



Weibo 2021

Environmental, Social and
Governance Report



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About This Report

• Introduction

Weibo (the “Company”, “we”) is here to issue the first environmental, social and governance report (“the Report” or “ESG Report”), to exemplify the company’s initiatives and performance in respect of environmental, social and governance (“ESG”), with focuses on the concerns of stakeholders.

• Scope of the Report

This report covers the information and data of Weibo during the period from January 1, 2021 to December 31, 2021 (the “reporting period” or “this year”), unless otherwise noted. This report covers information and data of Weibo and its subsidiaries. For details of the company’s business, please refer to its 2021 annual report.

• Basis of Preparation

This report is compiled with reference to the “core plan” of the “GRI Sustainability Reporting Standards” (“GRI Standards”) issued by the Global Sustainability Standards Board (GSSB) while taking into account the reporting principles of materiality, quantification, balance and consistency.

This report has been prepared in accordance with an

established set of procedures including: identifying key stakeholders, identifying and prioritizing ESG-related material topics, determining the boundary of this report, collecting relevant information and data, preparing the report, and reviewing the information in the report, etc.

• Source and Reliability Assurance

The information and data disclosed in this report are obtained from the company’s statistical reports and official documents. The currency amounts involved in this report are all measured in RMB except total revenues and operating profit, which are measured in US dollars.

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

• Confirmation and Approval

This report has been confirmed by the management,

and approved by the board of directors on August 2, 2022.

• Contact US

The Report is available on the Company’s IR website (ir.weibo.com) in English and simplified Chinese. Your feedback is always welcomed and appreciated, please contact us as below:

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

Company Statement

Time flies and a decade has elapsed.

In a 12-year journey, Weibo, as a leading social media platform in China, has always been recording the era, the social development, and the interactions of people on the platform and the broader world. The vision of "making the world a better place with the power of Weibo" drives us to constantly reciprocate times and society, and witness, record and empower the industry's progress.

With our first ESG report, we would like to share Weibo's exploration and progress on the road of undertaking social responsibilities and serving social development in 2021, as well as reiterate our value proposition.

On the technology front, we have continuously invested in multiple areas, including artificial intelligence ("AI"), cloud computing, big data analysis and other fields to facilitate more efficient self-expression and social interaction. Leveraging Weibo's proprietary technology and continuous innovation, our users have the benefit of a more robust and diverse social platform. Meanwhile, Weibo has built a more solid cyber security management system to facilitate secure interactions for our massive user community, and implemented the value of "Connection, Amplification and Distribution".

On our content ecosystem, we are dedicated to empowering the build-out of social assets around quality social content and serving an essential role in the self-reinforcing virtuous cycle. In the meantime, we continue to beef up our multi-dimension content review

mechanism to strengthen content security of our platform while optimizing user experience. We have also incentivized our content creators and customers in a sustainable way and thus delivered mutual growth with our users. In 2021, we have been constantly practicing responsible marketing service by complementing machine inspection with 100% manual review, as our endeavour to prevent malicious ad and protect consumer rights.

On human capital side, Weibo has been making constant efforts in organizational protection and system construction, strengthening the protection of employees' rights and interests, and empowering the employees' career development. In 2021, the optimization of the survey project- "Voice of Employees" not only helps us to listen to the truthful voice of employees, but also enables employees to get feedback more effectively. The multi-level innovative talent echelon has become wider in scope with more elites joining. We appreciate every employee's contribution and also care their supporting family and friends. In 2021, we have launched medical insurance of critical illness for the employees' parents to cover their medical expenses in large amount. We aspire to forge ahead with our employees without fears or worries.

For green philosophy, we have deployed low-carbon development and are committed to the long term goal of "carbon neutrality". To execute green philosophy, we have constantly upgraded Weibo's machine rooms and equipment, in the hope of improving energy efficiency and building low-carbon data centers. Additionally, we are devoted to continuously optimizing our office environment, advocating green building

concept and promoting green operation and management of our Company. Beyond this, as a leading social media platform serving public conversation, we have partnered with media, enterprises, government and non-profit organizations to encourage individuals to participate in green projects initiated by the Weibo platform to better engage in public conversations and services, making us a compelling advocator of the green philosophy.

To create social value, we have established the Weibo Charity Platform dedicated to serving public welfare as early as 2012. So far, more than 40 million Weibo users have participated in public welfare and charitable projects through the Weibo Charity platform, contributing more than 600 million Yuan to over 25,000 projects. In the past three years, the total views on Weibo public-welfare-related topics has exceeded 500 billion. In 2021, we have proposed new development directions for public welfare undertakings, and are committed to further gathering social forces and general public's participation.

Weibo will make relentless efforts to explore the path of sustainable transformation, through thick and thin. We aspire to forge ahead with everyone in Weibo's ecosystem and the broader stakeholder community in the pursuit of sustainable development in China and globally, and deliver more responsibilities and warmth in the digital age, with the power of Weibo.

Charles Chao

Chairman of the Board

2021 Highlights

About Weibo

In Dec. 2021

- Total revenue: **\$2,257 million**, up **34%** year-over-year
- Operating profit: **\$697 million**, up **38%** year-over-year; Operating profit margin: **31%**
- Monthly active users (MAUs): **573 million**
- Average daily active users (DAUs): **249 million**

Quality Platform

- Product development employees totaled **3,015**, accounting for **49%** of total employees
- In the user satisfaction survey, over **95%** of users provided satisfactory feedback
- Cyber security awareness campaigns cover **all employees**, and specialized training for professionals

Responsible Service

- Launch the **“Youth Mode”**, co-build a “Spiritual Project”
- On top of system risk control audit, Weibo also adopts a **100%** manual review mechanism on advertisement review to ensure thorough identification of inappropriate information. Overall accuracy rate of review is: **99.86%**

Employee Development

- Female employees account for **50%**
- Score of employee satisfaction is **74.7**
- Training coverage: **37,958 person-times**
- Upgrade the **Employee Survey Project**

Green Philosophy

- Average annual PUE (Power Usage Efficiency) of Weibo's self-built machine rooms has reached **1.33**
- Through computer room integration and technology upgrades, a total of **25 million kWh** of electricity is saved annually
- The total power of the photovoltaic equipment is about **598 kilowatts**, and the estimated average annual power generation is **800,000 kWh**
- Deploy reclaimed water measures, saving **3,339.5m³** of reclaimed water yearly

Social Value

- "Weibo Public Welfare" platform has operated **656** public welfare projects
- A total of nearly **110 million** funds have been raised in environmental protection, education, health, poverty alleviation, and emergency and disaster relief
- Allocated **5 billion** traffic resources to help poverty alleviation and rural revitalization
- **1,300+** poverty alleviation and rural revitalization topics have been launched, with **62 billion+** views and **11 billion+** video views

About Weibo

• Company Overview

Weibo product was launched in 2009 and the company's headquartered in Beijing, China (Nasdaq: WB; HKEX: 9898). Weibo is a leading social media platform in China for people to create, discover and distribute content.

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

Financial

(2021; USD)

- Total revenue: **\$2,257 million**, a year-on-year increase of **34%**
- Operating profit: **\$697 million**, up **38%** year-on-year; operating profit margin: **31%**



Operating Metrics

(In Dec. 2021)

- MAUs: **573 million**; **95%** of which are mobile users
- Average DAUs: **249 million**



Content&Community

(In Dec. 2021)

- Verified accounts: **4.5 million**, mainly including celebrities, KOLs, media, enterprises, governments and non-profit organizations, etc.
- Content Verticals : **46** verticals, among which **26** verticals generate **10 billion+** monthly views



• Value Proposition

Weibo has unique value propositions for our users, content creators and advertising and marketing customers. Weibo’s collective relationship with them is crucial to the continued strength and value of our overall platform.



Users

- Provide users with a platform to express and share and help users to publicly share their life moments, opinions and content in real time
- Help users discover rich content and diverse viewpoints
- Help users to keep in touch with the latest hotspots and events, and connect with other users with similar interests
- Help people go together to achieve a common goal, and to accomplish things that could not be done on their own

Content creators

- Help content creators on the platform contact and interact with their fans, and accumulate their social assets
- Create and enrich monetization opportunities for content creators through diverse channels

Advertising and marketing clients

- Provide customers with social marketing solutions based on social interest graph recommendation engine to achieve broad and targeted reachings
- Provide a full range of innovative and customized advertising and marketing solutions to meet the diverse marketing needs of customers
- By clicking the forward button, users can easily forward other users’ content postings to achieve “viral” spread and increase the social element of customer advertisements

Corporate Governance

- Corporate Governance
- Risk Management
- Business Ethics



1. Corporate Governance

Weibo always adheres to development with high-level compliance, continuously optimizes corporate governance, strengthens enterprise risk management, creates an ecosystem of integrity and practices ESG governance, so as to promote the healthy development of the company.



1.1 Governance Structure

Weibo has formulated its corporate governance operation norms in strict accordance with the laws and regulations of the countries and regions in which it operates, registers and is listed in. We have set up an Audit Committee and a Compensation Committee under the board of directors, and established and improved the appraisal and remuneration management system for the directors and senior management of the company to monitor the company's strategic decision-making, business and financial performance.



Type	Name	Types Of Special Committees	
		Audit Committee	Compensation Committee
Independent director	Pehong Chen	√	√
Independent director	Pochin Christopher Lu	√	
Independent director	Yan Wang		√

During the reporting period, the Board comprises seven members, including 3 independent directors, accounting for 43% of total. In order to further elevate the supervision role of independent directors, the company has added an independent director in 2021. In addition, the current directors include one female director and one director with a Ph.D. We will continue to work on improving the diversity of the board composition, such as recommending at least one female director candidate for consideration by the board within three years after the company's listing in Hong Kong in December 2021, so as to further

increase the proportion of female representation on the board. The current board members have rich industry experience and professional background in media, internet, technology, finance and law, bringing a comprehensive perspective to the Company and ensure a well-rounded supervision of the company's decision-making.

Type	Name	Gender	Professional abilities		
			Industrial experience	Risk management	Financial experience
Chairman of the Board	Charles Chao	Male	√	√	√
Director	Hong Du	Female	√	√	
Director	Pen Hung Tung	Male	√	√	
Independent director	Pochin Christopher Lu	Male	√	√	√
Independent director	Pehong Chen	Male	√	√	√
Director/CEO	Gaofei Wang	Male	√	√	
Independent director	Yan Wang	Male	√	√	

1.2 Risk Management

Weibo attaches great importance to the construction of risk management and internal control. By transforming and improving the process, operation, supervision and evaluation of internal control, we further improve the internal control self-assessment management specification and working mechanism to cope with various already-identified potential risks in internal monitoring, operation, finance, laws and market.

In terms of control system, the audit committee is responsible for continuously monitoring the implementation of Weibo's risk management policies within the company, and comprehensively promoting the construction of the risk management system, so as to perform top-level decision-making functions and supervise the results of the overall risk management system and the implementation work of internal monitoring system. At the same time, the Audit Committee is also responsible for guiding relevant departments to implement the risk management system and carry out routine risk management work to ensure that the company obtains a solid security guarantee.

During the reporting period, the main risks we have identified and the corresponding countermeasures are as follows:

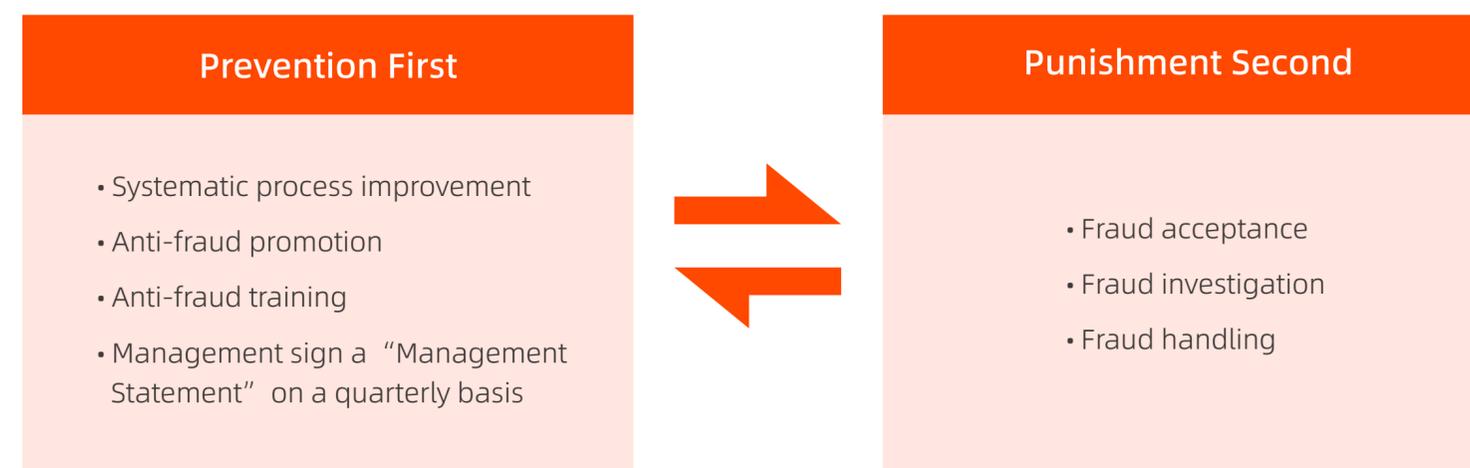
Types of Risks	Countermeasures
<p>Risk Management on Financial Reporting</p>	<ul style="list-style-type: none"> • Develop financial reporting risk management policies • Provided regular training for finance staff to ensure smooth implementation of policies
<p>Risk Management on Internal Control</p>	<ul style="list-style-type: none"> • Compliance and Internal Audit works with Legal, Finance and Business departments to conduct risk assessments and collaborate on risk management strategy recommendations • Monitor the effectiveness of internal controls and risk awareness across the company while improving the efficiency of business processes • Develop and regularly review relevant internal procedures to provide compliance assurance for the company • Monitor the content of Weibo through a combination of manual labor and artificial intelligence, detect and deal with illegal and inappropriate content in a timely manner to ensure content compliance • Establish a sound advertising content review and monitoring system to detect and curb illegal marketing behaviors and provide guarantees for advertising on the Weibo platform • Set up an internal review system for investments and acquisitions, and establish a special working group to supervise, assist in the review and evaluation of investment and acquisition applications of Weibo and Weibo subsidiaries to ensure corporate investment compliance
<p>Risk Management on Data and Technology Systems</p>	<ul style="list-style-type: none"> • Establish a personal information security management mechanism to protect user privacy • Collect personal information and data from users only with their prior consent • Update the User Privacy Policy regularly, which clearly defines how we will collect, protect and store the personal information we collect • Strengthen user data protection by implementing data security measures and technologies and strictly limiting data access and storage • Establish a dedicated team of data protection experts to design and monitor data security management and emergency response. Any attempt to access data by a third party is subject to our own and that of the user • Often anonymized and de-identified personal information is provided to third parties and those third parties are required to take equivalent data protection measures • Adjust its business from time to time to comply with data security requirements • Maintain active communication with regulatory authorities

Types of Risks	Countermeasures
Risk Management on Human Resources	<ul style="list-style-type: none"> • Provide regular and specialized training to employees of each department according to department needs and compliance policies • Develop code of business conduct and ethics and anti-bribery and anti-corruption policies to prevent any corruption within the company • Provide an internal reporting channel for reporting any bribery and corruption behaviors
Risk Management on Investments	<ul style="list-style-type: none"> • Investee companies are required to grant us customary investor protections to control investment-related risks • The investment department is responsible for reviewing the investment proposals of the relevant business departments and regularly monitoring the transaction performance of the investee

1.3 Business Ethics

Weibo follows all relevant laws and regulations and recognized business ethics standards in its business activities, and follows the principles of voluntariness, equality, fairness, and good faith. We practice a zero-tolerance policy toward any fraud, extortion, corruption and other acts or activities.

In line with the anti-fraud principle of “adhering to both punishment and prevention, focusing on prevention, keeping reporting information confidential, and protecting whistleblowers”, as well as the general anti-fraud idea of “prevention first, punishment second”, Weibo has formulated a series of relevant prevention and punishment mechanisms.



In terms of preventive measures:

Weibo has formulated a series of institutional documents like “Weibo Employee Professional Code”, “Weibo Internal Transaction and Information Disclosure Principles”, “Anti-fraud Publicity Handouts”, “Weibo Principles of Avoiding Conflict of Interests”, and “Weibo Avoiding Private Transactions Policy”, etc. to clarify employees’ responsibilities and obligations in safeguarding business ethics and avoiding conflicts of interest at the institutional level.

At the employee level, Weibo adopts a comprehensive coverage to carry out business ethics-related training activities, and conducts various probity publicity training activities for all current employees in a combination of online and offline channels.

We have put forward higher integrity requirements for the management. Weibo management have to sign a “Management Statement” every quarter, clearly stating that the management should abide by requirements of following business ethics, maintaining integrity, anti-fraud, preventing conflicts of interest, and avoiding insider trading , etc. to ensure compliance with corporate operations.

