



weibo[®] 2025

Environmental, Social and Governance Report

Contents

About the Report	02
Company Statement	03
About Weibo	04
2025 Highlights	06

List of Internal Management and Control Policies	112
Key Performance Table	113
ESG Index	117
Readers Feedback Form	118

01 Governance

ESG Governance	09
Corporate Governance	13

02 Responsible Platform

Information Security	21
Privacy Protection	27
Security Awareness	30
Innovation and Development	32

03 Quality Experience

Quality Content	37
Advertising Governance	52
Service Experience	54

04 Human Capital

Employee Care	62
Workplace Diversity	72
Employee Development	76

05 Green Development

Climate Change Initiatives	84
Green Operations	87
Green Philosophy	93

06 Social Value

Social Welfare Initiatives	97
Collaborative Networks	101
Underprivileged Community Support	104
Rural Revitalization	107
Traditional Culture Promotion	108

About the Report

Introduction

This is the fifth environmental, social and governance report ("the Report" or "ESG Report") released by Weibo ("the Company", "we"). The Report is designed to exemplify the Company's initiatives and performance in respect of environmental, social and governance ("ESG"), with focuses on addressing concerns of stakeholders.

Scope of the Report

This Report covers the information and data of Weibo during the period from January 1, 2025 to December 31, 2025 (the "reporting period" or "this year"), unless otherwise noted. The content of the Report covers Weibo and its subsidiaries. For more information, please refer to the 2025 Annual Report.

Basis of Preparation

This Report is compiled with reference to the *Environmental, Social and Governance Reporting Code* published by the Stock Exchange of Hong Kong ("the ESG Guide"), the *Nasdaq ESG Reporting Guide 2.0*, the *GRI Standards* issued by the Global Sustainability Standards Board (GSSB). We also considered topics and best practices identified by world-leading rating agencies, including MSCI ("ESG rating") and S&P DJSI ("S&P Dow Jones Sustainability Index").

This Report follows the principles of materiality, quantification, balance and consistency.

Source of Data 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 in this Report are all measured in RMB except for revenues and income from operation, 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 in April 2026.

Contact Us

If you have any comments or suggestions on our work related to environmental, social and governance, please feel free to contact us through the following ways.

E-mail: ir@staff.weibo.com

Tel: +86 10 5898-3336

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

Company Statement

In an era of profound transformation brought about by digitalization and artificial intelligence (AI), the landscape of information dissemination is being reshaped, and users' expectations for authentic, secure, and diverse content continue to rise. As China's leading social media platform, Weibo is not only a witness to the information ecosystem of the digital age, but also a responsible builder of it. We have always upheld our mission of making the world a better place with the power of Weibo to better serve our users and create social value. Amid the flood of information, we stay anchored in our direction, driving forward with both technology and governance, and honoring our long-term commitment to sustainable development.

2025 is a significant year for the cause of sustainable development. Ten years ago, in 2015, leaders from nearly 200 countries reached a consensus in France and signed the Paris Agreement. A decade later, the world stands at the convergence of a new technological revolution, where cutting-edge technologies such as AI are reshaping our society and lives with unprecedented depth and breadth. As China's leading social media platform, Weibo has always been asking: in the wave of AI, how should a company stay true to its founding mission, uphold the principle of technology for good, create social value, and achieve sustainable development?

Authenticity and trust are the prerequisites for a platform's long-term success. Leveraging an integrated model combining "multi-modal large language model + manual site-wide inspection", we have continuously improved our content review mechanisms, precisely combated the spread of rumors and non-compliant interactions, and effectively addressed false information on the platform. We have upgraded our "Three-dimension and Four-layer" information security defense system and established a lifecycle protection mechanism for personal information security. By obtaining ISO 27001 certification and China's National Cybersecurity Level 3 Protection certification, we have reinforced our information and data security defenses. "Technology for good" is not merely a slogan. As a social media platform, Weibo maintains appropriate caution and vigilance against information silos and the vulgarization of content. We insist on algorithmic fairness and transparency, openly disclosing algorithmic principles in core scenarios such as search and recommendations, empowering the platform with technology to safeguard a healthy public discussion space for users. We firmly believe that quality governance lies in collaboration. By working in concert with government agencies, media outlets, public welfare organizations, and volunteers, we build an open, co-governed ecosystem that allows the platform to thrive within a well-regulated environment.

The significance of technology lies not in showcasing capability, but in better serving our users. Through sustained deep investment, AI has become deeply integrated into Weibo's business operations and daily management, serving as a powerful technological foundation. We embed innovation throughout the entire product lifecycle. We have also upgraded Weibo's Intelligent Search product by incorporating advanced large language models, enabling intelligent interpretation and precise matching of multimodal content, with cumulative users served surpassing the hundreds of millions. With "real-time, credible, diverse" as our core philosophy, we have comprehensively upgraded our core AI products to empower the content ecosystem. Furthermore, while advancing AI implementation, we place great emphasis on the safety of AI products and have established an AI ethics governance framework, defined sound governance principles, and built a robust defense system for AI products, ensuring that technological innovation always advances in an orderly manner within the boundaries of compliance and ethics.

Employees are the cornerstone of a company. A company's true character is reflected in how it treats, respects, and empowers its people. We are committed to building an equal, diverse, and inclusive workplace, ensuring representation in employment for employees with disabilities and ethnic minority employees, and increasing the proportion of female employees to 55%. We have continuously refined the dual-track development system of "management + professional", organizing a variety of online and offline AI knowledge and application training programs for all employees. We have upgraded medical benefits and mental health services, conducted fire drills and first-aid training, and continued to prioritize employee physical and mental well-being. On the social value front, we actively engage in public welfare initiatives and build a socially collaborative network—the Weibo Charity Platform has cumulatively operated over 24,000 public welfare projects. We continue to make strides in emergency disaster relief, rural revitalization, and cultural preservation, amplifying social goodwill through the platform's capabilities and demonstrating corporate responsibility through concrete action.

Future growth must be built on sustainability and restraint. For data center construction, we continue to advance the "East Data, West Computing" hub layout. Newly built data centers in the Beijing-Tianjin-Hebei region have achieved a PUE of 1.25, and by purchasing green electricity and generating solar power, we continue to increase the proportion of renewable energy use, with new data centers required

to have a green electricity ratio of no less than 50%. In daily operations, we have implemented multiple energy-saving measures, including promoting virtualization technology and the replacement of aging equipment to significantly reduce carbon emissions. To effectively supervise and advance the Company's climate change response efforts, Weibo has set carbon reduction targets and executed effectively, with Scope 3 greenhouse gas emissions in 2025 decreasing by approximately 41% compared to 2024. We have also extended our green philosophy to the supply chain, establishing ESG audit standards for suppliers and requiring that server procurement incorporate energy consumption metrics, driving coordinated carbon reduction across the entire industry chain. We are well aware that a company's green transition is not achieved overnight, but is a process of continuous refinement. Through incremental efforts, we contribute Weibo's share to global climate governance.

Today, ESG has been deeply transformed from a value concept into a long-term competitive advantage for enterprises. Looking back on 2025, every step forward has been inseparable from the trust of our users, employees, partners, and society at large. Looking ahead, Weibo will continue to stay true to its founding mission, with a more robust ESG governance system, more innovative technological applications, and a stronger sense of responsibility, to continuously create unified economic, social, and environmental value. Making sustainability our core identity is the key to resilience and long-term growth in today's dynamic era.

Standing at the starting point of a new decade, facing a complex and ever-changing external environment and rapidly evolving technological waves, ESG is not only a guiding philosophy but also a call to action, and actions speak louder than words. Weibo will stay dedicated to its original mission and continuously deepen ESG governance and practice, leveraging AI as the pivot and responsibility as the cornerstone. Looking ahead, we look forward to collaborating with every user, ecosystem partner, and all sectors of society to truly realize our vision of making the world a better place with the power of Weibo.

Charles Chao

Chairman of the Board

About Weibo

Company Overview

Weibo (Nasdaq: WB; HKEX: 9898) is a leading social media platform in China for users to create, explore and distribute content. As a pioneer and leader in the social media industry in China, Weibo, since its inception in 2009, has been committed to enabling users to achieve faster, easier, richer social interactions and stay connected to the world.

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

Key performance indicators

User

In December 2025
Monthly active users (MAUs)

567 million

Average daily active users
(Average DAUs)

252 million

Content & Community

As of December 2025
Content covers

43

vertical areas
such as celebrity, media, social
events, sports, finance, technology,
game, TV series and variety shows,
etc.

80%+

Identified MAUs belonged to
Generation Z¹

Financials (USD)²

In 2025
Total revenue

1,757 million

Adjusted operating profit

524 million

Adjusted operating profit margin

30%

¹ Generation Z: users born in and after 1990.

² Adjusted operating profit and operating profit margin are disclosed in accordance with Non-GAAP measures.

Value Proposition

Weibo is a leading social media platform in China. Leveraging the core attributes of public, real-time, viral, comprehensive, and social, Weibo serves as an efficient channel for users to explore what is happening around the world and to engage in public social conversations. Our mission is to empower people to discover the broader world and be heard publicly. We are committed to offering unique values to our users, content creators as well as advertising and marketing customers.

Users

- Provide users with a platform to publicly express and share in real time
- Help users discover diverse viewpoints and stay current on the latest trends

Content Creators

- Facilitate content creators' interactions with their followers, helping them accumulate social assets
- Provide multiple channels and opportunities for content creators to monetize

Customers

- Empower customers to reach targeted audience leveraging social interest graph recommendation engine
- Provide a full spectrum of social marketing solutions with viral distribution to fulfill customers' diverse marketing needs

2025 Highlights

Governance

ESG Governance Structure

Established a three-level ESG governance structure with ESG Committee under the Board of Directors

Anti-corruption Training

Number of anti-corruption training sessions conducted **15**

Average training duration **12.5** hours

Employee coverage **100%**

Supplier Integrity Management

Signing rate of the *Honesty and Integrity Agreement* by suppliers

100%

Responsible Platform

Information Security Certification

Passed ISO 27001 Information Security Management System certification, covering

100% of Weibo App operations

Information Security Training

Recorded attendances

4,299

Examination completion rate

96%

Coverage of key suppliers and contractors

100%

Intellectual Property Protection³

In 2025, patents granted

34

Cumulative number of patents granted

385

Cumulative number of trademarks registered

880+

Information Security Auditing

External audits of information security were conducted

3 times

Quality Experience

Content Diversity

Covers

43 vertical areas

mainly including entertainment, media, social events, sports, finance, technology, game, TV series and variety shows, etc.

Content Ecosystem Governance

Debunked over

310,000

pieces of misinformation

No. of community volunteers

1,913

New features, such as "**Intelligent Search Annotations**" have been launched, utilizing **AI capabilities** to empower the governance of the online ecosystem

AI Empowerment

Intelligent Search's MAUs⁴

80 million+

DAUs and search queries achieved strong growth

AI generated ad⁵ accounted for

40%

of promoted feed ad spend

³The data for annual patent grants is for the full year 2025. The cumulative number of patents granted and cumulative number of registered trademarks are counted as of the end of 2025.

⁴Data for December 2025.

⁵Data as of December 2025, covering promoted feed ad spend under the real-time bidding system.

Human Capital

Employee Training

Coverage **100%** Hours per employee **26**

Employee Satisfaction

Participation rate **94%** Employee dedication rate **84%**

Proportion of Female Employees

Female Employees % of Total	Female % in STEM ⁶ Positions	Female % in Revenue-Generating Positions
55%	49%	59%

Excellent Employer

Honored with several Excellent Employer Awards

Green Development

Scope 3 GHG Emissions

Scope 3 GHG Emissions compared to 2024 decreased by **41%**, exceeding the emission reduction target

Water-saving Target

Water Saving Target achieved, with savings exceeding the target by **5.6%**

New Data Centers in the Beijing-Tianjin-Hebei Regions

A PUE of 1.25	Green power usage is no less than 50%
----------------------	--

Distributed Solar Photovoltaics

Installed capacity 598_{kW}	Annual electricity consumption from photovoltaic sources 497_{MWh}
--	---

Obtained Green Building Certification

LEED Platinum certification for operations

Social Value

Weibo Donations

Amount of total annual donation⁷ **16_{million+}**

primarily for earthquake relief in Tibet, fire disaster relief in Hong Kong, and rural education aid donation

Weibo Charity Platform⁸

Annual donation count 2.5_{million+} times	Annual total funds raised 34.7_{million+}
---	--

Cumulative total funds raised

790_{million}

Emergency Disaster Relief⁹

Number of projects 41	Number of donors 990,000	Total funds raised RMB 15.96_{million}
------------------------------	---------------------------------	---

Rural Revitalization

Views of posts related to technology empowering agriculture 1.8_{billion}	Number of discussions 5.65_{million+}
--	--

⁶ STEM refers to Science, Technology, Engineering, and Mathematics.

⁷ This includes the total donation amount contributed by Weibo, under the name of its parent company Sina Group, and through the Sina Yangfan Public Welfare Fund.

⁸ The cumulative total funds raised is calculated as of the end of 2025, while the number of donations made by netizens and the annual total funds raised are counted for the full year of 2025.

⁹ The data in this series covers the entire year 2025.

Governance

Weibo is committed to advancing sustainable operations through robust and streamlined governance. We have established a well-defined, efficient governance structure with clear roles and responsibilities, continuously optimized our risk management and internal control processes, and strengthened our business ethics framework. Guided by an open and collaborative approach, we actively promote the green transformation of our supply chain to ensure the Company's sustainable and healthy development.

part
01

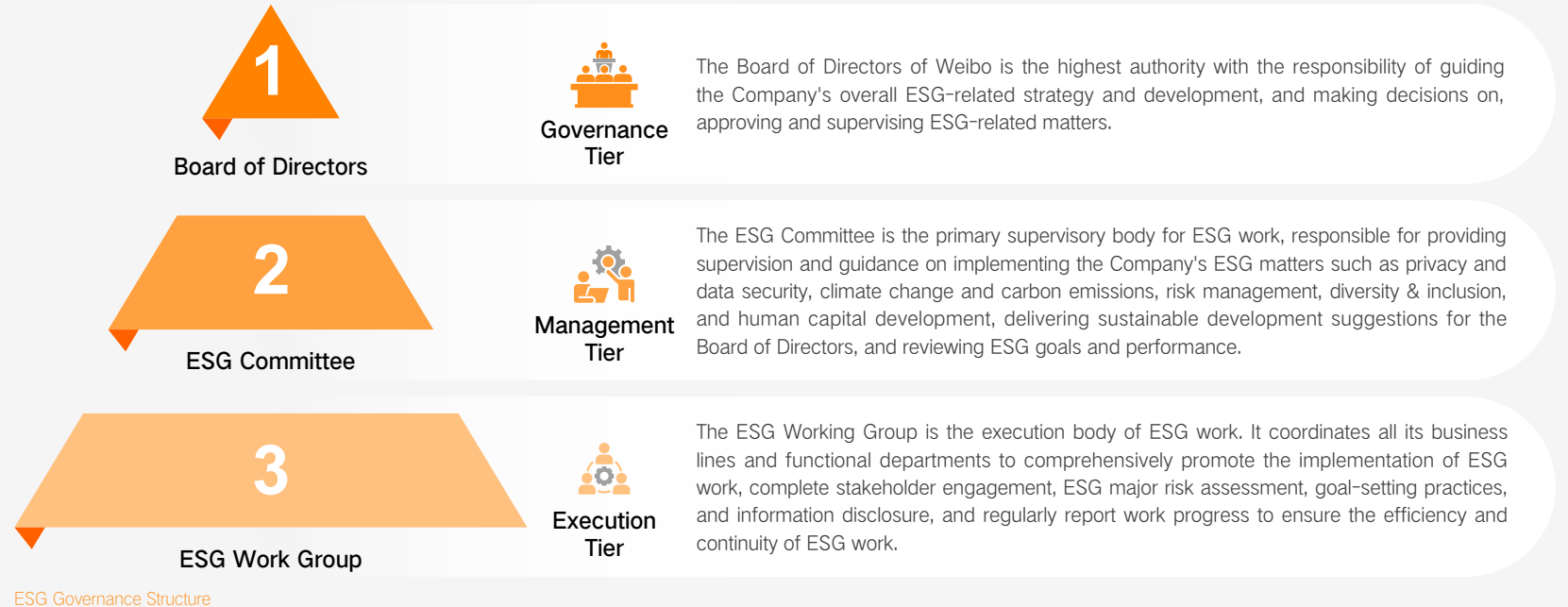


1.1 ESG Governance

Weibo places strong emphasis on ESG management and integrates its ESG strategy with overall business development. We are committed to driving sustainable operations through responsible and prudent governance. By actively responding to the expectations of shareholders and other stakeholders, we diligently fulfill our social responsibilities and strive to create long-term, sustainable value for all stakeholders.

1.1.1 ESG Governance Structure





Weibo has established a top-down, three-tier ESG governance structure comprising the governance tier, management tier, and execution tier. The Board of Directors is designated as the highest decision-making body for ESG matters, with a clearly defined supervision and reporting mechanism in place¹⁰. This structure promotes the deep integration of ESG principles into the Company's operations and ensures the orderly advancement and effective implementation of ESG initiatives. This report comprehensively discloses Weibo's progress and achievements in the ESG field in 2025 and was reviewed and approved by the Board of Directors in April 2026.



¹⁰ The ESG Work Group regularly reports to the ESG Committee on the implementation of ESG tasks. The ESG Committee guides and supervises the ESG Work Group. The Board of Directors makes final approvals and decisions.

1.1.2 Stakeholder Engagement

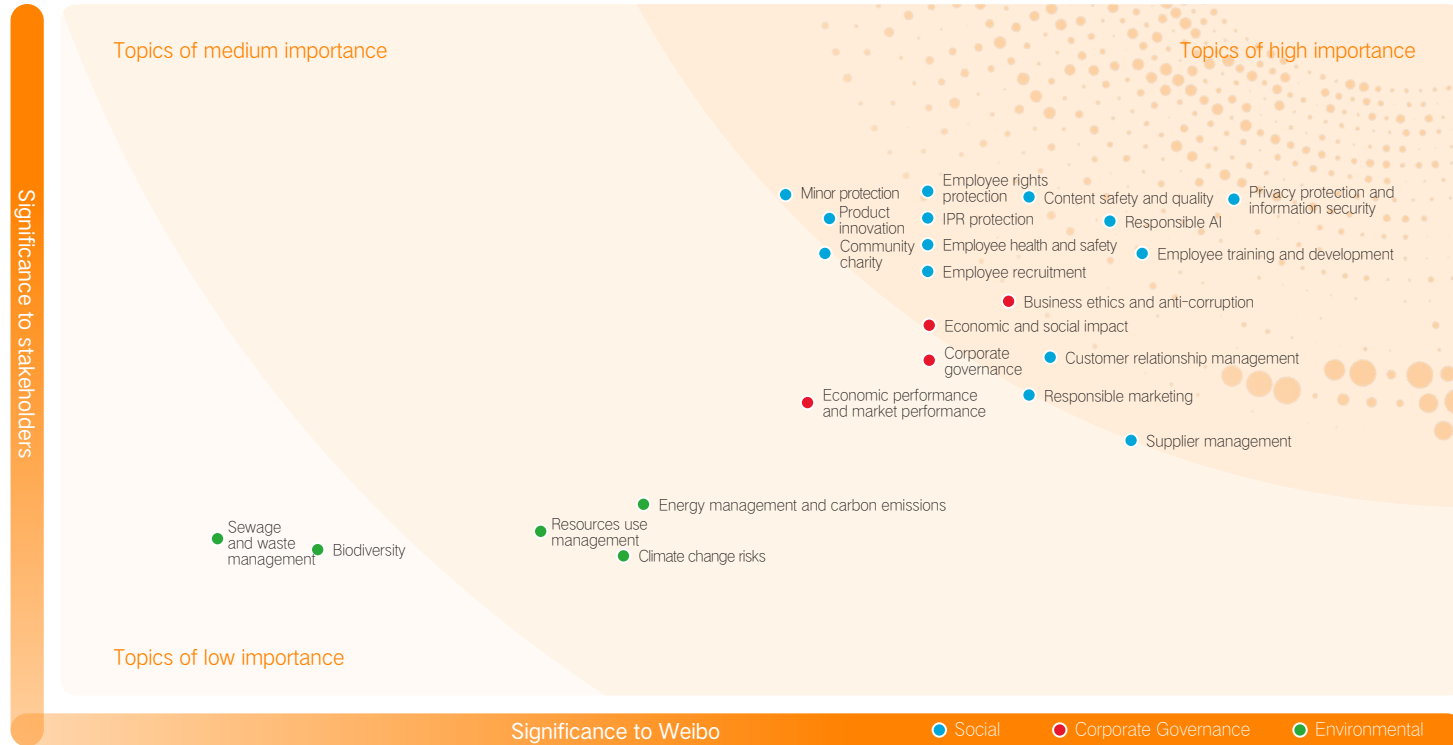
Weibo prioritizes stakeholder engagement, maintaining contact through multiple channels to guide the Company's ESG practices and better identify and respond to ESG-related risks based on internal and external stakeholder feedback.

Stakeholders	Stakeholders' Concerns		Means of Communication		Major Response
 Shareholders/Investors	<ul style="list-style-type: none"> Sustainable and stable operations Stable return on investment Corporate governance 	<ul style="list-style-type: none"> Compliant operation Risk management 	<ul style="list-style-type: none"> General meeting of shareholders Periodic reports and announcements 	<ul style="list-style-type: none"> Investor meetings Investor email and telephone communication 	<ul style="list-style-type: none"> Stable operations Information disclosure Strengthened content management Protecting privacy and data security
 Government and regulators	<ul style="list-style-type: none"> Compliant operation Content security and quality Responsible AI 	<ul style="list-style-type: none"> Data privacy protection Platform contributing to improved social issues 	<ul style="list-style-type: none"> Policy guidance Reporting Regular communication 	<ul style="list-style-type: none"> Supervision and inspection Project cooperation Information disclosure 	<ul style="list-style-type: none"> Operating in compliance with laws and regulations Strengthened content management Protect privacy and data security Establishing and improving anti-corruption governance system Contributing to governments' tackling social issues
 Employees	<ul style="list-style-type: none"> Employee recruitment Employees rights protection 	<ul style="list-style-type: none"> Employee training and development Employee health and safety 	<ul style="list-style-type: none"> Plenary session Employee satisfaction survey 	<ul style="list-style-type: none"> Employee care activities Training 	<ul style="list-style-type: none"> Protecting the legitimate rights and interests of employees Competitive salary system Providing diversified training programs Achieving common growth
 Users	<ul style="list-style-type: none"> User experience Privacy protection and information security Content security and quality Responsible AI 	<ul style="list-style-type: none"> Intellectual property rights ("IPR") protection Minor protection Responsible marketing 	<ul style="list-style-type: none"> Customer feedback channels Product research feedback 	<ul style="list-style-type: none"> Conducting user interaction activities 	<ul style="list-style-type: none"> Enhancing user information protection Strengthening content management Encouraging users to create quality content Practicing responsible marketing

Stakeholders	Stakeholders' Concerns		Means of Communication		Major Response	
 <p>Business Partners</p>	<ul style="list-style-type: none"> Customer relationship management (CRM) Intellectual property rights ("IPR") protection Product innovation 	<ul style="list-style-type: none"> Cooperation and development Low-carbon operation 	<ul style="list-style-type: none"> Business cooperation Technical exchanges 	<ul style="list-style-type: none"> Project cooperation Achievement sharing 	<ul style="list-style-type: none"> Strengthening technical exchanges Building responsible industrial chains Promoting sustainable business collaboration 	<ul style="list-style-type: none"> Applying energy-saving technologies Developing green products Promoting awareness of environmental protection and lowcarbon development
 <p>Suppliers</p>	<ul style="list-style-type: none"> Supplier management Mutual benefit and win-win result 	<ul style="list-style-type: none"> Supplier empowerment Anti-corruption 	<ul style="list-style-type: none"> On-site audits Supplier meetings and audits 	<ul style="list-style-type: none"> Supplier contracts and agreements Other supplier exchange activities 	<ul style="list-style-type: none"> Promoting supplier sustainability capacity building 	<ul style="list-style-type: none"> Strengthening supply chain responsible sourcing
 <p>Media Outlets</p>	<ul style="list-style-type: none"> Information disclosure and transparency Diversified cooperation 	<ul style="list-style-type: none"> Corporate social responsibility and influence 	<ul style="list-style-type: none"> Press briefings Media conference 	<ul style="list-style-type: none"> Social media interactions 	<ul style="list-style-type: none"> Information disclosure Proactively carrying out cooperation 	<ul style="list-style-type: none"> Facilitating media content distribution and enhancing influence
 <p>Non-governmental Organizations</p>	<ul style="list-style-type: none"> Economic and social impact Cooperation and development 	<ul style="list-style-type: none"> Community service and charity 	<ul style="list-style-type: none"> Online and offline cooperation Achievement sharing 	<ul style="list-style-type: none"> Establishing strategic cooperation with various welfare organizations 	<ul style="list-style-type: none"> Help promote social welfare activities as a public platform 	<ul style="list-style-type: none"> Actively participating in social welfare activities
 <p>Community and the Public</p>	<ul style="list-style-type: none"> Economic and social impact Community service and charity Climate change 	<ul style="list-style-type: none"> Energy management and carbon emissions Biodiversity 	<ul style="list-style-type: none"> Social donation Providing job opportunities 	<ul style="list-style-type: none"> Volunteering activities 	<ul style="list-style-type: none"> Solving social problems with professional advantages 	<ul style="list-style-type: none"> Carrying out volunteer activities

1.1.3 Materiality Assessment

Weibo conducts comprehensive ESG materiality assessments guided by regulatory requirements and capital market rating frameworks. The Company evaluates the significance of topics through stakeholder engagement and analysis of evolving industry trends. During the year, the Company refined and adjusted the material topics and their relative importance identified in 2024. Based on these prioritized topics, this report highlights the Company's performance in ESG areas in 2025.



