-site research, investor hotline, email, and strategy meetings, to enhance the understanding of our production and operation by investors, especially small and medium investors, better convey our value, enhance investors' identity, and establish market confidence.

Key Performance



During the reporting period, the Company organized an annual performance presentation and a semi-annual performance presentation with nearly **800** investors and analysts attending, which attracted high attention in the capital market. The Company aimed to stabilize investors' expectations through high-standard results presentation on periodical reports. The Company also strengthened communication with institutional investors and participated in more than **10** offline strategy meetings held by the leading securities broker throughout the year. The Company actively responded to all kinds of hot issues concerned by small and medium investors. Specifically, the Company replied to nearly **200** questions from investors online through the EasyIR platform and communicated with investors by hotline and email nearly **700** times.



Results Presentation



Case Organizing Investor Communication through a Group Meeting of Mango and Its Friends

The Company organized more than 100 investors and analysts to participate in the autumn promotion of Mango entitled "Far Ahead - Mango and Its Friends Group Meeting", and facilitated investor communication in respect of this promotion. This activity fully demonstrated the integration and vitality of the four platforms to investors. More than 2,000 partners from various industries, such as brand owners, agents, and media, came from afar to witness Mango's new resources for 2024 and explore marketing solutions together.

The Company also engaged in investor education and protection. We established Mango New Media Investor Education Base, the first new media investor education base in China. We also set up the Mango TV Investor Education Channel, which produces and broadcasts investor education programs that young investors care about according to the actual needs of young investors in the new era, to create their investor education base. Since its launch more than three years ago, the channel has gradually become a popular mobile platform for investors to learn and understand the capital market, with professional investment courses, fast industry information, and authoritative policy interpretation.

Key Performance

Mango TV Investor Education Channel opened columns and launched programs around the following topics:

- "Registration System Reform"
- "National Investor Insurance Day"
- "Shareholders Coming"
- "Prevention and Fight against Illegality"

The cumulative viewership has exceeded **500** million.



Case Shareholders Coming 2023

The national final of Shareholders Coming 2023, a large investor rights and interests knowledge competition, was jointly held by China Securities Investor Services Center, securities regulatory bureaus in Beijing, Zhejiang, Gansu, and Xinjiang, and Mango Excellent Media. As a listed state-owned media company, the Company has fulfilled its social responsibilities and hosted the national finals of Shareholders Coming for three consecutive years. By leveraging the potential energy of new media publicity, we further mobilized Mango's artiste and publicity resources to escort and build momentum for the competition in 2023, thus contributing to the high-quality development of the capital market. At the competition, we intensified the publicity of key information such as listing, issuance, and delisting under the registration-based IPO regime, focused on the major reform and important basic system in the capital market, and guided small and medium investors to enhance their shareholder awareness and exercise their shareholder rights.



Shareholders Coming 2023

Case From Trials to Triumph, A Mini-Series on Investor Education

Our new media investor education base produced From Trials to Triumph, the first mini-series on investor education in China, which deeply integrated investor education with new media and effectively enhanced the influence of investor protection. The mini-series combines investor education with mini-series for the first time, creating a new model for investor education products and providing a new carrier for investor education and publicity. The mini-series also caters to the needs of young investors and marks a new attempt at investor education and publicity in the new era. In the form of costume drama, it conveys financial knowledge through stories and interprets the specific financial knowledge in the plot in an interesting style. By doing so, the virtual theory was explained by practical cases and education was combined with entertainment.



From Trials to Triumph

Internal Control

In adherence to the risk-oriented principle, the Company rectifies and optimizes problems by adopting the approach of "overall design, step-by-step implementation, compliance first, and gradual improvement" promptly once they were found, and continuously updates and improves its existing internal control system according to its business development, to keep the internal control compatible with its business.



Internal Control Organizational Structure of the Company



Our internal audit team participated in the special training held by the Group



Case Special Training of EE-Media on Strengthening the Internal Audit Team

The process of identifying potential threats, problems, or adverse factors that may hurt business operations, reputation, financial status, or compliance in the internal environment of EE-Media can help the company to timely discover and deal with possible risks, thus reducing potential losses. By identifying internal problems and improvement opportunities, EE-Media optimized its business performance and enhanced its efficiency and competitiveness.

How to Identify Risks by EE-Media

- Risk assessment:** Conduct a comprehensive risk assessment to identify risks related to finance, operation, law, and reputation, including regular review of processes and systems, to identify potential problems
- Internal audit:** Examine the internal control system of the Company through an independent audit process to identify potential problems
- Employee feedback:** Establish channels and encourage employees to provide risk reports and suggestions
- Data analysis:** Check abnormal patterns and trends by utilizing data analysis tools and techniques to identify potential problems

How to Identify Risks by EE-Media

Legal Operation

Through updates on new regulations and observations on laws, Mango Excellent Media collects the latest laws and regulations, litigation cases, and industry news regularly, updates the multi-dimensional knowledge base for legal affairs employees on time, and disseminates valuable legal information, to provide immediate support for the decision-making of business lines and the Company. In terms of observations on laws, it strives to enhance the compliance of business departments through the original interpretation of laws and regulations by legal affairs employees, typical cases and research of common problems, and improve the theoretical standard of legal affairs employees and broaden their insight into the industry through the analysis and research of new difficult problems in the industry.

Key Performance

The Legal Department of the Company held **13** online and offline training sessions for all of our employees



Weekly Updates on Regulations Offline Training

The Company has formulated strict advertising material review standards and stipulated that the content review system shall be strictly implemented for the publication of advertisements. Advertisement examiners at all levels shall examine advertisements as per the review principle and standards within the scope of their division of responsibilities, and have the veto right to the proposed advertisement. The review process has been recorded.

Compliance of Legal Capacity

The legal capacity, administrative permit, citations, and other supporting documents required by advertisers to publish Internet advertisements shall be true, legal, and effective

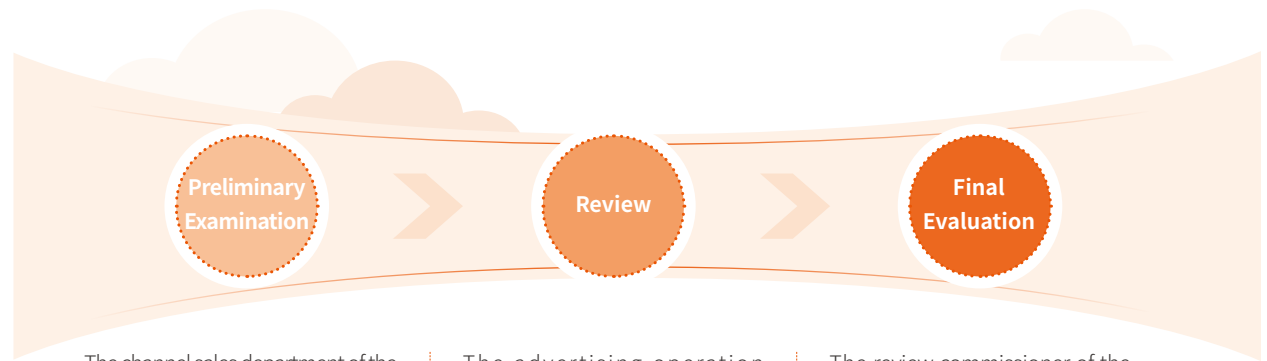
Correctness of Advertisement Orientation

The advertisement upholds the correct orientation, expresses ideas healthily, conforms to the development of socialist spiritual civilization, and carries forward the fine traditional Chinese culture

Authenticity of Advertisement Contents

The advertisement shall be true and legal, without falseness, concealment, or exaggerating the effect of publicity. It shall not contain any misleading information and deceive or mislead consumers, and shall prominently and clearly express the information as required to be clearly stated by laws and administrative regulations

Advertising Material Review Standards



The channel sales department of the advertising marketing center shall conduct a preliminary examination of the content and form of commercial advertisements by laws, regulations, and administrative rules, and check the authenticity, legality, and effectiveness of the advertiser's business license, advertising approval documents, and other supporting documents

The advertising operation department and the integrated marketing department of the advertising marketing center shall conduct a second review on all kinds of qualifications, supporting materials, content, material creativity, sound, picture, size, and the landing page of the advertisement, and submit it for the final judgment after passing the review

The review commissioner of the publicity management center shall conduct a comprehensive review of the political direction, public opinion orientation, and value orientation of the advertisement to be published, and make a final decision on whether to publish the advertisement

Content Review System

Integrated Innovation

Technological Innovation

Mango Excellent Media has been adhering to technology for good and independent innovation. Technological innovation promotes the implementation of patents, and the patent system promotes technological innovation. Technological innovation and intellectual property rights complement each other and incentivize innovation towards a wider range of applications. During the reporting period, the authorized invention patents obtained by Mango TV covered AI algorithms, mini-programs, network security, operation and maintenance, audio processing, and other technical fields.

Key Performance

Since 2015, the Company has applied for

1,181 patents

362 valid patents were granted

673 patents were under the application including

4 PCT international patent applications

By the end of the reporting period, the Company has applied for

328 patents

141 patents were authorized including

2 PCT international patent applications

Among them, Mango Video Content Reality Enhancement System won the second prize in VR-AR Video Scene in the second High-Tech Video Innovation and Application Competition hosted by the National Radio and Television Administration in 2022 and the third prize in Hunan Innovation and Entrepreneurship Competition - Digital Creativity in 2022. The relevant papers were included in "ACM MM 2021 Accepted Papers" by ACM (Association for Computing Machinery) in 2021.



Honors of Mango Video Content Reality Enhancement System



Authorized Invention Patents :Dynamic 3D Advertisement Placement Method, Device, Electronic Device, and Storage Medium and A Print Advertisement Placement Method and Device

Case Elderly-Oriented Certification for Mango Big TV

In March 2023, as evaluated by the China Academy of Information and Communications Technology of the Ministry of Industry and Information Technology, Mango Big TV (Desktop) (V6.0) met the requirements of relevant elderly-oriented standards including the Main Points of General Elderly-Oriented Design Specification for Mobile Internet Application (APP), and obtained the first evaluation certificate for the integrity of the elderly-oriented functions of Internet applications in the large screen industry.

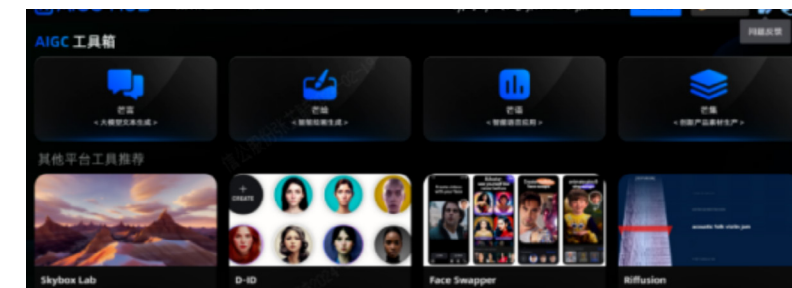
Mango Big TV is designed for the elderly around the three key points of "clear", "understandable" and "easy to operate". The color of important elements on the interface is collocated and adjusted, and warmer color is used to facilitate the identification of the elderly. In addition, Mango Big TV has developed a color vision correction algorithm, which can help color vision disorders and color-weak users distinguish contents through the conversion and correction of the original video screen color. With an in-depth insight into the needs of the elderly in TV viewing experience, Mango Big TV has become more friendly to the elderly in terms of system functions, hoping to enable the elderly to better integrate into smart life and share the dividends of the digital era with smarter, more intimate and more humane services.



Elderly-Oriented Certification

Case AIGC HUB Platform

In June 2023, the Mango TV Intelligent Algorithm Department officially released the AIGC HUB platform integrating the triple AIGC capabilities of text, picture, and voice, marking a new era of AI office for Mango TV. Our product technology team applied it to the intelligent production of audio drama and produced the first AI audio drama in the industry. Through the platform, narration can be automatically added to the TV drama to generate new audio content, which brings convenience to visually impaired users and users with reading disabilities, contributes to the development of barrier-free TV, and demonstrates the social responsibility of Mango TV. In the capacity of digital employee "Mang Xiaozhi", the model of the Mangyan segment answers your questions on, among others, marketing copy generation and Xiaomang live-commerce copy generation. In the fourth Qingmang Program, Mang Xiaozhi took over the project consulting services and won unanimous praise.



AIGC HUB Platform

Case AI Character-Based Dialogue Products

In July 2023, Mango TV launched the first cross-dimensional interactive dialogue product based on IP characters, which linked the "anthropomorphic big model" with featured IP content, introduced the AI character of Young Blood Season 2, and established an AI social system, tapping into the AI chat payment scenario. Based on the content training of film and television dramas, and by combining the new technology of "anthropomorphic big model" with the content with

Mango's characteristics, Mango TV gives the characters and the style of speech to the insiders by introducing the characters in popular dramas, and establishes an AI social system with the drama as the center, to empower the interaction between IP and users. This function can increase the activity and engagement of existing users while helping the platform expand new payment modes other than membership, improve the profitability of episodes, and increase profits.



AI Character-Based Dialogue Project of Young Blood Season 2



Case Run for Time 2023

In July 2023, Mango TV built an open metaverse world with digital and real scenarios interacted by integrating classic IP Run for Time 2023 based on 5G+ computing power, empowering the virtualization of production, digitization of production, and experience immersion in the film and television industry and showing its innovation in technology serving content. The interactive virtual production solution is a virtual content production platform that integrates several industry-leading technologies. In addition to smooth cloud rendering capability, it can quickly build high-precision digital human models and digital interactive scenes, generate automatic actions, and is compatible with mainstream motion capture technology platforms. This is the first time that digital people and space production, motion capture, and interactive and virtual technologies were comprehensively applied to content creation in China. The pioneering interactive virtual community displays a digital world constructed by scientific and technological elements and reflects a wonderful integration of culture and technology with creativity.



Run for Time 2023, an Interactive and Virtual Space Program

Intellectual Property Protection

To standardize patent management, strengthen protection of patents and related intellectual property assets, promote technological innovation and scientific research and development, and enhance core competitiveness, Mango Excellent Media has formulated several policies such as Patent Management Measures, Patent Reward Implementation Rules, and IP Procurement and Script Development Management Measures to promote the implementation of intellectual property strategy, recognize inventors or designers for their contributions to technological or design innovations, and stimulate high-value patents.

As a trademark-intensive enterprise, the Company has established a comprehensive and three-dimensional trademark management and protection system. The Company strategically cultivates trademarks to enhance the overall brand value of Mango. The main brand and its derivatives can be promoted mutually to enhance the value of all brands. At present, the two trademarks of "Mango Excellent Media" and "Mango TV" have been selected for the "Key Trademark Protection List of Changsha", and Mango Excellent Media and Mango TV have won the title of "Key Intellectual Property Protection Enterprise".



Determine two core brand matrices, namely "Mango Series" and "Happigo Series", by hierarchical and classified management of trademarks, with different protection and management measures designed for each level of trademarks

Consolidate the legal foundation of the "Mango" brand, regularly monitor trademark protection, and crack down on infringement, to prevent the dilution of the core brand

Incubate new derivative brands based on business lines, such as "Xiaomang Girl" focusing on female skincare and beauty, and "Xiaomang Classmates" focusing on fine food based on the Internet platforms of "Mango TV" and "Xiaomang E-commerce"

Trademark Cultivation Strategy



Key Performance



During the reporting period, the Company applied for

80 trademarks,

obtained approval for

220 trademarks

As of the end of the reporting period, the Company and its subsidiaries have applied for a total of

5,323 trademarks,

obtained approval for

4,279 trademarks,

had

103 trademarks

pending application,

registered

274 software

copyrights, registered

789 work copyrights

EE-Media had more than

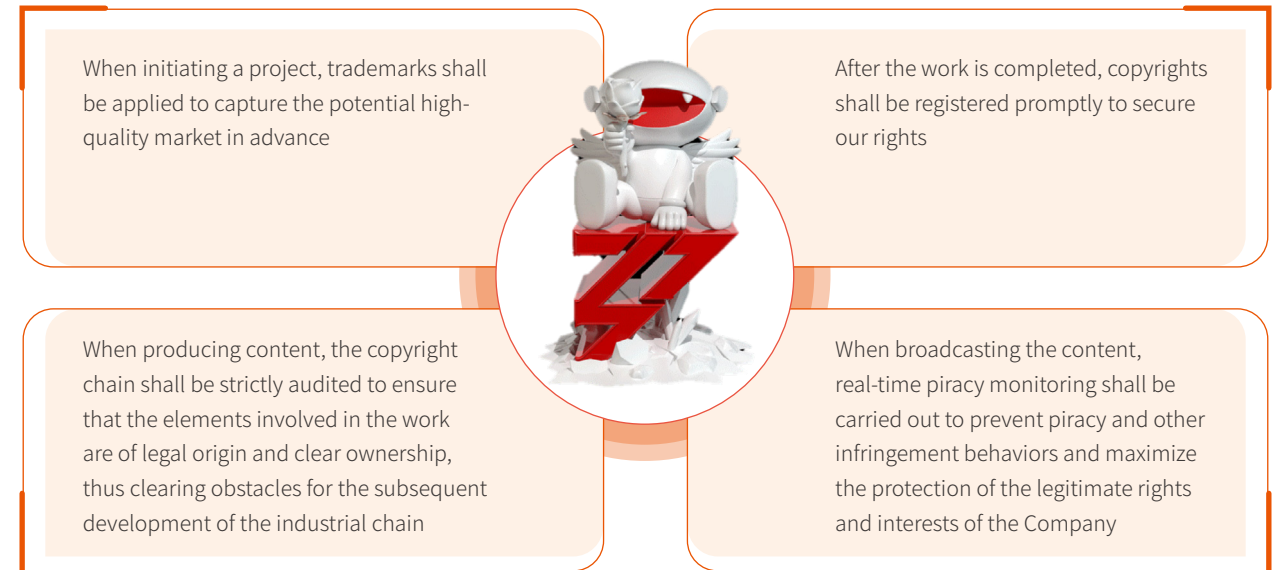
1,773 copyrighted

songs, including more than

600 songs with full

copyrights

The Company adheres to the purpose of protecting intellectual property rights and promoting cultural exchanges, and constantly strengthens the protection of three-dimensional works, to maintain the integrity and diversity of its works and make efforts for the healthy development of the cultural industry.