Offline anti-fraud publicity meeting and online professional ethics training

Weibo adopts diversified and interesting publicity methods to strengthen employees’ awareness of probity, enhance employees’ sensitivity to fraud issues, and help employees find and identify fraud incidents.

This year, Weibo have carried out a number of offline anti-fraud publicity and education trainings in Tianjin, Shanghai and other places, which have received active participation from employees of various departments. At the publicity meeting, we would clarify the anti-fraud regulations and the company’s reporting and investigation mechanism for fraud incidents to employees of various departments. By sharing examples of commonly-seen fraud cases, we tried to help employees to further clarify the types of fraud incidents, actively identify the work content involving fraud risks during the work, and give full play to their role in anti-corruption and corruption- prevention.

In addition, as one of the required trainings for employees, Weibo organizes professional ethics training for all employees every year, and employees have to pass the professional ethics exams after the online training course.



This year, the training has covered a total number of **4,296** person-times.

In terms of punishment:

Weibo has set up and improved a fraud reporting mechanism, which allows anonymous reporting while promising to keep the whistleblower's information confidential and punish retaliation behaviors severely. The company encourages internal and external reporting of fraudulent behaviors, and will offer corresponding rewards for effective reporting information. At the same time, Weibo has cleared a variety of reporting channels internally and externally, providing a way for people inside and outside the company to supervise the legal compliance of employees' behaviors.

Weibo takes a zero-tolerance attitude towards any fraudulent behavior, regardless of age and ranks. For employees involved in fraudulent behaviors, the punishment includes dismissal, fines and real-name announcement; those with severe faults will be dismissed permanently or listed on the untrustworthy blacklist; those suspected of illegal crimes will be handed over to judicial institutions for further treatment.



Join “Trust and Integrity Enterprise Alliance”

Weibo has joined the “Trust and Integrity Enterprise Alliance”. The alliance was initiated by JD. Group, and jointly launched by Tencent, Meituan and other well-known enterprises together with the Criminal Law Research Center of Renmin University of China in February 2017. It aims to build a security Great Wall of anti-corruption, anti-fraud, anti-counterfeiting and anti-information-security crimes through Internet means, and improve the performance capabilities of the internal monitoring departments of the alliance members and the professional ethics of their employees together. Through all those measures, the alliance is to create a business environment for honest operation and safe consumption and to produce a sunny and transparent business environment.

Through the “Untrustworthy Person Sharing Platform” within the alliance, each member can realize the information sharing on untrustworthy persons and identify them automatically, and then choose not to hire them.



ESG Governance

- ESG Governance Structure
- Stakeholders Communication
- Materiality Assessment



2. ESG Governance

2.1 ESG Governance Structure

The board of directors of Weibo is the highest authority with responsibility of guiding the company's overall ESG-related development, and approving and supervising to the core ESG-related issues. Weibo established the ESG Committee to provide the Board with suggestions for sustainable development, formulate ESG goals and action paths based on the concerns of stakeholders as well as the wider international community, review ESG KPIs and supervise implementation of ESG-related strategy and address all ESG-related issues. Besides, The ESG Working Group, following the ESG Committee's guide, is in charge of risk evaluation and target achievement and reporting, and communicate with all operation and function team on the implementation of ESG-related issues, aiming to promote Weibo's ESG governance and performance.



Diagram: ESG Governance Structure

The ESG Committee is composed of senior management from the company's operations, marketing, R&D, administration and human resources, which provides supervision and guidance for the implementation of ESG strategies, coordinates and manages ESG-related issues, and provides sustainable development suggestions for the company's board of directors. At the same time, it also needs to formulate ESG work goals and ways of action, and focus on reviewing ESG goals and performance based on the concerns of various stakeholders and the international community. The ESG work team will promote risk assessment, target implementation and regular reporting in accordance with supervision and guidance. At the same time, it will work with all business lines and functional departments of the company to promote the implementation of ESG work, and will continue to establish and optimize relevant risk management mechanisms to ensure close communication and cooperation with various stakeholders so as to be dedicated to enhancing the company's ESG governance level.

2.2 Stakeholders Communication

Stakeholders' suggestions are important to Weibo. We have established regular communications with various stakeholders through multiple channels and are committed to addressing their expectations and demands. Through this report, we expect the expectation and demands of various stakeholders can be addressed in a more comprehensive manner.

Stakeholders	Issues	Means of Communication	Major Response
Shareholders /Investors	<ul style="list-style-type: none"> • Continuous stable business growth • Product service and quality • Compliance operations and content regulations • Corporate governance and risk management 	<ul style="list-style-type: none"> • Shareholders' meeting • Periodic reports and announcements • Investors meetings and email communications 	<ul style="list-style-type: none"> • Stable business operation • Information disclosure • Strengthen content ecosystem • Ensure privacy and data security
Government and Regulators	<ul style="list-style-type: none"> • Social impact of products and services • Compliant operation • Occupational health and safety • Privacy and data security • Anti-corruption 	<ul style="list-style-type: none"> • Policy Guidance • Work report • Regular communication • Supervision and check • Project cooperation 	<ul style="list-style-type: none"> • Operate in compliance with laws and regulations • Strengthen content management • Ensure privacy and data security • Establish and improve anti-corruption governance system
Employees	<ul style="list-style-type: none"> • Employment and human capital development • Occupational health and safety • Non-discrimination and diversity, equal opportunity 	<ul style="list-style-type: none"> • All-staff meeting • Satisfaction survey • Caring activities 	<ul style="list-style-type: none"> • Protect the legitimate rights and interests of employees • Competitive salary system • Provide various training programs • Achieve common growth

Stakeholders	Issues	Means of Communication	Major Response
Users	<ul style="list-style-type: none"> • Privacy and data protection • Content security and excellent content recommendation • Marketing and labelling 	<ul style="list-style-type: none"> • User feedback channels • Product research feedback 	<ul style="list-style-type: none"> • Strengthen user information protection • Strengthen content management • Encourage users to create great content • Practice responsible marketing
Business Partners	<ul style="list-style-type: none"> • Innovation and IP protection • Customer health and safety • Market presence • Procurement practices 	<ul style="list-style-type: none"> • Business cooperation • Technology exchange 	<ul style="list-style-type: none"> • Strengthen technical exchanges • Build a responsible industrial chain • Promote sustainable business collaboration
Suppliers	<ul style="list-style-type: none"> • Procurement practices • Supplier social assessment • Supplier environmental assessment • Anti-corruption 	<ul style="list-style-type: none"> • Site investigation • Supplier meetings and audits • Supplier contracts and agreements 	<ul style="list-style-type: none"> • Promote supplier sustainability capacity building • Strengthen supply chain responsible sourcing
Media outlets	<ul style="list-style-type: none"> • Social impact of products and services • Privacy and data security 	<ul style="list-style-type: none"> • Press conference • Media conference • Social media interaction 	<ul style="list-style-type: none"> • Open to supervision • Integrity and transparency
Non-profit Organizations	<ul style="list-style-type: none"> • Social impact of products and services • Privacy and data security • Content security and excellent content recommendation 	<ul style="list-style-type: none"> • Online and offline cooperation • Community public welfare activities 	<ul style="list-style-type: none"> • Weibo functions as a public platform to help promote social welfare activities • Actively participate in social welfare
Communities and Public	<ul style="list-style-type: none"> • Social impact of products and services • Content security and excellent content recommendation 	<ul style="list-style-type: none"> • Social donation • Provide employment opportunity • Public welfare volunteer activities 	<ul style="list-style-type: none"> • Solve social problems with professional advantages • Conduct volunteering work

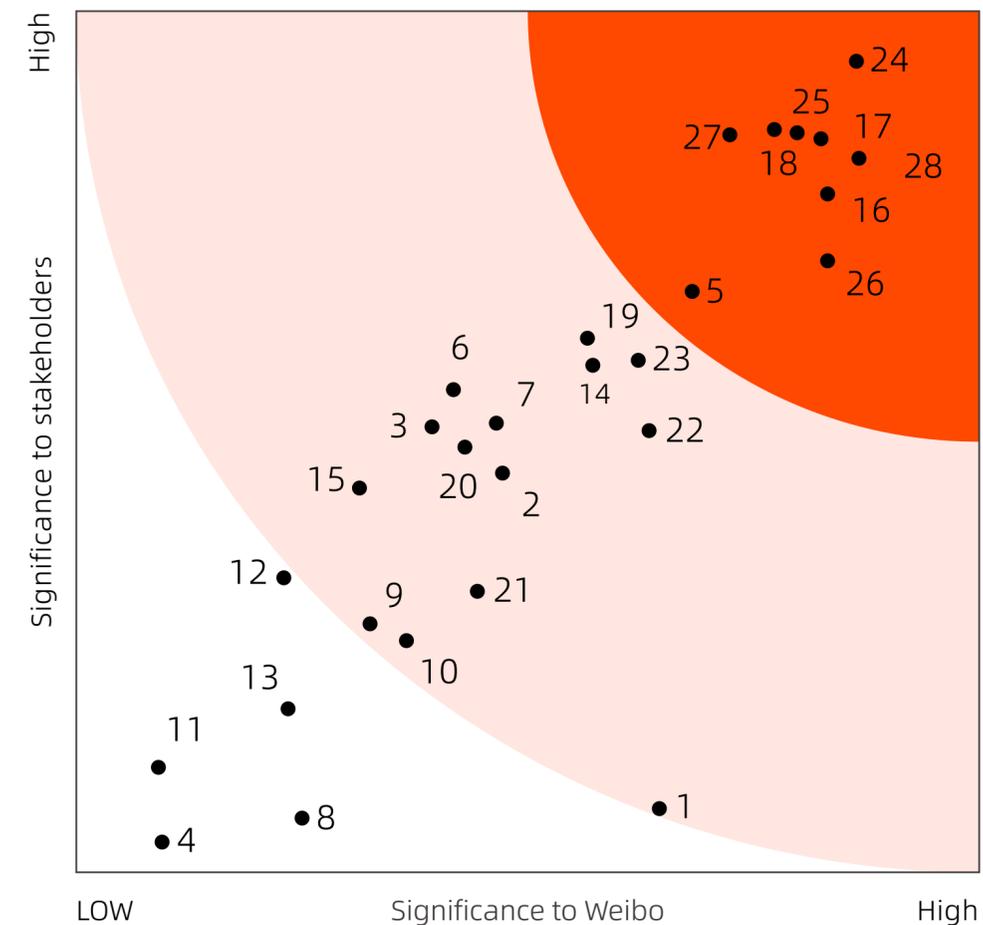
2.3 Materiality Assessment

We take the initiative to listen to the opinions and suggestions of various stakeholders, and integrate the core demands of stakeholders into the whole process of the company's decision-making and operation, so as to grasp the direction of the company's sustainable development accurately. During the reporting period, based on the "GRI Sustainability Reporting Standards", we have sorted out the important matters of the company's sustainable development comprehensively in combination with the evaluation dimensions of the world's leading ESG rating agencies and the practice of advanced peers at home and abroad. Through research and interviews with internal and external stakeholders, 28 issues related to the company's sustainable development have been finally identified.

Identification of Issue List	<ul style="list-style-type: none"> Through the analysis of guidelines and disclosure requirements, policy analysis, and attention to the benchmarking capital market, 28 potentially important issues were selected to form the company's ESG materiality issue list
Stakeholders Communication	<ul style="list-style-type: none"> A stakeholder communication plan has been formulated, 13 in-depth internal interviews covering 8 functional departments have been conducted, and questionnaires on ESG material issues have been distributed to stakeholders to comprehend the priorities of stakeholders
Confirmation of Material Issues	<ul style="list-style-type: none"> Each issue was analyzed from the dimensions of impact on stakeholder assessment and decision-making and the importance of economic, environmental and social impacts and the degree of impact of each issue was confirmed by the board of directors
Matrix of Material Issues	<ul style="list-style-type: none"> The confirmed results were formulated into a materiality matrix to identify issues of high importance, issues of moderate importance, and issues of ordinary importance

During the reporting period, the company have identified a total of 9 issues of high importance, 14 issues of moderate importance and 5 issues of ordinary importance. In this report, we will mainly disclose material issues of high importance.

Weibo Material Issue Matrix



Issues of high importance

- Anti-corruption
- Employment and human capital development
- Occupational health and safety
- Non-discrimination and diversity, equal opportunity
- Privacy and data Security
- Socio-Economic compliance
- Content security and excellent content recommendation
- Innovation and IP protection
- Social impact of products and services

Issues of medium importance

- Market presence
- Market performance
- Indirect economic impact
- Anti-competitive behavior
- Tax
- Energy
- Water resource
- Environmental compliance
- Environmental assessment on suppliers
- Child labor and forced labor
- Local communities
- Supplier social assessment
- Customer health and safety
- Marketing and labelling

Issues of ordinary importance

- Procurement practices
- Materials
- Biodiversity
- Emission of greenhouse gases
- Effluent and waste

Quality Platform

- Activating the Innovation Power
- Protecting Intellectual Property
- Establishing a Secure Platform
- Tracking User Feedback



3. Quality Platform ”

As the leading social media platform in China, Weibo provides an effective way for people to discover what is happening in the world and participate in public conversations. We provide users with a safe, equal and respected voice platform, bringing together the rich minds, cultures and experiences of the wider world.

3.1 Activating the Innovation Power

Social media is an innovative and rapidly changing field. We attribute Weibo's success to its unique social product positioning: an ecosystem capable of providing diverse content and an innovative and leading technology platform.

With the company's continuous innovation ability, Weibo continues to consolidate its technological advantages, keep digging the industry potential, help improve service quality, and lead the development of the domestic social media industry.

Weibo constantly seeks to consolidate its advantages as a leading technology platform



Unified Platform

Develop a unified, open platform that allows users, customers and platform partners to access the vast content of Weibo in real time through mobile devices, PCs and other networked devices. The platform is built on technology that can process and analyze massive amounts of data generated by millions of users in real time, while adopting a service-oriented framework that allows easy expansion and frequent upgrades of our products



Artificial Intelligence

Design a social interest graph recommendation engine based on user behavior (such as post, repost, comment, like, and follow) and social relationships. Develop a comprehensive user social interest graph database to push relevant content and content that is more likely to be liked by users and to increase user stickiness



Cloud Computing

Hybrid cloud platforms can spot hot topics in seconds, expand their cloud servers automatically and rapidly in minutes, and support millions of user visits per second. The platform adopts a distributed storage model, which can efficiently manage billions of pieces of data, while storing data on common servers that are easy to expand. In addition, the geographically distributed framework enables fast access for users across the country



Video Platform

The platform supports multiple forms of media content. An upgraded video encoder ensures that end users can provide high-quality video even with limited bandwidth. The video compilation engine also significantly improves the efficiency of video processing and the speed at which users can upload videos



Live Streaming System

Develop an intelligent scheduling system that combines streaming with node load balancing and optimal routing technology, adjusts video cache to adapt to different networks, and ensures video quality and live streaming stability. Upgrade the live broadcast engine to support millions of users watching live broadcasts at the same time even in poor network conditions, and improve user experience through lower network latency

Diversified product map for Weibo



Products of discovering features

Information Feed, Search, Discovery Zone, Channels, Trends, Video Community



Products of self-expressing features

Post, Individual Page, Video, Top Articles, Weibo Q&A, Weibo Live Streaming



Products of social-networking features

Follow, Repost, Topic discussion, Super topic, @Mention

As of the end of the reporting period, we have established a product development team of **3,015 people**, accounting for 49% of our total employees, focusing on technology, data and product development while participating in all key operational areas.

Weibo continues to activate the innovation power of the R&D team



Innovation Management

- Weibo has formulated the “New Employee Boot Camp System”, “R&D Center Quarterly Technology Open Day System”, “R&D Center Technical Rank Promotion Standards” and other systems and management measures. We incorporate innovation ability into the evaluation factors of employees’ development and promotion so as to strengthen the cultivation of employees’ innovation ability from different dimensions



Innovation Incentive

- Review the “Innovation Fund” projects every year, and hold annual performance appraisal activities, which include the recommendation of innovation awards for individuals and teams
- The R&D department vote awards like quarterly innovation every quarter to encourage employees to actively embrace changes and constantly make breakthroughs
- Innovative exchange activities like Xiaolang Classroom and Technology Open Day also allow the company’s excellent technical experience to be popularized and adopted internally, which has improved the overall R&D efficiency and the innovation ability of R&D personnel, and created a strong innovation atmosphere

Exchange Conference of R&D Center Experts



Internal Sharing Session of R&D Center



Innovation Project Case Study: Shuffling Project of Relationship-based feed and Multi-Material Expansion

Weibo produces a large amount of content with various styles every day. The content of relationship-based feed has gradually extended from blog posts published by one’s follows to their likes, their comments, the super topics they are interested in, their interest locations and other forms of materials.