Materiality Matrix of Weibo in 2025

Materiality	Material Topics	Category
Topics of high importance	Privacy protection and information security	Social
	Employee training and development	Social
	Content security and quality	Social
	Employee rights protection	Social
	IPR protection	Social
	Responsible AI	Social
	Employee health and safety	Social
	Employee recruitment	Social
	Minor protection	Social
	Product innovation	Social
Topics of medium importance	Business ethics and anti-corruption	Corporate Governance
	Supplier management	Social
	Customer relationship management	Social
	Responsible marketing	Social
	Economic and social impacts	Corporate Governance
	Corporate governance	Corporate Governance
	Community charity	Social
	Economic performance and market performance	Corporate Governance
	Energy management and carbon emissions	Environmental
	Resources use management	Environmental
Topics of general importance	Climate change risks	Environmental
	Biodiversity conservation	Environmental
	Sewage and waste management	Environmental

1.2 Corporate Governance

Weibo strictly complies with the laws and regulations of the countries and regions in which it operates and is listed in, and has established a sound and efficient corporate governance mechanism. Through an efficient, well-structured governance framework that ensures board diversity and professional expertise, the Company strengthens its risk management capabilities and resilience. We actively foster a healthy business environment, continually enhance our business ethics management system, build a sustainable supply chain, and promote transparency and integrity in our business operations to ensure sound corporate development.

1.2.1 Board Structure

Weibo strictly complies with laws and regulations, such as the *Securities Act of 1933*, *NASDAQ Stock Market LLC Rules*, and *HKEX Listing Rules*, ensuring the Company's long-term sustainable development through a sound governance structure.

Responsibilities of the Board

As the Company's highest decision-making body for strategy and management, Weibo's Board of Directors oversees overall strategic planning, internal controls, and risk management while maintaining independence and professional expertise. The Board has established three committees—the Audit Committee, Compensation Committee, and ESG Committee—each with clearly defined responsibilities and charters to ensure effective resource allocation and sound operational decision-making.



¹¹ Matters related to the compensation of independent directors will be elevated to the board of directors for approval and oversight.

The Company regards board professionalism and independence as fundamental pillars of corporate governance. The nomination process adheres to principles of professional competence and diversity, comprehensively evaluating factors including gender, background, skills, and industry experience to broaden decision-making perspectives and ensure sound governance and strategic oversight. As of the end of the reporting period, Weibo's board members had an average tenure of 8.43 years. During the reporting period, the Company held one annual general meeting of shareholders, published four periodic reports, and convened four in-person board meetings with 100% director attendance, while also adopting three written resolutions.

At each annual general meeting, one-third of the directors then in office shall retire by rotation and shall be eligible for re-election. Shareholder voting is conducted by confidential ballot, with votes counted on-site and results announced anonymously. Share ownership by directors, senior executives, and employees complies with the Company's *Insider Trading and Information Disclosure Policy Compliance Guidelines* and strictly adheres to exchange listing rules, ensuring transparent and accountable corporate governance.

Board Independence and Diversity

Weibo positions the Board of Directors at the core of corporate governance, and enhances decision-making quality and oversight effectiveness through robust independence safeguards and diverse board composition.



Board Independence

- The Board consists of seven directors, including three independent directors, accounting for 43% of the Board. All independent directors have no financial or other ties with the controlling shareholder or related parties and remain independent of management.
- Independent directors provide objective opinions and judgments on matters such as corporate strategy, risk management, and conflict of interest, with full, equal, and independent voting rights.
- The appointment and duties of committee members comply with independence requirements, ensuring the independence and objectivity of Board resolutions.



Board Diversity

- In selecting Board members, Weibo comprehensively considers factors such as professional background, expertise, industry experience, gender, and affiliations to ensure a diverse and highly professional Board composition.
- The Board consists of seven directors, including one female director, accounting for 14% of the Board.

Title	Name	Gender	Professional Competence		
			Industry experience	Risk management	Financial experience
Chairman of the Board	Charles Chao	Male	✓	✓	✓
Director	Hong Du	Female	✓	✓	
Director	Bo Liu	Male	✓		
Director/CEO	Gaofei Wang	Male	✓	✓	
Independent director	Pehong Chen	Male	✓	✓	✓
Independent director	Pochin Christopher Lu	Male	✓	✓	✓
Independent director	Yan Wang	Male	✓	✓	✓

Title	Name	Special Committees		
		Audit Committee	Compensation Committee	ESG Committee
Independent director	Pehong Chen	✓	✓	
Independent director	Pochin Christopher Lu	✓		
Independent director	Yan Wang		✓	✓
Director	Hong Du			✓

1.2.2 Risk Management

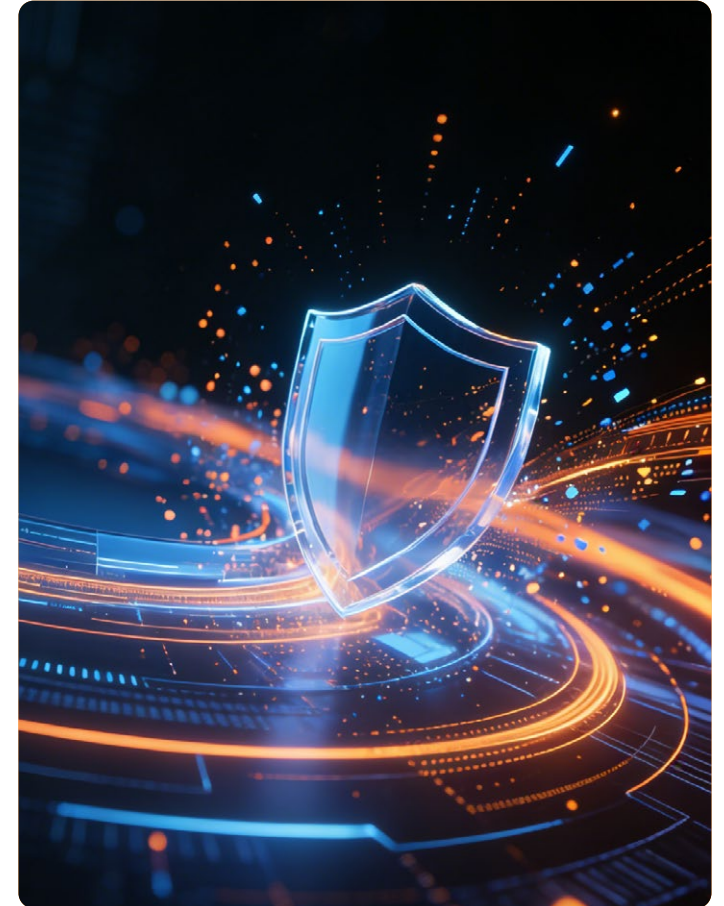
A comprehensive and effective risk management system is fundamental to the Company's sustainable development. Weibo has established a risk management and reporting framework with the Audit Committee serving as the highest oversight body. By integrating risk identification and control into daily operations, implementing timely countermeasures, and fostering a strong risk culture, the Company ensures the continuity and stability of its business operations.

Risk Governance Structure

To ensure the effectiveness of its risk management system, Weibo has established a robust risk governance structure. Senior management formulates risk governance strategies, supported by a three-tier reporting mechanism consisting of "Audit Committee – Internal Audit Department – Business and Functional Departments", creating a systematic risk management process.



Weibo Risk Governance Structure



Risk Identification, Assessment and Response

Following established risk management procedures, Weibo conducts comprehensive, multi-dimensional risk assessments and continuously refines its risk management control loop. The Company also regularly conducts internal and external audits to evaluate the comprehensiveness and robustness of its existing risk management system, enabling timely development of appropriate measures to strengthen risk resilience.

Risk Identification

The Company identifies external and internal risks that may impact corporate objectives through ongoing analysis and evaluation by business departments and management. Additionally, the Company conducts annual reviews and assessments of risk exposure to ensure timely detection of emerging risks.

Risk Assessment

The Company regularly analyzes and reports on risk issues identified by various business departments. The Audit Committee convenes quarterly meetings to review independent directors' assessments of major risk areas, strengthening risk oversight in daily operations accordingly.

Risk Response

The Company develops and implements risk response plans and actions to address identified significant risks. As of the end of the reporting period, the major risks identified and corresponding mitigation measures are as follows:

Types of Risks

Risk Management on Financial Reporting

Risk Management on Internal Control

Risk Management on Information Security and Privacy

On the basis of traditional risk identification, the Company has also increased the identification and assessment of new risks and formulated corresponding action plans to reduce the impact of emerging risks on the Company's business.

Risk Management on Human Resources

Risk Management on Climate Change

AI usage risk

Risk Response Measures

- Develop financial reporting risk management policies.
- Provide regular training for finance staff to ensure smooth implementation of policies.
- Build a teamwork mechanism between Compliance and Internal Audit departments and 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.
- Set up an internal review system for investments and acquisitions, and establish a special working group to supervise and assist in the review and evaluation of investment and acquisition applications of us and our subsidiaries to ensure corporate investment compliance.
- Establish a complete information security management system and full-lifecycle protection mechanism for personal information and improve the security level through security technology and training and regular internal and external security audits. Please refer to 2.1 Information Security & 2.2 Privacy Protection for specific measures.
- Maintain equal employment, safeguard employee rights and interests, prioritize talent development and retention, and foster a diverse and inclusive work environment. Please refer to 4 Human Capital for specific measures.
- Effectively address climate risks by carrying out climate risk identification under the TCFD framework and actively promoting energy conservation and emission reduction in data centers, offices, procurement, etc. Please refer to 5.1 Climate Change Initiatives for specific measures.
- An internal review of controls over AI products has been conducted to assess and determine associated risks.
- The Company's Technology Committee oversees AI-related work, with a focus on supervising AI data security, information privacy, and process transparency at the technical level.
- At the technical level, efforts are made to ensure that AI applications are controllable, traceable, and predictable.
- Implement AI review to review illegal content and avoid risks.

Risk Culture

Weibo continuously strengthens its risk management culture through training programs and educational materials for directors, senior management, and all employees. These initiatives enhance risk awareness and response capabilities while encouraging employees to identify and report risks promptly. The Company integrates risk management principles across all business operations, incorporating risk management metrics, including information security and privacy protection, into product and service development. By ensuring the effective implementation of mitigation measures, Weibo continuously strengthens its risk resilience and long-term operational capabilities.

1.2.3 Business Ethics

Weibo demonstrates its commitment to integrity through concrete actions, and strictly complies with the *Anti-Unfair Competition Law of the People's Republic of China*, the *United Nations Convention against Corruption*, the *Business Principles for Anti-Bribery*, and other laws, regulations, and international frameworks. The Company firmly opposes bribery, corruption, fraud, and other unethical business practices, maintains accessible complaint and reporting channels, and fosters a corporate culture of honesty, integrity, and self-discipline.

Business Ethical Governance

Guided by the principles of voluntariness, equality, fairness, integrity, and good faith, and adhering to a "prevention first, punishment as a supplement" anti-fraud approach, Weibo has established the *Weibo Code of Business Conduct and Ethics*, the *Code of Conduct for Employees*, and other related policies. These documents cover areas including anti-corruption, conflicts of interest, gift management, and intellectual property protection. They apply to all directors, senior executives, and employees, including part-time staff, contract workers, and interns, and strictly regulate business conduct across all operations and activities.

The Company has established a business ethics

governance structure overseen by the Board's Audit Committee and has formed an Anti-Fraud Committee to review and adjudicate relevant cases, ensuring comprehensive implementation of anti-corruption oversight. During the reporting period, Weibo recorded no violations related to conflicts of interest, money laundering, or insider trading. One employee fraud case was referred to judicial authorities and was adjudicated by the court this year, with the defendant ordered to compensate all economic losses. The Company has consistently maintained a zero-tolerance stance and strengthened business reviews in relevant areas based on lessons learned from the closed cases.



Weibo Business Ethics Governance Structure

Supervision and Inspection

Weibo has established a comprehensive business ethics management framework. The Compliance Department conducts routine inspections and random checks on areas such as content handling and email compliance to mitigate business ethics risks. Meanwhile, the Internal Audit Department performs business ethics audits covering all business lines on a three-year cycle to ensure full compliance with applicable standards and to firmly prevent misconduct, including corruption, extortion, and bribery. In 2025, the Company carried out nine special audits focusing on areas such as gift procurement and management, channel promotion, and commercial data services. The Company also provided management recommendations regarding process optimization and budget utilization along with ongoing follow-up to ensure effective implementation.

In addition, Weibo has established an employee business ethics assessment and oversight mechanism. *Honesty and Integrity Agreement* are integrated into all employment contracts, achieving a 100% signing rate in 2025 and reinforcing employees' commitment to ethical conduct.

○ In 2025

Honesty and Integrity Agreement signing rate

100%

Whistleblowing Mechanism and Whistleblower Protection

Weibo has established internal policies such as the *Complaint Reporting Process* and the *Report Investigation and Handling Process*, continuously improving and standardizing the reporting, acceptance, and handling processes for misconduct. The scope of reportable violations and acceptance channels is clearly defined on the Company's internal platform. Employees and external stakeholders are encouraged to report suspected violations through multiple channels, including the online office platform, hotline, email, and written correspondence.

The Company accepts anonymous reports and strictly prohibits any form of threat, retaliation, or reprisal against whistleblowers. Under the *Anti-retaliation Regulations for Weibo Employees Reporting Illegal Acts*, Weibo defines whistleblower protection measures. Whistleblowers' personal information and report contents are kept strictly confidential, and disclosure to the reported party or unrelated personnel is strictly prohibited. Appropriate rewards are granted to whistleblowers who help recover significant economic losses.



Anti-Corruption Whistleblowing Notice

Building a Culture of Integrity

Weibo prioritizes fostering a culture of integrity. The Company has formulated the *Anti-fraud Awareness Handout* and provided regular business ethics training to all employees, including directors, senior management, part-time staff, and contract workers. Through daily risk awareness publicity and company-wide and specialized integrity training programs, employees are encouraged to comply with business ethics policies. Weibo also actively participates in industry anti-corruption exchanges to promote a fair, transparent, and trustworthy business environment. During the reporting period, the Company conducted 15 anti-corruption training sessions, achieving 100% participation among directors, senior management, part-time staff, and contract workers. The average training duration was 5.5 hours per director and 12.5 hours per employee.

Advocating Anti-Fraud during Holidays

During holidays, the Company emphasizes the prevention of fraud risks to employees through various forms of communication, continuously reinforcing the values of integrity and self-discipline among staff.



Holiday Integrity Publicity Poster

Holding Professional Ethics Training for all employees

The Company conducted "Anti-Fraud Training" and "Annual Professional Ethics Training" for all employees, supported by a rigorous assessment system. Training coverage reached 100%, with an employee pass rate of 95.7%.

Special Anti-fraud Training

For functional departments such as supply chain and sales, the Company invites external lecturers to deliver specialized training on business ethics risks aligned with specific business priorities, enhancing employees' risk prevention awareness.



Special Anti-Fraud Training



Special Anti-Fraud Training for Contract Workers

The Company provides specialized compliance training for contract workers on anti-corruption requirements covering laws¹², regulations, and internal policies. All contract workers are provided with Company email accounts to receive online training materials. During the reporting period, 192 contract workers received training, achieving 100% coverage.



Signing the "Management Statement"

- Management is required to sign quarterly a "Management Statement" affirming their commitment to upholding the Company's business ethics standards.



Undertaking Industry Anti-Corruption Responsibilities

- The Company serves as an Executive Council Member of the "Sunshine Integrity Alliance," an anti-corruption organization.
- The Company serves as a member of the jurisdictional "Police-Enterprise Cooperation Organization," establishing a sustainable communication mechanism.



Participating in Industry Anti-Corruption Exchanges

- The Company participated in a symposium themed "Rule of Law Safeguarding the Business Environment and Building a Clean Business Ecosystem," organized by the Haidian Procuratorate.
- The Company participated in the Corporate Anti-Corruption Governance Conference organized by the Comprehensive Governance Bureau of the Cyberspace Administration of China.
- The Company participated in the Internet Enterprise Anti-Corruption Symposium organized by the Ministry of Public Security.
- The Company participated in the "Red Leaf Police-Enterprise Forum" organized by the Economic Investigation Corps of the Beijing Public Security Bureau and Haidian Branch.

¹² Contract workers of Weibo are mainly based in Zhengzhou and Tianjin. In 2025, the Company conducted on-site compliance training sessions in both cities.

1.2.4 Supply Chain Management

Weibo strictly complies with the *Civil Code of the People's Republic of China*, the *Bidding Law of the People's Republic of China*, and other applicable laws and regulations. The Company continuously enhances supply chain management by establishing internal policies including the *Sina Group Supplier Management Rules*, the *Annual Introduction Plan and Process of Suppliers*, and the *Project Bidding Management Guidelines of the Procurement Department*. These policies govern the full lifecycle management of suppliers from onboarding and assessment to exit, enabling the Company to identify and evaluate potential supplier risks while building mutually beneficial supply chain relationships.



Access Management

- Introduce supplier resources through multiple channels to broaden the range of supplier choices.
- Strictly review supplier qualifications, operating conditions, industry service cases and other information, add a special inspection of the validity period of agency qualifications, and optimize the audit mechanism. When the supplier review team raises concerns about prospective suppliers, a secondary evaluation is conducted.
- Conduct supplier ESG audits and encourage suppliers to obtain ISO 9001 Quality Management System, ISO 14001 Environmental Management System, and other certifications.



Assessment and Evaluation

- Classify suppliers during the evaluation stage and separate them into categories of marketing and sales, content and information and administrative.
- Conduct comprehensive audits and assessments including individual project evaluations, annual performance reviews, and ongoing monitoring, and perform on-site assessments for suppliers with physical facilities.
- Suppliers enrolled for two years automatically enter frozen status and must undergo re-approval for continued engagement.



Exit Mechanism

- Compile monthly summaries of risk suppliers and problematic supplier investigations.
- Conduct regular meetings with non-compliant suppliers and implement corrective actions, suspension, or blacklisting based on severity, and screen against industry blacklists and add identified suppliers to the Company's supplier blacklist.
- Hold the suppliers liable and demand compensation for related losses under serious circumstances.

Full Lifecycle Supplier Management

The Company prioritizes supplier risk management, continuously monitoring industry-specific risks including market dynamics and product evolution trends. The Company also tracks supply chain configurations and raw material supply stability to mitigate supply risks. Through supplier selection meetings and regular training sessions, the Company communicates procurement requirements, integrity cooperation standards, and reporting channels, continuously enhancing supply chain transparency and fostering mutual development with suppliers.

Sustainable Supply Chain

Weibo continuously strengthens sustainable supply chain management through regular assessments of supplier sustainability performance. These evaluations measure the effectiveness of suppliers' sustainability management practices across environmental protection, employment practices, workplace safety, and business ethics. Adhering to the principle of "green and low-carbon supply chain," the Company prioritizes suppliers with high resource efficiency, low energy consumption, and strong environmental performance under equivalent conditions, promoting green development throughout the supply chain.

Environmental

- Suppliers must adopt low-carbon, environmentally friendly production methods. Server and network equipment procurement incorporates energy consumption standards. Suppliers must provide carbon neutrality documentation, utilize green energy, and reduce carbon emissions in production processes.
- Organize property management suppliers to conduct publicity and implementation activities related to waste material recycling and energy conservation to support environmental protection.

Social

- Suppliers must comply with labor laws and regulations, protecting employee rights through legal social insurance contributions, statutory annual leave provision, and timely overtime payment.
- Monitor and ensure contract workers receive wage payments on a timely basis.
- Suppliers must provide safe and healthy working environments for employees.

Corporate Governance and Business Ethics

- Encourage suppliers to strengthen internal control and risk management, and improve corporate governance.
- Suppliers must adhere to business ethics and honest business principles, working with Weibo to maintain a healthy business ecosystem.
- All suppliers must sign the *Integrity Cooperation Agreement* to ensure fair and honest procurement processes. In 2025, 100% of domestic suppliers signed the *Integrity Cooperation Agreement*.
- Conduct ongoing supplier monitoring; immediately terminate cooperation with suppliers involved in fraud or other violations and add them to the supplier blacklist.

Responsible Platform

Weibo is committed to creating a secure digital environment by building a multi-layered cybersecurity defense system and steadfastly safeguarding user data privacy and security. We strengthen platform accountability, enhance intellectual property protection, and continuously drive product innovation to create a safe, reliable, and trustworthy online environment for all users.

02
part



2.1 Information Security

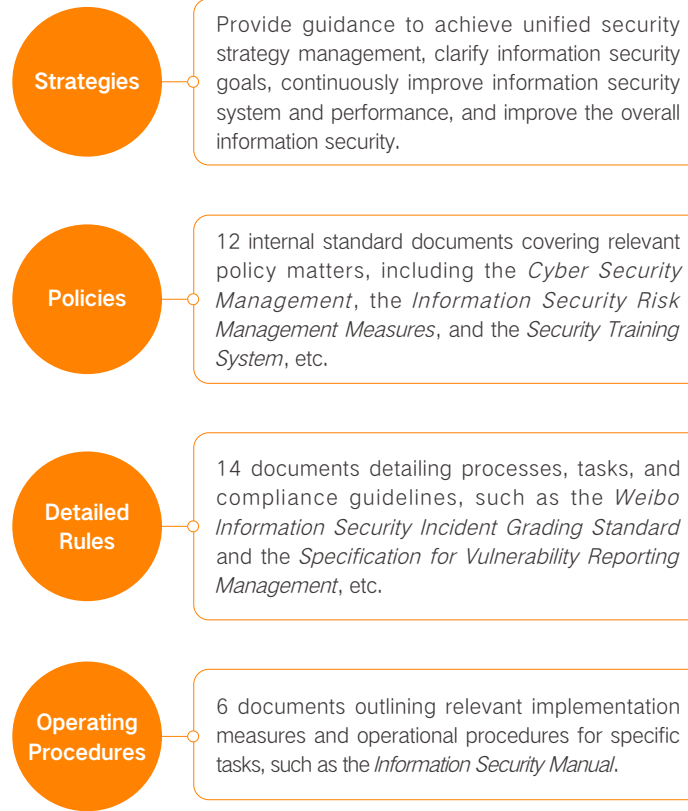
Weibo has established a comprehensive information security management system, leveraging both technological and administrative measures to fortify security defenses. The Company maintains robust information security controls and conducts ongoing security training to ensure stable business system operations and foster a secure business environment.

2.1.1 Security Management System

Weibo strictly complies with the *Cybersecurity Law of the People's Republic of China*, the *Data Security Law of the People's Republic of China*, and other applicable laws and regulations. Through continuous improvement of management structures, institutional frameworks, and internal and external information security certifications, the Company ensures comprehensive information security compliance and strengthens data security foundations.

Information Security Management System

Weibo has established a four-tier management framework comprising policies and strategies, management systems, procedural guidelines, and operating procedures, developed in accordance with legal requirements and operational needs. We disclose relevant policies on the [Weibo Privacy & Security Center](#) and conduct annual information security documentation reviews to adapt to evolving regulatory requirements and ensure system appropriateness, adequacy, and effectiveness. The Company's information security policies cover 100% of business lines, subsidiaries, and information security activities, with select policies extended to external suppliers and contractors to maximize information security protection across both internal and external stakeholders.



Weibo's Information Security Management System

Information Security Governance Structure

Weibo has established a four-tier information security governance structure with the Board of Directors serving as the highest oversight body. The Company has formed an Information Security Governance Committee responsible for driving the implementation of information security strategic initiatives. It has formulated policies including the *Constitutional Documents of Information Security Governance Committee* and the *Job Responsibilities and Requirements for Information Security Personnel* to define the management structure and responsibilities at each level, enabling top-down information security management. The Company convenes regular committee meetings to report information security risk management matters to the Board and receive Board guidance, comprehensively ensuring the stable operation of the Company's cybersecurity and information security functions.