Three-Dimensional Protection Network for Works

Case

"IMGO" Intellectual Property Week

In April 2023, a series of activities were launched for the "IMGO" Intellectual Property Week, including "IP Masters" and "IP Secrets". Among them, "IP Competition" encouraged participants to learn intellectual property knowledge by answering questions on intellectual property rights, improving the IP protection awareness of the public and employees, and preventing the occurrence of IP infringements.



IP Competition

Information Security

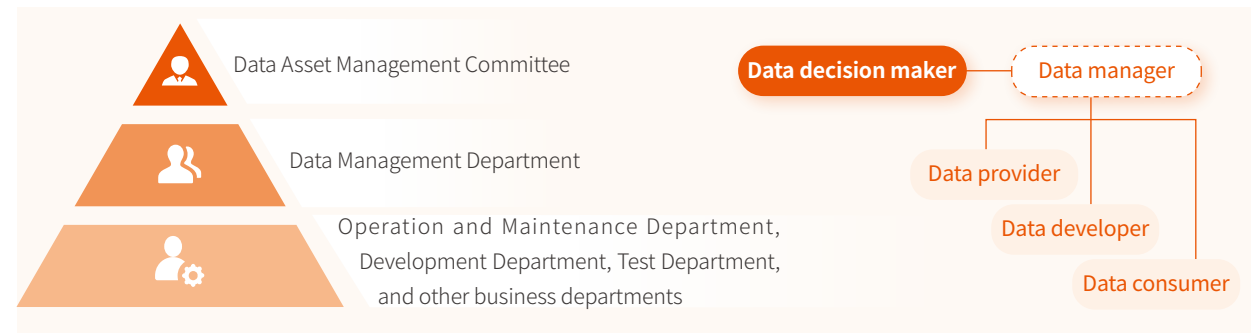
It's a vital part of the development of Internet platforms to protect users' data and privacy. The Company has devised certain systems such as the Data Security Management Measures, the Mango TV Network Security Manual, the Safe Broadcast and Network Security Emergency Plan, and the Mango TV Data Security Emergency Response Plan, and established a robust information security structure and hierarchical data protection mechanism to efficiently protect users' privacy and data security.



Golden Eagle Cartoon filed a classified protection of information security

Security Structure

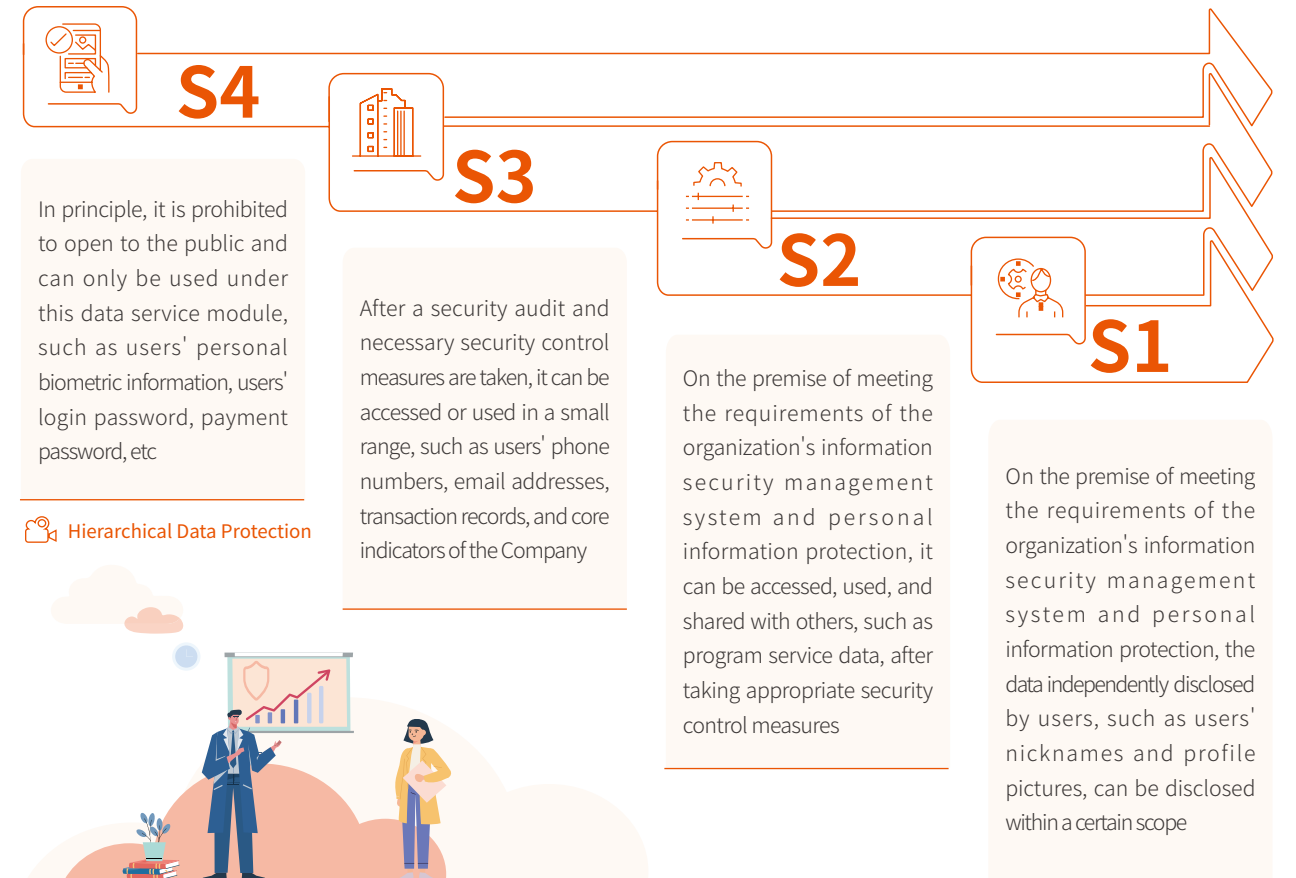
Starting from management and leadership, Mango TV has established data asset management norms from top to bottom, developed a comprehensive standard system and scheduling process, and delegated relevant responsibilities to each department.



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

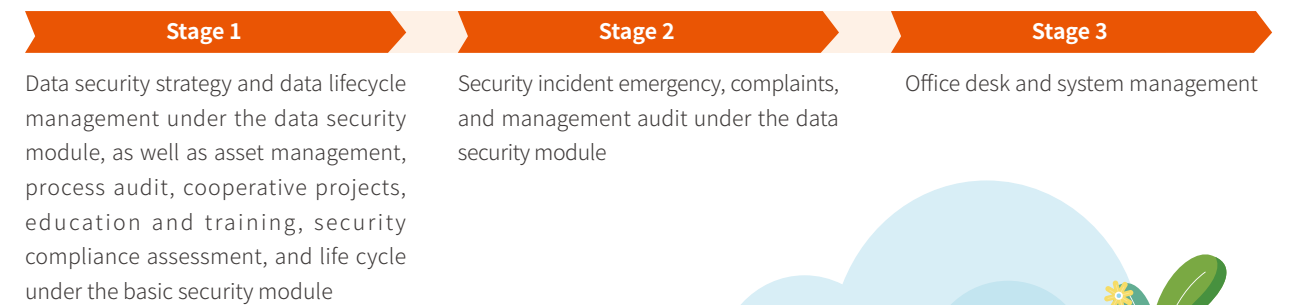
Data Asset Management Structure of Mango TV

Data is classified into levels S4, S3, S2, and S1 based on the sensitivity, importance, and protection requirements of data, as well as the damage and impact of the leakage, loss, destruction, or illegal use of data on national security, social order, and public, corporate and user interests.



Hierarchical Data Protection

The Company has established a data security platform to standardize data security management from organizational construction, system assurance, data assets, data approval, management audit, partner management, education and training, reporting and complaints, emergency response, data lifecycle management, and compliance evaluation, ensuring a standardized and streamlined workflow of data security management. The building of the data security platform is divided into three stages, which have been completed and are being gradually advanced.



Three Stages of Building the Data Security Platform

Arrangements to Ensure Security

During the reporting period, the Company carried out a data security audit. The audit aims to protect our data assets from threats, such as core data leakage and data loss, ensure the continuity of our business, reduce the possible risks exposed to our business, and provide strong support for our business departments.

Five Dimensions of the Data Security Audit

- Check personnel safety awareness management, skill training, and professional ethics based on the requirements and needs for data security management of the Company, to judge the implementation of personnel management
- Check whether the Company has set up a cross-department data security management team and its person in charge to implement data security governance and its strategic plans, and clarify the security management responsibility
- Check whether the Company has formulated and improved the data security management system and its implementation
- Check whether the Company has implemented the requirements of classified and hierarchical security management and supervision of data assets, carry out a security audit of the Company's data assets, and comply with the national security compliance requirements for log management
- Check whether the Company has refined the system and specification for interface security management, and ensure the security of data transmission between interfaces by technical means



Five Dimensions of the Data Security Audit

Key Performance



During the reporting period, the Company participated in the "Digital Security Escort" Action organized by Hunan Communications Administration. During the action, we inspected

6 systems, reported 6 risks, which have all been rectified, and inspected 23 items under 3 categories on site, among which 18 items passed the inspection and 5 items partially met the standard;

The Company carried out network security training for all employees

The Company carried out 6 content security training sessions

spending 12 hours

covering more than 200 employees

Case 2023 Network Attack and Defense Drill in Hunan Province

Mango TV deeply practiced the concept of "Development, Security, and Operation (DevSecOps)" by introducing technologies, such as security situation awareness, automated security testing platform, sensitive information management platform, and commercial cryptography technology application, to improve the network security technology system and strengthen platform security and operation capabilities. Through these efforts, Mango TV was awarded the Excellent Defense Unit at the 2023 Network Attack and Defense Drill in Hunan Province, and the Excellent Defense Unit at the "Huxiang Cup" Network Security Emergency Drill in Hunan Province. Besides, Mango TV has developed end-to-end content tamper-proof capabilities to provide trustworthy content to end users.



Protection of Minors

Adhering to the concept of "working together to create a healthy Internet environment, enhance the sense of responsibility, and contribute to the establishment of good values for minors", Mango Excellent Media strives to provide healthy and positive content for adolescents through various measures such as product technology, content review, and content operation.



- Improve application functions and content supervision mechanism
- Strengthen the management mechanism for parents and guardians of adolescents

Minors Protection Management Mechanism

By the Regulations for the Protection of Minors on the Network, the Company has formulated the Policy on the Protection of Minors' Personal Information and launched the "Teenager Mode" on Mango TV, Maiji TV, and other apps to help guardians ensure that the healthy and positive contents can be viewed by minors so that the Internet platform can better identify and protect minors.

Purposes of the "Teenager Mode"

Unsuitable information segregation

- The content zone under the "Teenager Mode" contains only video content suitable for minors, to prevent minors from accessing online information that may affect or endanger their physical and mental health

Online payment ability and risk prevention for minors

- Under the "Teenager Mode", minors are restricted in the purchase, reward, and other operations within the APP to prevent them from purchasing services beyond their payment ability

Prevention of Internet Addiction

- Under the "Teenager Mode", "time lock", and "disable time" functions are designed to limit the duration and period of minors' continuous use of the APP, to keep minors physically and mentally healthy

Protection of minors' personal information

- Under the "Teenager Mode", minors are restricted in the purchase, reward, and other operations within the APP to prevent them from purchasing services beyond their payment ability

APPs like Mango TV and Maiji TV collect and use minors' personal information under the principles of "legitimate and necessary, informed consent, clear purpose, security guarantee, and use by law", and strictly fulfill their obligations and responsibilities of protecting minors' personal information as stipulated by law.

Guardian Function

- Minors cannot perform operations other than the contents of minors
- The time lock is automatically enabled, with the default time of 30 minutes
- Maiji TV is not available from 22:00 pm every night to 6:00 am the next day
- If the duration of a single-use exceeds the trigger time, verification is required to continue the use

The Company carried out the "Minors Protection Action" to provide warm care and support for minors involved in litigation while giving them necessary psychological counseling and emotional comfort. Besides, the Company endeavors to help teenagers grow up positively and healthily through positive and interesting children's programs.

Carrying Out the "Minors Protection Action" to Provide Warm Care for Minors Involved in Litigation

Case

In December 2023, Mango TV, together with the Office of Hunan Commission for the Protection of Minors, Hunan Youth Development Foundation, and Changsha Intermediate People's Court, jointly launched the "Minors Protection Action" to attract social attention to the minors involved in litigation. As a platform for escorting the healthy growth of minors, the action aims to extend care to the minors involved in litigation, including the minors who have been infringed and the minor children of victims, through financial assistance and life support, and spare no effort to protect the healthy growth of minors sincerely. As an enterprise with a deep sense of social responsibility, Mango TV always cares about the healthy growth of minors and has signed the "Minors Protection Action" Public Welfare Cooperation Agreement on site. Mango TV hopes to give full play to the advantages and strength of the platform to provide all-around care and support for minors involved in litigations so that they can feel the warmth and strength of society.



Signing Ceremony of the "Minors Protection Action"



Launching Funny Games S7 to Inject Positive Energy into Teenagers

Funny Games is the first funny game program for teenagers launched by Golden Eagle Cartoon in China. The program aims to strengthen teenagers' health and make them compete in solidarity, which reflects the social responsibility and positive advocacy of mainstream media. Funny Games S7 upgraded traditional sports with imaginative "funny" elements. It added funny games while retaining sports competition, to create a sunny, upward, athletic, and healthy vibe. By aligning teenagers' growth with positive social significance, the program also hopes to have a subtle influence on teenagers through the spirit of sports competition. The derivative topics related to the program have attracted more than 230 million readers.



Funny Games S7



Society

Our Concept

Mango Excellent Media is committed to establishing a harmonious relationship with users, employees, partners, industries, communities, and other stakeholders, assuming social responsibilities, and strengthening communication and cooperation with all parties, to develop a benign interaction with all parties and promote the common sustainable development of the Company and society.

Our Actions

- Community Investing
- Harmonious Co-Existence
- Talent Development

Our Achievements

Since its establishment, Mango Public Service Platform has released 76 public fundraising projects, obtained 35 registered public charity organizations, raised more donations of over RMB20.46 million, and attracted donors of over 84,000 person-times. We organized the Hunan Tourism Development Conference to support the high-quality development of Hunan's cultural and tourism industry by giving full play to its advantages in all media platforms and content production. We live streamed through Mango Revitalization Online Supermarket to support rural revitalization and help poverty-stricken areas become better off. Mango TV also jointly established such channels as "Hunan Smart Education" and "Changsha Star Classroom" to popularize smart education.

Relevant SDGs

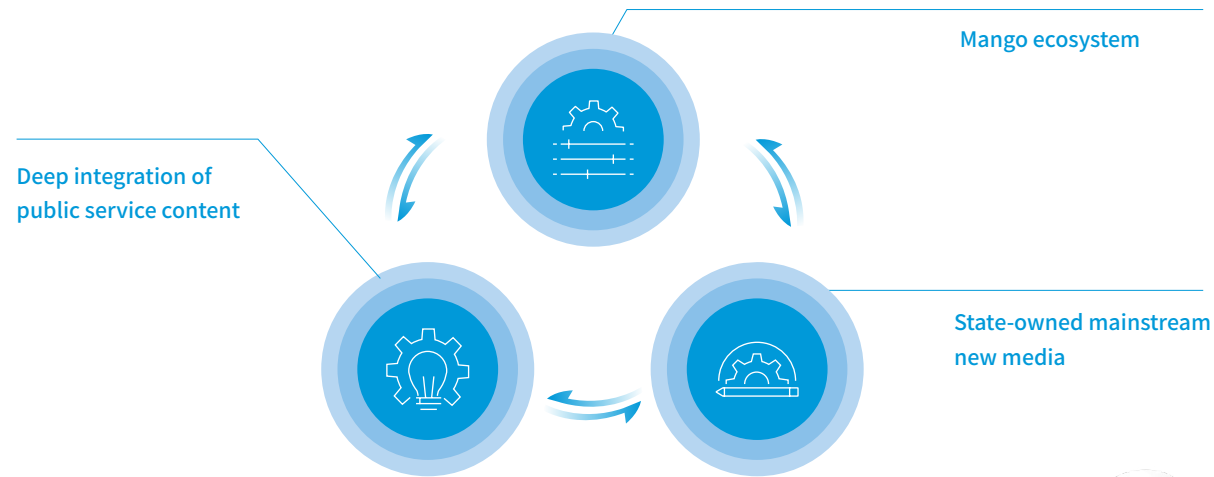


Community Investing

As a Party media and state-owned enterprise, Mango Excellent Media always puts social benefits first, and actively undertakes social responsibility, mobilizing others for love and contribution, through actions such as making public service advertising, establishing public service platforms, promoting rural revitalization, participating in volunteer services, and showing concerns for vulnerable groups.

Mango Public Service Platform

Mango Excellent Media empowers charitable organizations through "Internet Plus", building the Mango Public Service Platform, and establishing a safe, reliable, and convenient new channel for Internet charitable donations, to provide open, fair, and transparent charitable fundraising information release services for charitable organizations across China. Meanwhile, the Mango Public Service Platform released a promotional slogan, "Born with Love, Shine with Public Service", conveying the concept that everyone is loving and kind, and encouraging each user to make their contribution to warmth and light to others.



Key Performance

Since its launch on December 15, 2021, the Mango Public Service Platform has released

76 public fundraising projects, obtained **35** registered public charity

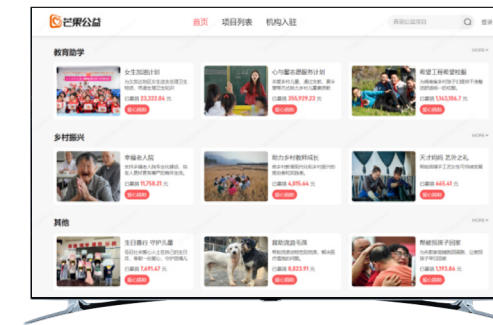
organizations, raised general donations (including offline donations) of over RMB

20.46 million, and attracted donors of over

84,000 person-times.