The multi-material social expansion shuffling algorithm is launched on the relationship-based feed. By applying technical solutions such as multi-material pool structure, shuffling feature system structure, shuffling machine learning model, and multi-objective shuffling strategy, the system has been significantly optimized in terms of the social content diversity of relationship-based feed and the improvement of active level of social activities.

After the multi-material expansion and mixed arrangement of the relationship-based feed was launched, the per capita interaction, per capita click and per capita page time of the relationship-based feed have all increased by double digits, and the user activity increased significantly. At the same time, the content exposed becomes more diversified. The exposure ratio of materials liked and commented by their follows has increased by nearly 10%, and extended

materials contributed more than 5 percentage of additional interaction to the relationship-based feed.

Innovation Project Case Study: Refined Weibo Push Delivery System

Weibo Push is an important tool for users to get real-time reminders of important messages and to support quick content reading. In the Push scenario, the problem that needs to be solved is how to let users know the latest information that is closest to the user’s personal interests in limited reminders.

By building a refined “Push” delivery system, the project conducts refined operations on users and materials, and adopts corresponding strategies and algorithm mechanisms for more personalized content screening, which improves user experience and enables users to keep track of the quality information they are interested in more easily, efficiently and timely.

After the launch of the refined Weibo Push delivery system, the open rate of Push has increased by more than 10%, and the next-day retention rate of new users and returning channel users has also increased by more than 15%.

As a pioneer and leader in the social media industry, Weibo has also been the subject or tool for academic

study and frequently appeared in various journals and academic papers, demonstrating our unique influence in the academic filed. In 2021 only, the number of academic papers and journals published with Weibo related thesis reached 1,976 and 3,270 respectively.

Source: CNKI.

3.2 Protecting Intellectual Property

We rely on patents, copyrights, trademarks and trade secret laws and restrictions on external disclosure to protect intellectual property. Regulations like “Weibo Employee Professional Code” and “Weibo Employee

Code of Conduct” have clarified the rules that Weibo employees should follow in protecting intellectual property rights and confidential information.

In addition, Weibo has implemented relevant procedures to reduce the possibility of using content posted on Weibo without proper permission or without the consent of a third party. For example, we require users to agree with the terms and requirements set forth in the Platform User Agreement, including agreeing not to infringe the intellectual property rights of others. We also utilize technology to monitor and protect original content on our platform. For example, we have launched a self-protection function for original creators of video content to review and deal with possible infringing content.

Scope	Patent	Trademark	Copyright
Number of authorizations during the reporting period (Case)	More than 50	More than 70	70
Total number of authorizations (Case)	More than 200	More than 400	More than 390

3.3 Establishing a Secure Platform

It is our bounden duty and also the bottom line for the sustainable development of social media platforms to set up an online security protection network and carry out information security and privacy protection.

3.3.1 Improve Security System

Effective security prevention and control is unlikely to realize through single management or technical means. In order to effectively avoid or reduce risks, Weibo has set up a special security management organization, and adopts a top-level “top-down” security management and control design, under which we work together from the dimensions of management, technology and personnel, to form a “three-dimension and four-level” information security prevention and control system covering departments of technology, management, audit and intelligence to deal with the apparent complexity, invisibility and unpredictability of security threats.

Weibo’s “three-dimension and four-level” information security management and control system has been specially implemented in the fields of data security, personal information and privacy protection,

application security, and basic security. The company has formulated “Weibo Personal Information Protection Policy” “Weibo Personal Information Data Security Management System”, “Weibo Information Security Event Grading Standards”, “Weibo Information Security Assessment Management Standards”, and “Weibo Algorithm Security Management Standards”, etc. to conduct strict regulations on all related business lines of Weibo in terms of the above-mentioned security areas.

We actively cooperate with various cyber security reviews initiated by the Cyberspace Administration of China. In addition, we also cooperate with cyber security service agencies to conduct cyber security tests and risk assessments on critical information infrastructure at least once a year, rectify security issues discovered in a timely manner, and report the situation as required by regulatory authorities.

During the reporting period, through reviewing the relevant laws and regulations, the company has worked out the “Weibo Compliance Self-Inspection

Form”, carried out self-inspection work on various Weibo businesses based on the form, and have completed all rectification work before November 1, 2021. At the same time, the company has formulated and released the “Personal Information Data Security Management System” to clarify the classification and ratings of personal information, as well as the corresponding management requirements such as approval, audit and technical prevention and control, to protect the rights of individuals to access, correct and delete their data.



“Three-dimension and Four-level” Diagram of Safety Prevention and Control System of Weibo

Weibo has obtained the **Information Security Technology – Baseline for Classified Protection of Cybersecurity Certificate**, and it regularly accepts the evaluation on Information Security Technology – Baseline for Classified Protection of Cybersecurity of the regulatory authorities every year.

3.3.2 Prevent Security Accidents

Technically, we have classified, checked and monitored the personal information collected, stored, and shared by Weibo. On the premise of complying with the requirements of laws and regulations, we have reasonably adopted technologies like access control and encryption and desensitization to implement technical protection for personal information. And monitoring, auditing and other means have also been adopted to further reduce data security risks. In case of possible unexpected security incidents, we have also established a complete early warning identification and emergency response plan.

- **Early warning identification:** We will conduct a data availability test every quarter and a disaster recovery test every six months in accordance with the "Sina Disaster Recovery Procedures". In addition, in response to possible risks in cyber security and data security, such as server intrusion, virus infection, security loopholes, data leakage, etc., the information security department of Weibo cooperates with multiple business departments to carry out security drills, and form emergency drill reports to further improve cyber security protection capabilities.

- **Emergency response:** Weibo cyber security team have formulated a 7/24 emergency response

mechanism according to the "Weibo Cyber Security Emergency Plan" and "Weibo Data Security Emergency Plan" to respond to security defects discovered by external parties at any time. By collecting problems through the public security emergency response center, the developer will fix the verified security flaws according to the "Security Issues and Incident Handling Regulations". Apart from the "Weibo Cyber Security Emergency Plan", we have also implemented the "Backup and Recovery Process Management Regulations" to ensure the sustainability of business and the integrity of personal data.

3.3.3 Improve Security Awareness

We carry out cyber security awareness campaigns for all employees, and provide specialized training for professionals.



Orientation for new employees

- New recruits have to attend "information security and confidentiality awareness" training and sign a confidentiality agreement
- Teach the employees precautions on the use of the office network, security management of passwords and important data files, virus prevention and other security measures and awareness through training

Tiered training for professionals

- Carry out tiered training for professionals on laws and regulations applicable in the place of operation, which mainly includes vocational training for security practitioners and special training on security compliance for personnel in key positions (such as process management department, etc.)
- In order to promote the long-term maintenance and continuous enhancement of employees' business capabilities and to verify the effectiveness of personnel training, the company implements management mechanisms such as periodic security assessments to ensure that relevant employees take information security online exams every year. Training result score lower than 90 points will be considered a failure, and the employee needs to re-answer until they pass the test



Network Security Training Site

As of the end of the reporting period, cyber security training for new employees has amounted to **2,100 person-times**, totalling **1,050 hours**. Cyber security and confidentiality awareness training for all employees and employees in key positions has amounted to **4,213 person-times**, with a total of **4,078 hours**.

3.4 Tracking User Feedback

Bringing a good user experience to users and creating a virtuous and self-reinforcing value creation cycle are crucial for Weibo.

We strive to maximize multiple and fast responses to shorten the processing time for users' problems. For Weibo advertisement push, Weibo has established a negative feedback and advertisement push adjustment mechanism, and we will adjust and block the corresponding content or blogger to users for 7 to 720 days according to the type of negative feedbacks like "not interested", "poor content quality", "too many repetitions or similar content".

For more complex feedback and complaints, the customer service team will speak on behalf of the Weibo platform and act as the first decision maker to solve users' problems. We have set up assessment indicators for the customer service team including one-time resolution rate, accuracy rate, response time, staff online utilization rate, problem handling rate during the day, business knowledge assessment, and service satisfaction assessment. We hope that by setting clear management goals, we can help our employees understand the company's and users' requirements for service level and quality clearly. At the same time, it promotes and improves the overall operational efficiency of the customer service team.

Complaint Classification of Weibo Community

- Spam marketing
- Pornographic information
- False information
- Personal attacks
- Harmful information
- Plagiarism
- Illegal information
- Scam information
- Malicious marketing
- Promote hatred
- Minors involved
- Fan circle violation

Promise on User Feedback

- Guarantee of a response rate **over 99%**, **real time** voice & online service response, response of offline work order service **within 24 hours**
- **Real time** solutions to simple problems, and solutions to complex problems **within 120 hours**
- Voice and online services available from **9:00 to 21:00**, voice appointment and return visit service available from **9:00 to 18:00**, and self-service feedback channel available 24-hour a day
- Practice user classification, provide one-to-one exclusive services for head users, and supplement online services from **21:00 to 9:00** for more active users

Overall response rate **over 99%**

Real-time response for Voice & online operator service, and response of offline work order service **within 24 hours**

Solutions to complex problems were delivered **within 120 hours**

Voice and online operator services available from **9:00 to 21:00**

voice appointment and return visit service available from **9:00 to 18:00**

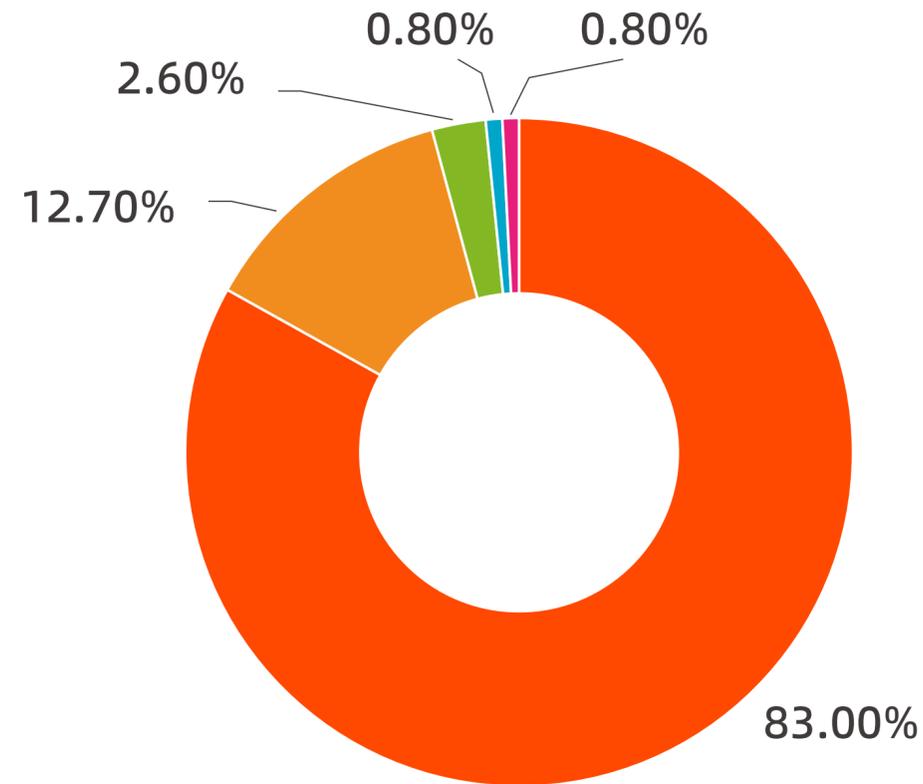
self-service feedback channel available **24-hour** a day

One-to-one exclusive services for top-tier users

supplement online services from **21:00 to 9:00** for active users

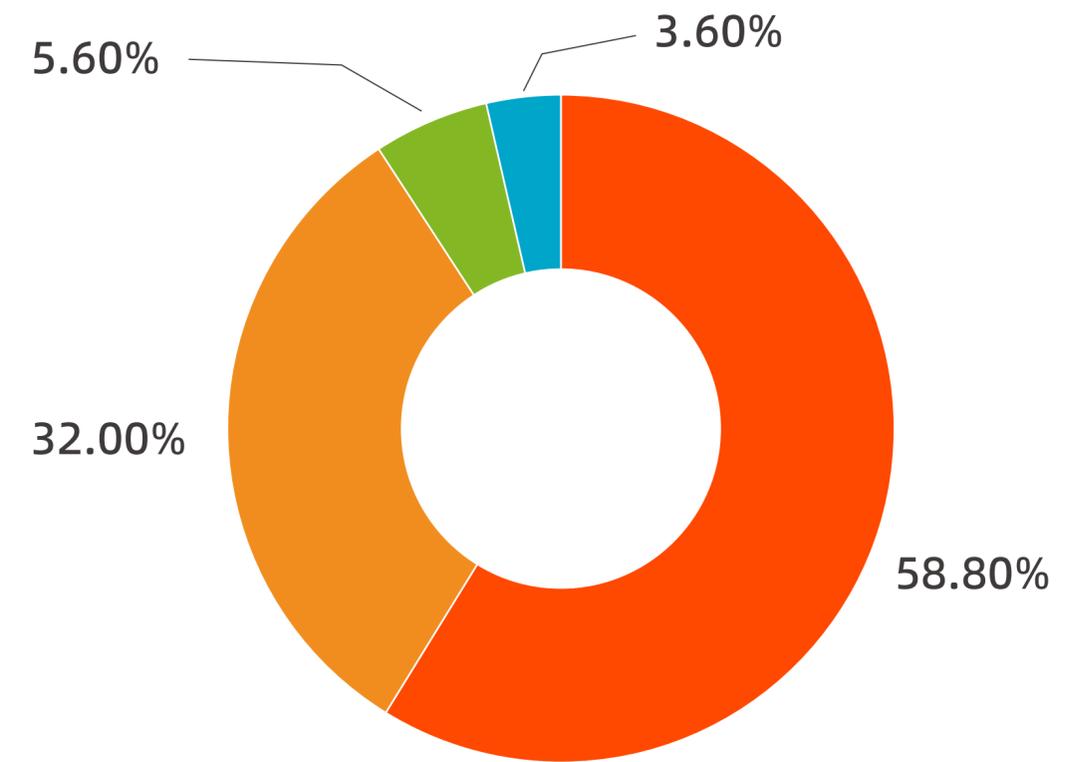
In addition, we pay extra attention to the possible negative emotions and psychological pressures faced by the front-line customer service team. To fully implementing the people-oriented corporate culture, the company provides new employee care, welfare care, holiday care and other care service suggestions. Through humanized management, employees are expected to maintain a better working attitude and enhance their sense of identity and belonging to the company consequentially.

**Annual satisfaction survey results for Weibo
(feedback channels: Weibo private messages, phone calls)**



- Very Satisfied
- Satisfied
- Acceptable
- Poor
- Unacceptable

Analysis on reasons for users' dissatisfaction



- Product strategy: The product is out of the individual needs of customers
- User violations: Users are restricted from some operations due to violations, resulting in dissatisfaction.
- Customer service: The customer service staff has the problem of answering errors and lack of skills to appease users
- User misreviews: User reviews are incorrect

Responsible Service

- Strengthening Content Security
- Empowering High-quality Content Creators
- Conducting Responsible Marketing



4. Responsible Service

The comprehensive content formats, diversified content supply and distribution, and large group of talented content creators have fostered a vibrant content ecosystem for Weibo, which makes us the first choice of social media platform for users. In addition, we continue to introduce new and innovative advertising and marketing solutions pioneered in the digital advertising market to help clients expand the visibility and reach-outs of their original marketing campaigns.

As a link between users, content creators, advertising and marketing customers, Weibo plays a vital role in creating a good symbiotic relationship, and insists on social empowerment based on high-quality content.

Weibo is committed to bringing unique value propositions to users.



Users

- Express and share
- Discover rich content and diverse viewpoints
- Learn about current events and make connections
- Make a social impact



Content creators

- Build a fan base and accumulate social assets gradually
- Create and enrich monetization opportunities



Advertising and marketing clients

- Wide and targeted reach-outs
- Fully customized solutions
- "Viral" effect

4.1 Strengthening Content Security

In order to maintain the order of the Weibo community and protect the legitimate rights and interests of Weibo users, Weibo has formulated the "Detailed Operation Rules for Weibo Complaints", and has worked out the "Weibo Community Convention" together with its users. The content published on Weibo will undergo strict system testing, which is divided into detection at the time of publishing, asynchronous detection after publishing, and retrospective processing of historical content. Taking the livestreaming business as an example, Weibo systematically guarantees content security in the form of a combination of automatic machine processing and manual review. In addition to the content produced by content creators, Weibo will also review the content security of interactive sections such as comment areas. Currently, the main directions of comment control are pornographic URL recognition, text content recognition, and image recognition. The management and control methods are mainly based on model machine strategy, rule machine strategy and manual inspection.