Weibo's Information Security Governance Structure

Information Security Auditing and Certification

Weibo actively conducts and undergoes internal and external information security audits to ensure the effectiveness of its security management system. The Company engages third-party certification bodies annually to conduct security audits of its systems. In 2025, the Company obtained ISO 27001 Information Security Management System certification and National Classified Protection of Cybersecurity (Level 3) certification, covering 100% of Weibo App operations and ensuring information security capabilities meet international certification standards.



Weibo Information Security Management System Certification

○ In 2025

The Company obtained

ISO 27001 Information Security Management System certification

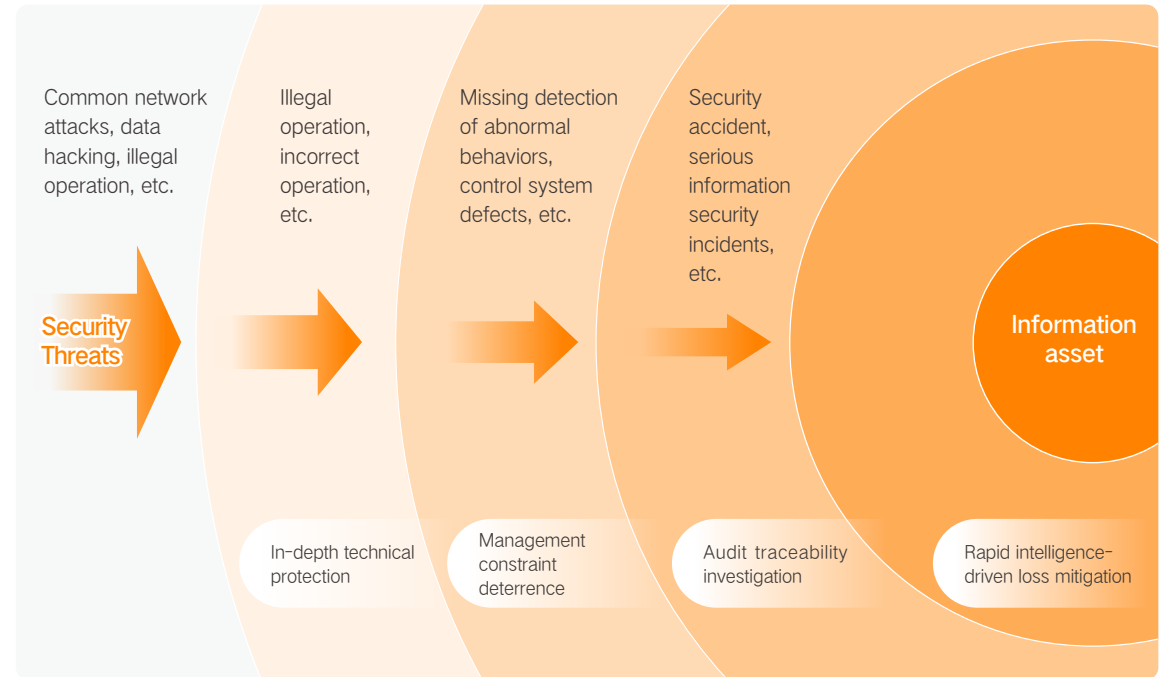
Covering

100% Weibo App operations

Additionally, Weibo continuously strengthens its information security defenses through annual information security audits, internal security reviews, and comprehensive data security risk assessments conducted by third-party organizations. These assessments focus on security protection capabilities and countermeasures, security management architecture, and penetration testing. During the reporting period, the Company conducted one internal information security audit and three external information security audits, and participated in cybersecurity capability certification organized by the National Internet Emergency Response Center, obtaining Network Security Management (Level II) and Network Security Technology (Level I) certifications, ensuring information security meets rigorous standards.

2.1.2 Security Incident Prevention

Weibo continuously integrates security capabilities and resources through a "Three-dimension and Four-layer" information security control framework. This top-down security control system encompasses three dimensions—management, technology, and personnel—and four layers—technology, management, auditing, and intelligence. The framework is implemented across multiple domains including data security, personal information and privacy protection, application security, and infrastructure security to minimize information security risks. In 2025, the Company continued to enhance its security protection capabilities through proactive defense measures and emergency response preparedness.



"Three-dimension and Four-layer" Mechanism of Safety Prevention and Control

Proactive Measures

Platform security is essential for ensuring business operations and safeguarding user rights. Weibo continuously strengthens technical protection and actively deploys security strategies to effectively prevent network attacks, data theft, unauthorized operations, and other threats, ensuring stable and reliable network operations while preventing security incidents. During the reporting period, Weibo experienced no business service interruptions due to security incidents.

In 2025, to comprehensively assess information security risks and enhance network security incident response capabilities, the Company integrated architecture and process risk assessments, simulated cyberattack drills, data threat tabletop exercises, and data recovery testing with its personal information compliance internal audits. Through comprehensive practical exercises, the Company validates protection levels to ensure comprehensive user information security.

In addition, the Company employs advanced protection technologies to ensure the security of networks, systems, and products.

Architecture and Process Risk Assessment

Covering sensitive user personal information, completing security risk assessments across all stages of the data lifecycle. Weibo reviews user personal information data and system security policies at the business level, and audits security process implementation.

Data Threat Tabletop Exercises

Weibo validates the effectiveness and robustness of security measures across different security risk scenarios through monitoring and early warning, log chain reconstruction, and cross-departmental workflow processes. Weibo assesses emergency plan coverage, security risk detection capabilities, impact assessment capabilities, and emergency response and post-incident traceability processes.

Simulated Cyberattack Drills

Weibo engages professional third-party security service providers to conduct offensive and defensive drills on assets including domain names, third-party services, databases, and servers, simulating hacker attacks from various layers such as application, system, and network layers, validating security protection effectiveness, and optimizing security strategies based on drill reports.

Data Recovery Testing

Weibo conducts data recovery drills for core service resource endpoints, with quarterly high-availability drills in the Company's data centers to verify data recovery capabilities of core service resource endpoints

- Weibo conducts regular security inspections on core and critical systems. Our self-developed data security management platform has automated asset inventory.
- Weibo adopts 24/7 uninterrupted scanning and monitoring to help security managers and business teams perceive and respond to external risks in real time. Weibo deploys a threat intelligence system and ensure issue resolution through monitoring, notification, and verification mechanisms to ensure timely risk mitigation.
- Weibo continuously adjusts security models to enhance vulnerability detection capabilities, and integrates AIGC technology-related detection capabilities into the Software Development Lifecycle (SDLC) system to ensure security protection for platform services and customer data.

Reactive Measures

Weibo has established clear and standardized emergency response processes for network and information security incidents. The Company newly formulated the *Data Security Incident Contingency Plan* and revised the *Information Security Incident Management Measures*, standardizing classification and grading standards for security incidents. According to risk levels, the Company standardizes response processing procedures and key tasks across four stages—discovery, analysis, action, and reporting—and clearly defines disclosure requirements for the reporting stage.



Security incidents are identified through monitoring, auditing, and intelligence channels, upon which the emergency response team is promptly mobilized to initiate response actions and conduct a preliminary assessment.



The emergency response team documents and classifies each security incident, assessing its scope and impact. For incidents with potentially significant consequences, the Information Security Governance Committee makes decisions, initiates reporting and task assignment procedures, and coordinates with relevant business units to ensure an effective response.



The emergency team responds promptly and immediately contacts the business parties and other collaborating departments involved in the incident. Conduct impact assessments to clarify the scope and consequences of incidents, implement control measures accordingly, prevent the escalation or spread of security incidents, take effective measures to stop losses quickly, and implement risk responses and improve processes.



Report to the management and elevate the incident to the relevant regulators as required by relevant regulations. When a user information security incident occurs, in accordance with the requirements of laws and regulations, we will promptly inform users of the basic situation, possible impact, the measures that have been taken or will be taken, suggestions for users to independently prevent and reduce risks, and remedial measures for use through notifications, emails, letters, text messages, or other related channels. When it is difficult to inform each user, we will adopt a reasonable and effective way to issue announcements.

Weibo Information Security Incident Management Process

Weibo continuously optimizes its information incident emergency response mechanism. The Company's emergency response and recovery operations have obtained third-party management system certification, ensuring security defense capabilities. We ensure rapid response and effective recovery from various security threats through organizational, managerial, technical, and personnel measures.

Organization

Establishing an incident response team with dedicated 7*24 monitoring to ensure swift analysis and reporting of security incidents; Developing a seamless internal coordination mechanism facilitating rapid group responses to guarantee prompt response and minimize losses.



Technology

Routinely deploying our self-developed HIDS and other monitoring and protection systems and conducting regular security assessments through automated scanning and manual testing to promptly detect potential vulnerabilities in our system.



Management

Improving comprehensive security management protocols, prioritizing risk identification and discovery processes, formulating clear emergency response plans for potential attack behaviors, and taking traceability, disposal, and robust prevention measures while maintaining normal business operations.



Personnel

Continuously monitoring, identifying and reporting issues with our security system by establishing the Weibo Security Emergency Response Center and absorbing external security experts; Organizing regular security training and evaluations for all staff to bolster their information security awareness and competence.

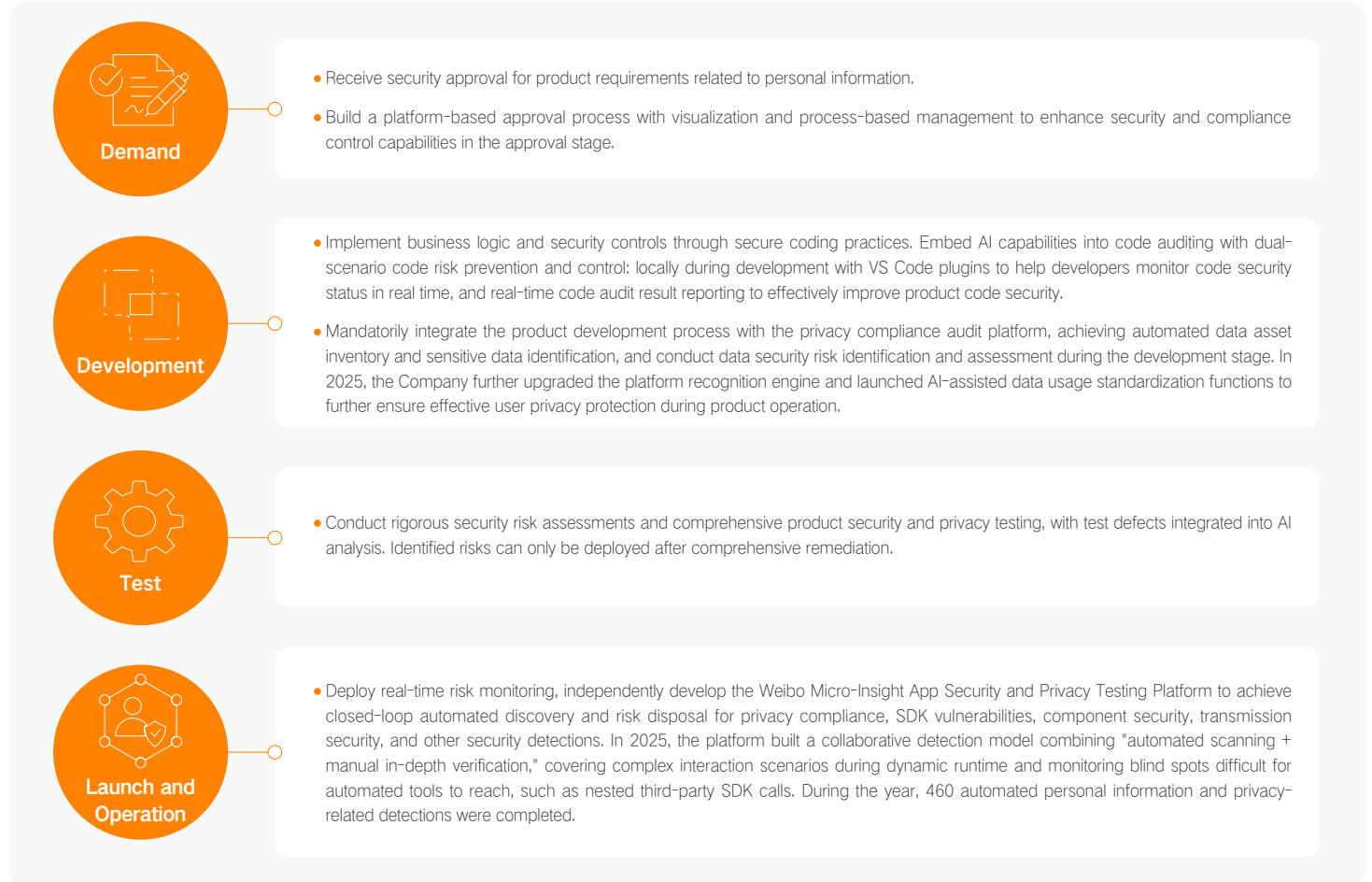


2.1.3 Security Technology and Applications

Weibo comprehensively implements information security and data protection measures throughout the Software Development Lifecycle (SDLC)—spanning product requirements analysis, design, development, testing, deployment, and operations and maintenance. The Company requires security principles to be integrated throughout the entire product lifecycle and clearly defines information security standards. Simultaneously, we independently develop and deploy advanced information security systems to provide users with a safer and more reliable network and information environment.

Security Technology Development

Weibo integrates security protection measures into product development through policy constraints, technical support, and training and awareness, advancing the discovery and handling of privacy compliance issues to the requirements, design, and testing stages, and deploying data protection measures throughout the product and service development lifecycle.



Weibo Software Development Lifecycle (SDLC) Security Measures

Safety Product Applications

Weibo actively leverages its technological advantages, continuously innovating security and resilience products with sustained focus on AI and other fields. Through efficient, intelligent platforms, the Company iteratively enhances security service functions to strengthen network security defenses.

Sina Cloud

- Using Sina Cloud as the platform, the Company provides users with DDoS firewall and application firewall services, achieving system-level and application-level protection to intercept malicious attacks, prevent site scraping and order manipulation, and ensure access for legitimate business



AI Technology

- Launched the AI Security Assistant, integrating core capabilities including asset positioning, code auditing, and threat warnings. Focusing on container, image, and code security in vertical scenarios, it provides convenient project security assessment services, supports IP-query-associated container image analysis, automatically generates container security reports, and strengthens cloud-native scenario protection.
- Based on asset mapping technology (integrating network scanning, data mining, and other methods), the system integrates associated IP, domain name, container, port, and other asset information through AI links. By inputting an IP address, the system outputs precise risk assessments and protection recommendations, translating asset security insights into actionable business scenarios.



AIGC Technology Integration

- By deploying multidimensional technology monitoring strategies, we strictly prevent technology abuse and unauthorized deployment, ensuring the transparency, traceability, and secure control of the application process of generative AI.
- Advanced computer vision large language (LLM) models are employed to improve the detection efficiency of privacy authorization pop-up detection and privacy policy coordinate discovery on the App privacy compliance detection platform. LLM large language models assist the system in data classification and grading to enhance detection capabilities.



2.2 Privacy Protection

User privacy is fundamental to Weibo's ability to provide reliable services. The Company continuously strengthens its user-centered privacy protection management framework, respects platform users' autonomy over their personal information, and prevents personal information leakage risks.

2.2.1 Full-lifecycle Protection of Personal Information

Weibo strictly complies with the *Data Security Law of the People's Republic of China*, the *Personal Information Protection Law of the People's Republic of China*, the *Regulations on Network Data Security Management*, and other applicable laws and regulations. The Company has established dedicated Security Compliance and Data & Algorithm Security teams to analyze regulatory requirements and clarify corporate obligations. The Company has formulated the *Personal Information Data Security Management System* and related documents that define the data security management structure and responsible departments. These policies apply to all Weibo activities involving personal information operations and establish clear security requirements for maintaining the integrity and protection of personal data throughout its entire lifecycle. We adhere to the following Privacy Principles and are committed to providing users with safer and more secure services.



Weibo's Privacy Protection Principles

Weibo prioritizes users' personal information rights, comprehensively implements Privacy Principles, and has established a robust response process for user rights requests to fully protect users' rights to information, access, correction, deletion, and object. The Company has formulated privacy policies for each of its products, covering all business lines and data processing scenarios. These policies are disclosed through channels such as the [Weibo Privacy Policy](#), informing users of the purposes and methods of information collection, third-party access rights, and other key matters. Through the [Privacy Features](#), the Company helps users better manage their personal information and maximize information security protection.

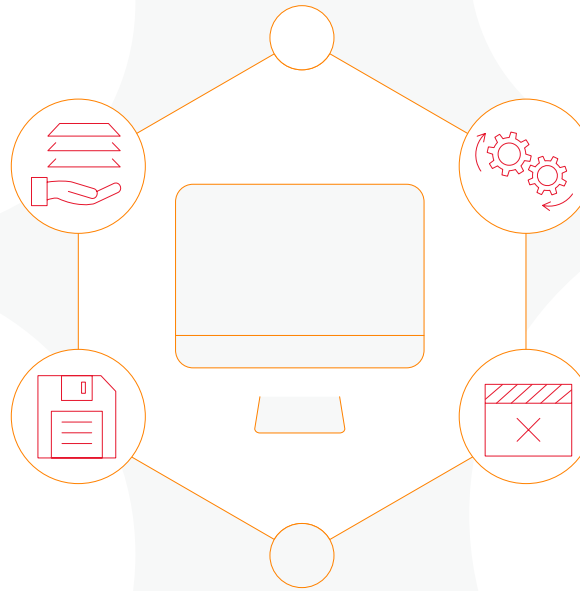


Data Collection

- Collect minimally necessary user information according to different application scenarios when designing Weibo products. Strictly follow the minimum necessity principle, collect only essential personal information for business functions and minimize the provision of personal data to ensure minimal use in subsequent processes.
- Formulate the *Weibo Privacy Policy*, the *Personal Information Collection List* to inform users of the business functions that may trigger the collection and use of personal information and explain why, how, and to what extent their data will be collected and used. Without the consent to the privacy policy by the users, no user information will be collected.

Data Storage and Usage

- User personal information collected within the territory is stored domestically and, in principle, is not transferred across borders. If cross-border transfer is necessary for business purposes or required by laws and regulations, relevant procedures such as assessment/filing/notification and consent will be carried out in accordance with the law, and corresponding security measures will be taken.
- Clarified in the Privacy Policy that users' personal information will be only be retained for the period consented to by the users or required by laws and regulations, and Weibo will delete or anonymize their personal information beyond the legal retention period.
- Weibo adopts technical measures such as encryption and desensitization to store sensitive data, sets up strict data use and access system, adopts strict access control and multi-identity authentication technology to protect personal information, and isolates it through technology to enhance the security of information use.



Data Transfer

- Adopt encryption technologies such as Transport Layer Security (TLS), as well as HTTPS and other methods to provide browsing services that ensure the privacy of users' personal information during transmission.
- Ensure that the sensitive data has been appropriately vetted before transmission and is encrypted to ensure control, prevent information tampering and minimize risks during transmission.

Data Deletion

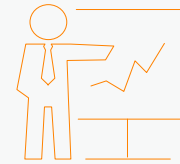
- Users can edit, modify, and delete relevant personal information at any time through the profile interface.
- Unless otherwise stipulated by law, users can revoke their authorization for the use of personal information at any time by withdrawing their consent or deleting their accounts. Upon receiving a user's deletion request, Weibo will respond promptly and delete all relevant user data in accordance with applicable laws and regulations.
- When responding to a user's deletion request, Weibo will, to its best ability, notify third parties that obtained the user's personal information from Weibo and require them to delete it, unless otherwise required by law or separately authorized by the user.
- Adopt secure destruction methods, including but not limited to formatting, repeated overwriting, degaussing, and physical destruction.

2.2.2 Third-Party Data Management

Regarding third-party data use, the Company states that it does not rent, sell, or provide personal data to third parties for purposes beyond completing transactions or providing services. The Company has formulated relevant policies and lists that clarify information sharing and public disclosure requirements to ensure the reasonable use and secure protection of user information.

Third Party Data Usage

- Weibo specifies requirements for third-party data sharing, processing, and transfer in the *Privacy Policy* and the *Third-Party Cooperation List*, including SDK names shared with third parties, application scenarios, types of personal information collected, third-party SDK providers, and other details, strictly limiting the use and transmission of relevant data.
- Collected data is only used for scenarios authorized by users. If it is necessary to process personal information through a third party for transaction or service purposes, the user's separate consent must be obtained. Except for necessary transaction or service purposes, the Company will not rent or sell any personal information to third parties.
- The Company evaluates the legality, legitimacy, and necessity of information collection in advance, requires relevant parties to process personal information in accordance with Company policies and legal requirements, and adopts necessary measures such as encryption technology to achieve the minimum scope required for processing purposes.
- Except as required by relevant regulations, the Company does not obtain customer information and data as a data recipient.



When conducting data-related cooperation with third-party partners, the Company signs the *Data Protection Agreement* with each third party, specifying basic data protection principles and the data protection and confidentiality obligations of both parties, and stipulating the security capabilities that partners must possess.

Weibo conducts information protection capability assessments of third-party partners involved in user personal information, evaluating whether the third party has: a personal information protection management organization, an information security evaluation mechanism, necessary data encryption and other secure storage measures, data backup and disaster recovery mechanisms, regular data security audits, data access authentication, access control with security boundaries in data systems, information security management-related qualification certifications and corresponding documentation, network security protection and corresponding documentation, an effective data protection system, and personal information protection response capabilities.

2.2.3 User Privacy Protection

Weibo respects user rights and applies the principles of algorithmic fairness, justice, and transparency across all business scenarios, including but not limited to search, advertising recommendations, user recommendations, and filtering. The Company reasonably discloses its algorithmic principles in the user agreements of major products to inform users of relevant data meanings and sources. The Company's intelligent search products prioritize user privacy based on the business process characteristics of "multi-modal input, intelligent reasoning generation, and precise content output," strictly implementing privacy access standards and actively introducing advanced technologies such as RAG (Retrieval-Augmented Generation), prompt exemption, and prompt injection detection to establish an intelligent risk control system.

In the AI search and reasoning process, intelligent search only uses publicly visible Weibo posts as the reasoning basis; private Weibo posts that users have set to private do not participate in the reasoning process, preventing user private information leakage at the source. Additionally, intelligent search provides users with convenient feedback channels. If users have questions about the compliance or accuracy of intelligent search responses, they can submit feedback through the user feedback portal on the intelligent search product page. Intelligent search provides a rapid response mechanism to ensure user concerns are efficiently resolved. Regarding search history data storage, intelligent search employs an "anonymized storage + multi-layer permission verification + professional team oversight" mechanism to protect user search privacy. Currently, all intelligent search history is stored anonymously, stripping privacy information that can directly identify users to ensure that data in storage cannot be traced to specific individuals. When accessing stored data, intelligent search has established a multi-tiered permission authentication and verification system. Access operations involving user search history data require approval, eliminating data leakage risks through procedural controls. Additionally, the Company has dedicated information security and database management teams jointly responsible for full-chain security protection of data storage, ensuring user data is not leaked or misused through multiple dimensions including technology, processes, and oversight.

2.3 Security Awareness

Weibo has formulated the *Security Training System* covering all departments, external suppliers, and contractors. The Company conducts relevant training for full-time employees, part-time employees, and contract workers who directly or indirectly access Company information assets, clarifying scenarios and assessment requirements for information security training to comprehensively enhance the ability of Company and external employees to identify security risks.

2.3.1 Employee Training

Weibo regularly conducts training and awareness activities for all employees to ensure they understand the Company's information security policies and comprehensively enhance their network security and privacy protection awareness. During the reporting period, Weibo's information security and privacy protection training recorded 4,299 attendances with a total training duration of 4,824 hours, while new employee security training recorded 899 attendances with a total training duration of 279 hours.

During the reporting period

Weibo's information security and privacy protection training recorded

4,299 attendances



Company-Wide Information Security Training

Each year, the Company organizes all staff, including part-time employees and contract workers, to participate in specialized video training courses on security awareness. It has published the *Information Security Manual* to improve employees' ability to protect information assets' security and require all staff to take the exam. In 2025, the assessment completion rate reached 96%.



集团信息安全手册

信息安全部

Weibo Information Security Manual

New Employee Security Training

The Company offers cybersecurity training for new hires via in-person courses and mandatory online courses on Sina Classroom, covering security policy training, interpretation of laws, virus prevention, security management, and other confidentiality measures.