Mango Public Service was awarded as an "Excellent Public Service Brand Project"



Mango Public Service Platform

Scan the QR code to watch the promotional video of the Mango Public Service Platform



Case Making a Checklist of Public Services



The Mango Public Service Platform calls on the public to participate in public services and send positive energy anytime and anywhere. A special checklist H5 for "100 Must-do Things of Public Service" was launched, under which, by selecting public services of their interest in 2023, users could be generated a poster listing the selected public services of their own, encouraging users to make their contribution to spread "goodness" and bring together their love to help others.

"100 Must-do Things of Public Service" on the Mango Public Service Platform



Case Themed Public Service Activity for the World Book Day

With the coming of World Book Day, the Mango Public Service Platform, jointly with China South Publishing & Media Group, Hunan Broadcasting Hosting Research Association, Hunan Golden Eagle 955 Radio, and Hunan Literature and Art Publishing House, launched the themed public service activity of "Book-style Life, Enjoy Reading" for World Book Day, inviting users to start their reading journey through online H5 fun interaction. With the interaction on reading, users can find the original intention of reading, explore the joy of reading, and also obtain audio and digital collections, while supporting happy reading for rural and migrant children.



Themed Public Service Activity of "Book-style Life, Enjoy Reading" for the World Book Day



Mango Public Service has launched a solicitation activity around the topic of "Searching for Book-style Life" on Weibo and WeChat communities, inviting users to share their favorite books, book lists, or stories about reading in audio, video, and text, among other forms, during which, users providing sharing high-quality content will have the opportunity to receive mysterious reading gift packages given by China South Publishing & Media Group. Through the topic interactions, Mango Public Service hopes to build a diverse and high-quality reading environment with netizens.

Users have the opportunity to obtain audio and digital collections and personalized Book Day posters by participating in interactions; besides, they can also obtain specific audio and digital collections by participating in public fundraising and donation projects.

Proceeds from the audio and digital collections are used directly to support three public service projects, "Light-Chasing Public Service Action", "Care for Rural Children", and "Hunan Children's Dream", allowing rural and migrant children to enjoy the right to reading freedom, explore more possibilities from reading, and see a broader world.



Case Public Service Activity to Catch Concern for Thalassemia Patients

With the World Thalassemia Day coming up, Mango Public Service Platform held a series of activities in collaboration with many caring organizations and enterprises, aiming to actively promote the effective linkage between hospitals, families, and caring units through the power of Internet+Public Service, enhance the public's awareness of preventing and controlling thalassemia, and bring practical help to affected families in need.



Mango TV donated RMB100,000 to the project "Dream Building and Rebirthing for Those with Thalassemia"

- Release the public fundraising project "Dream Building and Rebirthing for Those with Thalassemia", widely raising funds from the society to assist children with thalassemia in recovery through transplantation
- Plan to launch a series of themed promotional activities on "Helping Those with Thalassemia to Regain Smile and New Life", with key recommendations from multiple important locations on the online platform, to further promote and popularize knowledge on thalassemia prevention and control
- Collaborate with multiple hospitals to launch three offline public service activities, including free consultations, blood donation, parent-child interaction, and distribution of love and condolence funds
- Carry out the activity with the theme of "Screening as the Key to Preventing and Controlling Thalassemia", during which well-known domestic experts in China were invited for business training, further improving the network of thalassemia prevention and control, and enhancing the level of medical institutions to conduct screening, diagnosis, treatment, and management of thalassemia

Case Supporting earthquake and disaster relief

In December 2023, a 6.2 magnitude earthquake took place in Jishishan County, Linxia Prefecture, Gansu Province, causing significant casualties in Gansu and Qinghai provinces, as well as damage to some infrastructure such as water, electricity, transportation, and communication. In response, Mango Public Service Platform urgently mobilized the "Social Rescue Team Guarantee Plan" of the Chinese Red Cross Foundation, raising funds to provide support for social rescue forces and better protect the lives and health of people in disaster areas.



Mango Public Service Platform Organizing Collection and Offering of Materials Worth RMB200 Million to Aid the Gansu Earthquake

Case Donating to Public Service Undertakings for the Disabled

In December 2023, Xiaomang E-commerce donated materials with a value of over RMB240,000 to the Hunan Disabled Welfare Foundation for public service purposes, helping the disabled improve their lives while promoting social justice and equality.



Certificate of Donation by Xiaomang E-commerce to Hunan Disabled Welfare Foundation

Rural Revitalization

Mango Excellent Media continues its efforts to improve consumer assistance and social mobilization, intensifying the promotion of agricultural and sideline products with special characteristics in poverty-stricken areas through vigorous implementation of innovative models such as "public service advertising, programs+consumer assistance" and "short videos, live streaming+consumer assistance", helping such area to become better off.

Case Public Service Announcement of Hometown Goodies

Mango TV delivered 7 public service advertisements of "Hometown Goodies Season 2" for free, covering Luxi Ponkan, Xupu Navel Orange, Shaoyang Tea Oil, Sangzhi White Tea, Anhua Black Tea, Yuanling Jietan Tea, and Mayang Rock Sugar Orange, with their broadcast arrangement matching with the seasons of agricultural products sales. The Company's artists, as promotion ambassadors and recommendation officers for Hunan's hometown goodies, appeared in the end credits of each such advertisement, promoting agricultural products with their actions. Meanwhile, each agricultural product advertisement also displayed the QR code of Mango Revitalization Online Supermarket, allowing viewers to directly scan the code to make purchases while watching the advertisement, truly driving the sales of characteristic agricultural products and facilitating key areas in need to become prosperous.



Mango TV E-Calendar of Hometown Goodies Recommendations by Host

Case Training on Traceability-based Live Streaming

In March 2023, Mango Revitalization Online Supermarket actively assisted the Zaogu Village Team of Hunan Radio and Television Administration, Muxikou Village Team of Hunan Radio and Television Administration, and Sanjiaoyan Village Team of Supervisory Committee under Provincial Disciplinary Commission, during which, it provided free e-commerce live streaming training, construction of live streaming rooms, and guidance on the commercialization of agricultural products for local farmers and village officials, and also planned activities such as tracing the origin of fresh morel mushrooms to help villagers master new sales skills and channels, and continuously optimize and improve the packaging and quality control of morel mushrooms through after-sales feedback, gradually transforming rural revitalization work from investment-based support to earning-based guidance.



Live Streaming for Tracing the Origin of Morchella Mushroom at Mango Revitalization Online Supermarket

Case Live Streaming Month for Online-Based Purchase from Anhua

During the "Double Twelfth" period, Happigo and Xiaomang E-Commerce planned and carried out the launching ceremony of the live streaming month themed "Good Products from Origin · Online Purchase from Anhua" for Anhua County, and also offered high-quality live streaming services and marketing strategies in the activities. Through this agricultural aid-oriented live streaming at Mango Revitalization Online Supermarket, and the joint creation of a variety show IP products, etc., Happigo and Xiaomang E-commerce provided strong support for the online sales of Anhua's characteristic products, among which the co-creation product "Happy Friends Tea" was launched with the help of the popular variety show Happy Friends, bringing a characteristic model of helping farmers in marketing.



Good Products from Origin · Online Purchase from Anhua

中共安化县委宣传部

感谢信
 尊敬的芒果TV团队：
 2023年，贵台在乡村振兴直播月活动中，推出“源头好物·云购安化”直播月，为安化特色农产品搭建了展示平台，助力乡村振兴。芒果TV团队在直播月期间，通过直播、短视频等形式，广泛宣传安化特色农产品，吸引了大量观众关注和购买，取得了显著成效。芒果TV团队的专业精神和辛勤付出，为安化农产品打开了新的销售渠道，为乡村振兴注入了新的活力。我们表示衷心的感谢，并期待未来能有更多合作机会，共同助力乡村振兴。

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 贵台在乡村振兴直播月活动中，推出“源头好物·云购安化”直播月，为安化特色农产品搭建了展示平台，助力乡村振兴。芒果TV团队在直播月期间，通过直播、短视频等形式，广泛宣传安化特色农产品，吸引了大量观众关注和购买，取得了显著成效。芒果TV团队的专业精神和辛勤付出，为安化农产品打开了新的销售渠道，为乡村振兴注入了新的活力。我们表示衷心的感谢，并期待未来能有更多合作机会，共同助力乡村振兴。

Letter of Thanks from the Propaganda Department of the Anhua County Committee of the Communist Party of China

Public Education

Mango Excellent Media gives full play to its platform advantages and responds to the propositions of the times with youthful and innovative expressions. The Company has jointly established such channels as "Hunan Smart Education" and "Changsha Star Classroom" with the Education Department of Hunan Province and the Education Bureau of Changsha City, allowing teachers and students throughout the province to share smart education. Meanwhile, it has also joined hands with multiple caring enterprises to carry out the "Poetry and Distance for Rural Teachers" public service action and the "Community Investing" school sponsorship activity, motivating outstanding rural teachers to stay in the countryside and protect the dreams of the students.

Case Creating the "Hunan Smart Education" Channel

In June 2023, the "Hunan Smart Education" Channel jointly created by the Education Department of Hunan Province and Mango TV was officially launched. This channel includes high-quality content such as synchronized teaching materials recorded by renowned teachers and provincial-level resources developed and produced by the Education Department of Hunan Province, which, combined with fun online interactive activities for comprehensive practices, guides students to broaden their horizons and expand their knowledge through a one-stop learning experience of "watching high-quality content, joining online interaction, participating in offline practice, and obtaining practical certificates".

Based on Mango TV, and fully leveraging the advantages of IPTV in terms of strong credibility, wide coverage, stable access, and fast deployment, the "Hunan Smart Education" Channel turns family TVs into application terminals for the smart education platform, facilitating teachers and students, especially those in rural areas, to use platform resources for teaching and learning activities through home TVs. The channel has deepened the application of the national platform system, built a wide-area digital education environment for families, further promoted the quality and balanced development of compulsory education, bridged the urban-rural digital education gap, and effectively assisted in the implementation of the "double-reduction" policy, as a propeller for the improvement and efficiency of home education.



"Hunan Smart Education" Channel

Case Public Service Action of "Poetry and Distance for Rural Teachers"

With the coming of China Charity Day, the Mango Public Service Platform, Qixing Education Public Service Development Center, and Shimen County Education Foundation in Hunan Province joined hands with caring enterprises to carry out the public service and donation action of "Poetry and Distance for Rural Teachers". According to the donation rules, for each donation of more than RMB10, the project will receive 1 to 2 times the amount of such donation randomly given by the caring enterprises, which shows care and respect of society to rural teachers, motivates excellent rural teachers to stay in the countryside, and also allows more rural students to enjoy high-quality educational resources.



The Public Service Action of "Poetry and Distance for Rural Teachers"

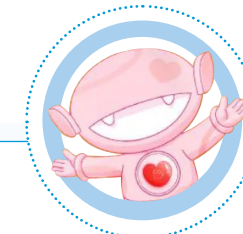
Case Mango's Educational Support Season for Public Service

In collaboration with multiple charitable organizations and caring enterprises, the Mango Public Service Platform launched the activity of Mango's Educational Support Season for Public Service under the theme of "Community Investing", during which hosts and artists were also invited to join using their actions to pass positive energy. The activity focused on six public education programs, with assistance targets including fresh graduates who have just entered university, girls in distress, disabled students, and inspirational students.



Mango's Educational Support Season for Public Service under the theme of "Community Investing"

From July to August 2023, the Platform, together with Changsha Window of the World, rolled out a one-month offline public service exhibition. Tourists can visit and clock in to learn about the stories behind the public service project, and may also receive trophies by participating in public service interactions. Through online and offline interaction, love from society was gathered, helping students fulfill their dreams of schooling.



Wang Han as the host spoke up for the project "Love for Hunan · Educational Support", calling on society to pay attention to disabled students

Sun Yue spoke up for the project "Dream of Reading for Girls in Distress", wishing every girl could go to school

Ma Xuan and Gao Ge as the hosts spoke up for the project "Schooling Dream Building for Children in Distress", encouraging more disadvantaged students to step out of the mountains and bravely pursue their dreams of schooling

Leo Li and Luo Yutong spoke up for the project "Love Changes Destiny", calling on university freshers in difficulties to work hard to realize their dreams of schooling

Wei Zhehao and He Juan as the hosts spoke up for the project "I Want to Go to University", encouraging students to chase their ideals

Wei Xun spoke out for the project "Teaching Plan for Rural Educational Support", calling on everyone to protect the schooling dreams of rural children

Six Major Educational Support Programs

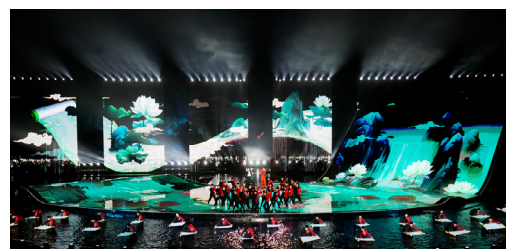
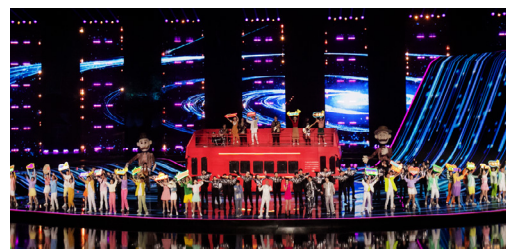
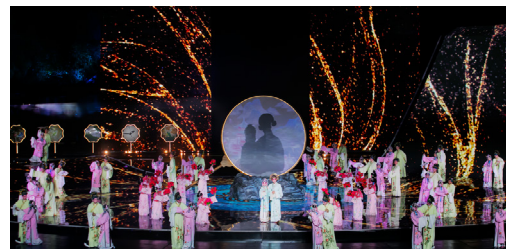


Culture-Tourism Integration

In response to the issuance of the *Several Measures to Promote the Revitalization of Culture and Tourism Industry in Hunan Province* by the Hunan Provincial Department of Culture and Tourism, Mango Excellent Media gives full play to its advantages in all media platforms and content production, actively supporting the high-quality development of Hunan's cultural and tourism industry.

Case Hunan Tourism Development Conference

On September 16, the Opening Ceremony of the 2nd Hunan Tourism Development Conference and Cultural Tourism Introduction Event, undertaken by Mango TV, was held in Chenzhou, presenting a cultural and artistic performance integrating landscape, humanities, and history to the global audience, greatly enhancing the popularity and reputation of Chenzhou's cultural tourism, and boosting the high-quality development of Hunan's culture and tourism. Centering on the theme of "Meet in Picturesque Chenzhou", and based on the landscape beauty, the opening ceremony showed the landscape, history, and humanities of Chenzhou with brilliant cultural performances, whereby to promote the brand of culture and tourism in Hunan. The opening ceremony was broadcast live on Hunan TV and Mango TV, attracting viewers of more than 200 million, and ranked No. 1 in real-time ratings of provincial TV stations on Hunan TV and Kuyun. More than 60 mainstream, provincial, and municipal new media including Xinhua News Agency, Peoples Network, CCTV.COM, China News Service, China Daily, the official micro-blog of the Ministry of Culture and Tourism, and Hunan Daily, as well as over 200 accounts including Sina micro-blog, Tik Tok, WeChat Channel, and Kuaishou joined the recommendations for the synchronized live broadcast, with the total Internet views exceeding 100 million. Such topics as "The Opening Ceremony of the 2nd Hunan Tourism Development Conference", and "Meet in Hunan" recorded a circulation of more than 1.1 billion, with 182 hot searches on the whole network. Over 100 mainstream media and platforms, including People's Daily, Xinhua News Agency, Guangming Daily, and China Youth Daily, praised this opening ceremony as "Unfolding a Colorful Culture and Tourism Scene in the Harmony between Human and Nature", the reports related to which had an online circulation of 1.86 billion. In addition to the wonderful opening ceremony on the evening of September 16, a series of activities such as the Culture and Tourism Project Observation and the 2023 Hunan Culture and Tourism Industry Investment & Financing Meeting were also arranged during this conference from September 15 to 17.



Case Allspark Music Festival

Happigo and EE-Media launched the "Allspark Music Festival", during which popular artists from the Company's flagship variety shows were invited to join the performance, to continue to cultivate a new brand of Hunan culture and tourism through special culture and tourism-themed activities, better meet the spiritual and cultural needs of the people of Hunan Province, attracting foreign tourists, and promoting the economic recovery of Changsha in tourism, transportation and accommodation, among others. As of the end of the reporting period, the Company has successfully held four sessions of the Allspark Music Festival, attracting a total of 150,000 person-times of people from both Changsha and other provinces such as Guangdong, Zhejiang, Jiangxi, and Guizhou. It has also recorded 4 hot searches across the entire network, with a total interaction volume of over 200 million for the topic, a discussion volume of over 100,000, and related video views of over 20 million.



Allspark Music Festival jointly launched by Happigo and EE-Media



Volunteer Activities

Mango Excellent Media actively advocates and encourages employees to participate in volunteer activities, providing support and resources to build a platform for employees to contribute love and realize their self-worth.

Case Volunteers Participating in the Public Service Hiking Activity of "Following Lei Feng Road"

As the Learn-from-Lei Feng Day was coming, 45 volunteers from the Company participated in the second public service hiking activity of "Following Lei Feng Road" with a scale of 10,000 Lei Feng volunteers. They walked into Lei Feng's hometown, revisited Lei Feng's deeds, and retraced Lei Feng's footsteps, searching for the root of Lei Feng's spirit through hiking, and drawing strength from progress, who were selected into an excellent volunteer team in this activity.



Volunteers Participating in the Public Service Hiking Activity of "Following Lei Feng Road"

Case Lei Feng-inspired Volunteer Service Activity

In March 2023, Mango TV and the Youth League Committee of Hunan Mobile Company jointly formed the "Dynamic Mango Youth Volunteer Team" to fully develop the spirit of Lei Feng. The volunteer team went deep into the communication. Through on-site assistance, door-to-door service, and distribution of the hand-drawn operation manual on WeChat Basic Functions & TV Usage Instructions, the team provided dedicated services for the community residents, including teaching the elderly to use smart devices, broadband maintenance and speed up, TV debugging, mobile phone filming, heavy object handling, hair cutting and shaving, and door-to-door delivery of grain, oil, and rice to them, using their actions to solve problems for the masses.