Launch the "Youth Mode", Co-build a "Spiritual Project"

Based on Article 12 of the "Provisions on the Administration of Internet Live-Streaming Services" that internet live streaming service providers should follow the principle of "real name in the background and voluntary revelation in the foreground", Weibo has conducted real identity information authentication for Internet live streaming users based on mobile

phone numbers and other methods. The account registration link is not available to minors under the age of 14, and a prominent reminder is given in the personal information protection policy for minors.

In order to encourage young people to obtain real life experience and prevent them from indulging in the "virtual world", Weibo has taken the lead in launching the "Youth Mode" in May 2019, providing minors with special browsing, safe content and online activities suitable for young people. Under this mode, the platform will limit functions such as live streaming, charging, and rewards, and will further improve the safety of minors' information browsing and social network behaviours through content screening and enhanced review.

In May 2021, Weibo has officially launched the "Weibo Community Convention" revised according to the new version of the "Law of the People's Republic of China on the Protection of Minors". It has further clarified the various types of content that are prohibited from publishing, and stated that anyone can complain about illegal content involving minors, and the handling of those complaints will be given priority.



Monitoring of suicide & deceased users, to endow technology with affection

1 Ways to identify

- Keyword matching: Collect users who are suspected of suicidal behavior through the set keywords, and check user's other blog posts for verification and confirmation
- User Feedback: Users contact customer service through private messages or customer service calls, and offer police help to the suicide users

2 Standards for reporting

- In the content of Weibo, users have already taken some actions towards suicidal thoughts
- Users will also be reported when they engage in self-harm behavior that may not lead to life-threatening
- Long-term (one month in a row) posting of depressive and sad content, which displays suicidal tendency

3 Reporting procedure

- Customer service and monitoring will collect Weibo links, user nicknames, Weibo registration time, screenshots of suicide content and other remaining information, and report to the Internet Police and respond.

4 Identification and protection of deceased users

- Collect suspected suicide users through the set keywords, summarize the reported suspected suicide users, check one by one regularly, and make judgments based on the consultation and feedback of bloggers' relatives or netizens

4.2 Empowering High-quality Content Creators

Content creators have brought vitality to our content ecosystem. While we provide them with opportunities to monetize their social assets on Weibo through advertising, e-commerce, paid subscriptions, etc., we also support their high-quality output and growth through a sound training and assessment mechanism.

In Weibo live streaming business, we provide product manuals and operation guidelines for V+ bloggers. To accompany the entire developing cycle of V+ bloggers, we have set up the growth levels of V+ bloggers and matched with the corresponding benefits to stimulate them, such as traffic allowances, income rewards, honor rewards. In addition, we have also set up a V+ value list involving different fields to provide content creators with high-quality service reference standards, and the criteria for being enlisted include indicators like fan interaction.

Support for e-commerce accounts to help e-commerce creators achieve high-quality traffic monetization

Weibo has launched an exclusive account service system for e-commerce creators, which helps them monetize their social asset while improving the quality of their content creation.

- **Step-by-step support resources and incentives:** The e-commerce account growth system is divided into five levels: bronze, silver, gold, platinum, and diamond. In accordance with different levels, Weibo provides a task system incentive from the dimensions of e-commerce ecological accounts, upgrading and investigating the transaction volume of Weibo stores, the number of e-commerce blog posts, account health conditions, and user interaction, etc. In addition, there is also a surprise task system incentive, which promotes account growth by inspiring bloggers' interaction with fans.

- **Standardized course "Classroom for Shops" :** Weibo has planned and launched standardized courses like introductory course for beginners, courses of advanced skill, case interpretation courses, product Q&A courses, and targeted training for each period of e-commerce creators' growth to help users shorten the time of monetization.

- **Special activity incentives:** For e-commerce bloggers of a certain level or category, subsidy activities such as "Friday Preferred Day", "E-commerce Welfare Week", and "National Promotion" are provided. For bloggers with high GMV (Gross Merchandise Volume) output, as well as bloggers with head influence, Weibo has also launched a special support policy to help them to reach a higher GMV while consolidating their images as e-commerce bloggers.

4.3 Conducting Responsible Marketing

In order to create a good network environment, Weibo follows the laws and regulations applicable in the place of operation and has formulated the “Weibo Commercial Advertisement Review Specifications”, which strictly regulates the placement of commercial advertisements covering 68 major industries and 29 restricted industries (restricted industries include investment promotion, tobacco, financial investment, medical institutions, and legally restricted drugs/health products, etc.).

4.3.1 Machine Plus Manual Review

On top of implementation of system risk control review, Weibo still adopts a 100% manual review mechanism on ads review despite the high labour cost, to ensure thorough identification of bad information. On the basis of carrying out advertiser/agent qualification review and regular qualification review according to the corresponding industry qualification requirements, we promote the multi-dimensional quality inspection targeting the quality inspection results of the internal audit team as well as the high-risk content and industries.

In terms of the quality inspection of the internal review team, the personnel who make mistakes in the reviews will receive retraining, and the relevant records of the wrong reviews will also affect the individual performance appraisal. In terms of high-risk content and industry quality inspection, if advertisers/agents are found to deliberately engage in illegal and malicious marketing activities, the quality inspection team will take measures to ban advertising accounts and delete Weibo accounts. Weibo will suspend cooperation with advertisers/agents that seriously violate laws and regulations. The sales side will also strengthen control over the behavior of advertisers/agents.

Weibo adopts multi-dimensional manual quality inspection on commercial advertisement placement

Internal quality inspection on qualification reviewers

- The leader of the qualification audit team is responsible for the quality inspection of the qualification review results of the team members

Internal quality inspection on material reviewers

- After the new employees are officially on duty, the corresponding group leaders will train them and assist in the implementation of their audit work
- The review quality of new employees will be tracked, and their review results will be selected for quality inspection with a greater probability

Quality inspection on high-risk key words

- By studying and collecting typical illegal cases and connecting with the requirements of the regulatory authorities on advertising review, the quality inspection team will summarize and update high-risk keywords in various industries in real time, and form a keyword quality inspection list and conduct periodic quality inspections targeting those high-risk keywords
- In addition, in the routine supervision work, the quality inspection team continuously update the list of high-risk words with high camouflage and network variants difficult to identify, and include them into the training materials, and carry out training and emphasis on the reviewers to avoid misjudgment

Quality inspection on high-risk industries

- For industries with complex legal and regulatory requirements, high supervision, frequent adjustment of regulatory requirements, and difficulty in review, the quality inspection team will carry out special quality inspections

At the same time, in order to improve the quality and efficiency of reviews, we have launched and continued to improve the review system platform to bring compound guarantees for content security review.

Constantly improve the risk control function of reviewing platform

- **Online quality inspection function:**

Realize multi-dimensional and efficient retrieval of historical audit records and advertising qualifications and other information

- **Illegal word blocking & sensitive word highlighting:**

Improve review accuracy

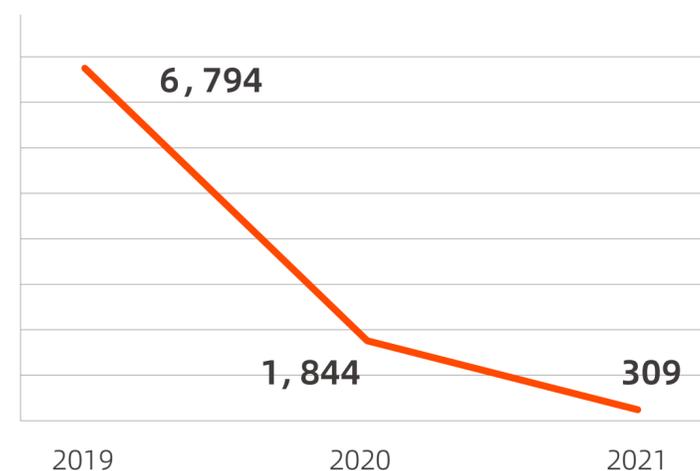
- **Restrict illegal tampering of advertising content:**

The profile picture, the nickname and the blog content cannot be tampered with during the ad review and delivery period

- **Landing page monitoring function:**

Quickly inspect and capture the behavior of agents who maliciously tamper with the landing page after the advertisement has been reviewed, and support manual review and rapid processing

In the past three years, the number of accounts that has been detected and processed by Weibo for engaging in tampering with the landing page content, tampering with profile picture and nicknames after the review and illegal marketing has shown a decreasing trend year by year, which reflects the effectiveness of Weibo’s measures to ensure advertising compliance and promotion.



In addition to the human-machine review guarantee of the Weibo’s review team, we fully cooperate with the Weibo’s compliance department to carry out review and quality inspection and block illegal marketing information in the form of 7*24-hour negative feedback monitoring from users.

Review and quality inspection by Weibo’s compliance department

- Weibo’s compliance department will conduct monthly random quality inspections and rechecks on the inspection results of the advertising review department from dimensions of the historical qualifications, material review, quality inspection, etc., then form the “Advertising Review Quality Inspection Report”

7*24-hour negative feedback monitoring

- Open up various feedback channels to collect negative feedbacks from users like: Weibo service hotline to transfer from users; private messages or comments to official accounts like “Weibo Advertisement” and “Weibo Advertisement Review 24 hours online”; ae mailboxes and market supervision departments to receive transfer of user complaints
- Quickly verify the content of user feedback after receiving it. If it is found to be illegal and malicious marketing behavior, the advertising account will be banned. The account will be deleted by Weibo platform if more serious violations are involved

As of the end of the reporting period

- Received and reviewed data regarding advertising qualification and creativity: 5,338,219 items were reviewed, 3,244,337 were approved, 2,093,882 were rejected, and the pass rate was 60.78%
- Data regarding quality inspection: 1,091,416 items of total quality inspection, accounting for 20.44% of the overall audit volume
- Overall department accuracy rate of advertising review and execution: **99.86%**
- Data related to advertisement complaints and negative feedback received by various channels (including the negative feedback from users on the Weibo platform captured by the system): a total of 1,011,250 pieces were received and checked, and 733 pieces of advertisement ideas were verified and dealt with as issues related to advertisements (Note: Most negative feedback from Weibo platform users is that they “don’t like” seeing ads)
- The Weibo compliance department has completed 12 “Advertising Review Quality Inspection Reports”, and no non-compliance act by the advertising review department has been found

4.3.2 Professional Team Construction

Under the 100% manual review mechanism, we pay close attention to the construction of a high-quality review team. Weibo advertising review department implements all-staff induction training, rule change training and other intensive training and regular assessments to ensure that the registration, review, and file management of advertising business are carried out in a standardized and efficient manner.

In addition, we will also carry out trainings for staff on the sales side from time to time to enhance their awareness of legal compliance in advertising promotion, and understand the prohibited industries on the Weibo platform by organizing case studies of typical false and illegal advertisement, and red line emphasis. It is hoped that they can take maintaining the good operation of the Weibo platform and protecting the interests of consumers as the primary criterion, strengthen self-control, and prevent the promotion of illegal and malicious marketing content.

Pre-job Training

- The training content includes the interpretation of the Advertising Law, the study of other laws and regulations related to advertising business, the interpretation of typical illegal advertising cases, commercial advertising review specifications of Weibo, and the operation of the review system for each product line, etc
- Only after passing the examination can take up the job

Monthly Assessment

- All staff will be assessed in the form of group written test, and each group will be arranged for question-by-question training explanations
- Employees whose grades are lower than the standard will be arranged for make-up examinations. Those who fail the make-up examination for 3 times will be laid off and retrained. Only after passing the examination can they take up the post again
- If the laid-off fail the assessment for 3 times after retraining, the personnel optimization and elimination will be initiated



Employee Development

- Rights and Interests of Employees
- A Diverse Environment
- Employee Development
- Employee Care



5. Employee Development



5.1 Rights and Interests of Employees

Weibo adheres to equal and compliant employment. We strive to develop a reasonable and diverse remuneration system, protect human rights and other rights of all employees, and care for employees' physical and mental health, attach great importance to democratic management of employees, and improve employee enthusiasm and team cohesion.

Weibo has formulated the "Employee Handbook" through democratic procedures, including sending its draft to all employees of the company, receiving and take into consideration of their opinions, and publicizing it to all employees after finalizing it and completing the signing of all employees. We have strictly fulfilled the democratic public notice delivery procedure stipulated by the law, and notarized the whole process.

Weibo has made clear standards on talent recruitment, training management, remuneration and benefits through management measures such as the "Employee Handbook" and "Recruitment Management Standards".

We organize employee promotion reviews regularly every year to provide employees with a wide range of career development channels and promotion opportunities. We committed to legitimate employment, and strictly prohibit of child labor and underage labor. At the same time, we attach great importance to the diversity and inclusive development of our employees, and we are committed to providing equal opportunities and conducting a zero-tolerance against discrimination and harassment. We also provide job opportunities for disabled employees, and strive to maintain a workplace with no differential treatment as to race, gender, color, nationality, ethnicity, religious belief and physical disabilities. In terms of paperless office and energy saving and emission reduction, our human resource department has adopted the online approval and signing processes such as on-boarding, resignation, transference and renewal, so that employees can sign relevant documents timely wherever they are, which is particularly convenient in the current epidemic situation. It also greatly reduces the printing and file storage costs of paper documents, which contributes to environmental protection.

5.1.1 Standardize Recruitment and Hiring

In accordance with the "Management Standard of on Recruitment Management", Weibo strives to be fair and impartial in every aspects of recruitment, and to

ensure effective and reasonable interview selection criteria and standards, so as to standardize and rationalize the recruitment and selection process, improve recruitment efficiency, and time-to-fill. Weibo has developed recruitment plan with diversified recruiting channels. Through various internal and external recruitment channels, we select candidates with outstanding professional ability, excellent quality and development potential, so as to drive and support the sustainable and rapid development of the company.

Weibo is committed to ensuring fair recruitment. During the recruitment process, we respect each candidate and provide them with equal opportunities for competition under the premise of following the "principle of equal recruitment and development". We promise equal employment regardless of their gender, race, color, age, nationality, religious belief, physical disability, etc. At the same time, in order to accelerate the flexibility and sustainability of the talent team, we have launched various campus recruitment programs to attract and cultivate the large number of high-quality students and graduates. In addition, based on the principle of internal recommendation priority, we encourage the employees' normal internal job mobility for the company's business development and the employees' personal development, enable employees to experience personalized career development

paths and diversified career development channels, and equip new employees with specific mentors. Through continuous mentoring programs, we want to make sure that all new employees can integrate into the team quickly, to achieve a high degree of matching of employee skills with the company's business, and to provide a solid guarantee for the company's sustainable talent development. During the reporting period, the number of new employees was 2,197, and the staff turnover rate was 30% ⁽¹⁾.

Note: 1. The number of new employees and the staff turnover rate do not include Weibo's overseas R&D employees and employees of joint ventures affiliated to Weibo.



5.1.2 Guarantee Compliant Employment

Weibo strictly abides by the national labor laws and regulations. We guarantee compliant employment resolutely and avoid child labor and forced labor. For each on-boarding procedure, we require complete personal identification information from every employee, which will be verified by human resources department. Meanwhile, in order to ensure the fairness of work relations and protect the rights and interests of employees from being infringed, we stipulate in the “Employee Handbook” that employees have the rights to make suggestions, complaints and appeals about work, working conditions, relations with other employees and problems encountered in work, and have the rights to get explanations from the company. In addition, we have made it clear in the “Employee Handbook” that the company will never allow retaliation against whistleblowers, including threats, intimidation, demotion, unreasonable work arrangements, devaluation of work performance or termination of work relations, etc., to protect the rights and interests of employees from being violated.

Due to Weibo’s outstanding performance in regulating labor and employment, on June 20, 2016, the Haidian District Labor and Personnel Dispute Arbitration Committee in Beijing awarded Weibo a license and the title of “Sina Weibo Employee Relations Center” as a demonstration unit of primary-level mediation organization.

The committee also organizes trainings delivered by mediators every year to provide professional support as to policies and legal issues for maintaining harmonious work relations with employees effectively.

5.1.3 Improve Remuneration and welfare system

The company has formulated a sound remuneration and welfare system and has made differentiated and competitive overall salary plans for employees of different positions and ranks with reference to the general salary level in the market. On the basis of basic salary, we provide employees with short-term incentive mechanism, long-term and continuous salary incentive plan as well as welfare guarantee.

In 2021, the company has increased the proportion of short-term incentives in the overall remuneration by increasing the employee annual target bonus so as to motivate employees to achieve better work results, offer higher incentives and salaries to employees with high-performance, and encourage employees to work harder and earn more. Employees who disagree with the performance evaluation can communicate and appeal with Human Resources Business Partner (“HRBP”) through emails, interviews and other ways of communication. HRBP will give objective suggestions based on the evaluation and feedback of the employees’ direct superiors and cross-level superiors, determine

whether the employees’ demands are reasonable, and give timely corrections and feedback.

At the same time, the company has formulated a stable employee stock ownership plan to grant shares to middle-level and high-level professionals and management personnel who have made major contributions to the company’s long-term development,

and vest them in batches according to the agreed time. After the stocks are vested, they can trade them during the window period to obtain corresponding benefits. Long-term incentive plans effectively link the employees to the company, allowing business owners to share ownership and future benefits of the business with employees, expand funding sources, increase employee income, and retain talent.