集团信息安全意识培训

信息安全部

Online Courses for New Employee Security Training

Company-Wide Security Campaign

Phishing awareness campaigns are carried out to improve employee vigilance against email-based threats, and phishing simulations are used to evaluate the impact of training, reaching more than 6,000 participants this year. In addition, the Company runs ongoing information security awareness cartoons in office areas and conference rooms to help staff identify phishing techniques and reduce risks such as data leakage, device hijacking, and account compromise.



Weibo Phishing Email Drill



Weibo Security Awareness Cartoon

Security Business Training

Weibo regularly organizes security technology training within the Company's security team, introducing information security technologies through case studies to enhance the team's overall skill level. In 2025, the Company invited cybersecurity experts to conduct training based on Company business scenarios and high-incidence network security risks, promoting the integration of security protection throughout the entire business process.



External Expert Security Training / Privacy Compliance Training



Additionally, focusing on emerging trends in privacy compliance regulation, the Company conducted training this year on interpreting policy trends and compliance risk prevention and control requirements based on actual business conditions, providing support for employees to embed privacy compliance thinking throughout the product development process and mitigate related risks.

Weibo Employee Information Security Training Scenarios

Weibo implements management mechanisms including annual mandatory security training and assessments. Assessment scores below 90 are considered failing and require retaking the examination. Additionally, the Company supports employees in participating in various security professional training programs and obtaining professional certifications. During the reporting period, multiple Weibo employees passed CISSP, CISA, Security+, and other professional qualification examinations and obtained certificates, participated in intermediate data security assessor training and passed examinations, continuously enhancing Company employee security awareness and competence.

2.3.2 Supplier and Contractor Training and Requirements

Weibo's *Security Training System* requires that information security training be extended to contractors and suppliers, ensuring all third-party partners comply with Weibo's information security and privacy protection policies. Prior to any collaboration, Weibo enters into the *Data Protection Agreement* with third parties, mandating that suppliers conduct self-assessments of their information security practices and confirm that their data privacy policies and protective measures are in line with the Company's policies and regulations.

The Company regularly organizes suppliers and contractors to participate in on-site security training covering common information security risks, security system specifications, procedures, and precautions. Training participants are required to take information security examinations; suppliers who fail the examination will not be granted access to the Weibo ERP system. In 2025, on-site information security training for Weibo suppliers and contractors covered 108 people, with an average information security training duration of 1 hour per person, covering all key suppliers and contractors.



Weibo Contractor and Supplier Information Security Training

2.4 Innovation and Development

Weibo is committed to empowering platform development through technology, building a secure ecosystem through deep integration of technological innovation and industry applications. We continuously optimize intellectual property management, actively participate in industry exchange activities, and promote sustainable development of the industry ecosystem.

2.4.1 R&D Innovation

Weibo regards innovation and development as a key driver of new quality productive forces, encouraging technological innovation and creation within the Company while actively promoting the transformation of core achievements to support steady, sustainable corporate development.

Innovation Incentive

Weibo fosters an innovation-encouraging environment by organizing innovation competitions and other events to facilitate the output of high-quality innovative achievements and encourage in-depth research and commercialization of outstanding projects. The Company has established comprehensive patent application incentive measures, providing cash rewards and linking patent applications to employee performance evaluations and promotions to stimulate employee innovation potential.

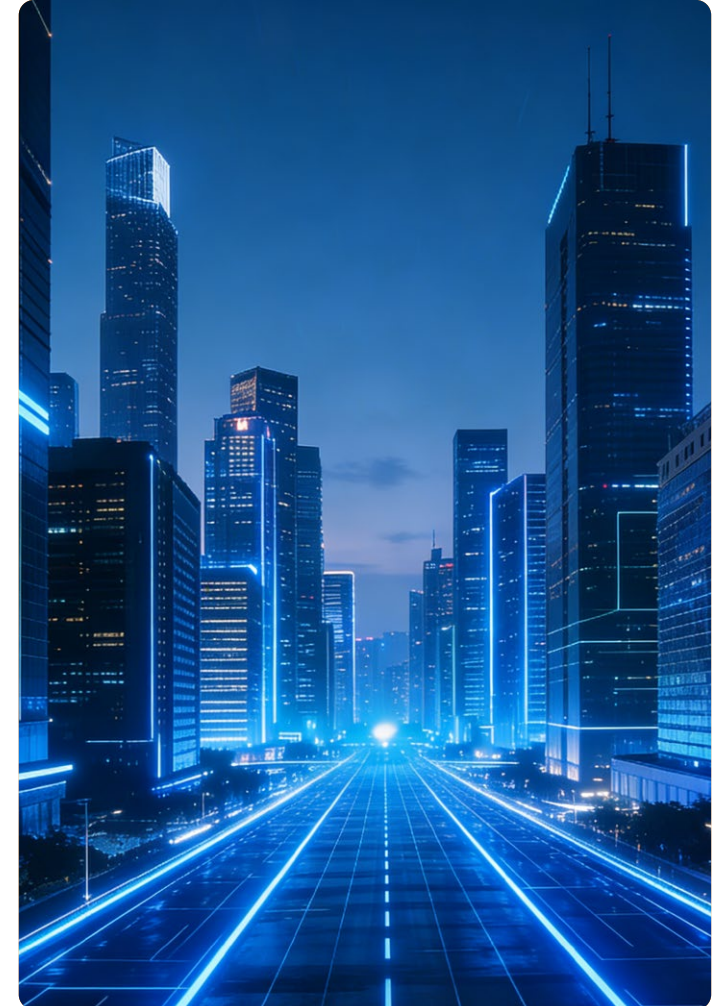
Designated patent liaison officers in key patent application departments urge and encourage employees to actively apply for patents.

Inventors are awarded patent bonuses. Patent inventors receive patent bonuses upon receiving the patent acceptance notice and obtaining authorization.

In employee rank evaluations, inventors receive different degrees of bonus points based on the number of patents they own.

Regular patent training sessions are held to enhance the patent identification capabilities of employees.

Patent Application Incentive Measures



Innovative Research and Development (R&D)

Weibo adheres to the concept of "mastering the most advanced and practical machine learning technology, focusing on serving the most core and challenging products of the Company, while radiating to other businesses." The Company has actively deployed R&D projects to drive innovation and competitiveness. In 2025, the Company obtained authorization for the patent *A WebSocket-based Mobile Device Screen Streaming Method and System* and five software copyrights including *Tianhe System* and *Libra System*, while conducting multiple innovative projects in machine learning, platform development, and other areas to maximize the value of innovation achievements.

Content Security

- Weibo's "End-to-End Comment Ecosystem Large Model" project innovatively adopts ds-ocr's visual compression solution, significantly improving model processing efficiency and large-scale deployment capabilities. By deeply integrating the comprehension and summarization capabilities of Multi-Modal Large Language Models (MLLM), the system achieves in-depth perception of comment section atmosphere and user intent with "end-to-end" intelligent recognition. To date, it has been applied to multiple critical scenarios including filtering irrelevant blog comment content, identifying celebrity engagement manipulation, and analyzing comment section public sentiment, effectively enhancing comment section ecosystem quality.

Platform R&D

- During the year, Weibo developed "DeepNews," a news information service system based on AI Agent technology. Through advantages including multi-source information aggregation capabilities and credibility assurance mechanisms, the system serves as an intelligent information assistant, improving the efficiency and quality of user information acquisition and enhancing user satisfaction.
- The platform's "Mailbox Intelligent Assistant" introduces advanced natural language processing and machine learning technologies, endowing the assistant with intelligent email processing capabilities, and is now available to all users.

AI Technology Application

- During the year, Weibo launched the multi-modal model testing platform "Skyhawk System," utilizing multi-modal models to develop a multi-terminal unified client intelligent testing platform based on natural language. During the reporting period, 400 test cases were implemented, effectively improving testing and development efficiency.
- This year, Weibo developed multiple AI agent intelligent assistant systems, including "Tiangong Assistant System," "Yunfan System," and "Advertising Ruyi System," which serve as primary entry points for AI tasks, supporting the execution and scheduling of complex task flows and composite intelligent applications to enhance AI task completion efficiency.

Highlights of Weibo's Innovative Achievements in 2025

2.4.2 Intellectual Property Protection

Weibo places high priority on intellectual property protection, and strictly complies with the *Patent Law of the People's Republic of China*, the *Trademark Law of the People's Republic of China*, the *Copyright Law of the People's Republic of China*, and other applicable laws and regulations. The Company has formulated internal documents including the *Trademark Management System* and *Patent Management Measures*, refining the Company's intellectual property work principles and establishing a robust intellectual property protection management mechanism to ensure high-quality patents continuously deliver value and support the Company's innovation and development.



Weibo Honored with Intellectual Property Award

The Company regularly conducts intellectual property protection training and awareness campaigns through diverse formats including Sina Classroom, LEB online interactive courses, offline training, and weekly information updates, covering legislative developments, infringement case warnings, and other topics to continuously enhance employee protection awareness and intellectual property analysis and management capabilities. Throughout 2025, relevant sharing and training sessions exceeded 50 sessions, covering all business departments of the Company.

The Company possesses deep intellectual property accumulation in the innovation field. During the year, Weibo submitted 26 new patent applications and obtained 34 patents granted. As of the end of the reporting period, Weibo had accumulated 385 granted patents, over 880 registered trademarks, and 688 registered copyrights. Additionally, Weibo received multiple legal contribution awards this year from *China Business Law Journal*, including "Outstanding Project," "Enterprise Innovation Management," and "Enterprise Team Building," demonstrating the outstanding effectiveness of the Company's intellectual property protection efforts.

As of the end of the reporting period

Cumulative number of patents granted

385

Cumulative number of registered trademarks

880+

Cumulative number of registered copyrights

688

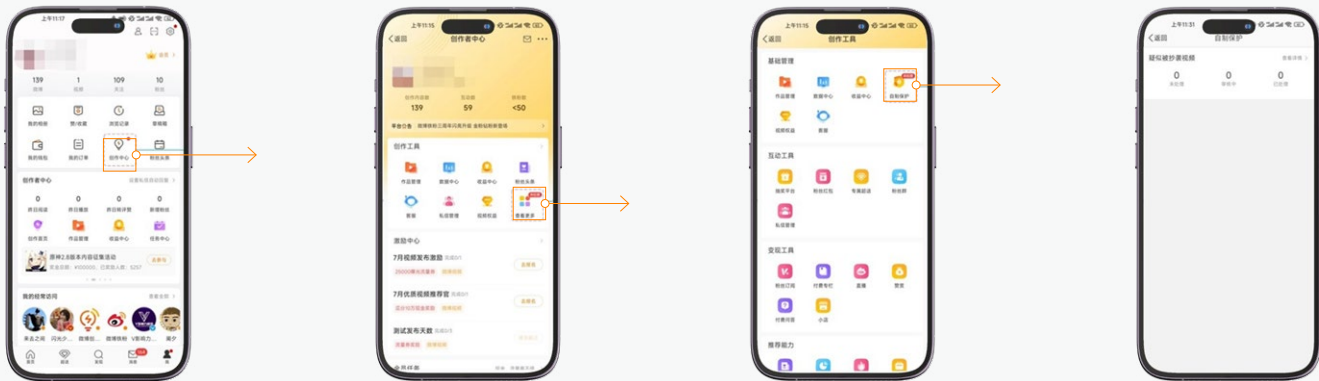
Respect Intellectual Property Achievements

Weibo maintains its own intellectual property protection system, providing comprehensive intellectual property layout strategies and guidance for product design and development through institutional frameworks. As a platform supporting content creation, the Company consistently protects the legitimate rights and interests of content creators, building a comprehensive early warning system and utilizing technological means to monitor infringements in real time and severely crack down on all types of infringement.

The Company prioritizes original content protection. Weibo has established a full-chain copyright protection mechanism. The platform sets entry thresholds for content publishing, requiring users to complete real-name authentication and meet certain original video publishing volume and view count requirements before obtaining original video creator certification. As of the end of 2025, 57,000 original video creators have been certified. In terms of infringement monitoring, the platform has introduced self-protection features for original video content creators to review and address potential infringing content, implementing 7×24-

hour network-wide monitoring. The system automatically identifies "infringing videos" and pushes them to creators and platform administrators for multiple rounds of review, detecting an average of 10,000 infringing content items daily and handling an average of 3,823 user infringement complaints monthly. For confirmed infringing content, proceeds are regularly returned to original authors, with an average of 300 content items receiving returned proceeds monthly.

The Company has established a well-established intellectual property dispute resolution mechanism, adopting various methods to safeguard its own rights and interests and prevent infringement. The Company calls on users and content creators to establish intellectual property awareness and create a fair, orderly, and harmonious platform environment.



Entry Path for the Original Content Protection Feature

For Intellectual Property Dispute Complaints Against Weibo Platform

Upon receiving the case, review the complete litigation materials, communicate with the corresponding business department to understand the specific situation, formulate further response strategies based on the plaintiff's litigation requests, conduct a series of litigation response activities.

For Intellectual Property Dispute Complaints Received by Weibo Platform

Upon receiving the complaint, verify whether the materials comply with the legal requirements for valid notifications; if the complaint is deemed valid, take appropriate measures to address the content; if the complaint does not meet the requirements for a valid notification, engage in further communication as necessary.

Intellectual Property Dispute Handling Process

2.4.3 Industry Co-construction

Weibo actively participates in network security ecosystem development, and engages in industry exchanges, collaborative activities, and standardization work in the security field, contributing Weibo's practical insights and professional opinions during standard formulation and discussion stages. The Company has joined the National Information Security Standardization Technical Committee (TC260) and participated in drafting three national standards. During the reporting period, the Company participated in formulating 10 industry standards and 8 group standards in the information security and privacy protection fields. Specifically, the group standard *Application Cases of Deep Synthesis Face Information System Series Standards*, for which the Company served as a core drafting unit, was selected for the TAF 2025 Science and Technology Innovation Award.



Award Certificate

Industry Communication

- The United Nations *Global Digital Compact* was officially adopted in September 2024. Weibo participated in a symposium organized by China's IGF, engaged in discussions with visiting co-coordinators of the Global Digital Compact, and submitted corporate recommendations on the *Global Digital Compact*.
- Weibo actively participated in legal case and experience sharing activities. During the year, Weibo introduced internet and data enterprise compliance and overseas litigation at the Corporate Legal Compliance Salon during Arbitration Culture Promotion Month series activities.



Weibo Participates in Industry Exchange Activities

Caring for the Vulnerable

- In 2025, Weibo focused on the core concepts of "reducing harmful information interference" and "enhancing quality content supply and promoting multi-party collaboration to create social value." The Company continued to prioritize the growth environment and development rights of minors. The platform conducted work in content operations and public welfare ecosystem empowerment, consistently creating social value for minors through the platform's core capabilities.



2025 Weibo Minor Protection Report

Weibo's participation in industry associations and exchange events

School-Enterprise Cooperation

- During the year, Weibo joined the "Telecommunications and Internet Industry Data Security Talent Foundation Strengthening Program," which supports data security-related education and training and cultivates data security professionals, aiming to accelerate the growth of data security talent teams in the telecommunications and internet industries and solidify talent foundation support for data security protection industry development.



Weibo Joins the "Talent Foundation Strengthening Program"

Industry Associations

- In 2025, Weibo became a member of the Anti-"Doxxing" Technical Working Group of the Data Security Working Committee of the China Cybersecurity Industry Alliance. The working group, guided by the China Cybersecurity Industry Alliance (CCIA), addresses the increasingly prominent illegal activity of "doxxing," promoting data security governance implementation and strengthening personal information protection through technical collaboration and industry self-discipline mechanisms, providing technical support and institutional guarantees for achieving a safer digital ecosystem.
- As a member of the Artificial Intelligence Security Governance Committee of the Cyber Security Association of China (CSAC), Weibo has issued industry initiatives to jointly promote the healthy development of the generative artificial intelligence industry in ensuring data security and privacy and promoting positive content ecosystem development.



Weibo Joins Industry Working Group

Quality Experience

Weibo consistently committed to a user-centric approach. Through the continuous optimization of its content ecosystem, advertising governance, product functionality and service experience, Weibo endeavors to elevate its overall quality on an ongoing basis, with the overarching objective of fostering a more secure, enriched, and seamless social media environment for its users.

part
03



3.1 Quality Content

Weibo prioritizes building and disseminating quality content. We create a healthy, safe, and diverse content ecosystem for platform users by continuously improving content ecosystem governance systems, expanding diversified vertical domain layouts, and strengthening protection for youth.

3.1.1 Content Ecosystem Governance

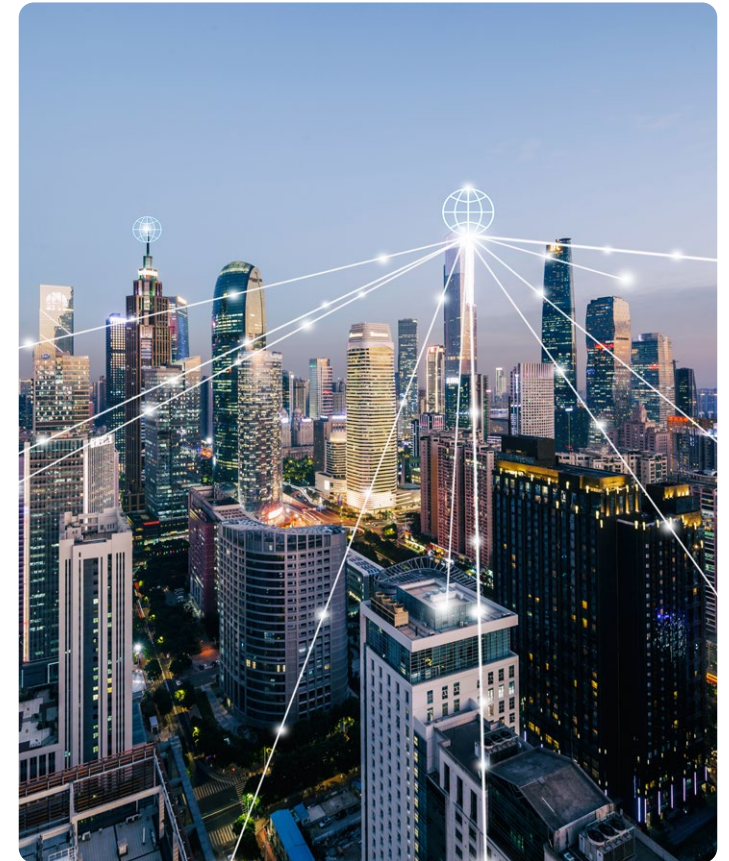
As China's leading social media platform, Weibo is committed to maintaining platform order and building a harmonious platform atmosphere. We optimize community governance strategies, strengthen content review mechanisms, and actively conduct specialized governance initiatives to create a quality content creation space.

Improve Content Review Mechanisms

Weibo continues to implement platform responsibilities and improve content review mechanisms to precisely crack down on various abnormal interaction behaviors. In 2025, the Company further revised the *Weibo Community Convention* and updated the "Cheating and Spam" section. We clearly defined behaviors including "low-quality interaction," "low-quality reading," "exploiting mechanisms for profit," and "spam content," providing clearer rules for content review and disposal. By updating rule interpretations, adding educational videos and typical cases, the Company helps users better understand community norms and reduces violations at the source.

To further improve review efficiency, accuracy, and user experience, Weibo employs a "multi-modal large model + manual site-wide inspection" composite monitoring approach. This relies on text, images, audio, video, and other information formats to efficiently identify violations. Tools such as "Intelligent Search" analyze event contexts and public attitudes to improve speed of content discovery, response, and processing. In the review and disposal process, the Company relies on the Sunshine Credit Score system to upgrade and improve account penalty mechanisms. By refining review notification processes, we clearly explain violation reasons, disposal basis, and penalty details to users, providing specific content publishing suggestions to guide safe content creation.

In 2025, the Company further expanded scope of community volunteer participation in community governance by incorporating the inspection of AI-generated content into routine operations. Relevant regulations and identification training were conducted. Feedback on unmarked AI content became a fixed assessment category. The assessment and exit mechanism was optimized, especially for behaviors such as numerous invalid complaints or illegal account buying, selling, or renting. Once verified, volunteer qualifications are revoked or accounts are closed to ensure community fairness and order.



Strengthen Product Functions

To strengthen positive guidance of diverse content on the platform and deepen user participation in community co-governance mechanisms, Weibo upgraded and optimized multiple core governance products this year.

Weibo Annotations

The "Weibo Annotations" function achieved major upgrades this year. It linked with the public review function, adding comment voting appeal channels. The revenue incentive model and "official response" note type were fully launched to encourage more users to participate in community discussions. This enables enterprise users to respond to public concerns or protect their rights timely and effectively. By combining "intelligent search analysis" with the annotation function and using AI-assisted information acquisition, we further help users obtain more authentic and comprehensive information. The #WeiboAnnotations# topic has accumulated 1.56 billion views.



Weibo Annotations

Public Review

To meet the trust-building needs of platform content ecosystems, public review underwent major product rule upgrades. Focusing on the core direction of "positive, objective, and beneficial," controversial content cases decreased by 60%. This aligns with platform content ecosystem trust-building needs. During the year, the frequency of survey-type cases increased. Two new case types were added: "Comment Deletion and Blacklist Appeal" and "Annotations Appeal," filling gaps in user feedback scenarios and protecting user appeal rights. Throughout the year, 677 official blog posts were published, over 50,000 cases were pushed, and over 1 million users cast a total of 32 million votes. The #PublicReview# related topics and super topics accumulated over 800 million views.



Comment Deletion and Blacklist Appeal

Annotations Appeal



Strengthen the Governance of Misinformation

Weibo continues to strengthen misinformation governance. Through rumor database construction and topic operations, we effectively guide users to obtain correct information.

Weibo has continued to achieve results in misinformation governance. We established a rumor database covering over 6,700 types of social current affairs and popular science rumors. It records comprehensive information including rumor types, debunking links, disposal data, and originating accounts, providing effective data support for debunking work. The #WeiboDebunking# platform topic total reading volume continues to grow, exceeding 14.2 billion with 10.5 million discussions. Weibo official, government, media accounts, and users are all involved, forming powerful momentum in debunking.

During the the reporting period, Weibo handled 1,700 new rumors and guided controversial events. We effectively disposed of over 311,000 pieces of false information. The disposal scale increased significantly compared to the same period last year. To enhance governance transparency, Weibo regularly publishes "Weibo Rumor Governance Announcements." To date, 72 announcements have been published.

The platform continues to expand scale and categories of rumor database. Through AI technology, we improve governance effectiveness and perfect debunking work mechanisms. Rumor-cracking capabilities further improved compared to last year. During this period, the official Weibo account @ 微博辟谣 (Weibo Debunking) published approximately 5,700 debunking messages with total views exceeding 200 million. For hot online rumors, the platform regularly publishes "Weibo Rumor Governance Announcements." Through self-made or joint authoritative debunking platforms, we launched over 200 weekly and monthly debunking lists. Additionally, Weibo continuously placed nearly 1,300 debunking topic words in fixed hot search positions. The placement volume increased significantly year-over-year. Related topics accumulated total views exceeding 5 billion, effectively improving public reach and cognitive effects of debunking information.

During the reporting period

Weibo handled new rumors and guided controversial events

1,700

Effectively disposed of

310,000 pieces+ of false information

The official Weibo account @ 微博辟谣 (Weibo Debunking) published approximately

5,700 debunking messages

Total views

200 million +



Establish a Public Disclosure Weibo account Matrix

Weibo continues to build a characteristic community account matrix. We provide debunking content for different user groups, improve public media literacy, curb rumor spread, and maintain clear cyberspace. We actively listen to user voices and continuously optimize debunking mechanisms. We respond to social concerns in an efficient and transparent manner, helping build a harmonious network environment.



@ 微博管理员 (Weibo Administrators)

Official Weibo account for community governance. It is responsible for timely responses to social hot public opinion events and publicly handling violations. It also publishes relevant announcements, initiatives, and governance measures to promote healthy community development. In 2025, the Weibo Administrator account published 300 blog posts with 460 million total views and 700,000 total interactions.



@ 大众评议小广播 (Public Review Broadcasting)

The official Weibo account for public review. It publicizes Weibo public review rules and policies. It organizes and guides users to vote and comment on controversial content, effectively mediating community conflicts. In 2025, the account published 677 blog posts with 60 million views and 50,000 total interactions.



@ 阳光信用 (Sunshine Credit)

The official Weibo Sunshine Credit System account. It conducts positive energy activities and promotes excellent culture. It advocates civilized and friendly user speech and protects good community atmosphere. In 2025, the account published 248 blog posts with 70 million total views and 230,000 total interactions.



@ 微博社区志愿者 (Weibo Community Volunteers)

The official Weibo community volunteer account, which openly recruits users to join the Weibo community volunteer group. It purifies the Weibo community environment by reporting violations and publicizes volunteer complaint situations. In 2025, the account published 109 blog posts with 4.9 million views and 5,000 total interactions.