Lei Feng-inspired Volunteer Service Activity

Case Volunteer Service Activity of "Sending Coolness to Sanitation Workers"

In July 2023, the Golden Eagle Cartoon Maiji Volunteer Service Team originated the activity of "Sending Coolness to Sanitation Workers". During the activity, the volunteer service team of several groups sent heatstroke prevention and cooling supplies and foods such as neck fans, sun protection caps, sour plum soups, and exquisitely prepared gifts to various sanitation workstations in the community, which let sanitation workers feel the care and warmth of society, while also driving attention and concern from all sectors of society for community sanitation workers and other outdoor workers, thereby injecting greater forces to build a harmonious community.



Golden Eagle Cartoon Maiji Volunteer Service Team

Case Charity Donation Activity of "Donate Used Clothes, Show Your Love"

In April 2023, EE-Media organized a charity donation activity "Donate Used Clothes, Show Your Love", attracting many employees with over 90 kilograms of clean and tidy used clothes donated in a short period. Real-time charity donations were made through the Public Service Platform. The proceeds were used to purchase necessary stationery and sports equipment for children in disadvantaged areas of Dafang County, Bijie, Guizhou.



Charity donation activity of "Donate Used Clothes, Show Your Love"

Care For Female

The female artists active in front of and behind the scenes have created many memorable works with sharp perspectives and unique expressions, making important contributions to Mango Excellent Media. The Company respects female employees and the vast female population, creating an inclusive work environment for women, and is committed to promoting gender equality and female empowerment.

Case Caring for Female Employees

On Women's Day, Mango TV gave fragrance gift bags to female employees and prepared nourishing silkie chicken soup, snow fungus, lotus seed and lily soup, and angelica egg for the beauty and energy of women in the employee canteen. In addition, Mango TV held a health lecture on traditional Chinese medicine, in which doctors from the First Hospital of Hunan University of Chinese Medicine were invited to provide health advice to female employees in terms of lifestyle, relevant examinations, and traditional Chinese medicine based on the characteristics of women in the news media, and also offer free health consultation and physical therapy services for female employees.



Giving Fragrance Gift Bags



Health Lecture on Traditional Chinese Medicine



Case Care for Female

On Women's Day, the Mango Public Service Platform launched an AI painting interaction activity with the theme of "Painting Together for Her Strength", to support four female-themed public service projects, including "Gifts for Genius Mothers of Art" of the China Women's Development Foundation, "Girls Refueling Plan" of the China Social Welfare Foundation, and "Treatment Fund for Women and Children in Difficulties" of the Changsha Charity Foundation. This activity, in which limited digital collections for Mango Charity · Women's Day were presented to donors, helped vulnerable women realize their dreams and offered them a more warm and powerful Women's Day.



Public service with the theme of "Painting Together for Her Strength"



Case Helping Girls in Distress Realize Their Dreams

The public service promotional video 100 Marathons, jointly produced by the Propaganda Department of the All-China Women's Federation, the China Children and Teenagers' Fund, Hunan TV, Mango TV, the Ride The Wind 2023 program team, and the Mango Public Service Platform, was broadcast on both Hunan TV and Mango TV platforms. The video aims to showcase the spiritual qualities of girls in the new era who are constantly striving for self-improvement, pursuing goodness, and chasing beauty, to guide the public to care for girls in distress and participate in public services within their reach.



Public Service Promotional Video "100 Marathons"

Case "Purple Tulip" Public Service Plan

EE-Media's artists, SU Mengdi, and 1EqualFive members ZHANG Zixian, CHEN Zewen, SHI Rui, and LI Zeyi, as public service advocates for the event of "Bring Warmth in Winter and Care for Women", participated in the "Purple Tulip" Public Service Plan to bring care and comfort to the female community.



"Purple Tulip" Public Service Plan

Public Service Advertising

The Company knows well the important role of public service advertising in conveying positive energy, enhancing public awareness, and driving social progress. In light of social hot topics and public needs, targeting its core audience, Golden Eagle Cartoon has created a series of self-made public service advertising works with profound influence under the direction of promoting socialist core values, with the content focusing on multiple themes such as Chinese culture, youth growth, and environmental protection, helping the youth audience to grow up healthy and happily. Meanwhile, the Company closely follows the requirements of the National Radio and Television Administration, broadcasting public service advertisements covering such topics as honest administration, rural revitalization, safety education, diligence and thrift, environmental protection, legal system, civilization, and health, to spread the main theme of the times, showcasing new social civilization trends, and providing strong public opinion guidance for promoting and practicing socialist core values.

Key Performance

During the reporting period

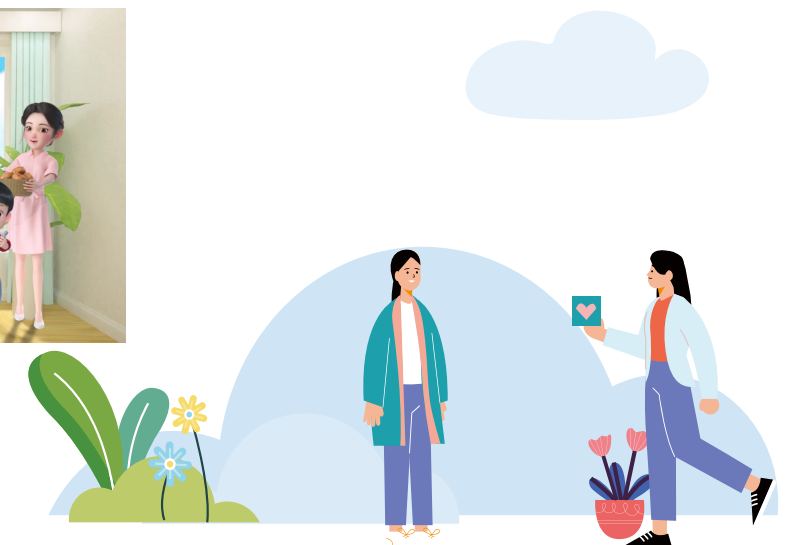
Golden Eagle Cartoon has produced a total of **10** public service advertisements

for **343** seconds

Running public service advertisements for over **10,000** minutes



Golden Eagle Cartoon's self-made public service advertising



Honors



The public service advertisement "Grandma's Snapshot in Plan" won the Third Category Support Award for Provincial-level Television in the 2023 Hunan Province Radio and Television Public Service Advertising Competition.



The cartoon image of "Maiji" was selected by the China Animation Association as a "China Animation Star of Public Interest" in 2023.



Harmonious Co-Existence

Quality Services

Upgrade of Membership Benefits

Mango TV grants its members exclusive rights to nearly 100 video content throughout the year and leads the industry in terms of content scarcity, uniqueness, and satisfaction. It has a comprehensive membership system comprising 40 rights and 300 benefits.



Upgrade of Membership Benefits in 2023

Case Meet Yourself Offline Team Building

When the TV drama Meet Yourself was on the air, Mango TV held a series of thematic activities for the members following the TV drama, created an immersive online and offline binge-watch atmosphere, and invited 8 Mango TV members to participate in the offline team-building. This activity was hosted by Mango TV, which contracted the airfare and hotel expenses of member users, and organized members to clock in and take photos of the room where Xu Hongdou lived and the courtyard where they met, taste the special drinks and snacks in support of Yunnan's rural revitalization, and feel the comfortable and heartwarming life delivered by the drama in every corner of the courtyard with the same style as that in the drama. In addition, Mango TV provided a 12% discount on all Mango TV members who visit and clock in the courtyard.



Meet Yourself Offline Team Building of Mango TV Members



Impressions of Mango TV Members Participating in the Offline Team Building

Product Quality Management

Adhering to the quality management concept of customer-oriented, quality-first, and continuous improvement, Mango Excellent Media and its subsidiaries have established quality management systems including Rules for Settlement of Disputes Over Commodity Quality Issues, and incorporated product quality into all levels and business processes of the platform, including key commodity procurement and warehousing, and product quality impact evaluation. By integrating all links, we can manage product quality comprehensively.

Case Carrying Out a Special Inspection on Cosmetics to Regulate the Labels of Cosmetics

Xiaomang E-commerce carried out a special inspection on cosmetics violations. Xiaomang E-commerce organized a training session about laws and regulations on cosmetics for relevant business departments, requiring 100% review of cosmetics filing certificates, inspection reports, and production licenses of production factories when cosmetics were put on the shelves, and promoted the optimization of relevant system functions simultaneously. Through this special action, the Company clarified the cosmetics quality management structure and its main responsibility for ensuring safety, standardized the labels of cosmetics when beauty-care products were put on the shelves, and protected the legitimate rights and interests of consumers.

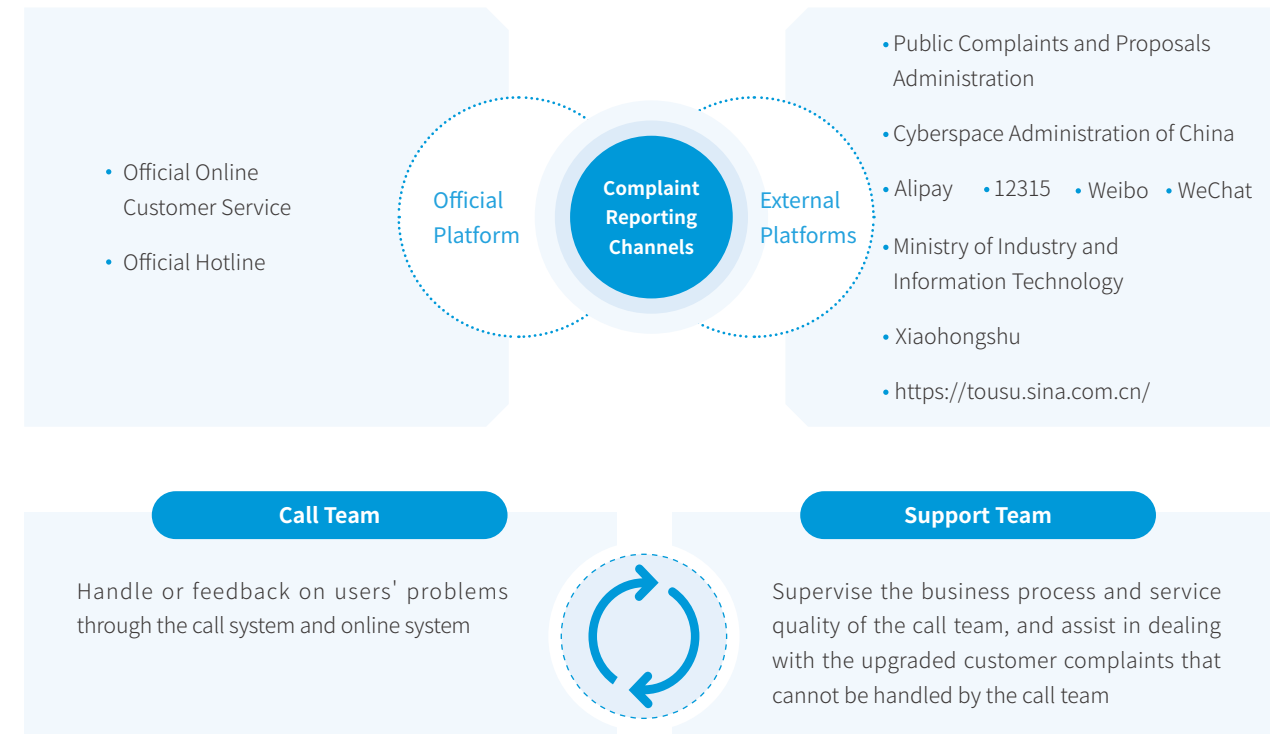


Special Inspection on Cosmetics Conducted by Xiaomang E-commerce



Safeguard of User Experience

Mango Excellent Media is committed to improving user experience, strictly observes the Customer Service Standards and Specifications and the User Complaint Response System, and quickly responds to and resolves users' problems through a standardized and professional service mechanism, to protect the rights and interests of users. In addition, the Company regularly analyzes and summarizes complaints, draws lessons from them, optimizes improvement countermeasures, and refines work and service strategies, aiming to enhance users' satisfaction.



Case Performance Customer Service Skills Training

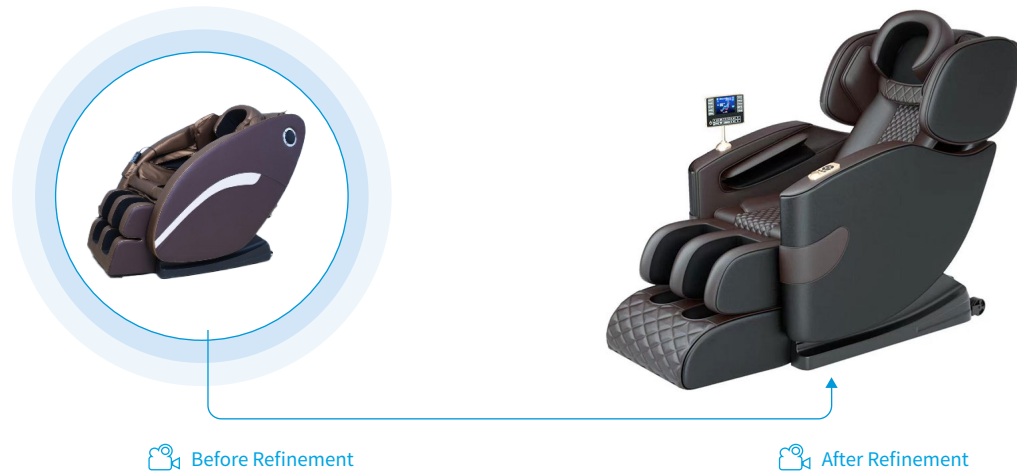
In October 2023, Xiaomang E-commerce engaged senior customer service experts to carry out the training course entitled Customer Complaint Analysis and Communication Skills Extraction for front-line customer services to solve their problems and comprehensively enhance their professional skills and service quality. With all front-line customer service personnel attending, the training provided them with solutions to common and difficult problems. Xiaomang E-commerce also prepared training materials on enhancing first-line customer service skills in the form of video, audio, summary, and others.



Performance Customer Service Skills Training

Case Refining Products to Enhance User Experience

The old massage chair of Happigo was equipped with a fixed massage head, which cannot be adjusted according to the user's body shape and makes it difficult to find accurate acupoints, resulting in poor user experience. Happigo listened to the feedback of users and developed a sectional massage chair with an L-shaped track and a mobile massage head. As the L-shaped track fits the curve of the human back and hip, and the massage head can freely move on the track, people with any body shape can find their force point and relax their bodies. Therefore, this product has been widely praised by users.



Case Enhancing After-Sales Services to Solve Consumers' Problems

In June 2023, Happigo received a message for help from a consumer who was older and could not go out with a leg injury. As the consumer was required to handle the return by mail within the specified time limit, the consumer was very anxious due to the time limit requirement. After receiving the feedback, the customer complaints officer immediately called the consumer back, patiently pacified his/her emotions, provided door-based pickup service for him/her, and timely replied about the order distribution status and return/refund information to him/her. By doing so, the customer complaints officer effectively solved the consumer's problem and was well-received by the consumer.

" I am very excited to share with you a thing that moves me and makes me grateful. I hereby express my sincere gratitude for your efforts in employees' quality education and skills training. Thanks to these efforts, you can cultivate several talents and harvest huge popularity and big praise from customers! "

Praise from a Consumer

Supply Chain Management

Mango Excellent Media always attaches great importance to supply chain management and is committed to building a safe and reliable supply chain structure by transparent procurement and due diligence to promote friendly cooperation with suppliers and achieve win-win results. The Company strictly abides by the procurement requirements of "honesty, integrity and transparency", and implements the *Rules for Implementation of Bidding Procurement*, the *Rules for Administration of Non-bidding Procurement*, and other rules and regulations in light of its actual business operation, ensure that the principles of legality, openness, justice, fairness, and efficiency are followed in all aspects encompassing publishing bidding process, bid opening, bid evaluation, and complaint handling. All relevant departments of the Company participate in bidding under the guidance of "separation of functions, cross-review, centralized review, and approval by leaders". Meanwhile, the Company actively accepts the supervision of suppliers and customers, to effectively prevent commercial bribery in procurement activities and safeguard the interests of all parties.

Key Performance

During the reporting period, the Company signed the *Anti-Commercial Bribery Agreement* with **ALL** its suppliers.



To ensure the stability of the supply chain, the Company shares risk with suppliers through purchase-one-prepare-one, spot + pre-sale, and other modes, and both parties share warehousing and logistics costs and inventory pressure. When purchasing goods, the Company flexibly adjusts its purchase plan according to the changing trend of demand, to realize the flexible supply chain management from demand to production capacity, and ensure unified quality and timely delivery.

Before Supplier Access

- The Company inspects suppliers in advance to comprehensively understand their production management, supply capacity, quality management, and performance capacity.
- In addition to routine inspection, the Company also learns about suppliers' environmental policies, social responsibility initiatives, etc., to ensure that suppliers and the Company share the same values and sustainability goals.

After Supplier Access

- The Company conducts quality spot checks from time to time and visits suppliers regularly to help suppliers improve and upgrade product quality, and become its stable and core suppliers.
- The Company continuously follows up on and supervises the improvement of suppliers to ensure the effective implementation of improvement measures.
- The Company conducts periodic dynamic evaluations and audits on suppliers to ensure that their quality assurance capabilities and supply stability are continuously improved. Suppliers who refuse to rectify during the audit will be replaced to maintain the sound ecology of platform suppliers.

Suppliers Management



Case Developing Products in Cooperation with Suppliers

During the reporting period, Golden Eagle Cartoon developed and marketed four products, i.e. Maiji table lamps, Maiji jump ropes, Maiji ergonomic school bags for kids, and Maiji tuition bags for students, in cooperation with suppliers to ensure the compliance of our products with the requirements of national and industrial standards and the product quality and safety.