In terms of employee benefits, the company has established a complete welfare and security system:

Paid vacation allowance

- It is clearly stipulated in the “Employee Handbook” that employees enjoy statutory holidays, paid annual leave, personal leave, paid sick leave, marriage leave, maternity leave, paternity leave, breastfeeding leave, bereavement leave, business leave and other holidays. Meanwhile, we offer employees additional welfare leave annually as a supplement to statutory holidays, providing effective support for employees’ work-life balance

Insurance benefits

- The company pays social insurance and provident fund for employees in full amount on time, and chooses the highest payment ratio for provident fund contributions. We have purchased critical illness insurance, additional supplementary medical insurance for female childbirth and accident insurance for our employees as well as supplementary medical insurance for their children and hospitalization medical insurance for their parents based on their needs so as to comprehensively protect the well-being of employees’ families and relieve their worries. Our employees can also purchase supplementary medical insurance for their spouses at a price lower than the market level. Insurance benefits have provided employees with more living security

5.2 A Diverse Environment

Weibo attaches great importance to the diversified development of talent teams, and it is committed to providing employees with equal opportunities and working environment. We strongly oppose discrimination and harassment in any form in all interpersonal interactions, resolutely safeguards the legitimate rights and interests of employees, and are committed to creating a mutually respectful, healthy work environment free from bias and harassment.

Therefore, we have developed the online course “Professional Ethics Literacy” for all employees, including anti-sexual harassment, anti-discrimination in the workplace, anti-violence in the workplace, etc. We encourage employees or other witnesses to seek timely assistance from the company regarding harassment and discrimination issues. The company promises that all complaints will be investigated carefully, thoroughly, promptly and impartially, and the management will be informed of the progress and the results of the investigation in a timely manner. The company will promptly take appropriate measures against the employees involved according to the severity of the violations and other relevant circumstances. In addition, the company will take effective measures to protect the personal privacy of relevant personnel when investigating and handling complaints about harassment. The company will never allow any form of

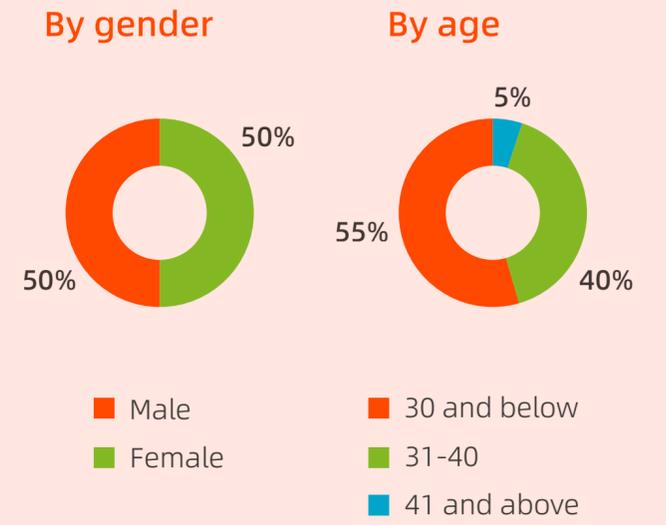
retaliations against whistleblowers, and strive to protect its employees’ rights and interests from being infringed, and establish a fair and just workplace.

Particularly, in terms of the protection of female employees’ rights and interests, the company has established the “Women’s Federation” of Weibo on December 9, 2021, with the general manager of Weibo’s Human Resources Department serving as the chairman of the Women’s Federation. Females account for 50% of employees in Weibo, which is a relatively high proportion in Internet companies. Against the current social background of fully implementing the “three-child policy”, a high proportion of female staff makes it particularly important for us to build a friendly reproduction environment. In addition to strict compliance to the relevant provisions of the maternity regulations, the company has prepared gift money as a special “gift” for new mothers and newborns. Employees can enjoy the supplementary maternity insurance provided by the company from the beginning of pregnancy and the newborns can enjoy a supplementary medical insurance when they are 30 days old. The company is committed to creating a friendly working environment for female employees during pregnancy, in which pregnant female employees will be given priority to applications for shuttle buses without queuing. For female employees

who return to work after birth-giving, the human resources department and their department heads will help them reorganize their work responsibilities and determine work goals according to their actual situations on the premise of retaining their original positions. At the same time, mother-infant rooms have been provided so that every mother can prepare food for their babies in them in a comfortable way. Through these measures, the company has offered strong support for females who return to work after birth-giving in a thoughtful way in terms of work and life. Women’s Federation of Weibo strives to be warmer and more practical in grasping the rights and appeals, the living conditions and the career development needs of female employees in a timely manner, and has really helped female employees to solve the conflicts, difficulties and problems encountered in employment and life. The company’s female employees’ rights and interests regarding labor and employment, labor protection, maternity security and other aspects are fully guaranteed.

We have established a talent echelon and promotion system that is in line with the company's development. While ensuring the diversity of the employee age structure, we also vigorously recruit young people, provide them with job opportunities, and add new elements and new culture to the company's development.

As of the end of the reporting period, Weibo have a total of 6,147 regular employees, of which 6 R&D employees are in Weibo's overseas office and 513 are at joint ventures affiliated to Weibo. The division of employees by gender and age ⁽¹⁾ is as follows:



Note:
1. The ratios of employees by gender and age do not include Weibo's overseas R&D employees and employees of joint ventures affiliated to Weibo.

5.3 Employee Development

5.3.1 Value Talent Cultivation

Weibo aims to establish the most outstanding work groups. We empower employees' growth and improve the company's overall organizational efficiency through their training and development. Weibo has developed training programs with different emphases for groups like new employees, all on-the-job employees, and management personnel at all levels. Various training programs have provided equal opportunities for target employees and guaranteed their equal training rights. At the same time, in order to motivate core talents in management positions, we have also provided employees with opportunities of on-the-job academic and degree-related continuing education and a variety of resource support at different stages of their growth to help them constantly improve various knowledge and skills involving their personal development as well as the development of company business.

In 2021, various offline and online learning programs have covered a total of **37,958 person-times**. The training time for middle and primary-level management staff averages out to 27 hours. There have been a total of **528** online (product, technology, management, general-purpose) courses on the self-developed learning platform. ⁽¹⁾

Note:

1. The data related to employee training does not include Weibo's overseas R&D employees and employees of joint ventures affiliated to Weibo.

The company's system for talent training and development is as follows:

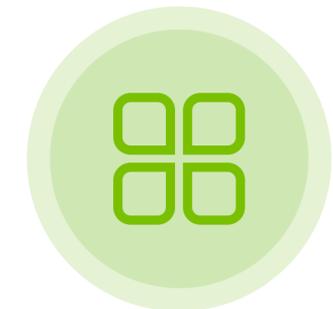
Course Type	Employee Group	Program Description
Management skills training	Management personnel at all levels	2-3 times a month Provide systematic training for management personnel at different levels. Including newly-appointed managers (to improve management awareness), middle-level managers (to promote efficient execution), middle-level and senior managers (to grasp business strategies), and senior managers (to grasp business direction)
Specific business training	All employees	On-demand monthly The company makes unified arrangements to provide training for employees in various professional directions Each business department will also organize on-the-job training according to the job requirements to improve employees' professional skills
New employee orientation	New employees	At least once a month for socially-recruited employees; training for campus recruited is arranged according to the actual recruitment situation Provide new employees with training courses on company business introduction, professional quality, project management, teamwork, etc., and assign business mentors to each new employee to help them adapt to their jobs quickly. At the same time, implement the "the experienced leading the new" teaching process to cultivate junior managers, improve the mentor's business coaching and empowerment ability, and organize experience extraction and replication to improve team efficiency

Quality Course with Simplified Structure

In order to encourage employees to learn and develop themselves, and relieve the pressure of taking up too much employees' time in large-hour training courses, we have designed and launched a series of quality courses on our own online learning platform "Xiaolang Classroom". At present, this series of high-quality courses fall into four categories: product, technology, management and general ability improvement, which can help employees to realize flexible fragmented learning and improve their learning efficiency, so that every employee can find the content they need on the platform, and conduct learning and improvement anytime and anywhere.

Product	Technology	Management	General ability
<ul style="list-style-type: none"> √ product design √ Product operations √ Data analysis √ Business Models and Innovation √ Internet thinking √ 	<ul style="list-style-type: none"> √ Front-end and back-end development √ Test operation and maintenance security √ Data technology √ Technical management √ Machine learning √ 	<ul style="list-style-type: none"> √ Performance communication and Feedback √ Incentive retention √ labor relations √ Team cooperation √ 	<ul style="list-style-type: none"> √ Self-improvement √ Interpersonal communication √ Management by objectives √ Time management √ Problem analysis and decision making √

In addition, we also actively cooperate with external professional organizations, and invite foreign experts to carry out various training programs in the form of lectures, seminars and exchanges for management at all levels and various professional tasks such as product technology, operation or content management to improve employees' professional skills and management skills (self-management, business management, team management).



5.3.2 Standardize Performance and Promotion

The company's "Employee Handbook" clearly puts forward the principles of employee development and incentives and the company determines that the promotion assessment is oriented to ability and quality. We emphasize performance output while paying attention to ability improvement and the matching of the comprehensive ability of the post. In order to standardize the selection of talents at all levels in the company, we provide employees with standardized and open career promotion channels to achieve the purpose of motivating and developing outstanding talents. Based on full consideration of employee development paths, we have established a Y-shaped employee development path that combines management and professional advancement. Employees can choose an orderly and appropriate development path according to their own development characteristics. In order to ensure the fairness and openness of promotion selection, we have clearly stated in the "Employee Handbook" that employee promotions are mainly carried out through management appointments, internal assessments, public reviews, etc., to guarantee the openness and transparency of employee promotions.

The company has established a sound performance

appraisal mechanism, taken into consideration of the business characteristics of each business segment and set up differentiated appraisal cycles and appraisal frequencies. Employees of different business lines can conduct employee performance appraisals on a monthly, quarterly, semi-annual and annual basis. The entire performance appraisal system includes employees' performance target setting, target adjustment, performance appraisal, and opening of complaint and investigation channels afterwards. Through a closed-loop approach, the fairness of the appraisal system is guaranteed and employees' work performance is effectively improved.

100%

During the reporting period, the proportion of employees who have received regular performance and career development assessments has reached 100% ⁽¹⁾.

Note: 1. The proportion of employees in performance and career development assessment does not include Weibo's overseas R&D employees and employees of joint ventures affiliated to Weibo.

5.4 Employee Care

5.4.1 Open Employee Communication

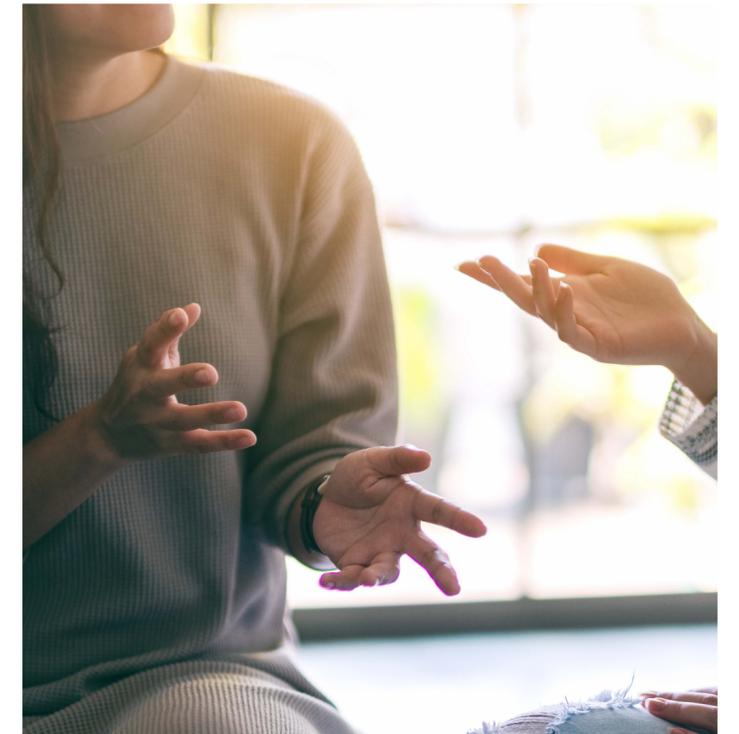
Talent is the core competitiveness of an enterprise. Listening to the voices of employees, ensuring the fairness of work relations, and establishing and improving employee feedback and communication channels have always been an important part of our human resources strategy. We want to provide every employee with an open and comfortable working atmosphere as much as possible, so we state clearly in the "Employee Handbook" that we encourage employees to communicate openly to reflect their views on the job or the company. Meanwhile, they can also discuss any issues related to talent management and ethical conflicts with their immediate superiors, business leaders, human resources or company executives at any time.

In addition, we will conduct employee voice survey project "Voice of Employees" regularly to listen to the voices of employees and get to know employee satisfaction and engagement. At the same time, through staff meetings, job performance appraisals and feedback, we help to establish multiple communication channels between the company's management and employees through which we can respond directly to employees' feedback, and improve the enthusiasm of democratic communication effectively.

74.7

In 2021, employee satisfaction scored 74.7 ⁽¹⁾

Note:1. Score for employee satisfaction does not include Weibo's overseas R&D employees and employees of joint ventures affiliated to Weibo.



“Voice of Employees” Survey

In 2021, we have upgraded the original regular employee survey project “Voice of Employees”, and the annual survey plan to a model that combines annual engagement surveys and periodic pulsatile surveys. We have refined the investigation plan, and included the collection of employee opinions into the scope of daily work, so that it is convenient to listen to and respond to employees’ opinions in a timely manner, and conduct immediate feedback, follow-up and improvement.

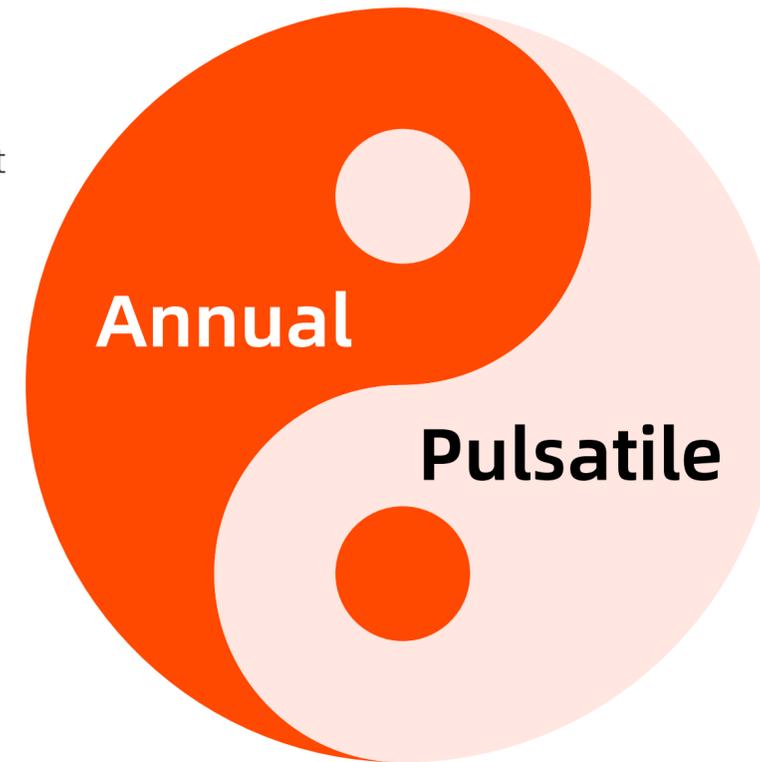
In addition, we have implemented and released the survey results to the middle and primary-level management to promote their timely improvement, and incorporated the corresponding results into the scope of performance appraisal consequentially. At the same time, employee surveys help senior management to grasp the overall work status of front-line employees, respond to and implement employee feedback and suggestions in a timely manner, and improve employee satisfaction and engagement as a result.

“Voice of Employees” Project



Annual Engagement Survey

- Employees' behavior of engagement
- Empowerment and support of the organization
- Employee effectiveness and vitality
- High drive factors and points for improvement
- Action plan for improvement



Pulsatile Survey

- Follow-up Survey
After the annual survey, follow up the implementation of major action improvement plans to maximize the benefits of the annual survey
- Quick Response Survey
For certain events/changes/launches of important management initiatives, the company needs to listen to the voice of employees, quickly collect employee feedback and share results to ensure timeliness and improve employee experience

5.4.2 Fulfill Humanistic Care

In order to ensure the occupational health and safety of employees in the workplace, we have established a systematic preventive management mechanism from top to bottom to minimize safety accidents and provide safety guarantees for employees. During the reporting period, the Company had zero report of work-related accident.

The HR service-shared center provides daily consulting services for employees, and improves employee satisfaction greatly by implementing the policy of initial question response and a 24-hour problem solving rate.