@ 围脖侠 (Weibo Guardian)

The official Weibo community inspection, notes, and user education account. It is responsible for inspecting, handling, and responding to hot public opinion feedback on the platform. It shoots short videos for user education, helping users understand community rules. In 2025, 6,854 blog posts were published with 694 million views and 320,000 total interactions.



@ 蔚蓝计划 (Blue Sky Plan)

The Weibo minor protection-related account. It conducts activities such as the #Blue Sky Plan# minor topic. It also daily accepts private feedback from other users on content harmful to minors and handles it. In 2025, the account published 135 blog posts with 14 million total views and 5,000 total interactions.

Hot Search Management

In 2025, Weibo continues to optimize its hot search mechanism by combining the priority presentation of authoritative information with the governance of false information, reducing the risk of misleading information spreading during emergencies and maintaining the information access experience.

Special Support for Heart-Warming News

Weibo launched the "Heart-Warming News" special support program, focusing on spreading positive energy in ordinary life. Throughout the year, related topics achieved total views exceeding 88.5 billion and interactions exceeding 410 million. Over 1,600 positive energy topics made the hot search, helping alleviate social anxiety and deliver positive values.

Throughout the year, related topics achieved total views exceeding

88.5 billion

Interactions exceeding

410 million

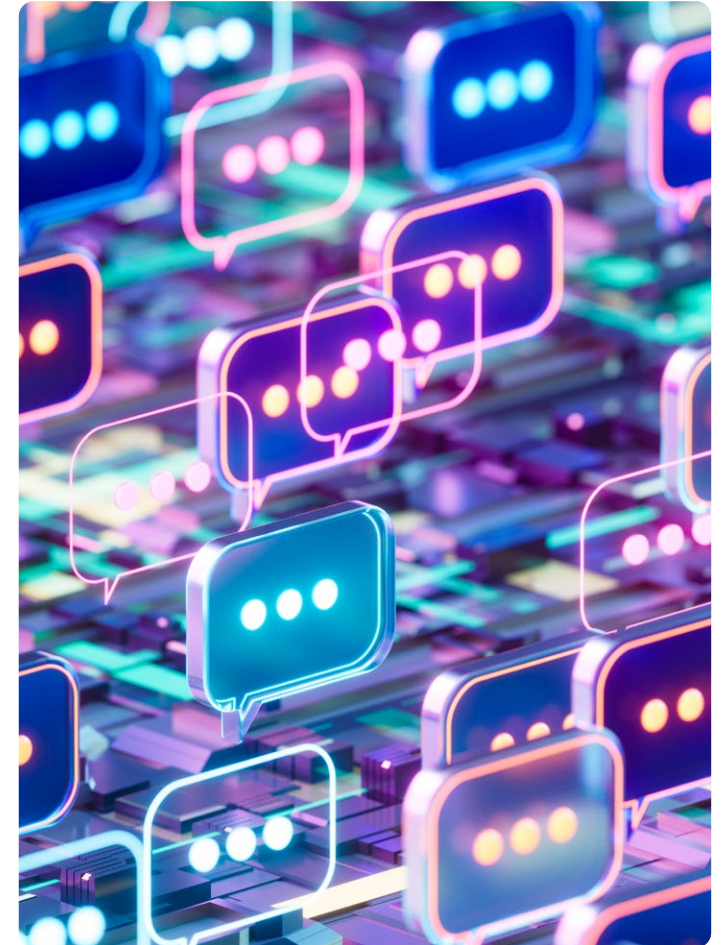
Positive energy topics made the hot search

Over **1,600**



Authoritative Response Mechanism

Weibo regards authoritative and timely official responses as key measures for managing rumors and stabilizing public opinion, prioritizes displaying publicly available information from authoritative sources in hot events, and takes corresponding measures against verified false information to reduce the spread of misleading information. In 2025, "debunking/notification/official response" topics accumulated 34.26 billion views. About 1,100 clarification topics made the hot search. Meanwhile, "response" topics reached 114.44 billion views with about 4,800 topics listed, effectively safeguarding the public's right to know and network information order.



Conduct Targeted Actions

Creating a harmonious and healthy network environment is an important cornerstone of healthy platform development. During the reporting period, in addition to actively responding to regulatory requirements for online environment governance, Weibo proactively carried out in-depth governance work targeting issues such as cyber violence, rumors, and online fraud.

Qinglang Operation · Rectification of Malicious Negative Emotion Provocation

Conducted specialized rectification for violations including provoking confrontation, spreading panic, and cyberbullying. Key areas included topics, rankings, recommendations, and comments. According to specialized requirements, we comprehensively investigated and disposed of various types of harmful information maliciously provoking negative emotions. We cleaned up over 200,000 pieces of harmful information and disposed of over 30,000 violating accounts.

Qinglang Operation · Optimization of Business Network Environment—Cracking Down on Online Defamation Against Businesses

Promoted formation of a full-chain, full-link disposal closed loop including review filtering, high-heat public opinion disposal, and comment management. We continued to crack down on violations including enterprise-related infringement and extortion. We safeguarded the online business environment well. We handled over 29,000 related complaints, banned over 2,000 violating accounts, and protected the legitimate rights and interests of over 7,800 enterprises.

Protected the legitimate rights and interests of over

7,800 enterprises



Qinglang Operation · Rectification of AI Technology Abuse

To fully implement the "Qinglang Operation · Rectification of AI Technology Abuse" specialized action requirements, Weibo continuously published a series of announcements through the @微博管理员 (Weibo Administrators) Account. These included response instructions for the *Measures for Identifying AI-Generated Synthetic Content*, specialized action phase governance announcements, and the launch of "Unlabeled AI" complaint classification. This clarified platform rules and user behavior boundaries. Meanwhile, @围脖侠 (Weibo Guardian) Account, as a community governance observer, conducted normalized disposal of violations including unlabeled AI content and AI-generated rumors. Graded measures were taken including content tagging, restricting display, suspending revenue, and closing accounts. False information was promptly clarified during hot events. Nearly 20 official notes were added, effectively curbing false information spread. The platform also launched an "AI Rumor" governance rules user survey. Policy requirements were publicized through targeted private messages. Multiple measures enhanced user awareness and compliance.

Sports Fan Circle Ecosystem Governance

Focusing on multiple large-scale sports events in 2025, Weibo focused on optimizing sports discussion environments. We used AI recognition to reduce negative content exposure, published civilized viewing initiatives, and publicly disposed of violations including disparagement and conflict provocation to create healthy and harmonious event atmospheres.

AI-Empowered Anti-Fraud System Construction and Governance

Used AI technology to strengthen anti-fraud governance, focusing on cracking down on false investment, high-level impersonation, ticket fraud, and other behaviors. Throughout the year, over 6.35 million fraudulent accounts were closed, over 5.44 million high-risk conversations were blocked, and over 68.36 million security reminders were sent. Through full-scenario early warning and police-enterprise cooperation, we helped users avoid losses exceeding RMB 100 million.



@微博防诈骗 (Weibo Anti-Fraud Reminder)

17:02

Please stay vigilant against scams involving gambling, prostitution solicitation, impersonation, task-based rebate schemes, investment and wealth management fraud, and fake ticketing. Weibo reminds you not to trust strangers promoting so-called "get-rich-quick projects," "insider information," or explicit dating services. Do not download applications from unauthorized platforms, and never disclose personal identity information casually. Always verify carefully before making any transfers or payments. Stay alert to fraud and safeguard your property and financial security.

Weibo Anti-Fraud Announcement



Beware of fraud traps

Protect property security and stay away from fraud risks

Case Studies

Weibo Anti-Fraud Security Reminder

3.1.2 Quality Content Selection

Weibo believes that content diversification and supporting quality creators are primary prerequisites for vigorous platform development. In 2025, Weibo continued to enrich content formats, expand vertical domains, and increase support for quality creators. We are committed to building a more prosperous and active social content ecosystem.

Vertical Content Ecosystem

Weibo actively strengthens cooperation with creators in vertical areas and promotes vertical content ecosystem development. This provides users with more professional and diverse content experiences while offering creators broader showcase platforms. In 2025, Weibo formed a diverse content matrix covering 43 vertical domains across seven major sectors: entertainment, ACG, sports, media hotspots, industry verticals, interest verticals, and traffic verticals.

In 2025

Weibo has successfully built seven major sectors covering

43 verticals

Entertainment

- Celebrities
- Music
- Performances
- Overseas
- Entertainment
- Movies
- Variety Show
- TV Series
- Culture and Reading

ACG

- Game
- Esports
- Anime

Sports

- Sports
- Fitness

Media hotspots

- Media
- Social Events
- Government
- Military
- Law
- Finance

Industry verticals

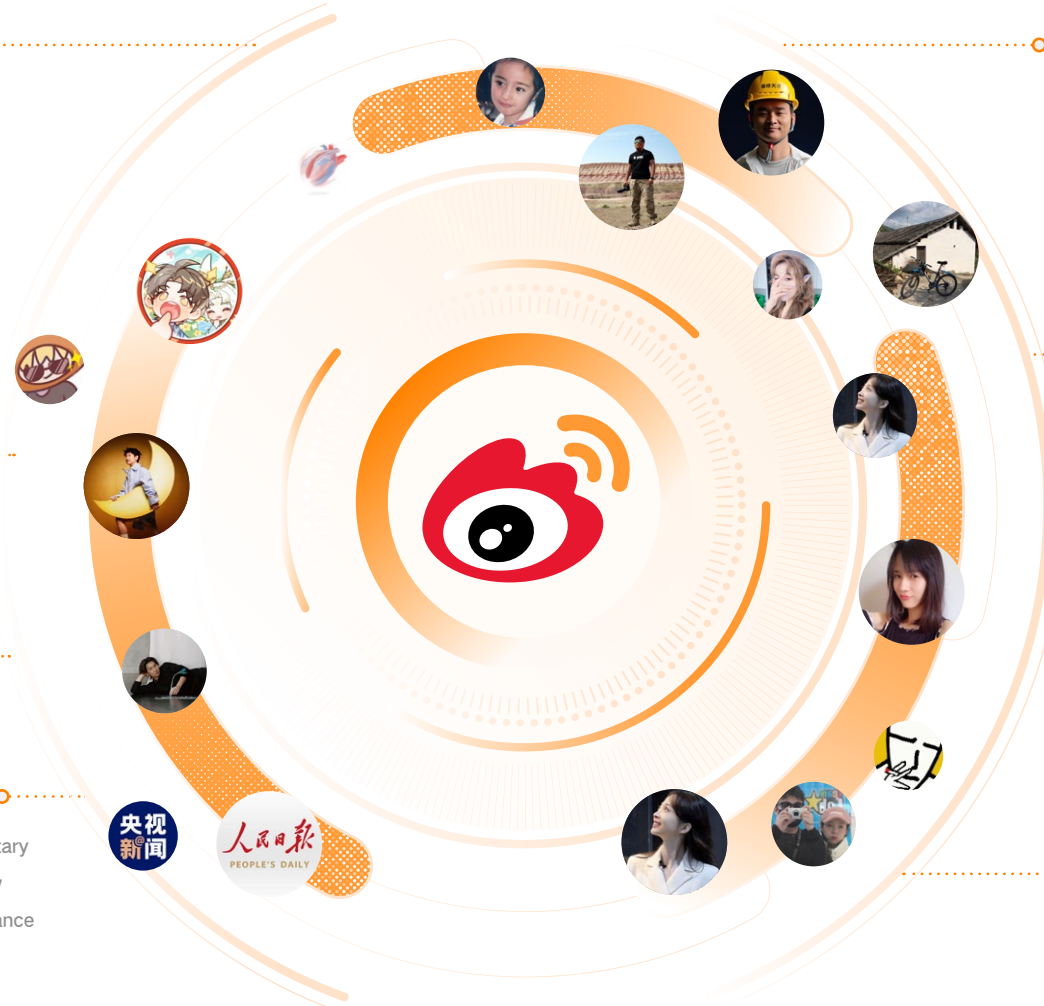
- Automobile
- Digital
- Technology
- Healthcare & Medical
- Treatment
- Fashion
- Trendy Fashion
- Infant & Parenting

Interest verticals

- Beauty & Cosmetics
- Art
- Food
- Travel
- Photography
- Animals & Pets
- Religion
- Real Estate and Home
- Astrology
- Popular Science
- History
- Education
- Campus
- Public Welfare

Traffic verticals

- Humor
- Emotional Life
- Appearance



Sports



Weibo deeply integrates star athletes, industry experts, and creators to effectively ignite sports hotspots. Taking the 15th National Games as an example, the platform generated 1,972 hot search topics with 98.8 billion related views and over 1 billion interactions. Over 1,000 media outlets provided coverage, and over 700 athletes shared content, building a new event communication ecosystem.



Opening Ceremony of the 15th National Games

Exercise



Through in-depth cooperation with official associations and top global creators, Weibo Sports built an active sports interest platform ecosystem, attracting over 41.1 million sports interest users. In 2025, the platform focused on deeply cultivating vertical tracks including cycling and ice and snow sports. This effectively drove content ecosystem prosperity, increasing related hot search topics by 30% and total blog posts by 120%.



"China Cycling Map" Activity Notice

Digital



Weibo's digital ecosystem is active, attracting brand executives from Honor, Insta360, and others who continuously output content around new products and technologies. The number of gold-V and orange-V accounts increased by over 20%, providing effective platform support for brand promotion and user decision-making.



Weibo Consumer Electronics Industry Executive Monthly Report Extract

Travel



In 2025, Weibo Travel continued to deepen its presence in the cultural and tourism ecosystem, bringing together more than 60,000 cultural and tourism institutions and tens of thousands of high-quality influencers. Over 2,500 related topics ranked on the hot search throughout the year. The annual IP hashtag #WeiboTravelers# engaged over 10,000 verified gold-V and orange-V accounts, with content volume increasing by 53% year on year. The platform launched more than 200 travel-themed programs. By leveraging concerts, sporting events, and film and television trends to stimulate the "ticket-stub economy," and through collaboration with cultural and tourism authorities across multiple regions, Weibo helped destinations convert online traffic into sustained visitor engagement.



Weibo Traveler

Beauty & Cosmetics



Weibo Beauty & Cosmetics deeply cultivates "authentic" content, using hot search topics and KOL matrices to promote breakout moments. In 2025, top beauty creators increased by 11%, super-top creators increased by over 16%, and average daily original content volume increased by 127%. Ecosystem influence continues to strengthen.



Authentic Product Unboxing Blog Post Case

Fashion



Weibo Fashion deeply integrates international and domestic brands, media, and creators. Relying on core moments such as fashion weeks and brand shows, we build professional fashion public opinion spheres through IPs including #FashionWeek# and #ShowCoverage#, becoming an important bridge connecting brands and consumers. Typical cases include Paris/Milan Spring/Summer 26 Fashion Week communication and #FashionInspirationInterpretation# professional content activities.



FashionInspirationInterpretation # Fashion Professional Content Launch Event Official Announcement PR

Healthcare & Medical Treatment



Weibo's healthcare & medical treatment serves public health with the "Health Without Boundaries" philosophy. Throughout the year, new drug coverage exceeded 83%. Through events including "Health and Medical Festival" and "Yiyi Medical Plan," related topics achieved total views exceeding 1 billion, helping deepen health science popularization. The number of health topics on lists, views, and discussions increased significantly.



Weibo Health and Medical Festival

Automobile



Weibo's automobile ecosystem has entered a deep cultivation phase. User focus has become more refined. Intelligent assisted driving and smart cockpit-related content accounts for over 1/4, becoming an important breakthrough direction for new car launches. The platform executive ecosystem continues to deepen. Joint venture automakers, multinational automakers, and automotive supply chains have begun to take center stage on Weibo. In particular, joint venture automaker executive account topic linkage increased by 222%, multinational automaker executive account topic linkage increased by 54%, and co-construction linkage with platform topics increased significantly.



Volkswagen Passenger Car Brand China CEO

Weibo Game, Weibo Esports, and Weibo Animation together constitute the core of Weibo's ACG content ecosystem. In 2025, they covered over 320 million interest users, co-built over 10,000 hot search topics throughout the year, and gathered over 6,000 gold-V and orange-V accounts. In May 2025, the first "Weibo Game Comic-Con" was successfully held in Beijing, attracting 68,000 attendees. Related topics achieved total views of 2.45 billion, with over 80 topics making the hot search, achieving deep online-offline integrated breakout communication.



The First Weibo Game Comic-Con Exhibition

Weibo Game

Weibo Game has become the core social platform for gamers, with over 700 official game accounts. In 2025, game content accumulated 4,329 hot search, covering over 200 game projects. The platform gathered over 1,500 quality fan creators. Average daily fan content output exceeds 4,000 pieces. The game super topic community average daily posts exceed 220,000. The ecosystem continues to attract high-end industry resources. Over 100 game company executives have joined Weibo, averaging over 150 posts daily, significantly enhancing industry influence and user interaction depth.



2025 Weibo Game Awards Selection PR

Weibo Consolidates ACG Ecosystem Advantages

Weibo Esports

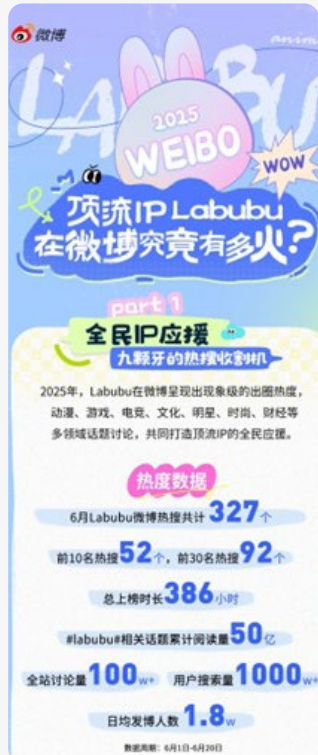
Weibo esports continues to consolidate its core social position for esports audiences. In 2025, the two benchmark events—League of Legends S15 and KPL Annual Finals—achieved significant popularity. S15 accumulated 1,148 main hot search topics, a year-over-year increase of 76%, with related topics achieving total views exceeding 10.5 billion. The KPL Finals had 368 hot search topics throughout the event, with 80 on the main list on finals day. Relying on strong event popularity, Weibo continues to deepen strategic team cooperation. Through star column creation, brand linkage, and other measures, we amplify star effects and fan voice. We build high-stickiness content matrices and traffic ecosystems, consolidating Weibo's core position for esports user social interaction and player dynamic sharing, driving ecosystem popularity growth and deepening industry influence.



Weibo League of Legends S15 Opening Poster

Weibo Animation

Weibo Animation has become the core gathering place for two-dimensional users. As of 2025, it had covered over 500 domestic and international animation IPs, a year-over-year increase of 15%. Animation-related hot search main list numbers increased by 40% year-over-year. Meanwhile, the creator ecosystem on the platform continued to expand in 2025. In addition to having China's largest illustrator creator group, highly active creators in categories including COSPLAY, traditional Chinese Hanfu, JK/Lolita, virtual idols, underground idols, trendy toys and collectibles, and voice actors maintain high activity and creative capacity. The above group exceeds 3,000 people, a year-over-year increase of 20%. Weibo Animation provides full-chain support from IP marketing and community operations to commercial conversion. We have successfully created breakout communication cases such as trendy toy Labubu.



Labubu Designer on Weibo

In March 2025, Weibo launched the Interest Creation Plan, dedicated to optimizing the vertical content ecosystem. As of the end of the reporting period, activities had covered 33 domains and 304 interest points. Content was precisely divided into four major directions: "useful, fun, insightful, and emotionally valuable" to improve content quality and creative focus. The platform strengthens creative guidance by introducing quality models, improving content consumption value and creative efficiency. Since the activity launch, the average number of participating creators per day in 2025 reached 74,000. Average daily content output reached 449,000 pieces, building a more dynamic vertical interest content ecosystem.

As of the end of the reporting period

Activities had covered

33 domains

Interest points

304

The average number of participating creators per day

74,000

Average daily content output reached

449,000 pieces



Content Classification	Fun (SHOW)	Useful (HOW)	Insightful (WHAT)	Emotionally Valuable (Emotion)
Category Theme	Discover New Ways to Play	Practical Tips Unveiled	Unlimited Perspectives	My Healing Toolkit
Target Audience	Young users	General users	Male users	Female users
Content Focus	Experience, sharing	Strategies, practical tips, tutorials	Reviews, analysis, surveys	Insight, healing
Coverage Areas	Beauty & cosmetics, game, animation, esports, trendy fashion, etc.	Healthcare & medical treatment, popular science, workplace, education, etc.	Digital, technology, automobile, finance, etc.	Emotional life, infant & parenting, animals & pets, astrology, etc.
Interest Points Covered	ACG games, hand-drawn art, illustrators, makeup products, makeup tutorials, OOTD, etc.	Infectious diseases, sports rehabilitation, astronomy and aerospace, workplace skills, cycling, running, etc.	Smartphones, AI industry, new energy vehicles, macroeconomics, etc.	Astrology, parenting education, daily pet life, women's growth, emotional support, sharing baby moments, etc.

Weibo Vertical Content Classification

Blogger Empowerment

Creators are the core driving force of Weibo's content ecosystem. In 2025, Weibo continued to improve the creator growth system. By introducing fresh perspectives through globalization and specialization, we tap the potential of emerging media such as audio. This allows every piece of quality content to fully release its value.

Enhance Creator Experience and Growth



The phenomenal video creator @MrBeast gained 3.31 million fans in six months. He successfully connected with young Chinese users through localized interaction.

The phenomenal video creator @MrBeast gained

3.31 million fans in six months



Weibo account of MrBeast



Haier Group Chairman of the Board @海尔周云杰 drives product innovation through Weibo with the image of "President Who Listens to Advice." His fans exceed 1.52 million.



Weibo account of Chairman of the Board of Directors, Haier Group



Professional King of Glory esports player @广州TTG、小雪 has joined Weibo, leveraging the platform's interest-based community atmosphere to continuously cultivate a core player community, with followers exceeding 470,000.



Weibo account of professional King of Glory esports player @广州TTG、小雪

Social Resource Integration

Weibo places high priority on supporting content creators. By creating annual benchmark events including "V Influence Conference," "Culture Night," and "Competition Night," Weibo builds three-dimensional stages for online-offline integration. This empowers creators to achieve dual leaps in personal brand value and social influence.

2025 Weibo V Influence Conference

The 2025 Weibo V Influence Conference focused on the prosperous creator ecosystem with the theme "Enjoy Sharing, Create Influence." Through online-offline integration, we created the "Langlang Friends Tribe" interactive space offline and launched the #InterestingCreatorAppreciationMeeting# online to promote quality content sharing.



Weibo V Influence Conference Site



Event-related topics earned 5.5 billion views. Livestream views exceeded 10 million. 26 hot search topics made the list. Over 100 media outlets provided widespread coverage. This fully demonstrated the vitality and influence of Weibo's creator ecosystem.



Honor and Commendation at Weibo V Influence Conference

Weibo Culture Night

In August 2025, the Weibo Culture Night ceremony was held in Zhengzhou. Under the guidance of the publicity and cyberspace authorities, and centered on the theme of "cultural decoding," more than 100 cultural figures and content creators came together. Through honor awards and cross-border dialogues, the ceremony presented the inheritance and innovation of Chinese culture. The ceremony commended annual cultural influence sites, museums, performance IPs, and other categories, injecting vitality into urban cultural brands.

Over 150 related topic words appeared throughout the activity with total views exceeding 5 billion. On the ceremony day, 70 million people watched the livestream across the network. Related videos achieved 75.55 million plays.

Hot search topics made the list.

60+



Weibo Cultural Night Event Site



Weibo Cultural Night Event Site

Weibo Competition Night

The event brought together sports legends including Lang Ping, Deng Yaping, Lin Dan, and Wu Minxia, 51 well-known esports players, commentators and practitioners, and celebrities including Ren Jialun, Summer, and Bai Jugang. Together they paid tribute to the fighting spirit. The event announced 24 "Competition Honors" covering esports, sports, and comprehensive dimensions. This stimulated public enthusiasm for co-creation and further consolidated the industry influence and value orientation of "Competition Night" as a high-quality cultural and sports IP.

Over 170 sports and competition guests gathered at the event, releasing the powerful influence of sports + e-sports IP. Within 24 hours, over 170 hot search topics made the list. Ceremony livestream views exceeded 410 million.

Ceremony livestream views exceeded

410 million



Weibo Competition Night Event Site



Weibo Competition Night Event Site



Audio Project

In 2025, Weibo's audio content ecosystem was further enriched. Creator scale and consumption data both achieved steady growth. By optimizing distribution mechanisms and support policies, we encourage production and dissemination of quality audio content. Gold-V and orange-V accounts creator activity increased significantly. Audio content is becoming an important growth pole of Weibo's content ecosystem. As of the end of 2025, Weibo had recorded stellar performance in its audio business.