Comply with the national standards *Request in Common Use of Security for Student's Articles and Schoolbags*

Comply with the national standard *Sports Equipment and Playground for Middle School & Primary School- Part 20: Jump Rope*, in terms of the industry standards on jump ropes

Comply with the national standards *Performance Requirements for Table Lamps for Paper Task, Luminaire Performance - Part 2-1: Particular Requirements for LED Luminaire and LED Modules for General Lighting - Performance Requirements*, in terms of the industry standards on lamps

Case Supplier Training

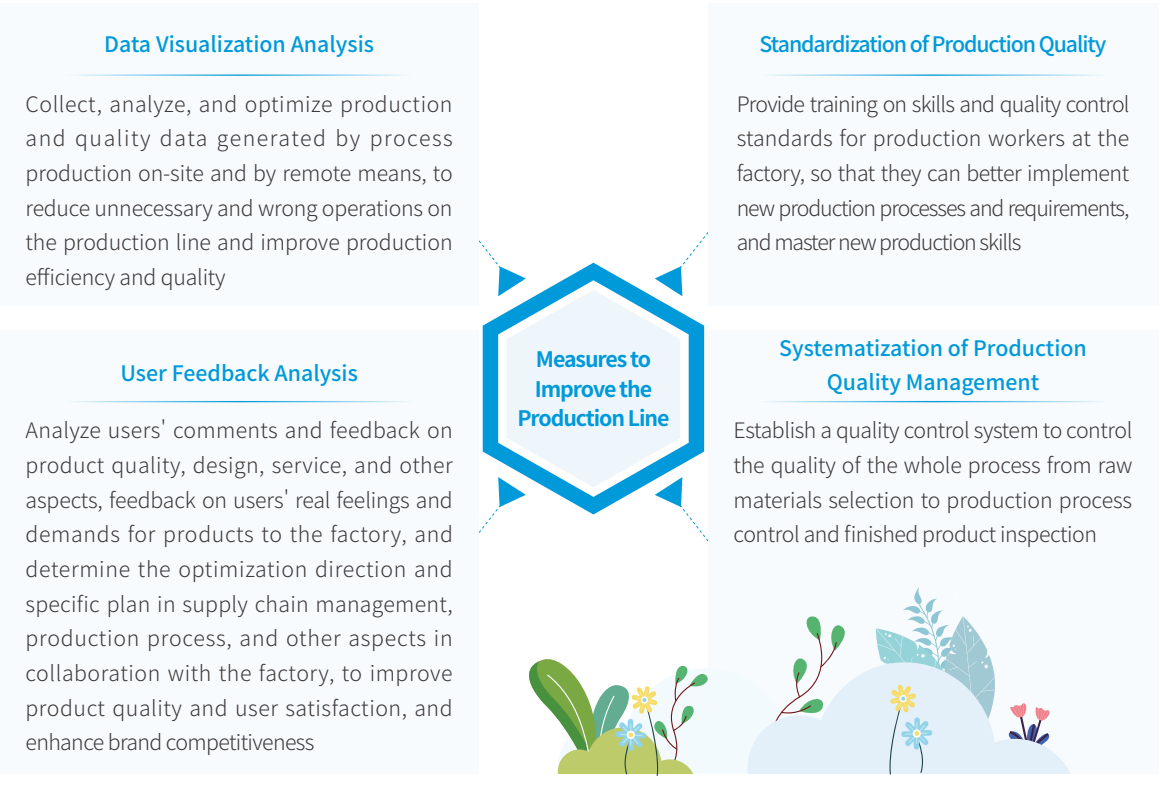
During the 618 Shopping Festival in 2023, Xiaomang E-commerce carried out live-stream training and offline courses for major suppliers to help them fully understand the operation points through the key points and case analysis of the delivery and after-sales service modules. The training covered nearly 100 merchants joining the 618 Shopping Festival and key merchants, with a coverage rate of 100% for key merchants. It reduced supply risks and protected customer experience during the 618 Shopping Festival.

Case Helping a Supplier Improve Its Production Line

The factory of the garment and footwear supplier to Xiaomang E-commerce's self-operated brand No. 1 encountered some problems in production efficiency and product quality. Facing such problems, Xiaomang E-commerce proactively communicated with the supplier and reached an agreement on production targets and optimization strategies. Then the Company sent a special team to assist in the improvement of the production line. After the improvement, the qualification rate of finished products and production efficiency increased by 20%, the order was delivered as scheduled, and user satisfaction was also enhanced.



No. 1, Xiaomang E-commerce's Self-Operated Brand



Case Inspecting the Product Quality of Suppliers on a Sample Basis

During the reporting period, Happigo conducted a quality inspection on omnichannel goods provided by suppliers through anonymous sampling inspection, sampling inspection in the warehouse, and third-party inspection, with a total of 7,718 products sampled throughout the year. Depending on the severity of unqualified goods, Happigo permanently removed them from the shelves removed them for rectification, or re-put them on the shelves after passing the inspection to ensure the quality of the goods for sale and the rights and interests of members.

During the reporting period, Happigo recorded a customer complaint rate of 0.08% for its product quality, down 0.01% year-on-year compared to 2022.

Case National Supplier Conference

In March 2023, Happigo held the 2023 National Supplier Conference. 135 suppliers from all over the country participated in the conference, and dozens of supplier representatives reached strategic cooperation with Happigo on-site. Happigo also commended the excellent suppliers it cooperated within 2022 and presented 26 suppliers with awards such as "Best Collaboration", "Best Original", "Golden Quality", "Emerging Cooperation", "Golden Performance", and "Strategic Cooperation", respectively.

Nature Youth

Mango Excellent Media is committed to inspiring youth culture, guiding teenagers to establish correct values, delivering positive energy through well-planned programs and activities with its advantage, and encouraging young people to pursue their dreams.

Case Malanshan Mango Festival × Indefinite Graduation Ceremony

In July 2023, Mango TV hosted the Malanshan Mango Festival × Indefinite Graduation Ceremony, which was broadcast live around the world. The party invites graduates from the Chinese mainland, Taiwan, Hong Kong, and Macao to sing graduation songs expressing their vision and dreams with the outstanding young artists, to wish the young people to strive hard in the future and create a better tomorrow.



Malanshan Mango Festival × Indefinite Graduation Ceremony

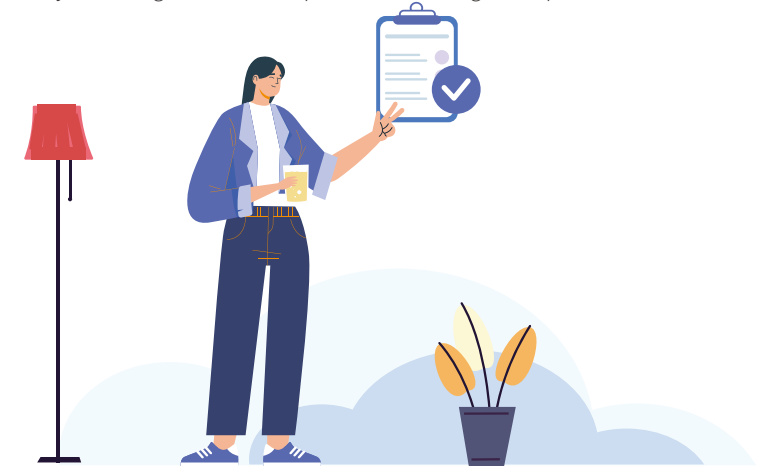


Case Self-made Animation Mango Pups • Earth Intern



Mango Pups • Earth Intern

In July 2023, Mango TV launched its first self-made animation IP named Mango Pups • Earth Intern with brand image as the protagonist. The animation interprets the work story from a unique perspective around the workplace experience of Mango Pups and focuses on the growth of the young generation through topics closely related to daily life, fully exercising the role of the platform in leading users' positive values.



Case Youth π Plan, A Music Competition Variety Show

In May 2023, Mango TV launched Youth π Plan, a music competition variety show jointly created by young people. This show adheres to the original intention of supporting, exploring, and leading youth culture, and aims to attract public attention to the new generation of young people in the name of music and demonstrate a group of young people who are vigorous, innovative, enterprising, inspirational, and brave. As the program was on the air, the production team, together with Youth Hunan and Weibo, jointly launched the topic solicitation activity # Infinite Youth Power #, where netizens were invited to recommend "powerful youth" and pass on "powerful stories", to further radiate the energy of youth.



Liang Xiaosheng, a famous writer, expressed his expectations for young people in the Youth π Plan

Case "Power of Faith" Youth Speech Competition for the National Radio and Television Industry

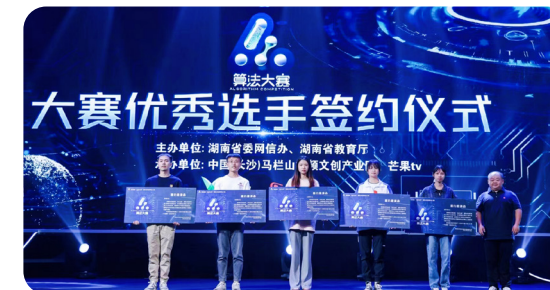
In June 2023, the final of the first "Power of Faith" Youth Speech Competition for the National Radio and Television Industry organized by Mango TV was successfully concluded. Ten young people from all over the country told the stories of people around them seeking, pursuing, and realizing their dreams in combination with their actual work and personal experience, showing the self-consciousness of the people in the industry to keep their original mission firmly in mind, strengthen their ideals and beliefs, and practice the purpose of the Party, and inspiring the passion of young people to inherit the revolutionary tradition, build the faith, and forge ahead.



"Power of Faith" Youth Speech Competition for the National Radio and Television Industry

Case "Malanshan Cup" International Audio and Video Algorithm Competition

In September 2023, the fourth "Malanshan Cup" International Audio and Video Algorithm Competition was successfully held. A record 23,000 teams entered the competition, more than five times the total of the previous three sessions. The competition not only specially set up fun programming activities for teenagers, attracting more than 19,000 teenagers to join in, but also strived to attract top technical talents at home and abroad through the new competition system and high-quality proposition. The innovative topics IWW (invisible watermark) and LTV (LifeTime Value) have been included in ACM MM2023 and IJCAI2023 respectively. Over the past four years, the "Malanshan Cup" International Audio and Video Algorithm Competition has yielded fruitful results, with much progress having been made in audio and video algorithm technology. Standing at the new starting point, the Algorithm Competition will continue to play the role of building a professional and technical exchange platform selecting outstanding algorithm talents, and working hard towards a world-class competition in the audio and video algorithm.



"Malanshan Cup" Algorithm Competition

Industry Leadership

Industry Exchange

As an industry leader, Mango Excellent Media has been committed to promoting the healthy development of the industry. The Company proactively holds and participates in exchange exhibitions and constantly strengthens communication with other enterprises in the industry, to understand the latest industry and market trends and contribute to the development of the industry.

Case Holding China Internet Audio & Video Convention to Discuss Industry Development

In March 2023, the 10th China Internet Audio & Video Convention was held with the theme of "New Journey, Start Again". It focused on the frontier of industry development, discussed key issues, and made professional exchanges on the new



mode, content, culture, business, and pattern of internet audiovisual development. It also held a ceremony to publish the outstanding internet audiovisual works of the National Radio and Television Administration in 2022. Mango TV has created numerous programs by use of its platform and ecological advantage, among which The Past Decade, The Past Decade • Light Chaser, The Past Decade • To the Future, and Infinity and Beyond were awarded as special programs. This fully demonstrated our responsibility and commitment to promote mainstream values and mainstream media responsibilities, as well as the recognition from all walks of life in the industry.

Outstanding Internet Audiovisual Works of the National Radio and Television Administration in 2022

Case 2023 China Mobile Worldwide Partner Conference

In October 2023, Mango Excellent Media participated in the 2023 China Mobile Worldwide Partner Conference. In addition to introducing the integration mechanism and content achievements of Hunan Satellite TV and Mango TV, Mango Excellent Media highlighted the achievements it has made through in-depth cooperation with China Mobile, such as M-Zone Mango Card, Mango TV&MIGU Video content cooperation, large-screen content aggregation, and one-click distribution system. In response to the theme of the conference, Mango Excellent Media also exhibited its latest digital and smart products and experience, which are closely related to the actual business scenarios of the content industry. For example, Mango TV created Run for Time 2023 integrating classic IPs based on 5G+ computing power, which built an open metaverse world with digital and real scenarios interacted based on 5G+ network, cloud rendering, and other technologies, empowering the virtualization of production, digitization of production and experience immersion in the film and television industry and showing Mango TV's innovation in technology serving content.



2023 China Mobile Worldwide Partner Conference

Case Holding an Industry Exchange to Explore Global Cooperation Opportunities

In May 2023, Mango TV and Huawei Cloud jointly held the "Global Media and Entertainment Industry CXO & Mango TV Industry Exchange". Executives from more than 20 countries, including Brazil, Argentina, Chile, Peru, Colombia, the United Arab Emirates, and Saudi Arabia, had in-depth exchanges with Mango TV on media content production, media technology innovation, user operation, and innovative business development. Through this exchange, Mango TV has established a mutual exchange mechanism with global media and entertainment industry partners, which presents an opportunity for the media and entertainment industry to carry out global cooperation.



Industry Exchange

Case participating in the Straits Forum to Strengthen Cross-Strait Exchanges

In June 2023, the 15th Straits Forum was held in Xiamen. As an excellent television carrying the mission of cultural exchanges with music, Infinity and Beyond 2023 produced by Mango TV was invited to participate in the Sharing Session of Cross-Strait New Media Sharing Forum and the Promotion Party of Key Projects on Film and Television. The major production team of the program attended the sub-forum and participated in the symposium themed "Cultural Heritage in Chinese Film and Television Music", sharing their original aspiration of creation and discussing the significance of music heritage and cultural exchange of cross-strait youth. This forum not only serves as an opportunity for cross-strait youth engaged in the film and television industry to exchange ideas but also demonstrates the sense of mission and responsibility of the Hunan Army in the TV drama.



The major production team of Infinity and Beyond 2023 attended the symposium themed "Cultural Heritage in Chinese Film and Television Music"

Industry Cooperation

Case Collaborating with Intelligent Terminal Manufacturers to Build a Large-screen High-definition Industry

Mango TV's large screen APK, in collaboration with multiple intelligent terminal manufacturers such as Xiaomi, Hisense, TCL, and Coocaa, has covered all terminal brands in the Chinese market, with a cumulative activation level of 407 million, firmly ranking in the first tier of OTT content platforms. Mango TV opened up a new content landscape, and embraced a diverse video ecosystem, continuously outputting high-quality short and long video content from variety shows and TV dramas to provide hundreds of millions of families with a stable, healthy, and high-quality large-screen viewing environment. Meanwhile, Mango's large screen high-quality audio-visual product, "Wonderland", provides a more high-definition and ultimate audio-visual experience to users of 4K/8K TVs. All of these help to develop the large screen Ultra High-Definition (UHD) industry.



Large Screen Intelligent Terminal of Mango TV

Case Linking with CarPlay to Embark on a Music Journey

Mango TV has linked with CarPlay to create an immersive in-vehicle music space. As the first video platform in the industry to support CarPlay, Mango TV creates a travel audio feast for users with massive IP audio sources and high-quality super sound, perfecting the users' travel experience.



Mango TV Linking CarPlay

Talent Development



Mango Excellent Media has established a fair and open talent introduction mechanism and continuously upgraded its employee development system of brand influence that is in line with its "Nature Youth" culture and combines its strategic business, to keep attracting and cultivating talents. Constant efforts have been made to further improve systems and mechanisms, effectively protect the rights and interests of employees, enhance employee welfare, implement the accountability mechanism for work safety, show humanity, and continuously enhance employees' sense of gain, belonging, and happiness.

Employee Employment

Mango Excellent Media closely follows compliant recruitment and strictly abides by Labor Law of the People's Republic of China, the Contract Law of the People's Republic of China and other laws and regulations, prohibiting employment of child labor, ensuring equal pay for equal work among men and women, and protecting the legitimate rights and interests of female employees, to create a diverse, fair and impartial work environment for employees' freedom and dignity, and protect all employees from discrimination for religion, gender, age and disability, etc.

Meanwhile, the Company has formulated internal rules such as the Measures for Administration of Employment Contracts to establish legal, compliant, and equal labor relations with employees, and form a code of conduct for them.