Weibo provides employees with comprehensive welfare programs and communication channels to enhance their comfortable experience during working hours. By holding a variety of corporate cultural activities, it strengthens the physical and mental health of employees and creates a comfortable working environment for them.

 <p>Commuter shuttles</p> <p>The company provides convenient commuter shuttles for employees. Currently, there are 9 lines covering the whole city and we also provide free shuttle buses from the company to subway stations to help employees solve the "last mile" commuting problem</p>	 <p>Fitness center</p> <p>There is an employee health center in the company, providing fitness equipment yoga, table tennis and other indoor sports</p>	 <p>Gifts for employees</p> <p>On employees' birthdays and traditional festivals, the union will issue birthday gifts or related benefits to members (including Women's Day, Mid-Autumn Festival, Lantern Festival, etc.)</p>	 <p>Health space</p> <p>Health space in the office building, equipped with basic medical facilities</p>
 <p>Low-rent talent apartment</p> <p>Provide low-rent talent apartments to all employees, which can help employees relieve the pressure of renting</p>	 <p>First aid equipment</p> <p>Equipped with AED and other first aid equipment in the company, and hold regular professional training to improve employee safety</p>	 <p>Free medical examination</p> <p>Medical examination for employees every year, and self-paid medical examination at a discounted price for family members</p>	 <p>Free movie tickets</p> <p>Issue movie tickets exchange coupons for union members to enrich employees spare time life</p>
 <p>Library</p> <p>There is a library in the company, providing free reading space, and employees can borrow all kinds of books freely</p>	 <p>Three funds</p> <p>The union provides condolences fund for employees in difficulties, relief funds for employees with serious illnesses and pensions deceased employees</p>	 <p>Union clubs</p> <p>Various employee clubs under the employee union, such as football, basketball, yoga, Sinorunning groups and volunteers</p>	 <p>Mother-infant rooms</p> <p>Provide an independent space for nursing mothers, so that they can prepare food for their babies</p>
			 <p>Daily medical consultation</p> <p>Provide interpretation on medical examination report and daily health care, provide common OTC drugs according to the situation of employees</p>

Green Philosophy

- Climate Change Initiatives
- Green Operation
- Green Society



6. Green Philosophy

Against the background of aggravating climate changes, Weibo has taken an active response to the national call for energy conservation and emission reduction, and has integrated environmental protection and green operations into various business models and business scenarios. We continue to explore more environmentally friendly operating models to facilitate the country's goal of "strive to peak carbon dioxide emissions by 2030 and achieve carbon neutrality by 2060" from the dimensions of coping with climate changes, reducing environmental footprint, and engaging in green public welfare.

6.1 Climate Change Initiatives

Weibo is committed to improving its energy efficiency and reducing its carbon footprint by building low-carbon data center, promoting green operations, and regulating greenhouse gas emissions.

6.1.1 Build Low-carbon Data Center

As the cornerstone of Weibo's business, data center improvement has always been our focus. In order to cope with the problem of high energy consumption caused by the high-intensity operation of large-scale data centers, Weibo strictly controls the energy consumption indicators of data centers, and actively implements the requirements of the national "Three-Year Action Plan for the Development of New Data Centers (2021-2023)". With the goal of establishing a green and environmentally friendly data center, we have been promoting the construction, operation, maintenance and renovation of green data centers.

Weibo has improved energy efficiency and reduced greenhouse gas emissions by replacing old servers, quitting the lease with low-energy-efficient IDCs and technological innovation and iteration.

In 2021, the average annual PUE (Power Usage Efficiency) of some of Weibo's self-built machine rooms has reached **1.33**, and the daily minimum PUE has reached **1.15**, 14% lower than average PUE of the industry.

Machine room integration and technological upgrading

- Through the optimization of internal resources, the private cloud virtual machines will replace old servers over 4 years according to dimensions such as utilization rate. With old servers being offline, the number of physical servers will be greatly reduced
- Monitor the utilization efficiency of the machine room, integrate UPS for the machine room with low load rate, and reduce the power consumption of equipment
- Based on the national green data center standards, the lease of low-energy-efficiency data centers has been relinquished, reducing the energy consumption per unit of computing power. The replacement of about 5,000 old servers was completed throughout the year, saving an average of **9.6 million kWh** of electricity and **1,180 tons** of standard coal per year
- Using private cloud delivery in the data center, actively promote the deployment of ARM architecture and the use of AMD CPUs, reducing the deployment of about 8,000 low-end servers, saving an average of **15.4 million kWh** of electricity and **1,894 tons** of standard coal annually.

Optimization of the form of power supply

- Increase the area of distributed photovoltaics at the data center level gradually to expand clean energy application scenarios
- Promote application scenarios of server DC power supply, improve energy efficiency and reduce energy consumption

Renovation of temperature control system

- Deploy a dynamic environment monitoring system to dynamically monitor the temperature, humidity, operating conditions and other factors of equipment such as air conditioners in the data center, so as to remotely adjust the number of equipment running and perform refined management of energy use
- Reform the cooling system of each data center gradually, replace the original fixed-frequency air conditioners with new energy-saving air conditioners to improve energy utilization efficiency

Promote Energy-saving Optimization Solutions in Core Machine Rooms

Weibo has deployed air-cooled natural cooling equipment in the core machine room and carried out the closed transformation of the cold aisle at the same time, helping the company to further improve the energy efficiency level of the data center and the scale of the green data center.

Based on the deployment of air-cooled natural cooling unit, when the ambient temperature is lower than a certain value, the cooling capacity of the entire unit can be fully supported by the natural cooling system. Free cooling capacity can be obtained from the low-temperature air, and the time of compressors' cooling operation can be minimized, which facilitates the reliable and efficient cooling of the machine room and also helps the goal of energy saving and water saving in the machine room.

Meanwhile, the company has also implemented the closed transformation of the cold aisle in the machine room, isolating the hot and cold areas of the machine room, minimizing air leakage and the exchange of hot and cold air, increasing the temperature of the air supply under the floor, and also increasing the temperature of the chilled water. Currently, the temperature for chilled water and return water is set to 10°C/16°C, which is 42% higher than temperature for the traditional water supply.

As a result of combining the above two energy-saving measures, the PUE value of Weibo's self-built machine room is 14% lower than the average of the industry.



Air-cooled natural cooling unit

Propel the Deployment of Energy-saving Equipment

The company has also promoted the deployment of a number of energy-saving equipment in terms of rented computer rooms simultaneously.

1. Achieve cooling in the machine room with a combination of cooling tower and plate heat exchanger and reduce the frequency and length of the use of air-conditioning compressors. Under normal circumstances, it can save about 52.5% of energy compared with conventional chillers.
2. Install the heat pipe on the partition wall of the air conditioner by adopting heat pump technology, which can make full use of the natural cold source in winter to cool the heat pipe and realize the cooling

of the equipment room. By utilizing this technology, a total of about 33% of the compressors' operation time has been reduced throughout the year, reducing energy use.

3. The use of air-cooled air-conditioning atomization spray technology to improve the cooling of the computer room can significantly improve the cooling effect of the machine room in summer and reduce the problems of high temperature and high pressure for the air conditioners. Especially in seasons when the outdoor temperature is below 20°C, the malfunction rate and the energy consumption level have been significantly reduced.



Indoor device of heat pipe system Outdoor device of heat pipe system



Summer spray device of outdoor unit of air conditioners

Deploy Intelligent Monitoring System

Weibo has also deployed a machine room power-environment monitoring system to collect and monitor operating parameters such as power supply, cooling, security, fire protection, etc., to achieve automatic monitoring and real-time tracking of the operating status and environmental status of the refrigeration equipment in the machine room. In addition, we can also realize remote adjustment of parameters and collection of inspection parameters at designated locations in some machine room power-environment systems.

Through the deployment of this system, a real-time monitoring of the machine room environment can be achieved, which can help with the reasonable allocation of relevant resources, the realization of intelligent management of refrigeration equipment, and the further improvement of refined energy management level.



Power-environment Monitoring System

6.1.2 Promote Green Operation

Weibo not only pays attention to the construction and renovation of green data centers, but also promote green and low-carbon operations through cultivating employees with awareness of energy saving and construction reduction. It aims to build a green office environment by promoting sustainable office so as to build an environment-friendly enterprise.

Weibo is always supportive to the idea of green office. To build green office, we proactively improve energy saving of buildings and promote user experiences from several aspects, such as refining environmental friendly construction materials, reinforcing cyclic utilization, using natural resources efficiently, and establishing environmental friendly spaces, etc. With our continuous effort to improve the operational performance of the office space, we are devoted to building a green and user-friendly office environment.

The headquarter of Weibo has been fully implemented with ideas of low carbon and energy saving from design and construction to its operation and management. On the building design, the concept is to effectively lower solar heat through optimizing the orientation of the building, and to minimize electric lightening through encouraging the natural ventilation and daylighting. Meanwhile, we chose double and low-E glass, which largely reduces cooling energy consumption, and applied outer sun shades against the curtain wall for effective sun shields. On the construction material, we opted for the new construction practice featuring high-performance, low-consumption and durable materials, making the most of recyclable, recoverable, renewable materials with high-performance and durability, so as to promote

resource recycle and enhance its lifecycle. We have also installed various environment friendly utilities in our building, including rainwater and reclaimed water recycle systems, solar water heating system, ventilation system with heat recovery and other green electronic modular, to achieve lower energy consumption and better resource recycling. Currently, our headquarter Sina Plaza holds LEED Platinum Level Certificate, known as the Oscars of Green Buildings, awarded by the U.S. Green Building Council. We are pleased to see that Sina Plaza has earned wide recognition with its premium architectural quality and successfully made into one of the benchmark of green buildings.

We will continue to implement the idea of green development in every office scenario, and strive to increase energy consumption, reduce emissions in the office, cultivate employees' awareness of energy conservation and emission reduction, and work with all employees to choose a greener work and lifestyle. During the reporting period, we have continued to update the green office model and have reduced daily operational consumption and worked with all employees to create a low-carbon and energy-saving office environment through the following measures.



Sina Plaza holds LEED Platinum Level Certificate

<p>Paperless office</p>	<ul style="list-style-type: none"> • Adopt online system for process approval and advocate paperless office. • Encourage duplex printing, black and white printing. • Encourage the use of single-sided scrap paper as scratch paper.
<p>Employee Travel Management</p>	<ul style="list-style-type: none"> • Actively promote online office and online meetings to reduce employee travel. • For necessary business travel, encourage employees to take high-speed rail.
<p>Energy Consumption Reduction</p>	<ul style="list-style-type: none"> • Install distributed photovoltaic equipment on the roof. • Replace outdated ordinary fluorescent tubes with LED tubes. • Adjust the lighting pattern distribution to reduce the use of lighting tubes. • Connect the fan coil unit to the lighting control module in the building to adjust the equipment running time and save energy. • Monitor and adjust the number and operating time of cooling station and heating station equipment to reduce energy consumption. • Ask employees to turn off office equipment after work. • Adjust the lighting time of the office area and parking lot, and turn on the node mode or turn off the lighting equipment after work. • Manage and control air-conditioning by zoning, and turn off air-conditioning equipment during non-office hours except the 24-hour overtime area to reduce energy consumption. • Provide long- and short-distance commuter shuttles to reduce the use of employees' private cars. • Add charging piles for new energy vehicles and non-motor vehicle parking garages to encourage employees to choose green travel methods.

Cultivation of Environmental Awareness	<ul style="list-style-type: none"> • Encourage employees to dim monitors and reduce lighting to make the most of natural light. • Encourage lower floor staff to take the stairs. • Post water and electricity saving tips in office areas. • Set up parking locations for balance bikes, scooters and unicycles and encourage employees to choose green short-distance travels.
Waste Management	<ul style="list-style-type: none"> • Provide refills for signature pens, avoid the replacement of the entire pen. • Encourage the replacement of disposable batteries with rechargeable batteries. • Add recycling bins for recyclables regularly. • Encourage employees not to use disposable paper cups and cutlery, actively respond to the company cafeteria's Empty Plate Campaign, and ask employees to cherish food without extravagance and waste.

Distributed Photovoltaic Project

Weibo takes active response to the national low-carbon emission reduction requirements by increasing the use of green energy. Currently, Weibo has already introduced distributed photovoltaic equipment to provide green power for various office equipment. The total power of the photovoltaic equipment is about 598 kilowatts, and the estimated average annual power generation is 800,000 kWh. By gradually promoting green energy projects and other projects within the company, we have pushed our goal of energy saving and low carbon emission reduction to a new level.

The total power of the photovoltaic equipment is around

598 kilowatts

The estimated average annual power generation is

800,000 kWh



Distributed photovoltaic equipment on the roof

Weibo's energy consumption during the reporting period is shown as follows:

Type	2021	Unit
Gasoline ⁽¹⁾	12,851	Liter
Natural gas ⁽²⁾	62,478.25	m ³
Total electricity consumption ⁽¹⁾	10,520.73	MWh
Direct energy consumption ⁽³⁾	96.90	Ton of standard coal
Indirect energy consumption ⁽³⁾	1,293.00	Ton of standard coal
Total energy consumption ⁽³⁾	1,389.90	Ton of standard coal
Energy consumption intensity ⁽⁴⁾	0.62	Ton of standard coal/Million USD total revenue

Note:

1. Gasoline consumption and total electricity consumption only include data from Weibo's offices in mainland China.
2. The natural gas usage data only includes the data of Weibo Beijing Office.
3. The comprehensive energy consumption is calculated in ton of standard coal, and its calculation method refers to the National Standard of the People's Republic of China "GB/T 2589-2020 General Principles for the Calculation of Comprehensive Energy Consumption".
4. The intensity of environmental data is calculated by dividing the total amount of data in 2021 by the company's total revenue amount for the current year, in the unit of million USD.

6.1.3 Comply with greenhouse gas emission policy

Our greenhouse gas emissions are mainly generated by energy consumption in the process of operation. Weibo strictly follows the local industrial energy conservation laws, regulations and standards and it actively coordinates and carries out energy management and monitoring work. Weibo improves energy utilization by optimizing the energy structure, transforming and upgrading energy-consuming equipment, and developing new energy sources.

During the reporting period, we have actively promoted refined energy management to reduce our own carbon emissions. Weibo’s greenhouse gas emissions in 2021 are shown as follows:

Type	2021	Unit
Scope 1 Greenhouse gas emissions ⁽¹⁾	162.53	Ton of CO ₂ e
Scope 2 Greenhouse gas emissions ⁽²⁾	6,143.05	Ton of CO ₂ e
Scope 3 Greenhouse gas emissions - purchased goods and services ⁽³⁾	3,171.41	Ton of CO ₂ e
Scope 3 Greenhouse gas emissions - leased assets ⁽⁴⁾	77,969.42	Ton of CO ₂ e
Total greenhouse gas emissions (Scope 1 + Scope 2)	6,305.58	Ton of CO ₂ e
Greenhouse gas emission intensity (Scope 1+ Scope 2) ⁽⁵⁾	2.79	Ton of CO ₂ e /Million USD total revenue

Notes:

1. Greenhouse gas emissions (Scope 1) come from the direct use of fuels such as gasoline and natural gas. For the calculation of greenhouse gas emissions, please refer to the “Guidelines for Compiling Provincial Greenhouse Gas Inventories”
2. GHG emissions (Scope 2) come from the consumption of purchased electricity. The calculation of greenhouse gas emissions in Scope 2 refers to the “Guidelines for Accounting Methods and Reporting of Corporate Greenhouse Gas Emissions Power Generation Facilities (2021 Revised Edition)” (Draft for Comment) issued by the Ministry of Ecology and Environment of the People’s Republic of China.
3. Scope 3 Greenhouse Gas Emissions - The purchased goods and services mainly come from the carbon emissions generated in the server production process, and the source of the greenhouse gas emissions is the production emission data provided by the server suppliers.
4. Scope 3 greenhouse gas emissions - leased assets mainly come from electricity-related emissions from leased data centers and public cloud servers. The calculation of greenhouse gas emissions refers to the “Guidelines for Accounting Methods and Reporting of Corporate Greenhouse Gas Emissions Power Generation Facilities (2021 Revised Edition)” (Draft for Comment) issued by the Ministry of Ecology and Environment of the People’s Republic of China.
5. The intensity of environmental data is calculated by dividing the total amount of data in 2021 by the company’s total revenue for the year, in the unit of millions of US dollars.

6.2 Green Operation

6.2.1 Water Resource Management

Weibo strictly carries out the water conservation system, and improves the utilization rate of water resources through the implementation of various water conservation measures.