In 2025

Active audio creators in 2025

14,200+

Active gold-V and orange-V audio accounts in 2025

8,800+

New audio content added

680,000+

Audio cumulative plays throughout the year

2.65 billion

Weibo Audio Plan Performance

2025 Weibo Audio Creation Day

On September 13, 2025, Weibo Audio held the "2025 Weibo Audio Creation Day" in Shanghai. As the core hub connecting creators, platforms, and users, this event was not only an industry exchange gathering but also a "sound carnival" for all audio enthusiasts.

The activity aimed to transform online quality audio content into offline physical experiences and real connections. The event brought together hundreds of quality audio creators and over 15,000 audio enthusiasts. Through face-to-face interaction and communication, Weibo successfully built a new scenario for audio social networking, fully demonstrating the new vitality and unique value of audio media in the social media era.



2025 Weibo Audio Co-creation Day

#LetSoundResetYourWorld#

To deeply explore the scenario-based value of audio media and strengthen user consumption stickiness to quality content, Weibo Audio, together with multiple media outlets and multi-field partners, jointly launched the #LetSoundResetYourWorld# theme content co-creation program.

This activity precisely focused on user needs in different life scenarios including commuting, home, and exercise. Through highly interactive gameplay such as "listening red envelopes + task check-ins," it effectively stimulated user participation enthusiasm. The activity not only enriched users' fragmented time but also provided deep emotional companionship through quality audio content, further consolidating Weibo's differentiated advantages in the audio social networking field.



Weibo #LetSoundResetYourWorld#

Cross-Vertical Project

In 2025, Weibo's Cross-Vertical Project continued to help top creators with cross-over potential break through vertical domain limitations and create "celebrity" IPs. Over the past year, the Cross-Vertical Program deeply served nearly 300 creators. It held over 20 influential activities and collaborated on over 60 "Cross-Vertical Creator+" projects, covering 15+ ecosystem industries and reaching over 260 person-times. The Cross-Vertical Program continues to stimulate creator creative potential, promoting them from single domains to public vision, achieving two-way expansion of influence and commercial value.



Weibo Cross-Vertical Program Women's Growth Offline Class & Cross-Vertical Creator's Birthday Livestream

3.1.3 Minor Protection

Weibo always places minor protection at the core of fulfilling social responsibilities. We strictly comply with the *Law of the People's Republic of China on the Protection of Minors*, the *Regulations on Internet Protection of Minors*, and other laws and regulations. We continuously revise the *Weibo Community Convention* and the *Regulations on the Protection of Minors in Cyberspace* to further clarify minor protection rules.

In 2025, we actively responded to the *Guidelines for the Construction of Mobile Internet Minor Mode* and *Network Security Technology Requirements for Network Protection of Minor Products and Services* issued by the Cyberspace Administration of China. Building on the original "Youth Mode," we conducted in-depth research and development and comprehensively upgraded to "Weibo Minor Mode." Through system-level integration, strict social isolation strategies, and quality content supply, we create a safe and beneficial cyberspace for minors.

Platform Function Upgrade

For platform function upgrades, Weibo seamlessly integrates with mobile phone systems, supporting "one-click system control and automatic application response." Guardians only need to turn on or off "Minor Mode" in the mobile terminal system. The Weibo client automatically identifies and synchronously switches to response status without repeated operations in the APP. This greatly improves control convenience and coverage.

Under "Minor Mode," Weibo enters the following protection states. Content Level: Strictly isolates the main site information flow. Based on age information provided by the system, we make age-appropriate recommendations. We precisely push selected educational, popular science, and interest-related quality content from the exclusive content pool to minors. Social Level:

Implements strict social isolation. Minors can only interact with guardians and platform whitelist users. They cannot see or reply to comments from ordinary accounts. Function Level: Completely prohibits high-risk functions including live streaming, tipping, and payments. All advertisements and commercial promotions are completely blocked. Time Management Level: Synchronously enables system "curfew" and "time lock." Guardians uniformly set usage periods and durations to help minors cultivate healthy internet habits.

Digital Citizenship Education

For digital literacy education, Weibo adheres to combining guidance and restriction. While strictly managing, we actively conduct digital literacy education through platform resources. In 2025, the platform relied on official accounts including @ 蔚蓝计划 (Blue Sky Plan) Account and @ 阳光信用 (Sunshine Insurance) Account to establish specialized content communication channels. Throughout the year, we published announcements and advocacy content related to minor protection with total views exceeding 70 million and total interactions reaching 1.35 million times. @ 蔚蓝计划 (Blue Sky Plan) Account published 16 announcements related to minor protection throughout the year. The official @ 围脖侠 (Weibo Guardian) Account released 5 original initiative videos covering topics including "summer safety" and "school fraud prevention." Video plays exceeded 250,000, effectively calling on society to jointly focus on the healthy growth of minors. Meanwhile, Weibo continues to optimize and enrich the exclusive content pool for minors. Around themes including knowledge popularization, humanities and arts, and healthy growth, we continuously supply quality content suitable for all ages, helping minors learn knowledge and broaden horizons in clear cyberspace.

3.2 Advertising Governance

Weibo always regards advertising compliance as the core link of platform ecosystem health. We insist on promoting standardized development of commercial content with a responsible attitude. Through continuously improving the institutional system, optimizing review mechanisms, and strengthening technological empowerment, we comprehensively build a trustworthy business environment. This protects user rights and sustainable development of the platform ecosystem.

In terms of systems and policies, the Company strictly complies with the *Advertising Law of the People's Republic of China*, the *Measures for the Administration of Internet Advertising*, and other legal requirements. We continuously optimize the *Weibo Commercial Advertisement Review Specification*, and strictly regulate the placement of commercial advertisements in 24 restricted industries¹³ and 63 major industries (including 53 special industries¹⁴), and provide guidance for daily management work.

In terms of governance mechanisms, the Company established and continuously optimizes the "before, during the after advertising placement" triple-level review mechanism for advertising to form a full-chain management closed loop. By strengthening coordination of system control and manual review, we further curb illegal modification of landing pages and account information, ensuring advertising content compliance and stability.

Since March 2024, Weibo's marketing department, in collaboration with the Weibo advertising product development team, launched the AIGC-powered smart review project. Leveraging the deep-learning

capabilities of large AI models, we conduct large-scale training on advertising data samples. The models are seamlessly embedded into existing review workflows, enabling automated review of selected information-feed advertisements by product, industry, and content type. In 2025, the system further enhanced its ability to identify violations in complex scenarios involving text, images, and video, while progressively establishing an efficient human-machine collaborative review framework. Currently, machine review covers more than 50% of information-feed advertisements. Going forward, the platform will continue to strengthen model recognition capabilities and gradually expand business coverage to further improve review efficiency and the accuracy of illegal-content interception.

In terms of team building, Weibo has established multiple professional teams including qualification review, brand advertising review, and information flow advertising review. We implement a 7×24-hour shift system to ensure timely review response. In 2025, the team completed over 130,000 sets of advertiser qualification reviews and processed over 19.06 million advertising creatives and materials.

Before Advertising Placement The First-level Review Mechanism

- Before advertisement placement, Weibo conducts pre-interception and review through intelligent machine review systems and landing page monitoring systems.
- The intelligent machine review system conducts 7×24-hour automated identification of advertising materials. Through the review chain of "intelligent priority, manual backup," the system automatically processes up to 30,000 materials daily, covering 63% of total daily review volume. Average recognition accuracy by industry exceeds 90%, with maximum accuracy reaching over 98%.
- Through scheduled polling mechanism, the landing page monitoring system identifies inconsistencies between in-placement advertising and review-time landing page content in real time. Automatically pushes to manual secondary review, effectively preventing content tampering after review.

During Advertising Placement The Second-level Review Mechanism

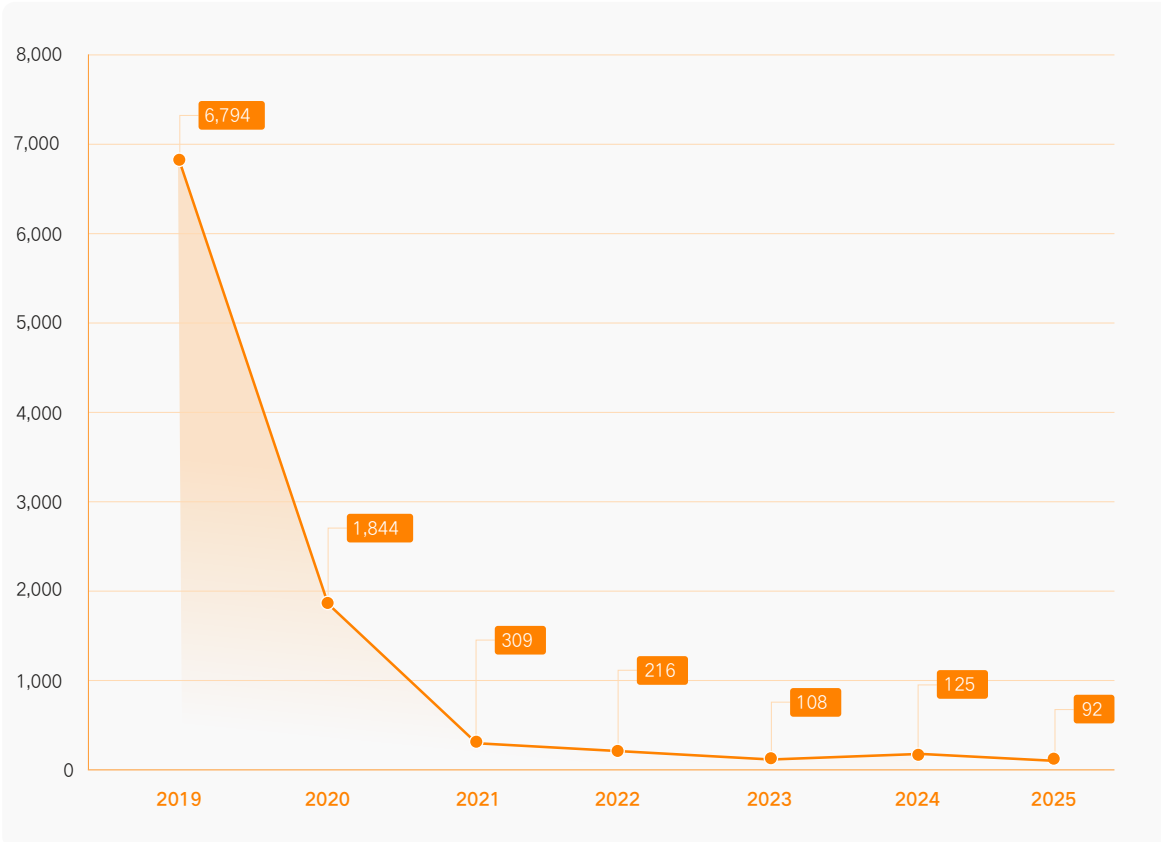
- During advertisement placement, Weibo establishes specialized teams including qualification review and material review. Professionals conduct manual review and dynamic monitoring according to advertising review standards to ensure advertising content continuously meets specifications.

After Advertising Placement The Third-level Review Mechanism

- After advertisement placement, Weibo has a public opinion/negative monitoring team that adopts a 7×24-hour monitoring mechanism for online advertisements. We receive user feedback on Weibo advertisements through multiple channels and dimensions. In 2025, over 10.98 million pieces of negative feedback information were monitored and processed. The number of illegal accounts on the platform dropped to 92. Weibo also has a quality inspection training team that regularly inspects and processes online materials. The Weibo compliance department conducts spot checks and rechecks on advertising audit department work results monthly, forming the *Advertising Review and Quality Inspection Reports*. As of the end of the reporting period, 12 reports were completed. No non-compliance behavior was found by the audit department. The mechanism operates stably and effectively.

¹³ The 24 restricted industries include investment promotion, tobacco, financial investment, medical institutions, legally restricted drugs/health products, medical devices, adult products, etc.

¹⁴ 53 special industries include food, cosmetics, medicine, real estate, public welfare, etc.



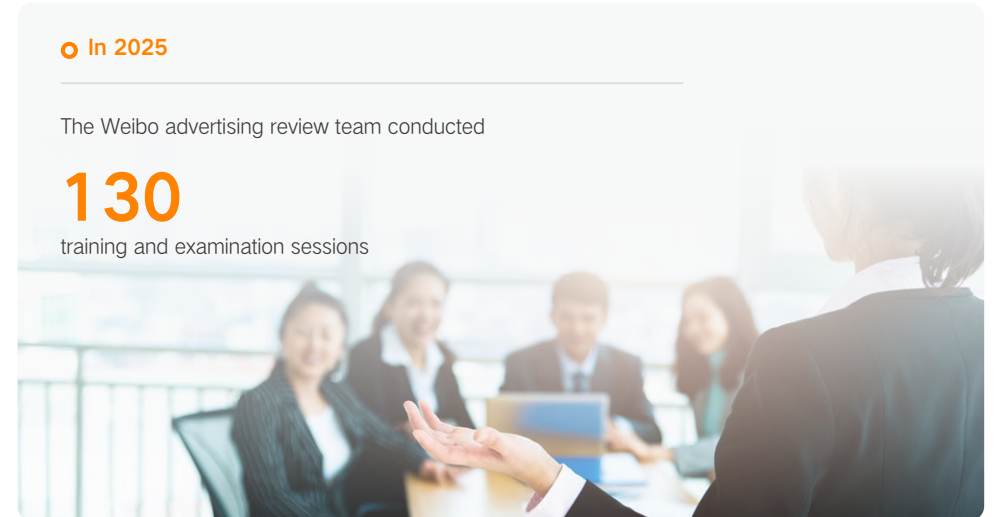
The Number of Accounts Subject to Illegal Marketing

For professional training, Weibo has a systematic auditor training and assessment system. This covers onboarding training and assessment, on-the-job consolidation training, and compliance training for external agents, continuously enhancing advertising compliance awareness of employees and partners. Training content covers laws and regulations, typical case interpretation, and review specification explanation. Offline teaching is conducted in "text + example" format to strengthen auditors' accurate understanding of content standards. Key content is included in monthly assessments. Assessment results and test question interpretations are regularly released. Weibo resolutely eliminates illegal and malicious marketing behaviors. Through multiple control measures, we ensure advertising content compliance and platform ecosystem health. In 2025, the Weibo advertising review team conducted 130 training and examination sessions.

In 2025

The Weibo advertising review team conducted

130
training and examination sessions



3.3 Service Experience

Weibo continuously promotes product innovation and technological upgrades, and is committed to providing users with a smarter, more convenient and secure social platform experience.

3.3.1 AI Technology Empowerment

Weibo actively explores in-depth applications of artificial intelligence technology in social media scenarios. With the core concept of "real-time freshness, authoritative credibility, rich diversity," we comprehensively upgrade Weibo's core AI product Weibo Intelligent Search. By introducing cutting-edge large model technology and expanding application scenarios, we are committed to providing users with smarter information acquisition methods and better interactive experiences. We also systematically apply AI capabilities to business ecosystems, achieving coordinated development of user experience and business growth.

AI Ethics and Governance

While promoting AI technology implementation, Weibo places high priority on AI product security. We actively respond to requirements in the *Cybersecurity Law* regarding "improving artificial intelligence ethical norms." For highly interactive scenarios such as intelligent search, the platform built a security barrier of "preventable, controllable, and traceable risks." We established governance principles of "hierarchical classification restrictions + machine review + manual review." We created a tight defense line from "keyword first-trial interception" to "large model second-trial assessment," then to "professional team third-trial verification." Through full-process closed-loop management, we strictly control material safety at the source, intercept risk questions at the input end, and implement "intelligent model initial inspection + professional team re-inspection" at the output end to prevent illegal content exposure. We established a full-process management mechanism including content identification, risk identification, and user complaints.

Expand Innovative Application Scenarios

Weibo seamlessly integrates AI capabilities into the entire process of content browsing, interaction, and creation. We created multiple AI functions with both innovation and practical value, continuously optimizing user social experience.

Weibo Intelligent Search

In 2025, Intelligent Search continued its technological iteration, adopting a multi-model, multi-agent architecture to enhance its capabilities in multimodal content generation and complex task processing. It also completed a key product evolution from single-turn Q&A to a multi-turn intelligent conversational assistant, aiming to provide users with a more coherent and in-depth information exploration experience.

Both the user base and engagement of Intelligent Search saw significant growth. As of December 2025, its Monthly Active Users (MAU) surpassed 80 million, with both Daily Active Users (DAU) and search query volume achieving significant growth, effectively driving the increase in the platform's overall search traffic.



Intelligent Search Multi-modal Content

AI Review

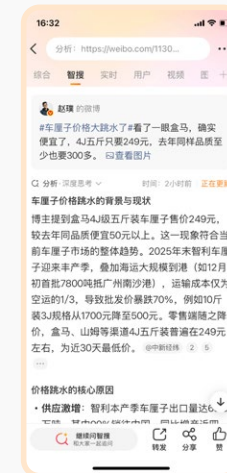
Based on the Intelligent Search account model, the Intelligent Search AI Assistant service has been extended to Weibo post comment sections and private message conversation scenarios. By proactively identifying user inquiries and providing instant, neutral, and in-depth information replies, it effectively stimulates community interaction vitality and meets users' information acquisition and service needs in social scenarios.



AI Review

Blog Post Analysis

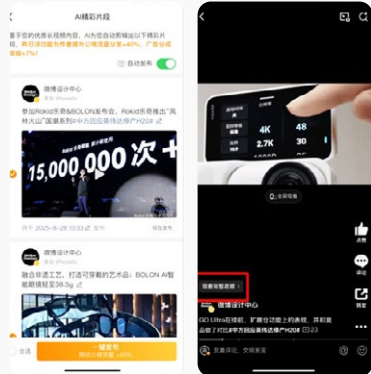
For long articles or complex events, Intelligent Search provides users with "one-click summary" and "viewpoint extraction" functions to help users quickly grasp core information.



Intelligent Search Blog Post Analysis

AI Generated Highlight Clips

To reduce creators' operating costs, Weibo has launched an AI-powered automatic clip extraction feature. After a medium- or long-form video is published, the system automatically edits highlight segments and generates recommended posts. Viewers can jump to the full video with one click, enabling a "short-to-long" traffic funnel that improves distribution efficiency and creator monetization.



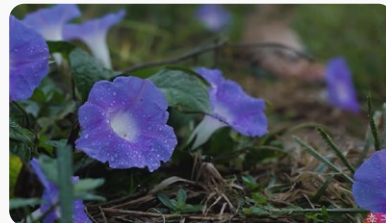
AI Automatic Clip Extraction Function

Video AI Super-Resolution Enhancement

Through deep learning models, conducts real-time intelligent enhancement of low-resolution videos, optimizing user video viewing experience.



Before AI Enhancement Processing



After AI Enhancement Processing

AI Empowers Monetization Ecosystem

Weibo deeply applies AI technology to key links of commercial products, covering the entire chain from creative generation, intelligent placement to effect optimization. We improve commercialization efficiency while optimizing advertising experience, building a technology-driven business growth model.

For performance advertising, we are committed to improving efficiency through AI across the entire process.

Intelligent material production

Since the launch of the "Lingchuang" platform, AI graphic and text production capabilities have been applied at scale and expanded to video advertising, significantly improving content diversity and production efficiency.

AI generated ad accounted for

40% of promoted feed ad spend under real-time bidding system

Placement and Bidding Optimization

Based on AI's deep understanding of multi-modal content and user behavior, we improved user intent recognition accuracy and matching efficiency. Meanwhile, intelligent bidding models optimized for various marketing goals including apps and forms effectively improved advertising revenue and conversion rates.

3.3.2 Product Function Optimization

For brand advertising, we expanded innovative AI applications in brand-effect combination scenarios:

Hot Trend Scenario Empowerment

For large-scale marketing scenarios such as brand launches, we use AI capabilities to edit live streams in real time, automatically generate highlight clips and distribute to relevant KOLs, greatly improving efficiency of creating and disseminating hotspot content.

Social Interaction Enhancement

We use AI models to automatically generate high-quality advertising blog comments from the user's perspective, effectively guiding interactive participation and significantly improving the social activity of brand content.

Real-time Hot Search Marketing

In hot search advertising scenarios, we use AI to analyze hot search words in real time and automatically generate matching advertising materials for immediate placement, reducing creative costs and improving integration of advertisements and hotspots.

Weibo continues to optimize product features and enhance user experience across different scenarios. Through technological upgrades and interaction innovations, the platform lowers usage barriers and improves content dissemination efficiency.



Semantic Search Upgrade

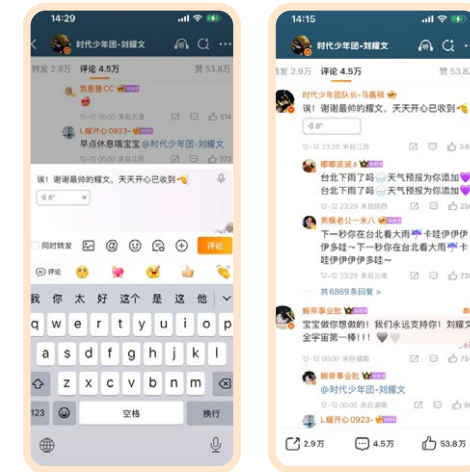
In 2025, Weibo Search fully adopted vector retrieval and multimodal AI technologies. These upgrades significantly enhanced semantic understanding and content matching capabilities. The system accurately interprets natural language, colloquial expressions, and even vague descriptions. It precisely identifies user intent and lowers the search threshold.

AI also deeply analyzes non-text content such as images and videos. These insights are applied to retrieval and ranking. Users can now find visually relevant content even when it is not explicitly mentioned in text. Driven by AI-based interpretation and analysis of user needs, search ranking has been continuously optimized. Overall search efficiency and user satisfaction have improved significantly.



Voice-to-Text Comments

Weibo launched a voice-to-text comment function while retaining original audio. This feature makes interaction easier for elderly users, visually impaired users, and those who are not accustomed to typing. It enhances community inclusiveness. Voice input supports fragmented scenarios such as walking and commuting. It improves communication efficiency and emotional expression.



Weibo Voice-to-Text Comments Feature

Live Streaming Summary Feature

For high-quality live streaming across various fields, the system recognizes the host's speech in real time and converts it into text for users. It then automatically generates live content summaries. Users can access specific content segments and replay key moments at any time during the live session. This greatly improves information acquisition efficiency.



Weibo Live Streaming Summary Feature

Live Streaming Clipping Feature

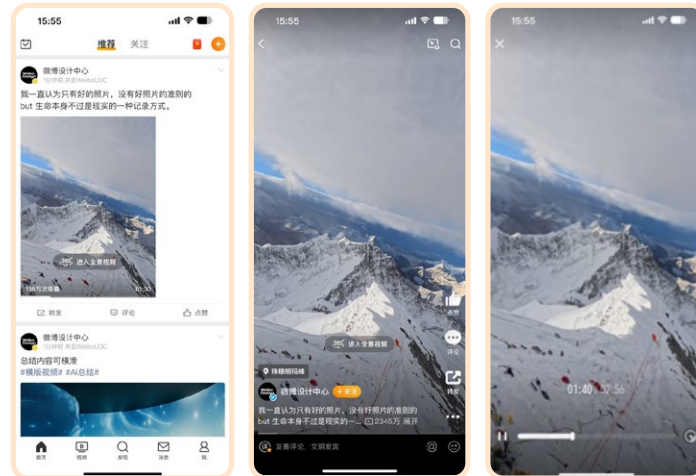
For content creators, the live streaming clipping feature automatically identifies highlight moments and generates short videos. It facilitates convenient publishing and secondary distribution. This feature effectively extends the value and lifecycle of high-quality live content.



Weibo Live Streaming Clipping Feature

Panoramic Video Publishing

The platform now supports a full-process experience for panoramic videos, including shooting, uploading, previewing, and immersive playback. Users can capture content using mainstream panoramic devices. During upload, the system automatically recognizes the "360°" label and provides a gyroscope preview before publishing. For viewers, both the feed and playback page support free 360° angle switching and gyroscope interaction. This creates an immersive viewing experience and meets diverse content needs.



Panoramic Video Feature

Intelligent Publishing Optimization

The platform implemented two key optimizations to the video publishing process. First, it hides transcoding wait time. The progress bar displays only upload progress, while transcoding is handled in the background. A subtle reminder of "automatic publishing after cloud processing" is provided. This reduces user waiting anxiety. Second, the platform intelligently recommends topics during publishing. Large models analyze video content and extract semantic features. Based on a priority sequence of "hot search keywords → operational keywords → general keywords," the system recommends three high-value topics. This increases users' willingness to add tags and improves exposure accuracy.