Key Performance



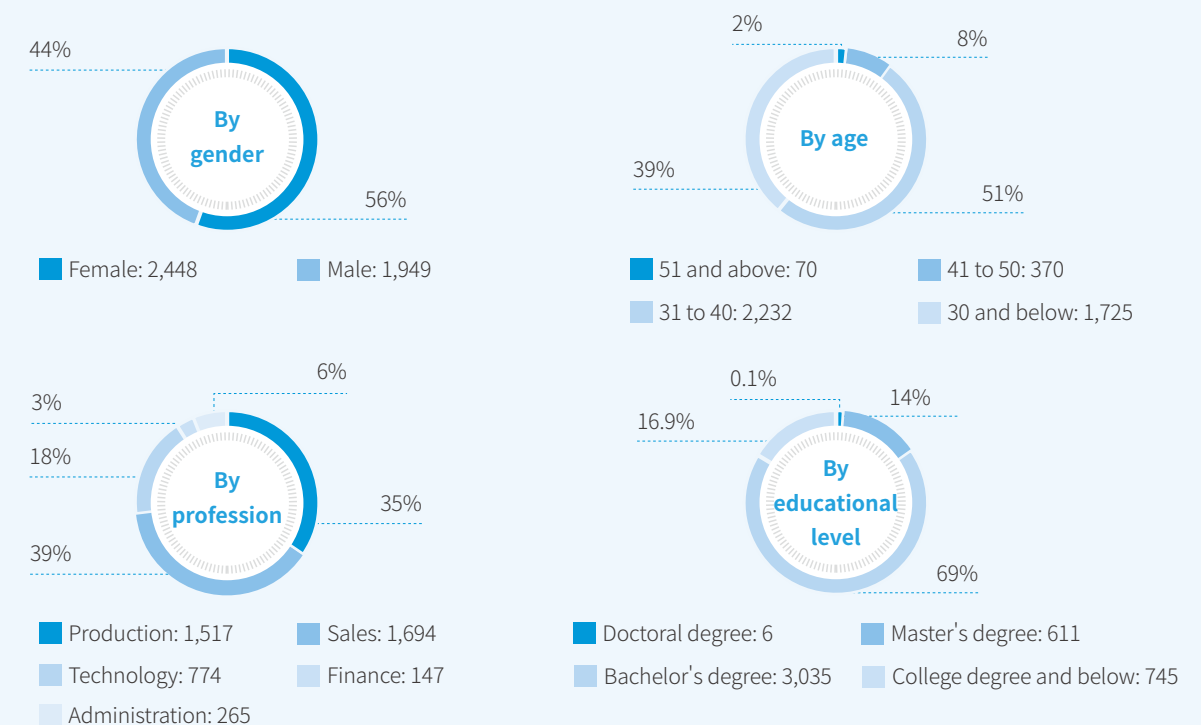
As of the end of the reporting period, for the employees of the Company and its subsidiaries, the employment contract signing coverage rate was

100%

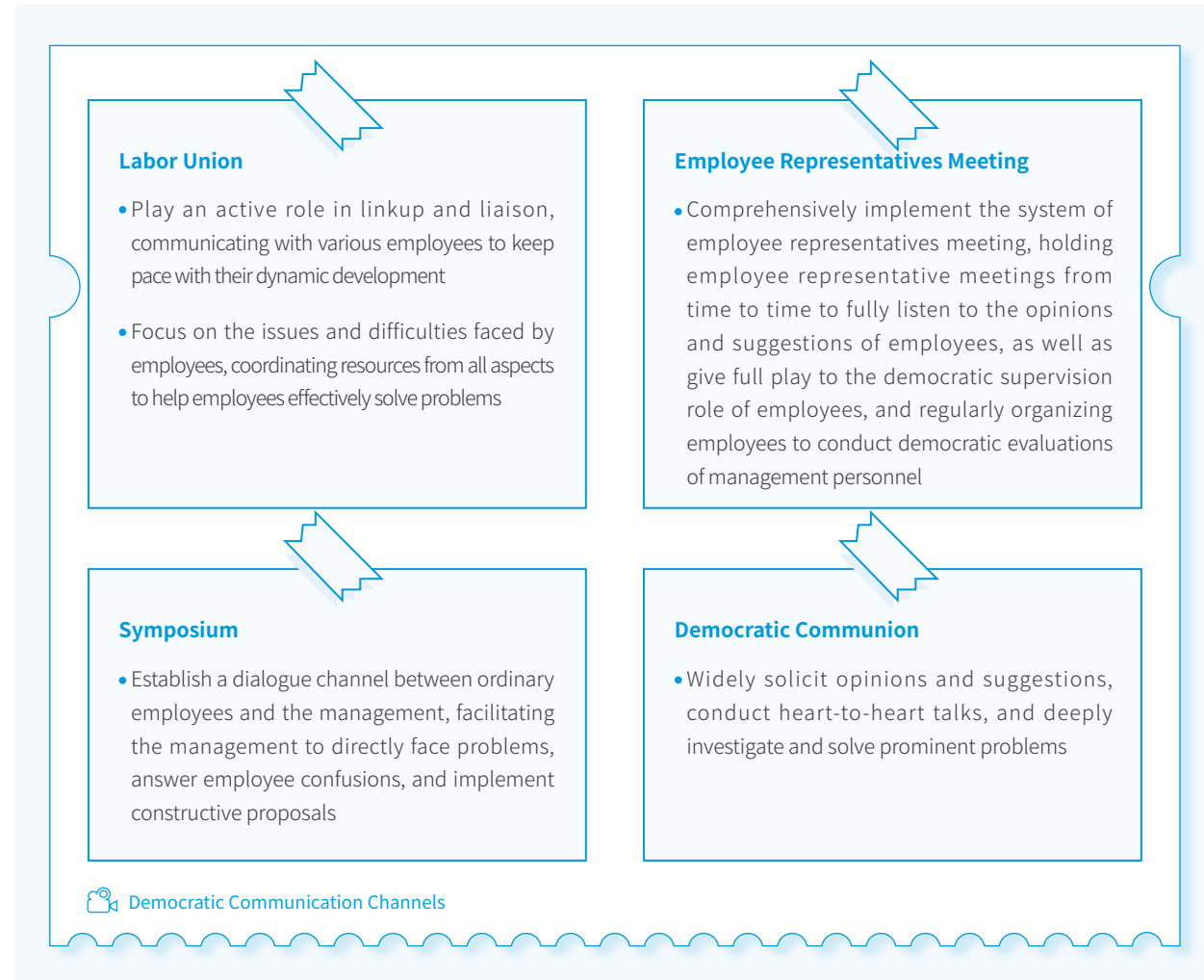
and the social insurance coverage rate was

100%

Employee Composition in 2023



Adhering to the basic "people-oriented" principle, the Company has made available various communication channels, and taken many other measures to legally safeguard and effectively protect the legitimate rights and interests of employees, enabling employees to be truly involved in boosting the Company's development.



Case "Employee Anonymous Sharing Space" Questionnaire Survey

In November 2023, Xiaomang E-commerce conducted an "Employee Anonymous Sharing Space" questionnaire survey activity, which, using a completely anonymous approach, provided a communication channel for all employees to speak freely in the form of a tree hole. This channel enables employees to confide in various internal problems or difficulties they encounter in their work, or offer valuable suggestions to the Company, effectively broadening the ways for employees to democratically communicate with the Company.

Training Development

Career Development

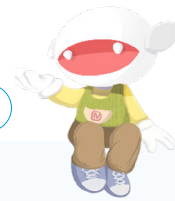
Mango Excellent Media has made available three channels for employee career development, namely "management, professionalism, and support", to align employees' personal career goals with the Company's needs and strategic development direction, thereby bringing win-win results for both enterprise and employee developments, with employees better realizing their self-worth. Meanwhile, the Company has established an internal rotation mechanism whereby to enable employees to choose career development paths such as inter-company transfers, inter-departmental transfers, professional promotion, and internal competition, actively creating conditions to help employees achieve their personal career development goals.

Training System

Based on the Company's strategic planning and business development, and relying on the employee training management system, the online learning platforms and resources, and the internal teacher pool, Mango Excellent Media has formed a training system that covers the entire growth cycle of employees and all business lines of the Company, with four categories of training provided, laying a solid foundation for the growth and development of the employees.

Training Category	Targeted Participants	Training Content	Training Reference
General Skills Training	All employees	Regularly conduct training of "Mango Skills Booster", covering PPT, Excel, document writing, workplace communication and expression, data thinking, business etiquette, image management, etc., to improve the work efficiency and competitiveness of the Company and employees, and help employees better adapt to the workplace environment	
Business Training	All employees	Provide training on industry trends, market dynamics, and business processes by internal and external course instructors that match different areas such as content, product, technology, operation, market, business, and function, to enable employees to comprehensively master the required professional knowledge and practical skills	<ul style="list-style-type: none"> Employee training management system
Talent Development Training	New employees and interns	Organize training such as "Mango Lesson 1" and "Mango Fun Training Camp" to quickly transform "newcomers" into reserve talents that meet the Company's strategic development needs and identify with Mango's cultural value in terms of enterprise development, business planning, and general systems, etc.	<ul style="list-style-type: none"> Online learning platforms and resources
	Outstanding professional talents	Plan training sessions such as "Internal Trainer Classroom/ Sharing Meeting" and "Happy Youngsters" to develop and disseminate the experience of professional talents	<ul style="list-style-type: none"> Internal teacher pool
Qualification Certification Training	Middle and grassroots managers	Plan "Management Training" and other projects to enhance the leadership, innovation, strategic thinking, and other qualities of managers through management evaluation, course learning, and experience development, further improving the construction of management teams	
	Some key positions	Actively organize employees to participate in further education required by relevant departments and ensure more than 90% of them are awarded qualification certificates to enhance their work norms and business abilities	

Key Performance

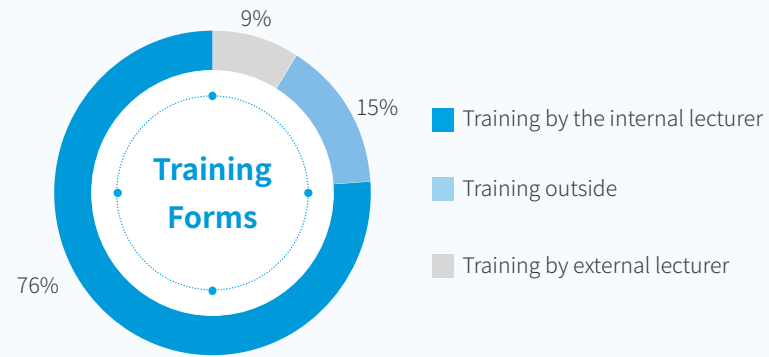


During the reporting period, the Company recorded a total of

628 training sessions

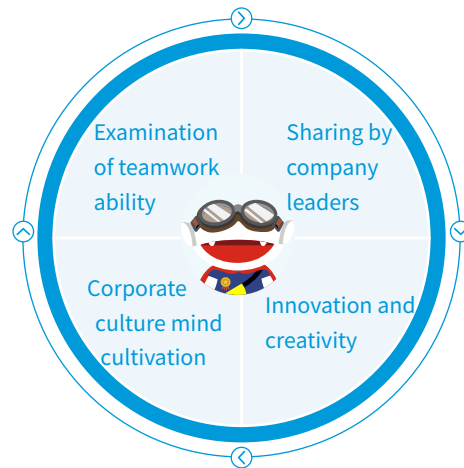
740 training hours

5,100 person-times of participating employees



Case New Employee Training - "Mango Fun Training Camp"

Mango TV has planned a 7-day "Mango Fun Special Training Camp" tailored to the characteristics of school-recruited management trainees. Through senior management lectures, core business sharing, and thematic project proposals, together with such innovative forms as "New Mangoers Market" and "Hunan Culture Immersive Dramatic Interaction", and the mode of simulating a survival challenge game in the workplace, this training camp enables new employees to understand the Company's strategies, industry trends, and business processes, as well as exercise their team thinking, organizational coordination skills and marketing mind, thereby helping them better integrate into Mango culture.



Main Training Content of the "Mango Fun Training Camp"



Mango Fun Training Camp



Case Professional Talent Training - Project for "Happy Youngsters"

"Refinement Program", a training program, has been arranged by Happigo for young talents and business backbones, which lasted for 10 months, covering business, management theory, and practical courses. With a more rigorous selection model, more dimensional training methods, and more effective talent application, this program helps upgrade the internal management talent echelon, providing sufficient impetus for Happigo to transform into a new track.



Photo Showing Graduation of "Happy Youngsters"

Remuneration and Benefits

Remuneration Policy

According to the principle of value distribution, Mango Excellent Media has formulated a series of rules including Remuneration Management Measures, Attendance Management Measures, and Performance Management Measures, under which, daily performance evaluations are optimized based on individual contributions, responsibilities, and risks in their respective positions. Remuneration levels are determined in light of the overall benefits and individual work performances, taking into account principles such as external competitiveness, internal rationality, employee development, and team fairness, with remuneration varying with job position, and performance incentives awarded towards excellent employees, whereby to energize employees to create value.

Benefits System

Mango Excellent Media greatly values and actively responds to employees' needs, using constant efforts to improve the benefits system, and improve the Employee Welfare System, with benefits covering all employees. More humanistic cares are given to employees, creating a good humanistic work atmosphere for them, to enhance their well-being and sense of gain, while motivating their work enthusiasm.



Statutory Benefits

Basic pension insurance, basic medical insurance, unemployment insurance, work-related injury insurance, maternity insurance, housing provident fund, statutory leave



Special Benefits

Accidental injury insurance, supplementary medical insurance, filial piety leave, family care leave, annual physical examination, holiday condolence, birthday condolence, marriage and childbirth condolence, hospitalization condolence, funeral condolence, retirement condolence, summer gift, cold and heat prevention condolence, assistance to employees in need, cultural and sports activities, corporate annual meeting, meal allowance, etc.

Benefits System of the Company

Case Improving the Benefits System to Ensure Employee Welfare

Golden Eagle Cartoon has taken out accidental injury and supplementary medical commercial insurances for all employees and has specially compiled and distributed every employee a Service Manual on the main content of supplementary medical commercial insurances, related claim procedures, and after-sale services, etc., which manual has also been uploaded to the HR section of the Company's OA system for employees' easy reference. Additionally, Golden Eagle Cartoon has also completed procedures on the activity concerning medical mutual assistance for all employees and special disease protection for female ones at a provincial level, under which, eligible medical expenses incurred due to illness or injury (excluding work-related injuries and childbirth) can be subject to different proportions of hospitalization subsidy benefits during the activity, in addition to indemnity from commercial insurance, thus best ensuring protection for employees.

The Company is committed to creating a comfortable and safe working environment for employees, bringing better work experience for them while improving their work efficiency and sense of belonging.

Bringing a better dining experience to employees, and enhancing their sense of belonging

Establishing a free and safe children's playground for employees who need to take their children to work however, eliminating their worries



Employee Canteen

Children Playground

Maternal and Infant Room

Reading Corner

Provide comfortable and warm private space for breastfeeding mothers

Facilitate employees' just-in-time learning, giving effect to corporate culture

Company Benefits and Facilities

Cultural Activities

Mango Excellent Media lays great emphasis on team cohesion shaping. Through rich cultural activities, Mango Excellent Media best satisfies employees' spiritual and cultural needs, cultivates their team spirit, and continuously enhances their sense of belonging and happiness, thereby promoting the sustainable development of the Company.

Case The Company's 5th Anniversary Celebration - "Infinite Energy & Endless Melody"

In August 2023, the Company held the event for the "Fifth Anniversary Celebration of Mango Excellent Media", during which, the original theme song Be Your Light designed for the event was released for the first time at the celebration site. Produced by the team of EE-Media, with the staff of the Administration and Personnel Department of Mango Excellent Media as the lyricist, the song was sung by the staff representatives from Mango TV, Golden Eagle Cartoon, Xiaomang E-commerce, Happigo, and EE-Media together.



Singing the Original Theme Song Be Your Light for the Fifth Anniversary Celebration

To express gratitude to the Mango family for their full support to the Company and to all employees for their hard work, the Company offered special souvenirs, i.e. the Mango TV Full Screen Colorful Membership Card and the new company uniform 'Number One' T-shirt, for the "Fifth Anniversary Celebration of Mango Excellent Media", to the employees.



Mango TV Full-Screen Colorful Membership Card

Group Photo of Employees with New Company Uniforms

Case Lantern Riddle Guessing Event for the Mid-autumn Festival

To convey the Company's care to employees on holiday, the Company arranged the employee canteen with cultural elements as the Mid-Autumn Festival approached. Poems with festive themes were hung on the walls, and rabbit-shaped lanterns were used for decoration, along with bunny and carp lamps and other festival-related decorations, creating a reunion atmosphere for employees in the canteen. On the day of the Mid-Autumn Festival, the Company held a lantern riddle guessing event under the "moon" for the employees, attracting more than 500 participants to enjoy the happy time with gifts of exquisite bookmarks and scented candles and to celebrate this joyous festival.



Gifts for the Mid-Autumn Lantern Riddle Guessing Event

Case "Fusion Night for Programmer"

In October 2023, Mango TV held the third Employee Day-Series event for 2023 under the theme of "Fusion Night for Programmer", during which, combined with product technology and actual business, a range of sub-events such as self-developed APP Forest Evolution Ranking, AI Sound Source Collection, E-sports Competition, and "Fusion Night for Programmer" were released.

As the closing activity of this event, "Fusion Night for Programmer" covered performance shows, award ceremonies, "military" orders, food shows, lucky draws, and games, etc., with its participants including multiple leaders of Mango Excellent Media and Mango TV to celebrate the exclusive festival for programmers with nearly a thousand of Mangoers.



"Fusion Night for Programmer"

Case Mango Youth Singing Party

To showcase the style of, and build a culture platform for, the youth of Mango, in November 2023, the Company held the "Enjoy Mango Lawn Big BAND", the first Mango Youth Singing Party for 2023. Through Band Competition, Youth Trend Market, Youth Friendship, Starry Sky Outdoor Cinema, Youth MIC, and other activities, the Company encouraged young employees to communicate across departments and units, presenting their youthful charm, and gathering the youth force of all Mangoers.



Mango Youth Singing Party

Case 2023-2024 Annual Conference and Golden Mango Awarding Ceremony

In February 2024, the Four-Platform Annual Conference and Golden Mango Awarding Ceremony with the theme of "Energetic Gallop Towards Unity and Progress" was held at the Malanshan Sci-Tech Cultural and Creative Base. At the ceremony, CAI Huaijun, Deputy Secretary of the Party Committee and Chairman made the "2023-2024 Four-Platform Work Report" with the theme of "Do it to Find Opportunity in Risks" summarizing the past and looking forward to the future. During the meeting, multiple awards were also released to recognize outstanding employees, teams, projects, works, etc., with good performance in 2023, motivating Mangoers to make persistent efforts and strive for continuous success.



Annual Conference of the Company with the theme of "Energetic Gallop Towards Unity and Progress"

Diverse Employee Engagement Activities



Condoling with Employees in Need



Dance Activity for Female Employees



Basketball Club Activity



Football Match

Health and Safety

In strict accordance with the national and local government laws, regulations, and standards related to occupational health, Mango Excellent Media keeps strengthening safety awareness throughout its structure. The Company adopts a grid management mechanism of "integration of power and responsibility, territorial management, personalized accountability, and implementation at all levels", based on which effort is made, with members of the work safety leadership group clearly defined, target work safety responsibilities implemented at all levels, and the 2023 Work Safety and Fire Target Management Responsibility Statement signed, seeking to build a long-acting safe work mechanism, consolidate the philosophy of safe development, and ensure work safety.