Drinking water source	Replace bottled water with municipal tap water that has been filtered to meet drinking standards
Reclaimed water reuse	Introduce rainwater and direct drinking water wastewater into the water supply system of the reclaimed water for flushing toilets, saving 3,339.5m³ of reclaimed water yearly
Green plant watering	Change the greening sprinkler irrigation system around the office building to manual watering

During the reporting period, the consumption of water resources by Weibo is as follows:

Type	2021	Unit
Total water consumption ⁽¹⁾	68,922	Ton
Water consumption intensity ⁽²⁾	30.53	Ton/Million USD total revenue

Note:

1. The total water consumption data only includes the data of Weibo's offices in mainland China.
2. The intensity of environmental data is calculated by dividing the total amount of data in 2021 by the company's total revenue amount for the current year, in the unit of million USD.

6.2.2 Waste Management

Weibo strictly follows all applicable laws, regulations and standards of pollutant discharge management and formulates regional waste management systems like the "Sina Headquarters Building Waste Classification System" to promote the standardized treatment and discharge of liquid, gaseous and solid waste pollutants, and improve the environmental protection awareness of all employees in green operations and emission reduction.

Waste water

- The main pollutants of domestic sewage involved in Weibo are COD, BOD5, SS, ammonia nitrogen, animal and vegetable oils, etc
- Sewage is discharged into municipal sewage pipes and eventually into water reclamation plants
- The oily wastewater from the kitchen is treated by the grease trap, and the domestic sewage is treated by the septic tank
- According to the monitoring results, the wastewater discharged by the project meets the compliance requirements of the operating regions

Waste gas

- Waste gas mainly comes from automobile exhaust, diesel generator and kitchen fumes
- The fumes and exhaust gas are treated by UV light oxidation and then discharged to the electrostatic fume purifier on the roof for treatment
- The oil fume exhaust flues are installed with online monitoring facilities and are connected to the local ecological environment bureau
- According to the monitoring results, the exhaust gas emission concentrations are all in compliance with the requirements of the operating regions

Solid waste

- Solid wastes are mainly waste from kitchens and domestic waste from office workers
- For wastes like batteries, they will be distributed to employees after being tested by electroscope for use in small devices such as remote controls
- Currently, all solid waste in Weibo will be handled by professional companies

During the reporting period, the various types of wastes generated by Weibo are as follows:

Type	2021	Unit
Hazardous Waste - Disposed Fluorescent Lamps ⁽¹⁾	1,917	Piece
Hazardous Waste - Waste Batteries ⁽¹⁾	848	Piece
Non-hazardous Waste ⁽²⁾	397,692	Liter
Recyclables - Shanghai Office ⁽³⁾	3	Ton
Recyclables -Other regions ⁽⁴⁾	83,798	Liter

Notes:

1. The hazardous wastes involved in Weibo are mainly discarded fluorescent lamps and batteries, etc.
2. The non-hazardous waste data only includes the data of Weibo Beijing and Hangzhou offices.
3. Recyclables - Shanghai office data only includes data of Weibo Shanghai office.
4. Recyclables - other regions include data of Weibo Beijing, Guangzhou, Hangzhou offices.

Paper consumption and sewage emissions are as follows:

Type	2021	Unit
Water consumption ⁽¹⁾	2,654,823	Piece
Total sewage emissions ⁽²⁾	49,099	Ton
Total sewage discharge intensity ⁽³⁾	21.75	Ton/ Million USD total revenue

Notes:

1. The paper usage data only includes the data of Weibo's offices in mainland China.
2. Data of sewage emissions only include data of Weibo Beijing, Guangzhou, Hangzhou offices.
3. The intensity of environmental data is calculated by dividing the total amount of data in 2021 by the company's total revenue amount for the current year, in the unit of million USD.

6.3 Green Society

Since its establishment in 2009, Weibo has been committed to “making the world a better place with the power of Weibo”. Rooted in Weibo’s hot searches and news lists, with insights into social “pain points” from a keen public welfare perspective, Weibo has worked with public welfare organizations to create and promote environmental protection projects to contribute to environmental protection. We continue to attract users’ attention and deliver the philosophy of green environmental protection to more people.



Strategic Cooperation with United Nations Environment Programme ⁽¹⁾

Weibo and United Nations Environment Programme (UNEP) have signed a strategic cooperation agreement at the United Nations Environment Assembly in Nairobi, Kenya, in which the two sides pledged to work together to expand UNEP’s influence in China and promote pollution-themed events and other urgent environmental issues. We have supported a number of UNEP related issues dissemination projects on the Weibo platform, including World Environment Day and World Wildlife Day.

In September 2018, Weibo and UNEP announced a three-year partnership to jointly support the UN's highest environmental protection award, the Champions of the Earth Award. Weibo hopes to cultivate a new generation of environmental protection leaders through this award, so that young people's environmental protection ideas can be realized and the power of young people can be used to protect the future of the earth.



Champions of the Earth Award

Notes:

1. The cooperation between Weibo and UNEP on the Champions of the Earth Award started in 2018 for a period of three years. The project is beyond this reporting period.

Ecological Interactive Project - “Panda Guardian” ⁽¹⁾

“Panda Guardian” is a social ecological protection public welfare action jointly launched by China Green Foundation and Sina Weibo at the end of 2017. It makes use of Weibo social media to build a platform for social participation in ecological protection, develop online interactive products, and guide users to online bamboo-planting to alleviate the “fragmentation” problem of giant panda habitats, thereby promoting the natural ecological construction of Qinling Mountains and other places, and lowering the threshold for public participation in public welfare through this action.

In April 2018, Weibo cooperated with China Green Foundation to launch the “Panda Guardian” 2018 Spring Planting Experience Camp in Foping County, “the first county of pandas in China”. Through interacting with the masses through public welfare star Sun Qian, introduction by senior experts, volunteering for giant pandas, planting bamboo, etc., we advocated the ecological and environmental protection ideology of protecting the Qinling Mountains, protecting giant pandas, and jointly building an ecological home.

In less than a year since the launch of “Panda Guardian”, the number of users has exceeded 20.34 million, and the number of official Weibo fans has reached 13.6 million. As of the end of the reporting period, the number of readings on the #Panda Guardian# super topic has reached 7.31 billion. Through Weibo platform, more and more people are paying attention to the topic of natural ecological protection, and the current situation of Qinling giant pandas has gradually come into the view of the public.



Panda Guardian

Notes:

1. The “Panda Guardian” project of Weibo and China Green Foundation started in 2017 and exceeded this reporting period.

Social Values

- Supply Chain Management
- Engaging in Public Welfare
- Serving Public Conversation
- Empowering Rural Revitalization



7. Social Values

Weibo has exerted a profound social impact by providing individuals and organizations in China and global Chinese communities with a simple and inspiring way to express themselves publicly in real time and stay connected to the world. We would not have achieved our development without the participation of these large user groups, which also endows us with a unique appeal that allows us to embrace unparalleled confidence on the way to “creating a better society”.



7.1 Supply Chain Management

The development of the mobile Internet has made a deeper integration among the platforms of content, social interaction and service. With the advent of the era of social media, our business tentacles have also been extending from basic content to more diversified fields, striving to bring users innovative experience in multiple network scenarios. The responsible management on the suppliers we can connect with behind these innovative businesses is the key to our support for the stable and long-term development of innovative businesses.

Because of the special attributes of social media platforms, the suppliers we cooperate with are mainly those who provide service only, with few that provide supply of physical material (such as peripheral products). The company has formulated a standardized bidding process, and carried out classified access and management of suppliers according to the characteristics of each product and service. For example:

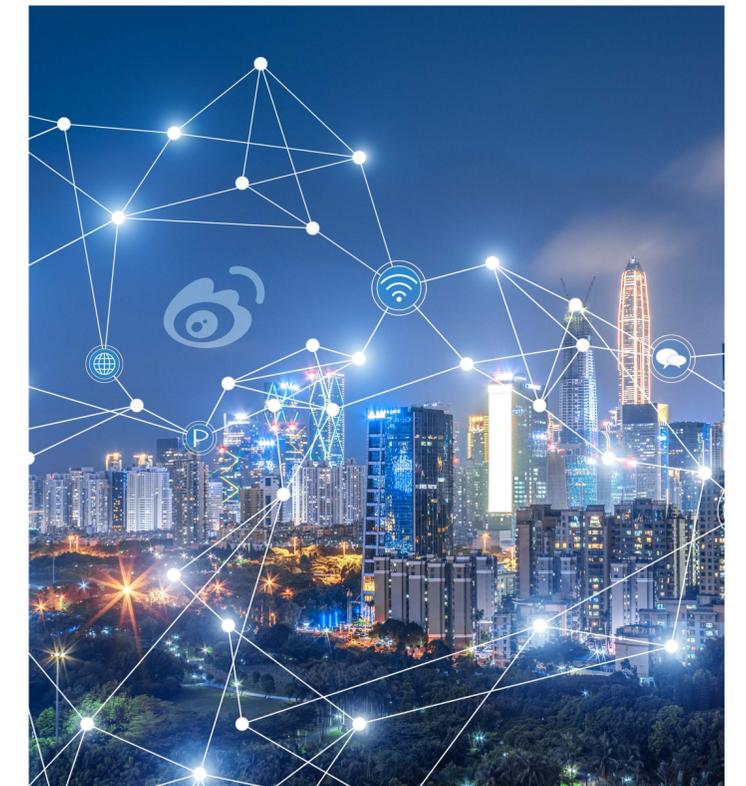
- Weibo Wallet business has formulated the “Supplier Bidding Scoring Table”, which grades the suppliers from multiple dimensions like enterprise registered capital, previous project experiences, service plans, after-sales service capabilities, complaint handling plans, and emergency plans, etc. According to the scores, suppliers will be divided into four grades: A, B,

C, and D (type D suppliers will be eliminated). In order to reduce the risk in the process of project implementation, Weibo Wallet business has specially formulated the “Supplier and Product Selection Management Specification”, “Point Project Supplier Operation and Settlement Specification” and other documents to standardize the cooperation process and implement supplier assessment.

- Weibo V+ membership business has formulated the “Weibo V-plus Product Service Agreement” to regulate the opening standards for V+ accounts. The paid content produced by V+ bloggers is filtered through the unified content monitoring mechanism of Weibo. At the same time, Weibo V+ business has opened up the Weibo customer feedback channel, and users can report in problems and get solutions through the customer feedback channel.

For physical material suppliers, we have also formulated sound quality management rules and defined service rights and responsibilities clearly. For example, products supported by third-party suppliers are shipped by third-party suppliers, and the risks of damage, loss and theft of products during packaging, transportation, and warehousing are borne by the suppliers themselves; If there are any products-related doubts raised by customers, the third-party suppliers

should provide customer complaint service, and Weibo platform will provide assistance in a timely manner.



7.2 Engaging in Public Welfare

Weibo is the **first Internet platform in China** that proposes and implements the concept of public welfare for all. After ten years of practice, China's public welfare model has changed quietly. The mobile Internet allows everyone to become an advocate, participant and witness of public welfare. The significance of Weibo for public welfare lies not only in the donation of love, but also in advocating and disseminating the concept of **"Public welfare for all, participation by all"**.

We expect to give full play to the positive impact of Weibo on society. While promoting meaningful dialogues on public affairs, we rely on the advantage of appeal, focus on building the influence of public welfare undertakings, and constantly lower the threshold for the public to participate in public welfare to promote the combination of corporate public welfare, celebrity public welfare and social public welfare, and accelerate the value transformation of public welfare communication.

***First Internet platform in China
Public welfare for all, participation by all***



Featured public welfare projects

“Blue Lifeline” Hot Public Welfare Event Relief Program ⁽¹⁾

At the end of November 2018, Micro Public Welfare, news media and public welfare organizations launched the “Blue Lifeline” hot public welfare event rescue plan, focusing on “emergency rescue” events and giving full play to the advantages of Weibo platform in hot events. Based on clues from news media reporting, public welfare organizations intervene and launch corresponding relief projects on the Micro Public Welfare platform and the information for help will be quickly spread, and a rescue model of media tracking reports + public donations is formed. In this way, we will gather the power of love on Weibo to help families in need to solve their urgent needs. At the same time, “Blue Lifeline” further enhances the ability of public welfare organizations to help and respond to hotspots, opens up Weibo hotspot relief channels, and allows public welfare projects to be carried out and implemented under the joint witness of the media and the public. Therefore, the concept of public welfare and positive energy influence can be increasingly improved on Weibo, delivering social warmth and promoting the spirit of public welfare.

A total of RMB **70.87** million raised

Since November 2018, “Blue Lifeline” has raised a total of RMB 70.87 million and helped 2,129 families in need.

“ Public Welfare for All Festival “ Advocacy Activities ⁽²⁾

Since 2019, Weibo will launch the “Public Welfare for All Festival” advocacy activities for public welfare organizations, media, enterprises and loving users every year on the occasion of China Charity Day. In 2019, the “Public Welfare for All Festival” has designed love lists of public welfare projects, open interaction between public welfare organizations and netizens, calling from celebrities and V plus entrepreneurs for the spread of positive energy and other public welfare interactions with low-threshold and intense interactions. That made it possible for more people to get a close understanding of public welfare projects and participate in public welfare actions more easily, and it also made it possible for high-quality public welfare projects to be noticed at the same time.

In 2021, the “Public Welfare for All Festival” continued to promote the concept of “public welfare for All, continuous participation by All”.

A total of **11.3** billion public welfare related topics views

With more than 275 charity projects involved, 280 celebrities participated in promotion, more than 6,000 big Vs post related content, and 11.3 billion views on public welfare related topics.

Notes:

1. The “Blue Lifeline” hot public welfare event relief plan started in 2018 and has exceeded this reporting period.
2. The public welfare advocacy activity of “Public Welfare for All Festival” started in 2019 and has exceeded this reporting period.

Fields	Environmental Protection	Education	Health	Poverty Alleviation	Emergency and Disaster Relief
Total fund invested	————	————	————	2.86 billion yuan*	20 million yuan*
Total fund raised	3.28million yuan	17.09 million yuan	17.41million yuan	7.80 million yuan	61.73million yuan
During the reporting period, the “Weibo Public Welfare” platform has operated 656 public welfare projects					

Notes:
 According to incomplete statistics, since the establishment of the Poverty Alleviation Cooperation Office in 2018, Sina Portal and Weibo have allocated resources worth 2.86 billion yuan to support poverty alleviation and rural revitalization;
 During the flood in Henan in 2021, Sina Portal and Weibo donated 10 million yuan to the Weihui Red Cross Society and the China Social Welfare Foundation each.

In the future, Weibo will continue to increase the promotion and guidance of the third allocations of corporate public welfare and celebrity public welfare to help achieve common prosperity and truly allow the public to enjoy the development achievements of the Internet. It is embodied in the following four aspects:

Fully support small and medium-sized public welfare organizations (especially non-public fundraising foundations) to open and operate Weibo "public welfare accounts", guide public welfare organizations to produce high-quality content, plan brand activities, and promote information openness and transparency. Develop Weibo's "public welfare account" into the third public service matrix after Weibo's "government affairs account" and "media account" Allow small and medium-sized public welfare organizations to burst out with more vitality, expand their communication capabilities, and exert greater value, so as to achieve the effect of educating people without being noticed.

Establish a Weibo "Children and Women's Rights Protection Collaborative Network" organization with social welfare departments and research institutions. Strengthen the publicity and advocacy for the protection of children and women's rights and interests from the aspects of health, safety and sustainable development, make full use of the intemal resources of Weibo simultaneously to spare no effort to support children and women's public welfare projects, and create a good online atmosphere for them.

01
 Launch the Weibo "Public Welfare Account" empowerment plan

02
 Continue to improve Weibo's emergency rescue and individual assistance capabilities

03
 Continue to pay attention to vulnerable groups like children and women

04
 Release Weibo public service advertisement plan

In response to sudden natural disasters, further play Weibo's role as a public information platform, and make Weibo an important channel for government and public welfare organizations to coordinate social resources. Strengthen Weibo's system capacity building in terms of verification of information for help and mutual assistance mechanism, and make Weibo an important platform for users to publish and respond to information for help. Meanwhile, upgrade the functions of the Weibo public welfare platform, increase the data records of Weibo users participating in volunteer services, and make "volunteering for everyone" a new channel for Weibo users to participate in volunteering service, lower the participation threshold, so as to achieve the effect of making towers out of sand and making forests out of trees.

Currently, Weibo invests advertising resources that account for 1% of its revenue every year to develop public welfare undertakings. In the next two years, it is planned to increase the advertising resources to 3% of its annual income to support public welfare advocacy and public welfare activities publicity in the areas of "cultural heritage protection, care for people in difficulties, policy and law popularization, moral civilization advocacy, low-carbon energy conservation and environmental protection", strengthen the construction of network civilization, promote the public attention to public welfare, environmental protection, and love for excellent traditional culture.