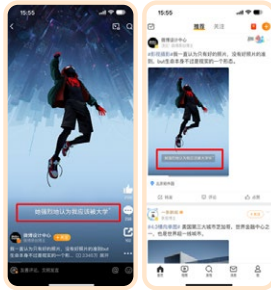


Intelligent Publishing Experience Optimization



Automatic Translation for Foreign-Language Videos

To break language barriers, the platform launched automatic translation for foreign-language videos. It can automatically identify the spoken language and provide AI-powered translation¹⁵. The system currently supports eight languages, including Chinese, English, Japanese, Korean, German, French, Russian, and Cantonese. The model also detects whether original subtitles are present. For videos without subtitles, translated captions are automatically generated. This significantly improves user comprehension and viewing experience.



Automatic Translation Feature



Immersive Playback Experience Upgrade

Several interaction optimizations were introduced. Mixed image and video content can now switch smoothly within a unified playback container. Users can long-press for 2x speed playback. A "clear screen" button is displayed on the playback page, enabling one-click entry into distraction-free mode. Together, these features create a more focused and convenient immersive viewing environment.



Immersive Playback Experience



Video Quality Assessment System

The platform established a comprehensive video quality assessment system. It evaluates content systematically and quantitatively. The system covers basic experience indicators such as clarity and effective frame ratio. It also assesses deeper dimensions including content value and dissemination efficiency. This framework has become a key basis for optimizing the content ecosystem. It effectively promotes the creation and distribution of high-quality videos. Under its guidance, the video ecosystem continues to improve in both quality and efficiency. The average daily output of high-quality videos increased by 27%. The share of views for high-quality videos rose by 73%. The overall content structure was significantly optimized.



Audio Card "Hot Comment" Display

To improve audio consumption and dissemination efficiency, Weibo optimized the display format of audio content in the feed. The platform automatically extracts highly interactive and high-quality comments. These comments are prominently displayed on audio cards as "Hot Comments." This feature leverages authentic community interaction. It helps users quickly identify content highlights and reduces decision-making costs. As a result, it encourages clicks and deeper engagement.



Audio Card "Hot Comment" Display



Audio Highlight Timestamp Interaction

A new "timestamp" feature was added for audio reposting and commenting scenarios. Users can insert or manually mark specific time points with one click. A clickable timestamp link is automatically generated. Other users can jump directly to the corresponding audio segment. This function supports precise marking and sharing of highlight moments. It significantly improves information acquisition efficiency and content consumption experience.



Audio Highlight Timestamp

¹⁵ The feature now supports the recognition of 8 languages including Chinese, English, Japanese, Korean, German, French, Russian and Cantonese.

3.3.3 Quality Service

Weibo remains committed to providing a healthy and orderly communication environment. The platform continuously improves complaint handling mechanisms and feedback channels. It safeguards users' legitimate rights and promotes ecosystem governance.

Complaint Handling

To enhance response efficiency and management effectiveness, Weibo further optimized its complaint management system. In 2025, the platform received about 180 million complaints, representing a year-over-year decrease of 18.1%. About 170 million complaints were validly accepted, down 19.8% year-over-year. The average handling time was shortened to within 30 minutes. Processing efficiency improved significantly.

In 2025

The platform received about

180 million complaints

Representing a year-over-year decrease of

18.1 %

About

170 million

complaints were validly accepted

Representing a year-over-year decrease of

19.8 %

Complaint Management Work	Details
Optimizing Complaint Classification	<p>Weibo continuously optimized and adjusted its complaint classification system. By the end of the reporting period, the system included 15 primary categories and 62 secondary categories. A new primary category, such as "AI label not added," was introduced. New secondary categories were added for emerging violations, including doxxing, provoking gender antagonism, and improper traffic diversion. These adjustments better address AI-generated content and emerging online misconduct.</p> <p>Automation and intelligent algorithms: AI applications in complaint governance were further expanded. Specialized models were introduced or optimized for personal attacks, cyberbullying, fan community violations, and spam. This improved automated identification and handling of high-risk complaints.</p> <p>Refined classification strategies: Scenario-based strategies were enhanced for impersonation fraud, fan violations, personal attacks, and spam. Differentiated handling measures are applied based on user scenarios and risk levels.</p> <p>User experience optimization: The complaint process and interface were improved. Copywriting was refined. Credit score displays were optimized. A "one-click evidence submission" function was launched.</p> <p>Risk prevention and credit system: A user credit-based risk control system was strengthened. Differentiated complaint and publishing strategies were applied to users with different credit levels. This helps curb malicious behavior and maintain ecosystem health.</p>
Optimizing Complaint Strategies	<p>Optimizing Real-name Complaint Reciprocity Mechanism</p> <p>To protect front-end real-name users and curb malicious complaints, Weibo upgraded its reciprocal complaint information mechanism. When filing complaints against real-name users, the platform provides rule reminders. Real-name users can view anonymized nicknames associated with invalid complaints. The platform strictly prohibits misuse of this information. Violations such as personal attacks or privacy infringement are subject to serious penalties and reporting to relevant authorities.</p> <div data-bbox="1926 816 2287 1022"> <p>Front-end Real-name Complaint Reciprocity Mechanism</p> </div>
Intelligent Processing Enhancement	<p>In 2025, large models and AI tools were gradually integrated into multiple complaint categories, including false information, fan-related misconduct, personal attacks, and cyberbullying. After AI verification was introduced for false information complaints, the acceptance rate increased from 59.1% to 97.22%. For fan-related complaints, the 5-minute acceptance rate rose from 62.01% to 88.8%. The 30-minute acceptance rate increased from 75.31% to 95.64%. The overall automated acceptance rate also grew substantially. This reflects significant governance improvement driven by technology empowerment.</p>

2025 Weibo Complaint Management Work

Satisfaction Survey

Weibo established a multidimensional and targeted user satisfaction survey system. It combines targeted surveys with sampling surveys to collect feedback on service quality, business processes, and product experience. During the reporting period, 3,571 participants responded to the survey. The platform implemented 18 customer service standard optimizations, 22 service process improvements, and 3 product feature enhancements. User feedback was effectively translated into service improvement.

During the reporting period

Participants responded to the survey

3,571

Customer service standard optimizations

18

Service process improvements

22

Product feature enhancements

3

In community services, the evaluation mechanism was further optimized. In 2025, approximately 7,000 feedback responses were collected daily on average. User satisfaction regarding content authenticity, community friendliness, and rule effectiveness reached 86%, 83%, and 84%, respectively. Overall service experience continued to improve. In addition, we actively carried out user satisfaction surveys during the reporting period, achieving a user satisfaction rate¹⁶ as high as 93%.

Meanwhile, Weibo continuously upgrades its intelligent service system, introducing AI emotion recognition technology in customer service processes. A "real-time perception and instant adjustment" service model was established. It helps service staff identify user emotions promptly and adjust communication strategies. This reduces conflicts and improves response quality. In addition, by establishing a front-end service quality management system, the Company conducted targeted surveys involving nearly 44,000 participants in total. Based on the findings, 20 service improvement initiatives were implemented. These efforts optimized the end-to-end service experience from the front end to the back end.



Community Service Survey Questionnaire



¹⁶ Statistical dimension: The number of satisfactions/feedback ratings for questions consulted by users through voice and online channels.

Human Capital

Weibo regards talent as the core driver of sustainable development. Building on a comprehensive employee rights protection framework, we continuously strengthened health and safety management, developed a holistic and flexible employee benefits system, and enhanced our talent development mechanisms. We remain committed to growing together with our employees and jointly creating a sustainable future.

part 04



4.1 Employee Care

Weibo is committed to building a fair and transparent workplace. Protecting employees' legitimate rights is always a top priority. The Company expands diverse and effective communication channels. It safeguards employee health and safety and provides continuous learning and development programs to empower long-term employee growth.

4.1.1 Upholding Equal Employment

Weibo strictly complies with the *Labor Law of the People's Republic of China* and the *Labor Contract Law of the People's Republic of China*. It also follows relevant international human rights conventions and labor standards, including the *Discrimination (Employment and Occupation) Convention* and the *Declaration on Fundamental Principles and Rights at Work*. The Company has continuously improved internal systems and updated the *Staff Promotion Management Regulations*, the *Position System Management Approach*, and the *Attendance Management Regulations*, among others. These measures safeguard employee rights in recruitment, promotion, compensation, working hours, leave, equal opportunity, diversity and inclusion, and anti-discrimination protection. By the end of the reporting period, no incidents of discrimination or harassment occurred.

Weibo consistently adhered to the principle of equal employment and retained a diverse employee structure. In the recruitment process, we provide equal opportunities for candidates of different genders, ethnicities, skin colors, ages, nationalities, and religious beliefs. In 2025, the Company continued its goal of maintaining approximately 1% of employees with disabilities and 5% of employees from ethnic minority backgrounds.

Progress of goals:

By the end of the reporting period

Employees with disabilities and ethnic minority

354

Disabled employees

49

Minority employees

305

From

24 ethnic minorities

Recruitment Strategy

Weibo has established a comprehensive talent recruitment and development strategy. At the beginning of each year, business leaders, with the support of Human Resource Business Partner (HRBP) and recruitment consultants, formulate annual recruitment plans. These plans are guided by the Company's strategic objectives and talent requirements. We also take into full consideration factors such as market conditions and talent pipeline development. Based on these assessments, the Company forecasts its hiring needs and develops a well-structured annual recruitment plan.



Weibo's Recruitment Strategy Implementation Process

Diversified recruitment tools are used to support development needs. In 2025, Weibo introduced AI technologies to enhance recruitment efficiency and the precision of talent selection.

Upgrade the Intelligent Talent Pool

- We continuously optimize the intelligent talent pool by implementing intelligent classification and talent reserves through tags, operational paths, and resume information, and maintain regular contact with potential target talents to ensure a backup of talent resources. The Intelligent Talent Pool has emerged as one of our top three talent sources for experienced hire.

Improve Diversified Scientific Evaluation Tools

- We further improve the recruitment evaluation system by systematically evaluating candidates from multiple aspects such as cognition ability, personality, competence potential, and career risk based on job characteristics, application scenarios and talent situation. This comprehensive understanding of talent characteristics aids in recruitment decision-making.
- The occupational personality assessment tool has been fully implemented in the social recruitment field, achieving 100% onboarding coverage, enhancing the quality of new employees and effectively reducing hiring risks.

Centralized Recruitment Delivery

- Vertical centralized management was implemented for the recruitment delivery work of certain subsidiaries, while sharing procurement resources and tools of the Group. By leveraging the Group's full-process efficiency tools and channels, the recruitment efficiency and quality have been significantly improved, with an overall recruitment efficiency increase of 20% year-over-year in 2025.

Promote AI Interview Applications

- In the management trainee campus recruitment project, AI interview technology was introduced for the first time to help talent selection. We built customized capability models based on different job directions, combined the highly interactive characteristics of AI tools, and integrated employer brand information transmission to achieve accurate screening and effective attraction of target talents.

Applying the Recruitment Strategy to Secure a Talent Pool for Core Positions

In 2025, Weibo continued to improve its talent recruitment strategy, taking the talent pool of technology and algorithm positions as a key talent acquisition strategy. With the help of the recruitment system, the Company continued to reach and activate existing talents in the field of artificial intelligence in the talent pool, and carried out targeted communication and precise invitations. In the recruitment process, the Company introduced the AI interview model. Based on business interviews, special seminars, and past job competency models, the Company built a customized AI interview ability evaluation system. Through the efficient linkage of intelligent tools and the talent pool, combined with refined process management and cross-departmental collaboration, the Company efficiently completed the introduction and onboarding of talents for core positions such as intermediate and senior search algorithms and products within two months, building key talent advantages for the Company in fierce market competition.

Recruitment Channels

In 2025, Weibo recruited talents with different skills, backgrounds, and experiences through campus recruitment and social recruitment. Campus recruitment covered the recruitment of fresh graduates, intern recruitment, and school-enterprise cooperation projects. Social recruitment mainly adopted a combination of online and offline methods and internal employee recommendations to attract high-quality talents.

Weibo continued to promote its global campus recruitment layout, extensively attracting students and fresh graduates from diverse backgrounds at home and abroad to join. By providing professional training and integration plans, the Company helped school-recruited new employees quickly adapt to their positions and release their potential. To ensure talent competitiveness, the Company conducted third-party salary surveys every year, continuously providing an industry-attractive salary and welfare system, and strongly supporting the recruitment and retention of top campus talents. In 2025, annual school recruitment accounted for more than 24% of annual new employees.

Cybersecurity Talents Recruitment Fair

During the campus recruitment period in autumn 2025, Weibo participated in various special job fairs organized by the government and various universities, including the "2025 Cybersecurity Talents Recruitment Fair" and the "Beijing University of Posts and Telecommunications 2025 Autumn Large-scale Two-way Selection Meeting," providing multiple positions for fresh graduates.

University Visit and Exchange Activity

In 2025, the Company received teachers and students from Communication University of China, Beijing University of Posts and Telecommunications, Harbin Institute of Technology, and other institutions to visit and exchange at the Company. The Company invited company executives to share Weibo's development history, latest technologies, and products on-site, and answered students' questions on employment.



University Visit and Exchange Activity

Campus Recruitment

Supporting Youth Employment

Weibo has always fulfilled its corporate social responsibility, thoroughly implemented the national policy of "Stabilizing Employment," and made every effort to help young people find employment. In 2025, the Company provided more basic jobs for youth employment, an increase of 37% in the number of positions compared to 2024.

Job-Hunting Knowledge Sharing

In 2025, the Weibo platform was used to continuously update all kinds of job-seeking information and workplace knowledge to help young people establish a correct view of career choice and teach job-seeking skills.

Weibo Supporting Youth Employment



Best Employer

In 2025, the Company was recognized with multiple Excellent Employer Awards:

<p>2025 NFutureAI Recruitment Excellence Leadership Award</p> <p>NEWCODER</p>	<p>HR AI Practices Excellence Award</p> <p>Moka</p>	<p>Digital Talent Development Excellence Award</p> <p>KNX</p>
<p>Jobseekers' Choice Employer</p> <p>Maimai</p>	<p>Top Employer Rated by Fresh Graduates</p> <p>Maimai</p>	<p>Customer Success Award</p> <p>Liepin</p>
<p>Pioneer Award for HR AI Efficiency Innovation</p> <p>HR Encyclopedia Community</p>	<p>Most Loved Employer</p> <p>Shixiseng</p>	<p>Ram Charan Management Practice Award</p>

Recognition of Best Employer Awards

4.1.2 Safeguarding Employees' Rights

Weibo regards protecting the basic rights and interests of every employee as the primary responsibility of the Company's development, and integrates the concept of human rights into its daily operations and culture. By establishing a sound system and implementing special measures, we are committed to creating a working environment free of discrimination, harassment, and bullying, ensuring that all employees receive equal development opportunities and receive due respect and protection of their rights at work.

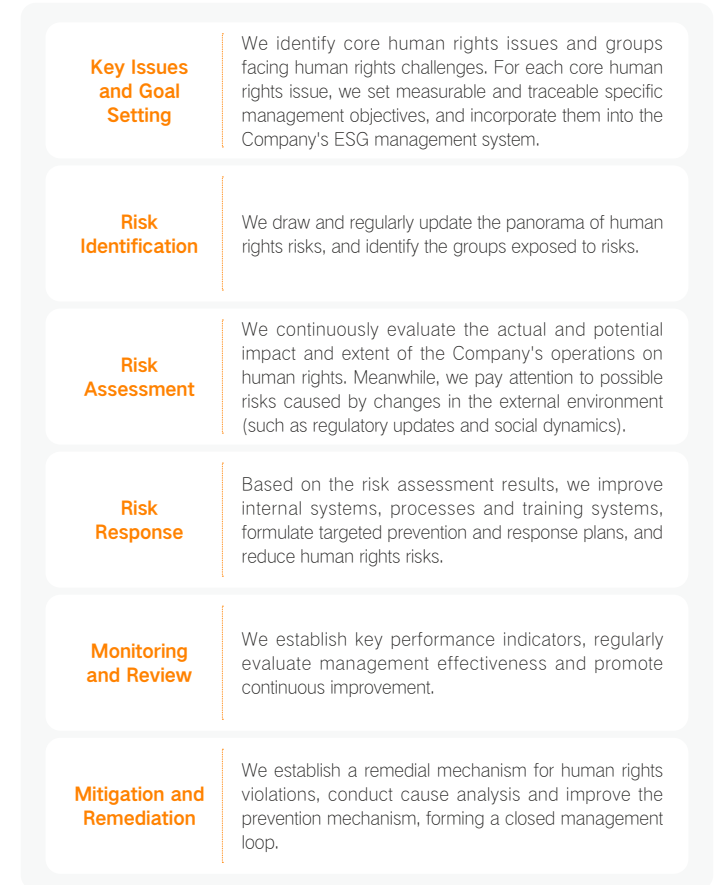
Human Rights Management and Commitment

Weibo actively responds to the *Universal Declaration of Human Rights*, the *International Covenant on Economic, Social and Cultural Rights*, the *United Nations Guiding Principles on Business and Human Rights*, and the *Declaration on Fundamental Principles and Rights at Work* formulated by the International Labour Organization. The Company has formulated the *Regulations on Human Rights Management*¹⁷ to improve the Company's management requirements. This regulation covers all employees of the Company's subsidiaries or its affiliated companies in China, including but not limited to regular employees, interns, outsourced employees, part-time employees, and other types of personnel that may appear. In addition, we also require our partners and suppliers to abide by the human rights policy and encourage them to formulate similar policies to ensure that all business activities of the Company respect and protect human rights and create a diverse and harmonious working environment. During the reporting period, there were no non-compliance incidents related to human rights at Weibo.

The Company firmly opposes human trafficking, forced labor, and any form of child labor, and respects freedom of association. We respect the collective bargaining right of the trade union. The Company respects female employees, disabled employees, ethnic minority employees, and all other employees with different cultures, backgrounds, and conditions. All employees are treated equally and receive equal pay for equal work. The Company commits to paying wages on time and in full, paying social insurance, and providing various welfare benefits to employees in accordance with national laws and relevant regulations of local governments. The Company pays attention to employees' physical and mental health and carries out a variety of employee care activities to help employees achieve work-life balance.

Human Rights Risk Assessment and Remedies

Weibo has established a sound human rights management process. The Company regularly identifies and evaluates potential human rights risks in the Company's own operational value chain, assesses the impact degree of identified risks, and establishes and implements corresponding prevention and response mechanisms to avoid and mitigate relevant human rights impacts.



Weibo Human Rights Management Process

¹⁷ [RegulationsonHumanRightsManagement.pdf](#)

In 2025, Weibo identified five core human rights issues closely related to business operations, and established a dedicated policy and guarantee system to systematically protect the rights and interests of all relevant parties on the platform.

Key Issues	Policies and Goals	Risk Identification	Exposed Group	Level of Impact	Risk Prevention and Response	Key Performance Review	Remedial Measures
The Right to Fair and Favourable Working Conditions	<p>Policies:</p> <p><i>Sina Group Regulations on Human Rights Management</i> <i>Employee Handbook</i> <i>Regulations on Equality, Anti-discrimination and Diversification Management</i> <i>Commitment on Equity and Diversity</i> <i>Compensation and Welfare Management Standards</i> <i>Recruitment Management Standards</i> <i>Performance Management System</i></p> <p>Goals:</p> <ul style="list-style-type: none"> Put an end to any violation of labour rights and interests such as child labour, forced labour and discrimination in recruitment. 	<ul style="list-style-type: none"> If an enterprise employs child labor, forced labor or discrimination in recruitment, there will be legal compliance risks, business operation risks and social reputation risks 	<ul style="list-style-type: none"> Employees Suppliers and partners 	Medium	<ul style="list-style-type: none"> Establish a dual verification mechanism for employment status and age to eliminate the possibility of child labor recruitment from the source Strengthen daily management, publish multiple complaint channels and anonymous complaint channels, and form a normalized supervision and feedback system 	<ul style="list-style-type: none"> There was no occurrence of child labor or forced labor at Weibo 	<ul style="list-style-type: none"> If child labor or forced labor occurs, the labor union and human resources department will immediately initiate investigation procedures, and take serious measures according to laws, regulations and company systems to resolutely prevent such acts from happening again
Occupational Health and Safety Rights	<p>Policies:</p> <p><i>Sina Group Regulations on Human Rights Management</i> <i>Emergency Response Manual</i></p> <p>Goals:</p> <ul style="list-style-type: none"> Ensure a safe and healthy office environment for all staff Protecting the physical and mental health of employees 	<ul style="list-style-type: none"> Long-term use of computers can easily lead to health risks such as visual damage and shoulder, neck, waist and back strain Fast-paced and high-intensity work in the industry may cause psychological stress such as anxiety. 	<ul style="list-style-type: none"> Employees Suppliers and partners 	High	<ul style="list-style-type: none"> Conduct regular occupational health and safety training Set up gyms and diversified psychological courses to guide employees to pay attention to and improve their physical and mental health Regularly conduct equipment maintenance, actual combat drills and annual first aid training for various emergencies Entrust a third-party professional organization to carry out food safety inspection every quarter 	<ul style="list-style-type: none"> There are 216 employees holding junior first responder certificates at Weibo 	<ul style="list-style-type: none"> In case of emergency accident, immediately start the emergency plan and give priority to ensuring the safety of employees Carry out comprehensive investigation of the cause of the accident afterwards, and formulate and implement systematic improvement measures accordingly The labor union and Human Resources department will promptly step in to offer care and support to affected employees, providing assistance such as union relief funds and Umbrella of Care programs

Key Issues	Policies and Goals	Risk Identification	Exposed Group	Level of Impact	Risk Prevention and Response	Key Performance Review	Remedial Measures
<p>The Right to Freedom of Expression</p>	<p>Policies: Sina Group Regulations on Human Rights Management Employee Handbook</p> <p>Goals:</p> <ul style="list-style-type: none"> Protect employees' right to express their opinions on work-related issues, and ensure that disputes and suggestions can be responded to and handled in a timely manner through standardized channels 	<ul style="list-style-type: none"> Restricting employees' freedom of expression may lead to risks such as organizational disability and brain drain 	<ul style="list-style-type: none"> Employees Suppliers and partners Users 	<p>Medium</p>	<ul style="list-style-type: none"> Clearly set up complaints and grievance clauses in the <i>Employee Handbook</i> Through multiple mechanisms such as diversified communication channels and third-party anonymous complaint platforms, we promote the exchange and feedback of employees' opinions. Regularly conduct employee satisfaction surveys every year to listen to and respond to employees' real demands 	<ul style="list-style-type: none"> The overall participation rate of the Weibo employee satisfaction survey reached 94%, and the engagement survey result was 84%, which was the same as that of 2024 and reached the top 25% in the Internet industry 	<ul style="list-style-type: none"> Continue to improve the two-way communication mechanism through quarterly anonymous surveys and special dialogue meetings between management trainees and CEOs After the satisfaction survey, a special communication meeting was held to publicize the relevant measures, and a tracking mechanism was established, so that the reasonable demands of employees were responded to and implemented in a timely manner
<p>The Right to Equality, Freedom from Discrimination, Harassment and Violence</p>	<p>Policies: Sina Group Regulations on Human Rights Management Employee Handbook Employee Relations Management Regulations Regulations on Equality, Anti-discrimination and Diversification Management Commitment on Equity and Diversity Compensation and Welfare Management Standards Recruitment Management Standards Performance Management System Training Management Standards Organization Management System</p> <p>Goals:</p> <ul style="list-style-type: none"> Comprehensively protect employees' legal labor rights in terms of recruitment and promotion, salary and benefits, working hours, holidays, equal opportunities, diversity and inclusion, anti-discrimination and anti-harassment protection Protect whistleblowers from retaliatory treatment 	<ul style="list-style-type: none"> In the whole process of human resources management, such as recruitment, employment, training, promotion, salary and benefits, there is a hidden risk of discrimination caused by unconscious bias, which affects fair treatment and development opportunities There are risks of sexual harassment, physical violence and other behaviors, resulting in damage to employees' physical and mental health Employees are silent for fear of retaliation, resulting in hidden problems and management blind spots 	<ul style="list-style-type: none"> Employees Suppliers and partners 	<p>Medium</p>	<ul style="list-style-type: none"> Establish a comprehensive system to protect employees' rights and interests to ensure that employees enjoy equal rights in all aspects If employees encounter or witness sexual harassment or discrimination, or have questions about the diversity policy, they can seek help from their superiors, HRBP and trade unions The whistleblower protection system is specified in the <i>Anti-retaliation Regulations for Weibo Employees Reporting Illegal Acts</i>, and the whistleblower's personal information and reporting content are strictly confidential Employees may also report concerns and file complaints through a third-party anonymous platform 	<ul style="list-style-type: none"> The female employees accounted for 55%, 49% in STEM-related positions, and 59% in revenue-generating positions The Company had a total of 354 employees with disabilities and ethnic minority employees, including 49 employees with disabilities and 305 ethnic minority employees, who come from 24 different ethnic minority groups. 	<ul style="list-style-type: none"> In response to reports received involving discrimination or harassment, the Company initiates a rapid investigation procedure and takes corresponding measures based on the investigation results to ensure that the incident is properly resolved

Key Issues	Policies and Goals	Risk Identification	Exposed Group	Level of Impact	Risk Prevention and Response	Key Performance Review	Remedial Measures
<p>The Right to Privacy and Personal Information Autonomy</p>	<p>Policies:</p> <p><i>Information Security Management System Policy</i> <i>Cyber Security Management System</i> <i>Security Training System</i> <i>Information Security Risk Management Measures</i> <i>Information Security Incident Management</i> <i>Information Security Manual</i> <i>Specification for Vulnerability Reporting Management</i></p> <p>Goals:</p> <ul style="list-style-type: none"> Guarantee users' autonomous control over their personal information, including the complete right to access, correct, delete and cancel personal data Ensure that all employees receive information security and privacy training 	<ul style="list-style-type: none"> Violation of laws and regulations such as the <i>Personal Information Protection Law</i> and the <i>Data Security Law</i>, and facing compliance risks Damage to user trust, leading to user loss and damage to brand reputation If cross-border data transfer is involved, it may violate international data protection regulations and affect global business expansion 	<ul style="list-style-type: none"> Employees Suppliers and partners user 	<p>High</p>	<ul style="list-style-type: none"> Set up a dedicated security compliance team and a dedicated data and algorithm security team to clarify responsibilities. Establish a full life cycle personal information protection mechanism In the user agreement and product interaction links, key algorithm logic, data sources and their influence are disclosed to users to protect users' right to know and choose 	<ul style="list-style-type: none"> Weibo has passed ISO 27001 information security management system certification and national network security level protection (level 3) certification, covering 100% of the Company's business, ensuring that its information security capabilities meet international certification standards Conducted relevant training for full-time employees, part-time employees, and contract workers. In 2025, on-site information security training for Weibo's suppliers and contractors covered 108 participants, with an average of 1 hour of information security training per person 	<ul style="list-style-type: none"> Establish a clear and standardized emergency response process for network and information security incidents, and the emergency response and recovery work have passed the third-party management system certification



4.1.3 Advocating Equal Communication

Weibo actively creates an open, inclusive and transparent communication atmosphere, listens to employees' voices and responds to their concerns through diversified communication networks, satisfaction surveys and other channels. Since 2024, the Company has introduced an independent third-party anonymous complaint platform, offering employees a safe and secure channel to voice their opinions and grievances without concern for potential negative impacts or personal privacy breaches.