<p>Around the clock, arrange personnel to be on duty at the front desk, and register the entry and exit of external personnel in detail to ensure that there are no lost objects or any safety accidents in the office area</p>	<p>Every day, during three time periods (at work, after work, and at midnight), regularly conduct 6 thorough safety inspections for the covered work and keep a proper record of the same</p>	<p>Every month, inspect the Company's office computer room, fire equipment, fire exits, emergency evacuation exits, and safety signs</p>	<p>During critical periods such as special protection duration, major festivals, and year-end, conduct a self inspection in six aspects including safety risk investigation, safety system inspection, safety operation standards, and emergency safety handling to ensure the Company's work safety and normal business operation</p>
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Safety Inspection

The Company strictly implements safety training and emergency drills for all employees, taking opportunities such as the "First Lesson of Work", "Work Safety Month", and "Fire Awareness Month" to continuously improve the safety awareness and skills of all employees, comprehensively carry out various safety work, prevent and reduce safety hazards, and protect the safety of its employees and property.

Case Emergency Rescue Training of "Care for Life, Rescue at Hand"

To enhance the emergency rescue awareness and skills of employees, the Company organized 52 employee representatives to participate in the Red Cross emergency rescue training volunteer service activity of "Care for Life, Rescue at Hand". Under the guidance of professional first aid instructors, group training and drills on emergency rescue skills were conducted to help employees gain a deeper understanding of first aid knowledge and technique, master basic emergency rescue skills, and ensure taking timely and correct rescue measures in response to emergencies, to protect their own and others' lives while laying a foundation from personal knowledge and skill for building a safe and harmonious social environment.



Emergency Rescue Training Manual



Case Lecture on Infectious and Occupational Diseases Prevention

To enhance employees' health consciousness and self-protection awareness, Mango TV organized two health knowledge lectures in March 2023: "Introduction and Prevention of Seasonally Prevalent Infectious Diseases" and "Occupational Disease Prevention Knowledge Training - Prevention of Neck, Shoulder, Lumbar and Leg Pain", enabling employees to effectively prevent diseases in their daily life and work, and ensuring their health and safety.

Lecture Presentation on Occupational Disease Prevention

Case Fire Safety Training and Emergency Evacuation Drills

In June 2023, Golden Eagle Cartoon organized all employees to have fire safety knowledge training and emergency evacuation drills for the year 2023, during which, external lecturers were invited to teach employees fire safety knowledge, explaining in detail various hidden dangers that cause fires, fire laws and regulations, as well as knowledge closely related to everyone on electrical fire prevention, fire equipment and facilities, and fire emergency evacuation.

Fire Safety Knowledge Training Emergency Evacuation Drill

Key Performance



Focusing on the occupational health and safety of employees, the Company organizes regular health examinations for employees every year, takes out medical insurance for employees and program groups, and arranges disease prevention and mental health lectures from time to time to popularize health knowledge, thereby protecting the physical and mental health of employees. During the reporting period, the coverage of health examinations for employees was

100%

The coverage of medical insurance for employees and program teams was

100%



Lecture on Mental Health

Environment

Our Concept

Mango Excellent Media, as a listed company adhering to high-quality development, firmly upholds the philosophy of green development and practices low-carbon operation during its business, leveraging its media resources and media convergence strengths to advocate sustainable development and assist in the construction of green ecology.

Our Actions

- Protecting Environment

Our Achievements

In response to Xi Jinping Thought on ecological civilization, Mango Excellent Media steps firm on the path of environmental protection and low-carbon operation, and actively fulfills the responsibility of ecological civilization construction. During the reporting period, our energy efficiency increased by 10.4%, water resource efficiency increased by 5.6%, and total annual carbon dioxide and other greenhouse gas emissions decreased by 13%. Golden Eagle Cartoon, Xiaomang E-commerce, and Happigo advocated green and sustainable development, promoted the use of greener, more eco-friendly, and degradable product materials, encouraged lightweight packaging and packaging reuse, and adopted photovoltaic and energy storage equipment in offline projects to reduce the impact of operation on the environment. We also created Navigating to the Future, I Wait for the Sea Breeze to Hug You, HI FLY, and other contents to call for environmental protection, thus ensuring the harmonious co-existence between humans and nature.

Relevant SDGs



Protecting Environment

Low-carbon Operation

In response to Xi Jinping Thought on ecological civilization, Mango Excellent Media actively fulfills the responsibility of ecological civilization construction, steps firm on the path of environmental protection and low-carbon operation, and strictly abides by relevant national laws and regulations on environmental management, to reduce the impact on the environment based on the concept of high efficiency and green recycling, building an environmentally friendly and responsible benchmark enterprise. During the reporting period, the Company has not been subject to any administrative penalties for violating relevant laws and regulations on environmental protection.

Resource Utilization

The Company bears in mind the new development concepts of innovation, coordination, green, openness and sharing, adjusting the production mode, and innovating the use of technology of R&D resources in the court of operation, for higher utilization efficiency.

Electricity Conservation

As an active response to the national policy of energy conservation, Mango Excellent Media and its subsidiaries have taken various energy-saving measures, effectively controlling annual energy usage, and reducing electricity consumption.


Low-carbon and Energy-saving Measures

- Develop energy-saving plans every year, and flexibly adjust the on/off times for air conditioning units and boilers during operation according to weather temperature and actual needs
- Arrange dedicated personnel to conduct inspections in all office areas every night, check the electricity usage of equipment, and promptly cut off power and turn off air conditioning and other electrical equipment in unmanned offices
- Install timing switches on the display screens and set the switches for different periods according to the functions of different displays
- Adjust the original lighting habits by turning off 80% of the lights in specific areas starting from 10:30 pm every night, and adjust the on/off times for outdoor lighting and spotlights promptly as per the length of day and night in summer and winter
- Reduce the number of light strips and bulbs in public areas and meeting rooms as appropriate, and replace the lighting in the corridors on both sides with voice-controlled lights to avoid long-term use and save electricity

Lightweight Packaging


As a content e-commerce platform, Xiaomang E-commerce uses a large amount of packaging materials when sending products to consumers for online shopping. To save resources, Xiaomang E-commerce has developed corresponding rules for shipping and packaging, under which, except for conflict or insufficient space due to large volume, when sending the order products, it will automatically merge multiple orders for the same address in one order, saving shipping costs, reducing packaging material waste, and promoting efficient resource utilization.

Happigo adopts an efficient manner in packaging materials, tailoring different lightweight packaging schemes for different business scenarios, and recycling used packaging materials to reduce packaging materials.



Lightweight Packaging

- More than 65% of the incoming goods are shipped out directly using external packaging provided by the suppliers to avoid secondary packaging
- For special products, green packaging with flexible packages and bubble columns is used instead of cardboard boxes
- Products directly coming from suppliers are handled in collaboration with express service providers, some of which are protected and reinforced with recycling boxes that can be reused from the express service providers, in line with the environmental protection concepts



Packaging Reuse

- Waste packaging is provided to business departments for reuse based on size and model
- It can be used: 1. for packaging office documents and printing materials; 2. for transporting computers and telephone equipment, etc., and keeping and organizing office items; and 3. as anti-slip pads in rainy and snowy weather
- After use, the cardboard box packaging is sent to the recycling station for raw material recycling

Package Saving Measures of Happigo



Green Design

Golden Eagle Cartoon shoulders the responsibility and commitment of new mainstream parent-child media, advocating green and sustainable concepts in the design of children's products and offline children's parks, to reduce the impact of the Company's operation on the environment.

Green products

- During the reporting period, some of the products regarding "Maiji" developed by Golden Eagle Cartoon were made of biodegradable materials, which are more environmentally friendly.
- The packaging bags for the "Maiji" smart jump ropes are made of CPE materials, complying with the US BPI biodegradable certification.



Packaging for the "Maiji" Smart Jump Ropes

Green Park

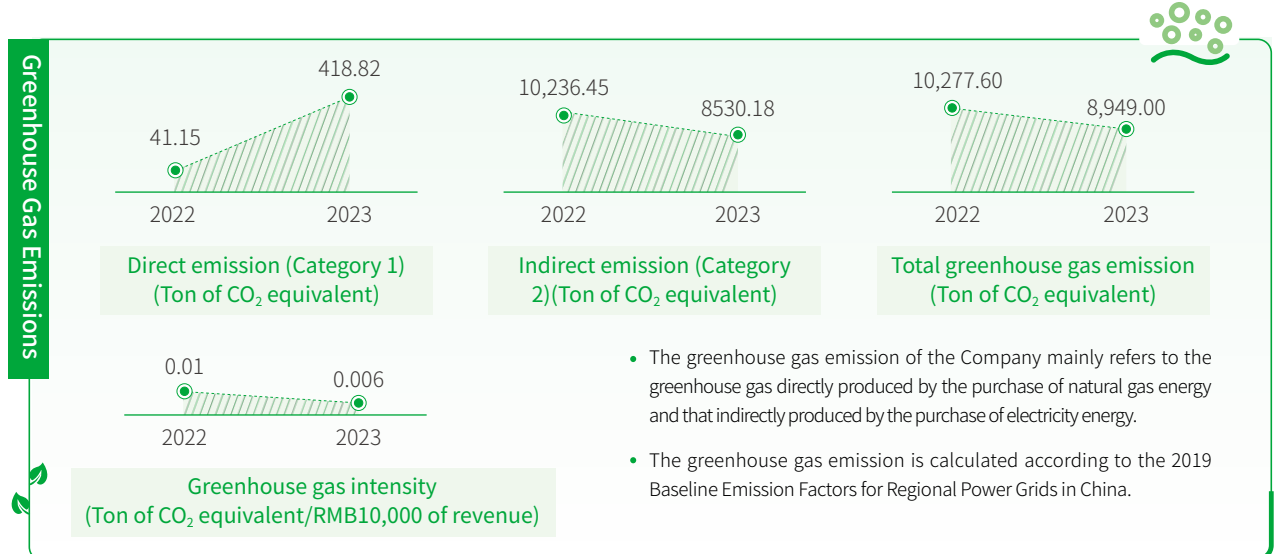
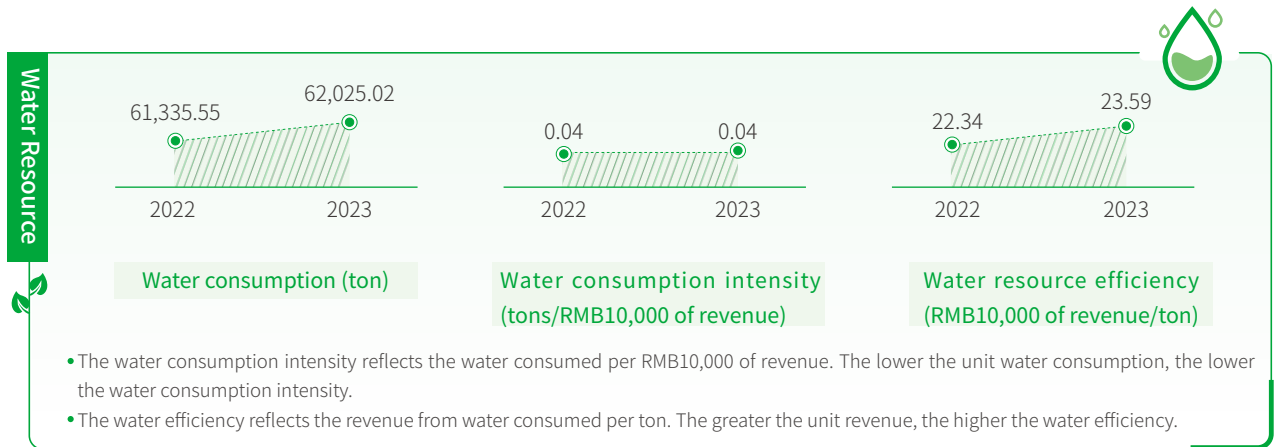
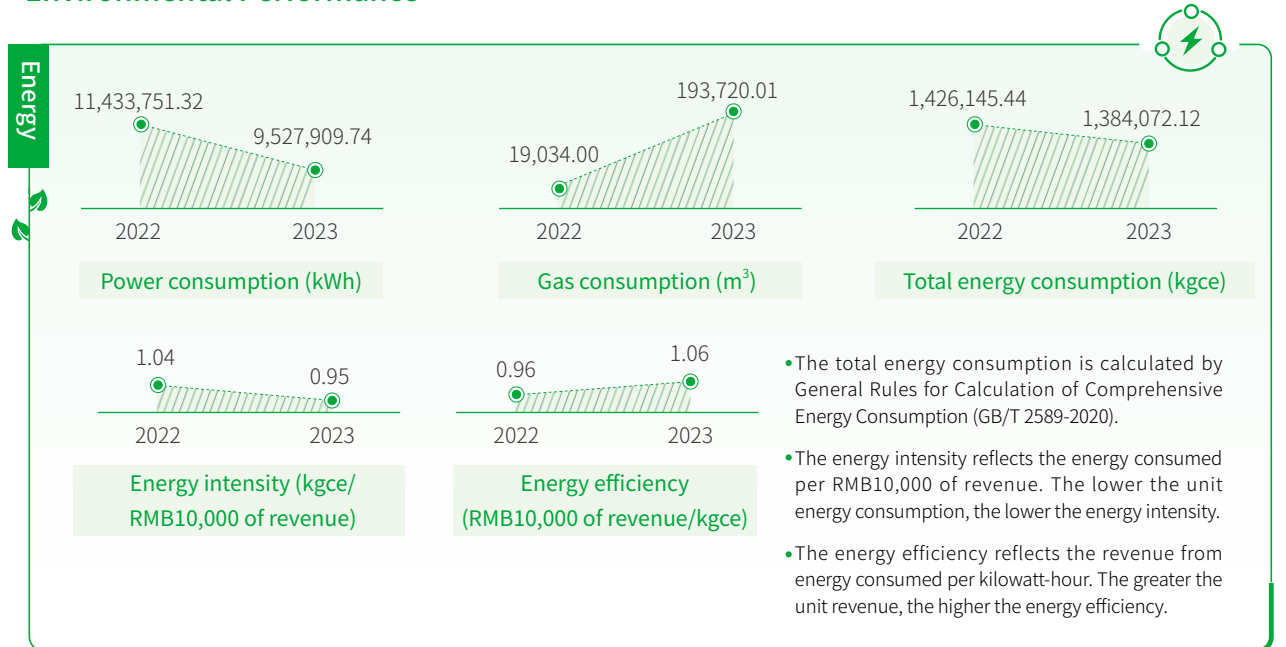
- Golden Eagle Cartoon adopts a modular design concept, under which the design tasks are explicitly required to be modular overall, while the number of reusable equipment and prop modules is required to account for over 30%. Through continuous optimization and iteration, Zhuhai Maiji 3.0 Flagship Park has arrived at a degree of over 50% for modularity and integration.
- Since design, Golden Eagle Cartoon strictly controls all material selection and construction processes. From the selection and finalization of main and auxiliary materials for decoration to the process monitoring of customized prop suppliers, each link is closely monitored and supervised, with the highest environmental standards in the execution standards for similar children's commercial spaces in China. In selecting materials, priority is given to using recycled materials-based products, such as base wall panels, IP dolls, and tables and chairs in resting areas made from recycled materials.
- The green attributes of energy utilization are taken into full account. For example, when selecting an air conditioning system, strict requirements are placed on not using refrigerant systems that cause damage to the atmosphere. When designing and implementing an air conditioning system, a real-time body temperature control system is included to ensure intelligent control of the temperature in each indoor space, as well as energy consumption optimization to meet the requirements of energy conservation and emission reduction.
- Constant efforts are also made to explore new energy applications, constructing energy-saving and green energy supply systems such as photovoltaics and energy storage equipment on the land.



Zhuhai Maiji Park

Green Design of Golden Eagle Cartoon

Environmental Performance



Environmental Promotion

As a state-owned new media company, Mango Excellent Media shoulders the important mission of promoting environmental protection. Internally, the Company posts environmental protection slogans and organizes environmental protection activities, to enhance employees' motivation to protect the environment and their awareness of resource conservation. Externally, the Company makes use of the media and artiste resources to promote the importance of environmental protection, guiding the public to establish the value of protecting ecological civilization and work together to create an eco-friendly home.

Internal Promotion

The Company posts reminder signs at sinks, printers, lighting switches, rubbish bins, etc., to promote the concept of environmental protection and energy conservation, leading everyone to take action and make their contributions.



The slogan of Happigo for Saving Water

The slogan of Happigo for Saving Paper

Case "Clean Plate Campaign" to Reduce Food Waste

From April to May 2023, Mango TV organized an offline campaign of "Collecting Clean Plate Stickers for Gifts", during which, dedicated persons were arranged to give stickers to employees if they had cleaned their plates during lunchtime on weekdays. In the third week of the campaign, the daily average kitchen waste was decreased by nearly three barrels, with an average food waste reduction of 35%, greatly saving the Company's food resources and reducing its pressure from food waste disposal. Nearly 500 employees received gifts with over 10 clean plate stickers. Through this campaign to spread environmental protection ideas, the Company has facilitated employees to develop good dining habits and awareness of resource conservation.



Campaign of "Collecting Clean Plate Stickers for Gifts"

Program Promotion

Keeping in mind the philosophy of green development, and the mission of building a green ecological civilization, the Company works to increase the public's attention to ecological civilization construction through promotion via its platform channels by producing film and television works and children's education programs, etc.

Case Navigating to the Future, Recording the Green Development in China

In February 2023, Mango TV broadcast "Navigating to the Future", a documentary jointly produced by the News Office of the International Department, the Central Committee of CPC, and the China Review Studio. The documentary consists of 5 episodes, using 318 National Highway, which runs from east to west in China, as a geographical clue to lead the audience to multiple cities and villages in various regions, exploring the vivid and moving stories in China, thereby showcasing China's evolution and tremendous change in environment, economy, culture, construction, technology, and other dimensions. By green narrative, and using visual means to reflect both natural and artificial green landscapes, the documentary gives a clear picture of the logic of interdependence and correlation between development and nature, and presents China's largest green bionic architecture, "near zero carbon" building, and other energy-saving and emission reduction plans that reflect Chinese wisdom, interpreting the main theme through resonance communication to harmony between human and nature.