7.3 Serving Public Conversation

Weibo actively facilitates meaningful dialogues on public affairs

Media agency

Use Weibo as an information source and dissemination channel for its headlines

Government agencies and officials

Use Weibo as an important official communication channel to disseminate information and measure public opinion in a timely manner to improve public services

Individuals and nonprofits agencies

Use Weibo to launch public welfare projects, seek donations and recruit volunteers, and use Weibo celebrities, stars and organizations to increase their social influence and make the world a better place

With the spread of COVID-19 pandemic across the country, Weibo has launched a series of measures to promote dialogues on public affairs. Governments, experts and well-known media organizations play a key public service role and use their Weibo accounts to reach out to the public and provide accurate and timely information. By displaying such content at the top of user feeds and discovery pages, Weibo has been actively seeking ways to deliver authoritative, official content about the pandemic on the platform.

- **Amplify authoritative information on the epidemic:** effectively link official government affairs Weibo accounts with authoritative media, such as @CCTV News, @People's Daily, @ShanghaiPublishing, etc.; at the same time, establish an efficient rumor-refuting linkage mechanism to deal with rumors and false information in a timely manner, and optimize product mechanisms to improve user reach-outs.
- **Co-build an epidemic relief system:** try to connect relevant parties such as public welfare organizations, enterprises, media, volunteers, etc., to jointly build an epidemic relief system, quickly upgrade relief products on the original super-topics relief mechanism, better aggregate Information for help, provide help and support in **seeking medical treatment, material help, psychological counseling**, etc., and further exert the corporate value of Weibo in socialized emergency assistance.



7.4 Empowering Rural Revitalization

“Internet plus” is playing an important role in helping the overall revitalization of the countryside and the comprehensive realization of the goal of strong agriculture, beautiful countryside, and rich farmers. At the end of 2018, Sina Corporation established the first “Poverty Alleviation Cooperation Office” (“Poverty Alleviation Office”) among all Internet companies, which opened the prelude to Sina Portal and Weibo’s commitment to poverty alleviation.

On March 17, 2021, the Poverty Alleviation Office officially changed its name to the “Rural Revitalization Cooperation Office” (“Rural Revitalization Office”), and maintained the management system of the Poverty Alleviation Office. The chairman and CEO of Sina and chairman of Weibo, Charles Chao, continues to serve as the office director, Weibo CEO Gaofei Wang serves as executive director, Zenghui Cao, senior vice president of Weibo, and Qingxu Deng, senior vice president of Sina, serves as executive deputy directors, covering almost all related business lines of Sina and Weibo.



One concept

Loggers, Connectors and Amplifiers

Two organizations

Weibo Media Poverty Alleviation Alliance
Weibo Poverty Alleviation Support Team

Two activities

New Farmers Program of Thousand
Influencers for Hundred Counties

Plan of Visiting Place of Origin

In the three years since its establishment, the Poverty Alleviation Office has signed poverty alleviation strategic cooperation agreements with relevant government units in **22 provinces, cities and counties**, including the Beijing Poverty Alleviation and Support Office, the Tianjin Poverty Alleviation and Support Office, Qingshui County in Gansu, Yuli County in Xinjiang, and Leibo County in Sichuan. The strategic cooperation agreement will contribute to the promotion of positive energy for poverty alleviation, the cultivation of new farmers, the brand building and upward movement of agricultural products, and the economic development of the county in these areas.

5 billion

5 billion traffic support

300

Helped nearly 300 poverty-stricken counties

8,000

More than 8,000 agricultural products

20,000

More than 20,000 new farmers

As of the end of the reporting period, Sina portal and Weibo have allocated **5 billion** traffic resources to help poverty alleviation and rural revitalization, involving nearly **300** poverty-stricken counties, **more than 8,000** agricultural products, and **more than 20,000** new farmers.

#New Farmers Program of Thousand Influencers for Hundred Counties#⁽¹⁾ - “Give a man fish” and “Teach a man to fish”

New farmers are the pillar force to relieve poverty-stricken areas out of poverty and become rich and develop featured rural industries. However, new farmers generally have the problems of lacking deep understanding of agriculture, professional ability in brand marketing, resources and cooperation. In order to better cultivate new farmers and improve their professional ability, collaboration ability and resource integration ability, at the end of 2018, the Poverty Alleviation and Cooperation Office launched the #New Farmers Program of Thousand Influencers for Hundred Counties# campaign, which aimed to cultivate new media skills for new farmers and build their own brand IP and agricultural product brands through new media. In the past two years, the New Farmers Program of Thousand Influencers for Hundred Counties campaign has supported more than 900 new farmers in 19 provinces and 55 counties, helped them build more than 130 agricultural product brands, and assisted in the dissemination and promotion of more than 50 rural tourism destinations, bringing real benefits to local new farmers.

Notes:

1. #New Farmers Program of Thousand Influencers for Hundred Counties# campaign started in 2018 and has exceeded this reporting period.

#Plan of Visiting Place of Origin# ⁽²⁾ -Looking for quality agricultural product

There is no lack of high-quality agricultural products and high-quality rural tourism resources in poor counties, but a lack of brands, channels and think tanks. In order to better assist the development of local counties, the Poverty Alleviation Office together with the Central Committee of the Communist Youth League, the China International Electronic Commerce Center of the Ministry of Commerce, the China Quality Agricultural Products Development Service Association of the Ministry of Agriculture and Rural Affairs, the China Poverty Alleviation Magazine of the State Council Poverty Alleviation Office, and the China Foundation for Poverty Alleviation and other government units, industry associations, expert think tanks, etc. has launched the “Plan of Visiting Place of Origin”, which aims to build brand awareness for high-quality agricultural products and high-quality rural tourism resources in poor counties, connect resources to promote upward movement, and build expert think tanks to promote county economic development.

Since the event was launched in 2020, the program has covered 49 cities and counties in 17 provinces including Ya’an in Sichuan, Xixian in Shanxi, Zhangjiakou in Hebei, Shucheng in Anhui, Yingkou in Liaoning, and Yuli in Xinjiang. The program diagnose the local county economy, speak for local agricultural products and rural tourism, publicize regional public brands, and promote the development of local agriculture featured and industries.

In 2021, in order to better promote the experience and practice of the plan, the Rural Revitalization Office continue to expand the operational coverage of the plan under the premise of maintaining the original operation mode, and target remote and underdeveloped areas such as Tibet, Xinjiang and Qinghai, especially important areas of East-West collaboration. We have carried out origin visits in Nimu County, Dangxiong County and Dingqing County in Lhasa, Tibet, and Lianjiang County in Fuzhou City, Fujian Province.

Notes:

2. #Plan of Visiting Place of Origin# started in 2020 and has exceeded this reporting period.

- As of the end of the reporting period, a total of **more than 1,300** poverty alleviation and rural revitalization topics have been launched, with **over 62 billion** views and **more than 11 billion** plays of related short videos. A lot of resources have been invested in popularizing the knowledge of poverty alleviation and rural revitalization, disseminating positive energy information on poverty alleviation and rural revitalization, helping to promote agricultural products and rural tourism brands in poor counties, and dispelling rumors about poverty alleviation.



- As of the end of the reporting period, nearly **100** stars and **1,500** V plus users have participated in the “Weibo Poverty Alleviation Support Team”, covering more than ten fields such as agriculture, e-commerce, media, science, Internet, food, tourism, military, history, mother and child, culture and society. At present, the topic #Weibo Poverty Alleviation Support Team# has attracted **2.49** billion views and **4.67** million discussions.



Appendix 1: Key Performance Table

Environmental Key Performance Table

Key Performance Indicators	2021	Unit
Energy consumption		
Gasoline ⁽¹⁾	12,851	Liter
Natural gas ⁽²⁾	62,478.25	m ³
Total electricity consumption ⁽¹⁾	10,520.73	MWh
Direct energy consumption ⁽³⁾	96.90	Ton of standard coal
Indirect energy consumption ⁽³⁾	1,293.00	Ton of standard coal
Total energy consumption ⁽³⁾	1,389.90	Ton of standard coal
Energy consumption intensity ⁽⁴⁾	0.62	Ton of standard coal/Million USD in total revenue
Green house gas emissions		
Scope 1 Greenhouse gas emissions ⁽⁵⁾	162.53	Ton of CO ₂ e
Scope 2 Greenhouse gas emissions ⁽⁶⁾	6,143.05	Ton of CO ₂ e
Scope 3 Greenhouse gas emissions - purchased goods and services ⁽⁷⁾	3,171.41	Ton of CO ₂ e
Scope 3 Greenhouse gas emissions - leased assets ⁽⁸⁾	77,969.42	Ton of CO ₂ e
Total greenhouse gas emissions (Scope 1 + Scope 2)	6,305.58	Ton of CO ₂ e
Greenhouse gas emission intensity (Scope 1+ Scope 2) ⁽⁴⁾	2.79	Ton of CO ₂ e /Million USD total revenue

Key Performance Indicators	2021	Unit
Water Resources		
Total water consumption ⁽¹⁾	68,922	Ton
Water consumption intensity ⁽⁴⁾	30.53	Ton / Million USD total revenue
Total sewage discharge ⁽⁹⁾	49,099	Ton
Total sewage discharge intensity ⁽⁴⁾	21.75	Ton / Million USD total revenue
Waste		
Paper ⁽¹⁾	2,654,823	Piece
Hazardous Waste - Disposed Fluorescent Lamps ⁽¹⁰⁾	1,917	Piece
Hazardous Waste - Waste Batteries ⁽¹⁰⁾	848	Piece
Non-hazardous waste ⁽¹¹⁾	397,692	Liter

Note:

1. Gasoline consumption and total electricity consumption only include data from Weibo's offices in mainland China.
2. The natural gas usage data only includes the data of Weibo Beijing Office.
3. The comprehensive energy consumption is calculated in tons of standard coal, and its calculation method refers to the National Standard of the People's Republic of China "GB/T 2589-2020 General Principles for the Calculation of Comprehensive Energy Consumption".
4. The intensity of environmental data is calculated by dividing the total amount of data in 2021 by the company's total revenue amount for the current year, in the unit of million USD.
5. Greenhouse gas emissions (Scope 1) come from the direct use of fuels such as gasoline and natural gas. For the calculation of greenhouse gas emissions, please refer to the "Guidelines for Compiling Provincial Greenhouse Gas Inventories".
6. GHG emissions (Scope 2) come from the consumption of purchased electricity. The calculation of greenhouse gas emissions in Scope 2 refers to the "Guidelines for Accounting Methods and Reporting of Corporate Greenhouse Gas Emissions Power Generation Facilities (2021 Revised Edition)" (Draft for Comment) issued by the Ministry of Ecology and Environment of the People's Republic of China.
7. Scope 3 Greenhouse Gas Emissions - The purchased goods and services mainly come from the carbon emissions generated in the server production process, and the source of the greenhouse gas emissions is the production emission data provided by the server suppliers.
8. Scope 3 greenhouse gas emissions - leased assets mainly come from electricity-related emissions from leased data centers and public cloud servers. The calculation of greenhouse gas emissions refers to the "Guidelines for Accounting Methods and Reporting of Corporate Greenhouse Gas Emissions Power Generation Facilities (2021 Revised Edition) (Draft for Comment)" issued by the Ministry of Ecology and Environment of the People's Republic of China.
9. Data of sewage emissions only include data of Weibo Beijing, Guangzhou, Hangzhou offices.
10. The hazardous wastes involved in Weibo are mainly discarded fluorescent lamps and batteries, etc.
11. The non-hazardous waste data only includes the data of Weibo Beijing and Hangzhou offices.

Social Key Performance Table

Indicators	Data	Unit
Employees		
Number of employees	6,147	Person
Proportion of male employees ⁽¹²⁾	50	%
Proportion of female employees ⁽¹²⁾	50	%
Number of regular employees	6,147	Person
Number of temporary employees	0	Person
30 and below ⁽¹²⁾	3,071	Person
31-40 ⁽¹²⁾	2,279	Person
41 and above ⁽¹²⁾	284	Person
Minority employees ⁽¹²⁾	365	Person
Disabled employees ⁽¹²⁾	44	Person
Total number of new employees ⁽¹²⁾	2,197	Person
Total employee turnover ratio ⁽¹²⁾	30	%
Health and security		
Number of industrial accidents	0	Case
Work-related fatalities	0	Person
Days lost due to work-related injuries	0	Day

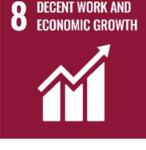
Indicators	Data	Unit
Hours of work lost due to work-related injuries	0	Hour
Employee training		
Staff training coverage ⁽¹²⁾	37,958	Person-time
Percentage of employees participating in training	100	%
Percentage of employees receiving regular performance reviews and career development reviews ⁽¹²⁾	100	%
Satisfaction		
Employee satisfaction ⁽¹²⁾	74.7	
Intellectual Property (Patent)		
Number of applications during 2021	More than 60	Case
Number of authorizations during 2021	More than 50	Case
Total number of applications	More than 500	Case
Total number of authorizations	More than 200	Case
Intellectual Property (Trademark)		
Number of applications during 2021	More than 100	Case
Number of authorizations during 2021	More than 70	Case
Total number of applications	More than 700	Case

Indicators	Data	Unit
Total number of authorizations	More than 400	Case
Intellectual Property (Copyright)		
Number of applications during 2021	More than 60	Case
Number of authorizations during 2021	70	Case
Total number of applications	More than 390	Case
Total number of authorizations	More than 390	Case

Note:

12. Employee diversity distribution, number of new employees, employee turnover rate, training, performance evaluation, employee satisfaction data does not include Weibo's overseas R&D employees and employees of joint ventures affiliated to Weibo.

Appendix 2: SDGs Contributions

Key SDG Responded	Main Actions	Corresponding Chapter
<p>1 No poverty</p> 	<p>Linking public welfare forces with underdeveloped areas in the role of “loggers, connectors and amplifiers”, and using traffic resources to help with poverty alleviation and rural revitalization.</p>	<p>Social Values</p>
<p>3 Good health and well-being</p> 	<p>Providing employees with comprehensive welfare programs and communication channels and strengthening physical and mental health of employees. In addition, facilitating dialogues on public affairs by amplifying authoritative information on the epidemic and jointly building an epidemic relief system. Playing a positive role in the release of policy updates, the assistance of Covid-19 patients, the allocation of social resources, and the dispelling of epidemic rumors during the epidemic.</p>	<p>Employee Development Social Values</p>
<p>4 Quality education</p> 	<p>Launching special training courses for groups like V+ bloggers and e-commerce creators to help them grow rapidly. Developing training programs with different focuses for different employee groups, providing employees with opportunities for continuing education with on-the-job degrees. Meanwhile, cooperating actively with external professional institutions.</p>	<p>Responsible Service Employee Development</p>
<p>5 Gender equality</p> 	<p>Respecting females, establishing Weibo Women’s Federation within the company, and preparing special “gifts” for new mothers and newborns. Valuing the diversity and inclusive development of our employees and providing equal opportunities.</p>	<p>Employee Development</p>
<p>7 Affordable and green energy</p> 	<p>Actively introducing photovoltaic equipment, promoting the deployment of various energy-saving equipment, carrying out computer room integration and technology upgrades, and improving the proportion of renewable energy utilization and the company’s overall energy efficiency level.</p>	<p>Green Philosophy</p>
<p>8 Decent work and economic growth</p> 	<p>Developing a differentiated and competitive remuneration plan package for employees, and setting up short-term/long-term incentive mechanisms including various bonuses, equity, and other welfare guarantees.</p>	<p>Employee Development</p>

Key SDG Responded	Main Actions	Corresponding Chapter
<p>9 Industry, innovation and infrastructure</p> 	<p>Constantly consolidating the platform advantages of unified platform, artificial intelligence, cloud computing, etc., developing a diversified product map, and continuing to tap the potential of talents to build a strong product and development team.</p>	<p>Quality Platform</p>
<p>10 Reduce inequalities</p> 	<p>Attaching importance to the diverse and inclusive development of our employees, and striving to build a workplace free from differences in race, color, nationality, ethnicity, religious belief, and physical disability, etc.</p>	<p>Employee Development</p>
<p>12 Responsible consumption and production</p> 	<p>Actively promoting sustainable management and efficient utilization of energy and resources, and reducing waste generation through prevention, emission reduction, recycling and reuse. Encouraging green office among all employees while practicing low-carbon operation.</p>	<p>Green Philosophy</p>
<p>13 Climate action</p> 	<p>Building green data centers, promoting green operations, monitoring corporate greenhouse gas emissions, reducing the company's environmental footprint, and increasing green public welfare promotion.</p>	<p>Green Philosophy</p>
<p>16 Peace, justice and strong institutions</p> 	<p>Continuing to optimize the governance structure, strengthening corporate risk management, creating an ecosystem of integrity, practicing ESG governance, and promote the healthy development of the company.</p>	<p>Corporate Governance ESG Governance</p>
<p>17 Partnerships for the goals</p> 	<p>Cooperate actively with relevant parties to jointly explore the development direction of high-quality platforms and responsible services while contributing responsibility practices to a responsible business ecosystem.</p>	<p>Quality Platform Responsible Service</p>

Appendix 3: GRI Standard Index

GRI Standard	Disclosure	Chapter Index	Page Number(s)
GRI 102: General Disclosures			
Organizational profile			
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