Navigating to the Future

Case I Wait for the Sea Breeze to Hug You, Calling for Marine Conservation

In June 2023, the original web short micro-drama I Wait for the Sea Breeze to Hug You was aired by Mango TV under the "Mango TV Program". As a work selected for the 2023 Quality Creation and Dissemination Project for Network Audiovisual Scheme, this program focuses on "Marine Ecological Protection", showcasing the beautiful scenery and folk characteristics of Quanzhou, Fujian, while attracting audience attention to environmental protection and ecology. Through this theme, Mango TV raises the audience's concern for environmental protection, calling on everyone to protect the marine environment and safeguard the ecosystem on which we depend from daily actions.



I Wait for the Sea Breeze to Hug You, a Mini Drama for Ecological Protection



Golden Eagle Cartoon explores and promotes environmental protection concepts, spreading the correct philosophy of green development with multiple dimensions and media. Through channel program content and implantation of environmental protection information in offline scenes, it firmly delivers the green development philosophy to the future generation of children, striving to build a social atmosphere with everyone caring for the environment.

Case "HI FLY", Nurturing Children to Live in Harmony

The preschool education program "HI FLY" launched by Golden Eagle Cartoon started broadcasting in 2004. During the reporting period, the program ranked third in its segment among all channels twice and first among provincial TV channels. This program has opened a section "Assist Animal Team", which takes children to understand the living environment of animals around the world, emphasizes the urgency of responding to global warming, and presents the preciousness of endangered species, guiding children to live in harmony with humans and animals, cherish biological species, conserve resources, and create an environmentally friendly and harmonious world.



Preschool Education Program "HI FLY"



Environmental Protection Public Service Advertisement of "Preventing White Pollution"



Postscript

Highlight Programs

Variety Shows



Ride The Wind 2023

Helping to contemplate the power of women and traditional culture

Relevant Issues

Gender Equality, Value Leading



Call Me By Fire S3

Reflecting and expressing the attitude towards life of working hard for victory

Relevant Issues

Value Leading, Hard Work



Divas Hit The Road

Approaching the "Belt and Road" to highlight the cultural power

Relevant Issues

Value Leading, China Power



Infinity and Beyond 2023

Awakening the common cultural memory of both sides of the Taiwan Strait

Relevant Issues

Value Leading, Industry Cooperation



Circle of Sound

Chinese music tour

Relevant Issues

Value Leading, Patriotism



Youth π Plan

Showing sweat and strengths of youth through singing

Relevant Issues

Value Leading, Youth Power



Hello Judge

Assisting the construction of the rule of law in China

Relevant Issues

Rule of Law, Fairness, and Justice



Wow! Nice Figure S5

Advocating for a healthy lifestyle concept of "sport and fitness together"

Relevant Issues

Value Leading, Health and Well-being



Chinese Wedding 2

Depicting the beautiful lives and describing the context of a happy China

Relevant Issues

Value Leading



SHERlock

All-female puzzle and reasoning reality show

Relevant Issues

Gender Equality, Value Leading



Workplace Newcomers · Forensic Season

Seeking to show fairness and justice in judicial cases to the people

Relevant Issues

Promoting Employment, Industry-Academia-Research Cooperation, Compliant and Legal Operation



Happy Friends

Life with friendship

Relevant Issues

Value Leading, Positive Energy



Infinity and Beyond 2023

Awakening the common cultural memory of both sides of the Taiwan Strait

Relevant Issues

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Chinese music tour

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Happy Friends

Life with friendship

Relevant Issues

Value Leading, Positive Energy



Whos the Murderer S8

Spreading legal knowledge and promoting the rule of law

Relevant Issues

Rule of Law, Fairness and Justice



A Journey for No.1

Unique geographical research journey

Relevant Issues

Rural Revitalization, Environmental Protection



TV Dramas



The Forerunner

Young Mao Zedong exploring the path of Chinese revolution

Relevant Issues

Value Leading



Meet Yourself

Assisting in the recovery of the culture and tourism economy

Relevant Issues

Rural Revitalization



Fake It Till You Make It

Focusing on multiple real-life topics

Relevant Issues

Value Leading, Realism, Positive Energy



Fireworks of My Heart

Ordinary heroes showcasing the power of the times

Relevant Issues

Value Leading, Health and Safety



I Wait for the Sea Breeze to Hug You

Calling for the protection of marine ecology

Relevant Issues

Environmental Protection



Documentaries



China S3

Telling Chinese stories and spreading the voice of China

Relevant Issues

Technological Innovation, Value Leading



Navigating to the Future

Understanding the development effectiveness of China's modernization

Relevant Issues

Rural Revitalization, Environmental Protection, Technological Innovation



Amid Lucid Water and Lush Mountains

Focusing on the road of revitalization and development of ethnic minority villages

Relevant Issues

Rural Revitalization



Chao Shi Kong Xun Zhao

Passing on and carrying forward the great spirit from the movement to resist U.S. aggression and aid Korea

Relevant Issues

Party Building Leadership, Technological Innovation



The Story of Eyes

Drawing the people's attention to their own eyes

Relevant Issues

Health and Well-being, Minor Protection



Children Programs



Funny Games

Guiding teenagers to be positive and enthusiastic

Relevant Issues

Minor Protection, Value Leading



Daddy's Home 2

Focusing on parent-child growth

Relevant Issues

Minor Protection, Value Leading



Sunny Girl S3

Sunshine girl's growth diary

Relevant Issues

Minor Protection, Value Leading, Gender Equality



HI FLY

Disseminating healthy, safe, and nutritious preschool education program content

Relevant Issues

Minor Protection, Environmental Protection, Value Leading



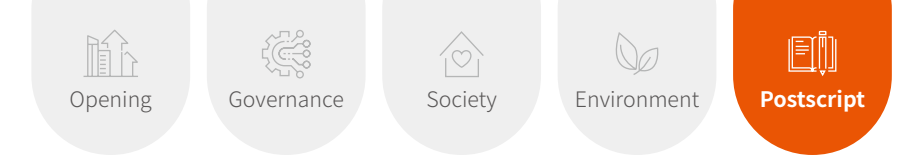
Key Performance

Category	Indicator	Unit	2021	2022	2023
Economic performance	Operating revenue	RMB100mn	158.01	139.77	146.28
	Net profit attributable to parent company	RMB100mn	21.73	18.64	35.56
	Total assets	RMB100mn	268.09	297.84	314.22
	Number of R&D personnel	Person	595	604	694
	Proportion of R&D personnel	%	14.79	13.62	15.78
	R&D investment	RMB100mn	4.30	3.64	4.19
	Total tax	RMB100mn	4.67	4.55	5.11
	Shareholder dividends	RMB100mn	2.43	2.43	3.37
Environmental performance	Power consumption	kWh	11,168,127	11,433,751	9,527,910
	Gas consumption	m	/	19,034	193,720
	Water consumption	Ton	45,164	61,336	62,025
Social performance	Ton of CO2 equivalent	Ton of CO ₂ equivalent	9,590.07	10,277.60	8,949.00
	Total number of employees	Person	4,022	4,125	4,397
	The proportion of female employees	%	57	57	56
	Employment contract coverage	%	100	100	100
	Social insurance coverage	%	100	100	100
	Physical health examination coverage	%	100	100	100
	Number of employee training	Sessions	602	668	628

Index

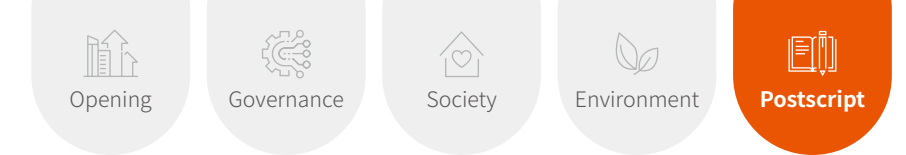
Chinese Academy of Social Sciences CASS-ESG 5.0 Standard Index

Topic	Indicator No.	Indicator	Relevant Session	
Talent Development				
Reporting Specifications	P1.1	Quality assurance	About This Report	
	P1.2	Information interpretation	About This Report	
	P1.3	Reporting system	About This Report	
Executive Messages	P2.1	Situation analysis and strategic consideration of corporate social responsibility performance	Message from the Chairman	
	P2.2	Annual work progress in ESG	Message from the General Manager	
Responsibility Focus	P3.1	Major ESG events	New Mission on a New Journey	
Company Profile	P4.1	Basic information	About Mango Excellent Media	
	P4.2	Strategy and culture	About Mango Excellent Media	
	P4.3	Business overview	About Mango Excellent Media	
	P4.4	Major changes in organizational size, structure, ownership or supply chain during the reporting period	See the annual report	
Governance Responsibility (G)				
Corporate Governance	G1.1	Diversity of the board of directors	Standardized Operation	
	G1.2	Independence of the board of directors	See the annual report	
	G1.3	Compliance system	Standardized Operation	
	G1.4	Compliance training performance	Standardized Operation	
	G1.6	Appeal and reporting mechanism	Ongoing Progress	
	G1.7	Anti-commercial bribery and anti-corruption system	Ongoing Progress	
	G1.9	Corruption incidents and response measures	Ongoing Progress	
	G1.10	Information transparency	Standardized Operation	
	ESG Management	G3.1	ESG work responsibility department	About Mango Excellent Media
		G3.4	Participation in ESG research or industry ESG standard development	About Mango Excellent Media
G3.5		Identification of material ESG topics	About Mango Excellent Media	
G3.6		Stakeholder communication activities	About Mango Excellent Media	
G3.7		ESG information disclosure channels	About Mango Excellent Media	
G3.11		ESG honors	About Mango Excellent Media	



Topic	Indicator No.	Indicator	Relevant Session	
Environmental Risk Management (E)				
Environmental Management	E1.1	Environmental management system	Protecting Environment	
	E1.6	Environmental management system certification	Protecting Environment	
	E1.7	Environmental protection training and education	Protecting Environment	
	E1.8	Research and application of environmentally friendly products or technologies	Protecting Environment	
Resource Utilization	E2.1	Energy management system	Protecting Environment	
	E2.2	Energy consumption	Protecting Environment	
	E2.3	Energy consumption intensity	Protecting Environment	
	E2.4	Clean energy usage policy	Protecting Environment	
	E2.6	Policies to reduce the use of packaging materials for finished products	Protecting Environment	
	E2.9	Water resource utilization policy	Protecting Environment	
	E2.10	Fresh water consumption	Protecting Environment	
Safeguarding Ecological Security	E2.11	Water consumption intensity	Protecting Environment	
	E2.14	Green office measures	Protecting Environment	
	E4.2	Biodiversity conservation actions	Protecting Environment	
Addressing Climate Change	E4.3	Ecological restoration and governance	Protecting Environment	
	E5.5	Direct GHG emissions	Protecting Environment	
Addressing Climate Change	E5.6	Indirect GHG emissions	Protecting Environment	
	E5.7	GHG emission intensity	Protecting Environment	
Social Risk Management (S)				
Employment	S1.1	Compliance with labor standards	Talent Development	
	S1.2	Diversity and equal opportunities	Talent Development	
	S1.3	Employee composition	Talent Development	
	S1.4	Democratic management	Talent Development	
	S1.6	Democratic management	Talent Development	
	S1.7	Salary and benefits system	Talent Development	
	S1.8	Social insurance coverage	Talent Development	
	S1.10	Employee care	Talent Development	
	Development and Training	S2.1	Career development pathway	Talent Development
		S2.2	Vocational training system	Talent Development
S2.4		Vocational training performance	Talent Development	
Occupational Health and Work Safety	S3.1	Occupational health management	Talent Development	
	S3.4	Work safety management system	Talent Development	
	S3.5	Safety promotion and training	Talent Development	

Topic	Indicator No.	Indicator	Relevant Session
Social Risk Management (S)			
Occupational Health and Work Safety	S3.6	Hazard investigation and remediation	Talent Development
	S3.7	Emergency management system	Talent Development
	S3.9	Safety production training performance	Talent Development
Customer Responsibility	S5.1	Product/service quality management	Harmonious Co-Existence
	S5.3	Responsible marketing	Harmonious Co-Existence
	S5.4	Stop-loss and compensation mechanism	Harmonious Co-Existence
	S5.5	Customer complaints handling	Harmonious Co-Existence
Responsible Supply Chain Management	S5.6	Information security and privacy protection	Harmonious Co-Existence
	S6.1	ESG management system for supply chain	Harmonious Co-Existence
	S6.2	Supplier ESG review and evaluation	Harmonious Co-Existence
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National Value	V1.1	Concepts and policies of serving major national strategies	Ongoing Progress
	V1.2	Areas of contribution for major national strategies	Ongoing Progress
	V1.3	Action measures to serve major national strategies	Ongoing Progress
	V1.4	Achievements in serving major national strategies	Ongoing Progress
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	V2.2	Action measures for technological innovation	Integrated Innovation
	V2.3	R&D investment	Integrated Innovation
	V2.4	Major technological innovation achievements	Integrated Innovation
	V2.5	Driving the coordinated development of upstream and downstream industrial chains	Harmonious Co-Existence
	V2.6	Ensuring the security and stability of the industry and supply chains	Harmonious Co-Existence
	V2.8	Strategic cooperation mechanism and platform	Harmonious Co-Existence
	V3.1	Action measures to drive employment	Community Investing
People's Well-being Value	V3.4	Areas of public service action	Community Investing
	V3.5	Creating branded public service projects	Community Investing
	V3.6	Total amount of donations for public service	Community Investing
	V3.7	Volunteer service performance	Community Investing
Environmental Value	V4.4	Action measures to protect green ecology	Protecting Environment
Postscript (A)			
	A2	Key performance schedule	Key Performance
	A4	Index of references	Index
	A5	Feedback	Reader Feedback



Global Reporting Initiative GRI Standard Index

GRI Indicator	Relevant Interpretation	Relevant Session
Talent Development	Mango Excellent Media reported the information referred to in this GRI index from January 1, 2023 to December 31, 2023, using the GRI standard.	
GRI 1 Used	GRI 1: Foundation 2021	
Organization and Reporting Practices		
G2-1	Organizational details	About Mango Excellent Media
G2-2	Entities included in the organization's sustainability reporting	About This Report
G2-3	Reporting period, frequency, and contact point	About This Report
Activities and Workers		
G2-6	Activities, value chain, and other business relationships	About Mango Excellent Media
G2-7	Employees	Talent Development
Governance		
G2-9	Governance structure and composition	Standardized Operation
G2-10	Nomination and selection of the highest governance body	See the annual report
G2-11	Chair of the highest governance body	See the annual report
G2-12	Role of the highest governance body in overseeing the management of impacts	Standardized Operation
G2-19	Remuneration policies	See the annual report
G2-20	Process to determine remuneration	See the annual report
G2-21	Annual total compensation ratio	See the annual report
Strategy, Policy, and Practice		
G2-22	Statement on sustainable development strategy	New Mission on a New Journey
G2-23	Policy commitments	Standardized Operation
G2-24	Embedding policy commitments	Standardized Operation
G2-25	Processes to remediate negative impacts	Ongoing Progress
G2-26	Mechanisms for seeking advice and raising concerns	Ongoing Progress
G2-27	Compliance with laws and regulations	Standardized Operation
G2-28	Membership associations	Harmonious Co-Existence
Stakeholder Engagement		
G2-29	Approach to stakeholder engagement	About Mango Excellent Media

GRI Indicator	Relevant Interpretation	Relevant Session
Material Topics		
G3-1	Process to determine material topics	About Mango Excellent Media
G3-2	List of material topics	About Mango Excellent Media
G3-3	Management of material topics	About Mango Excellent Media
Economic Performance		
G201-1	Direct economic value generated and distributed	See the annual report
G201-3	Defined benefit plan obligations and other retirement plans	See the annual report
G201-4	Financial assistance received from government	See the annual report
Market Presence		
G203-2	Significant indirect economic impacts	Community Investing
Anti-corruption		
G205-2	Communication and training about anti-corruption policies and procedures	Ongoing Progress
Tax		
G207-1	Approach to tax	See the annual report
G207-2	Tax governance, control, and risk management	See the annual report
G207-3	Stakeholder engagement and management of concerns related to tax	See the annual report
G207-4	Country-by-country reporting	See the annual report
Energy		
G302-1	Energy consumption within the organization	Protecting Environment
G302-3	Energy intensity	Protecting Environment
G302-4	Reduction of energy consumption	Protecting Environment
G302-5	Reductions in energy requirements of products and services	Protecting Environment
Water and Effluents		
G303-5	Water consumption	Protecting Environment
Emissions		
G305-1	Direct (Scope 1) GHG emissions	Protecting Environment
G305-2	Energy indirect (Scope 2) GHG emissions	Protecting Environment
G305-4	GHG emissions intensity	GHG emissions intensity

GRI Indicator	Relevant Interpretation	Relevant Session
Supplier Environmental Assessment		
G308-1	New suppliers screened using environmental criteria	Supply Chain Management
Employment		
G401-2	Benefits provided to full-time employees that are not provided to temporary or part-time	Talent Development
G401-3	Parental leave	Talent Development
Occupational Health and Safety		
G403-1	Occupational health and safety management system	Talent Development
G403-2	Hazard identification, risk assessment, and incident investigation	Talent Development
G403-3	Occupational health services	Talent Development
G403-5	Worker training on occupational health and safety	Talent Development
G403-6	Promotion of worker health	Talent Development
G403-7	Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	Talent Development
G403-8	Workers covered by an occupational health and safety management system	Talent Development
Training and Education		
G404-1	Average hours of training per year per employee	Talent Development
G404-2	Programs for upgrading employee skills and transition assistance programs	Talent Development
Diversity and Equal Opportunity		
G405-1	Diversity of governance bodies and employees	Talent Development
Local Communities		
G413-1	Operations with local community engagement, impact assessments, and development programs	Community Investing
Supplier Social Assessment		
G414-1	New suppliers screened using social criteria	Harmonious Co-Existence
Customer Health and Safety		
G416-1	Assessment of the health and safety impacts of product and service categories	Harmonious Co-Existence
Customer Privacy		
G418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	Integrated Innovation

Reader Feedback

Dear readers,

Thank you very much for taking time out of your busy schedule to read the 2023 ESG & CSR Report of Mango Excellent Media Co., Ltd. To provide you and other stakeholders with more valuable information, and effectively promote the Company's ability and level to fulfill corporate social responsibility, we sincerely look forward to your comments and suggestions.

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

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

Open Questions

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