Employee Anonymous Complaint Platform

Dear Colleague,

Welcome to Sina Group's Anonymous Complaint Platform on DingTalk!

This is a fully independent third-party platform where you can choose to submit your complaint completely anonymously. If you remain fully anonymous, we will have no way to contact you.

Alternatively, you may choose to leave your email or phone number, allowing us to follow up for further details or provide you with feedback on the resolution.

Thank you!

***01** Would you be willing to share your contact details so we can reach out to you for follow-up and provide updates on the result?

Yes

No

***02** Please describe the issue you would like to report:

[Submit the form](#)

The Anonymous Third-Party Complaint Platform

Weibo has established diverse communication channels and explicitly set out grievance and appeal procedures in its *Employee Handbook*. It states that every employee has the right to raise suggestions, complaints, or appeals through formal channels or anonymous reporting platforms regarding work arrangements, working conditions, employee relations, or any work-related issues. The company commits to treating all feedback seriously and handling it appropriately.

Issues	Complaint/Grievance Channels
<p>Disciplinary punishment complaint</p>	<ul style="list-style-type: none"> • Submit a written complaint to the immediate superior if the employee has objection to the punishment. • Employees who have misgivings to communicate with their immediate superiors may directly appeal to a higher-level supervisor or manager.
<p>Performance appraisal complaint</p>	<ul style="list-style-type: none"> • Employees may, if they regard themselves as the victim of unfair treatment or have any material objections to the appraisal results, make appeals to HRBP within five working days after the performance interview/upon receipt of the performance results.
<p>Ethics and compliance issues</p>	<ul style="list-style-type: none"> • Employees can contact the Compliance Department of the Group directly for assistance or to complain, either anonymously or in their own name. • Tel: 0086-10-58983041 • Email: compliance@staff.sina.com • Report letter and visit address: Sina Group Compliance Supervision Department (200010), 18/F, Building S2, Bund Financial Center, No. 600, Zhongshangdong Second Road, Huangpu District, Shanghai
<p>Discrimination, harassment and diversity</p>	<ul style="list-style-type: none"> • Any employee who has experienced or witnessed sexual harassment, or suspected sexual harassment, or has any confusion or disagreement about sexual harassment issues and other diversity management issues in the Company may seek assistance from their supervisors, HRBP and the Labor Union. • Email of the Labor Union Leader: Email: sinagh@staff.sina.com
<p>Health and well-being</p>	<ul style="list-style-type: none"> • An Employee Care Group has been established to enhance employees' sense of belonging and happiness by carrying out communication advocacy and empowerment and assisting in the implementation of the Employee Care Program. • Employee assistance: an Employee Assistance Program (EAP) hotline.
<p>Other issues</p>	<ul style="list-style-type: none"> • Shared Service Center Hotline 5588 • HR Assistant Smart Customer Service Mini Program • A Roast for employees making voices and the Company giving responses

The Company consistently handles every employee complaint in accordance with the principles of objectivity and fairness, ensuring a rigorous and compliant process. Upon receipt of a complaint, an investigation is initiated following established procedures, and progress and outcomes are promptly reported to management. Where necessary, appropriate measures, including temporary suspension, may be taken against the personnel involved in accordance with company policies to ensure the smooth conduct of the investigation. Throughout the process, the Company strictly safeguards the complainant's privacy, keeping personal information such as name, contact details, and department confidential.

Meanwhile, the Company has established multi-tier regular communication mechanisms, including bi-weekly management meetings, quarterly middle-management meetings, departmental meetings at the operational level, and OKR review and discussion sessions, to strengthen internal dialogue and promote efficient information flow and cross-departmental collaboration. In addition, the Company has legally established and continuously improved its trade union system and implemented the *Trade Union Financial Management Policy* and the *Interim Measures for Trade Union Asset Management* to effectively safeguard employees' rights to democratic participation and communication. In 2025, the Company's union membership rate reached 95%.

Employee Satisfaction Survey

Since 2014, Weibo has been conducting the "Voice of Employees" survey for 12¹⁸ consecutive years to continuously understand employees' work experiences and career development needs, thereby optimizing human resource management and boost employee satisfaction and sense of belonging. In 2025, we continued to engage a third-party institution to conduct the "Voice of Employees" survey, ensuring that employee information remained encrypted throughout the process. Survey results indicate that the score for the employee-focused dimension has increased year by year¹⁹.

The survey results revealed

Overall employee participation rate of

94%

Employee dedication was

84%

Placing Weibo in the top

25% of China's internet industry

Following the survey, the Company conducted an in-depth analysis of the results and implemented targeted improvements across key management practices. We further strengthened our two-way communication mechanisms by launching regular and ad hoc thematic surveys and organizing dedicated dialogue sessions between management trainees and the CEO, fostering transparent and efficient internal communication. We continued to enhance our flexible benefits programs and introduced expanded professional mental health services, demonstrating comprehensive care for employees' physical and psychological well-being. At the same time, we deepened our culture of recognition and incentives to further energize the organization. To ensure the effective implementation of improvement measures and establish a closed-loop feedback mechanism, the Company disclosed relevant initiatives through dedicated communication sessions and implemented tracking mechanisms to ensure that employees' reasonable concerns are addressed and resolved in a timely manner.



¹⁸ Satisfaction surveys have been conducted in all years except 2022, when they were suspended for one year due to the outbreak.

¹⁹ The employee dimension score increased by 4.3% compared to 2024 and by 9.2% compared to 2023.

4.1.4 Guarding Employee Health and Safety

Weibo strictly complies with the *Law of the People's Republic of China on the Prevention and Control of Occupational Diseases* and other applicable laws and regulations. The Company continuously updates and implements internal policies, including the *Emergency Response Manual*, which clearly defines procedures for handling incidents such as confined space management, fire emergencies, elevator entrapment, workplace violence, water leakage or supply interruptions, and natural disasters, thereby strengthening its health and safety management system. In accordance with the *Emergency Response Manual*, the Company regularly conducts workplace inspections and emergency drills. In addition, regular fire safety training is provided to suppliers to mitigate safety risks and safeguard employee well-being.

In 2025, to enhance employees' safety awareness and practical emergency response capabilities, the Company organized four special first-aid training sessions, covering 152 employees in total. The training combined theoretical instruction with hands-on practice, focusing on core skills such as cardiopulmonary resuscitation (CPR), trauma bleeding control, and bandaging. These efforts effectively strengthened employees' ability to respond to emergencies through self-rescue and mutual assistance.

By the end of the reporting period,

Employees within Weibo held junior first responder certificates

216

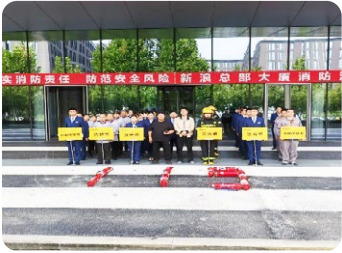
The Company also places strong emphasis on food safety management in employee cafeterias. Third-party professional institutions are invited quarterly to conduct specialized food safety inspections, and food safety awareness training sessions are regularly organized to comprehensively safeguard employees' health.



Office Inspection



Stuck-in-the-Elevator Drill



Fire Drill



First Aid Training



Third-party Safety Inspection



Third-party Safety Training

A Fire Drill in Sina Plaza



To implement the management principle of "prevention first, combining prevention with firefighting," and to enhance fire safety preparedness, the Company organized fire safety training and drills for all property management personnel and employees in 2025, with 385 participants in total. The drill included demonstrations of first-aid procedures, explanations of firefighting equipment, protective gear demonstrations, live fire-extinguishing exercises, and smoke tent evacuation simulations. These activities helped employees master fire emergency response and safe evacuation procedures, significantly improving overall fire safety awareness.



Firefighter Gear-Up Skills Demonstration

In 2025, Weibo achieved systematic progress in building a healthy enterprise and enhancing employees' quality of life. In strict alignment with national standards for healthy enterprise development, Weibo integrated health management into daily operations through the normalized operation of dedicated working groups and the continuous optimization of relevant policies, embedding the concept of a healthy workplace across the organization.

Meanwhile, Weibo leveraged the platform advantages of its parent company Sina Group as a pilot unit of the National Federation of Trade Unions for "Improving the Quality of Employee Life," as well as the "Happiness Wave" project framework. In 2025, the Company integrated resources and made solid progress in building and improving a "six-in-one" employee service system covering six dimensions: remuneration and benefits, career development, work environment, corporate culture, rights protection, and health and wellness.



4.2 Workplace Diversity

Weibo is committed to cultivating an inclusive and open workplace that promotes interaction and integration among employees from diverse backgrounds, stimulates innovation, and supports employee growth and value creation.

4.2.1 Promoting Diversity, Equity, and Inclusion (DEI)

Weibo continuously enhances its diversity management framework through systematic policy design and inclusive welfare initiatives, ensuring that every employee feels respected and supported, thereby aligning corporate development with employee growth.

Diversified Governance and Management System

Weibo integrates principles of equality and diversity into its daily operations. The Company has issued the *Commitment on Equity and Diversity*²⁰ and the *Regulations on Equality, Anti-discrimination and Diversification Management*²¹, establishing a diversity governance framework led by the ESG Committee as the highest oversight body. The ESG Committee is responsible for formulating diversity policies, overseeing implementation, and monitoring progress toward diversity goals. Implementation progress is regularly reviewed and evaluated during ESG meetings. In 2025, the Company continued its commitment to maintaining approximately 1% representation of employees with disabilities and 5% representation of ethnic minority employees.

Diversity Policies and Training

To ensure that every employee understands and practices the Company's diversity principles, we conduct annual dedicated diversity policy training for all employees, including part-time and contract workers. The training courses on *Professional Ethics and Code of Conduct* and *Diversity of Workplace Culture* have been incorporated as compulsory content in new employee onboarding training, and all employees are required to complete the courses online. The Company also pushes annual refresher training reminders through the Sina Classroom to reinforce continuous learning. During the year, a total of 1,931 participant attendances were recorded for diversity-related training programs, further embedding diversity principles into the organizational culture and enhancing employees' understanding and recognition of diverse values.

The Company encourages all employees who experience or witness unequal treatment, discrimination, or suspected sexual harassment to report or seek support from their direct supervisors, HRBP, or trade unions in a timely manner. We are committed to treating all relevant complaints with strict confidentiality and handling them fairly and promptly.

²⁰[CommitmentEqualityDiversity.pdf](#)

²¹[RegulationsOnEqualityAnti-DiscriminationDiversityManagement.pdf](#)

Special training on the *Professional Ethics and Code of Conduct*

Focusing on anti-discrimination and anti-sexual harassment, and respect for religious culture, with topics such as "How to Correctly Respond to Discrimination and Harassment Incidents"

Special training on the *Diversity of Workplace Culture*

Aiming at strengthening employees' awareness of diversity and inclusion, with topics such as "Unconscious Bias and Micro-Discrimination", "AntiGender Discrimination", and "Inclusive Work"

Special Training on Diversity Policies

○ During the year

a total of

1,931

participant attendances were recorded for diversity-related training programs

Diversity Plans and Projects

The Company always respects and values the diverse backgrounds of its employees. On the basis of advocating multiculturalism, the Company continues to promote the implementation of equal opportunities and inclusive support measures. For employees with disabilities, we improve their work convenience and participation by optimizing office arrangements, providing commuting assistance, and implementing remote working options for certain positions. For ethnic minority employees, we have established a dedicated halal catering area in the staff canteen and provide corresponding holiday arrangements during important traditional festivals, respecting and supporting their cultural customs and beliefs.

Weibo is committed to promoting gender equality. Through the establishment of the Women's Federation, the Company safeguards the legitimate rights and interests of female employees. The Company strictly implements national maternity-related policies and provides a series of benefits for female employees during pregnancy and lactation, including maternal and infant rooms, childcare subsidies, supplementary maternity insurance, and newborn medical coverage. In terms of career development, the Company reserves the original positions for female employees returning to work after maternity leave. The human resources department and business leaders jointly assist them in clarifying their responsibilities and adjusting their work objectives to support their smooth return to the workplace. In 2025, Weibo focused on the physical and mental health and career development of female employees, empowering them to demonstrate their strength.

By the end of the reporting period

Female employees accounted for

55%

Female employees in STEM-related positions

49%

Female employees in revenue-generating positions

59%

We also carry out a variety of women's care activities every year, including Women's Day themed activities, the "Pink Ribbon" breast health knowledge lecture, and a Mid-Autumn Festival appreciation letter to female employees. These activities attracted more than 2,800 female employees to participate online and offline, expressing care and support for female employees.

"Her Power" Sharing Session



In April 2025, Weibo held its "Her Power" workplace sharing session for the fourth consecutive year. Through the sharing of role model stories and workplace experience exchanges, the event vividly showcased the outstanding qualities of women in the new era. It encouraged female employees to take on important responsibilities and play an active role in the diverse development of the country and society, continuing to contribute as a strong force to Weibo's high-quality development.

微博“她力量”职场分享会

2025.4.11



"Her-Power" Sharing Session

4.2.2 Enhancing Employee Benefits

Weibo continuously improves its benefits system, providing comprehensive welfare support for regular employees, part-time employees, and contract workers. In addition to statutory benefits²², including the five social insurances and one housing fund, annual leave, sick leave, and other statutory holidays, the Company also provides flexible working arrangements, fully paid maternity leave, paternity leave, parental leave, public welfare leave, and free psychological counselling services. These benefits cover multiple aspects of employee well-being including daily life, health, family, and medical care, helping employees achieve work-life balance and continuously enhancing their sense of belonging and happiness.

Life

Holidays: welfare leave, leave for public affairs, public welfare leave, personal leave, etc.; employees are entitled to paid sick days

Extra allowances: complimentary breakfast lunch allowance, special position allowance, etc.

Talent apartment: public rental welfare housing for employees

Childcare allowance: The Trade Union members can apply for the allowance within 6 months after the first childbirth during their employment

Three funds: caring fund, relief fund and condolence fund for those needy, seriously ill and deceased employees

Family-related

"Umbrella of Care" Program: Provides appropriate amount of mutual fund for employees and their families suffering from major illness/disability/death. In 2025, we have successfully assisted 4 employees and their families, contributing a total of RMB 140,000 in charitable donations

Medical insurance: Provides hospitalization medical insurance with a coverage of RMB 300,000 for employees' parents, featuring no pre-existing conditions limitations, no waiting period, and no age restrictions. In 2025, there were 387 claims for parents' insurance, totaling RMB 1.14 million in payouts

Risk protection: Provides outpatient and hospitalization insurance with a coverage of RMB 30,000 for employees and their children, along with critical illness insurance with a coverage of RMB 150,000, accidental injury and insurance with a coverage of RMB 300,000, and traffic accident insurance with a coverage ranging from RMB 200,000 to RMB 1 million

Voluntary insurance: Provides medical insurance products for employees' spouses and their parents-in-law that are not available on the market, allowing employees to choose and purchase

Parent-child event: Organizes parent-child event on Children's Day (June 1st)

Health-related

Physical examination: annual medical check-ups

Fitness support: set up a fitness center to provide employees with a variety of fitness courses and indoor sports, and encourage employees to stick to daily attendance for fitness and develop good habits with Weibo products

Daily health protection: provide refreshing drinks and heating pads for food delimiters, security guards on duty and peripheral cleaning workers according to seasonal conditions

Health space: provide daily medical consultation and medicine services, and free detection kits during the epidemic period of COVID-19, Influenza A Virus and Influenza B Virus, and Mycoplasma Pneumoniae; set up a staff lounge for lunch breaks

Nursing rooms: set up nursing rooms for pregnant and lactating employees

Entertainment

Birthday gift: Send birthday gifts for the Labor Union Members celebrating their birthdays

Festival benefits: Decorate workplace for the Spring Festival and Christmas; distribute mooncake gift box on Mid-Autumn Festival; give roses and shopping card to female employees on International Women's Day

Leisure activities: Distribute movie coupons to the Labor Union members and provide in-app purchase benefits for all employees (including part-time and outsourced employees)

Labor Union Club: Establish various clubs such as football, basketball, yoga, badminton, table tennis, billiards, running groups, and volunteers activities

Additional Benefits Available

²²Statutory holidays include annual leave, sick leave, maternity leave, paternity leave, breastfeeding leave, parental leave, parental care leave, marriage leave, bereavement leave, work-related injury leave, and others.

In 2025, the Company continued the "Wave of Happiness" program, covering more than 8,000 participants. The program places employees' experience at its core, moving away from a traditional management-driven care model to create an efficient and warm workplace. It aims to make the sense of wellbeing of "smooth work and comfortable life" a reality. Focusing on employees' multi-dimensional needs across health, social interaction, and financial wellbeing, the program integrates internal and external resources. Through a variety of themed activities, it promotes the simultaneous improvement of employees' happiness and organizational cohesion.

Free Health Clinic



We regularly organize professional doctors to provide on-site health consultations and free clinic services, helping employees understand their health status in a timely manner and providing health improvement recommendations.

Parent-Child Psychology Course



Through interactive and engaging formats, we help parents and children strengthen emotional connections through joint learning. Children gain knowledge and joy during holidays, while parents enjoy high-quality companionship experiences, fostering mutual growth and warm family bonds.

Dragon Boat Festival Activity



We conduct a bamboo weaving wind chime handcraft experience, guiding employees to create traditional handicrafts by hand, appreciate the unique beauty of bamboo weaving skills, and experience the heritage and charm of Dragon Boat Festival culture.

Women's Day Activity



We organize cultural experience, growth sharing, and care activities exclusively for female employees, paying tribute to their unique contributions and brilliance in both the workplace and life.

The "Touching Moments" Program

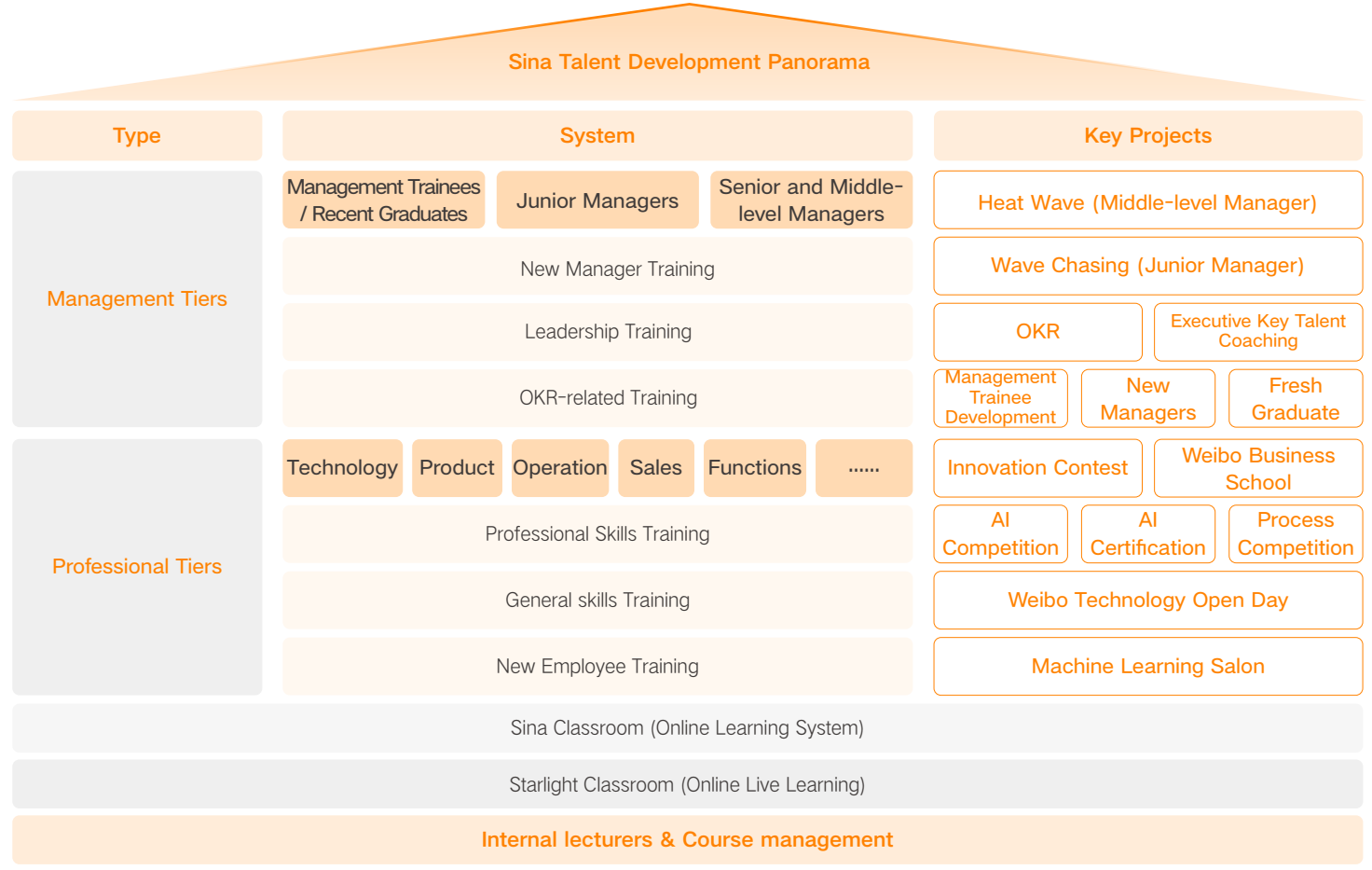
In 2025, the Company continued to advance the "Touching Moments" employee care program, carrying out a series of themed activities across multiple dimensions including health, culture, professional image, and physical and mental wellbeing. The project cumulatively covered more than 11,000 employee participants. Activities included the "Health Clinic" special oral and scalp care program, "World Pain Awareness Week" popular science advocacy for pain management, and the "Photogenic Photo Studio" professional image customization photography sessions. The activities emphasized a combination of traditional humanistic care and modern innovation, further enhancing employees' sense of belonging and organizational cohesion.

4.3 Employee Development

Weibo always places talent development at the core of its strategy. By continuously optimizing the talent training system and improving the multi-level incentive system, the Company builds a high-quality and high-potential professional team. This provides solid talent support for the Company's innovative breakthroughs and sustainable development.

4.3.1 Cultivating Outstanding Talent

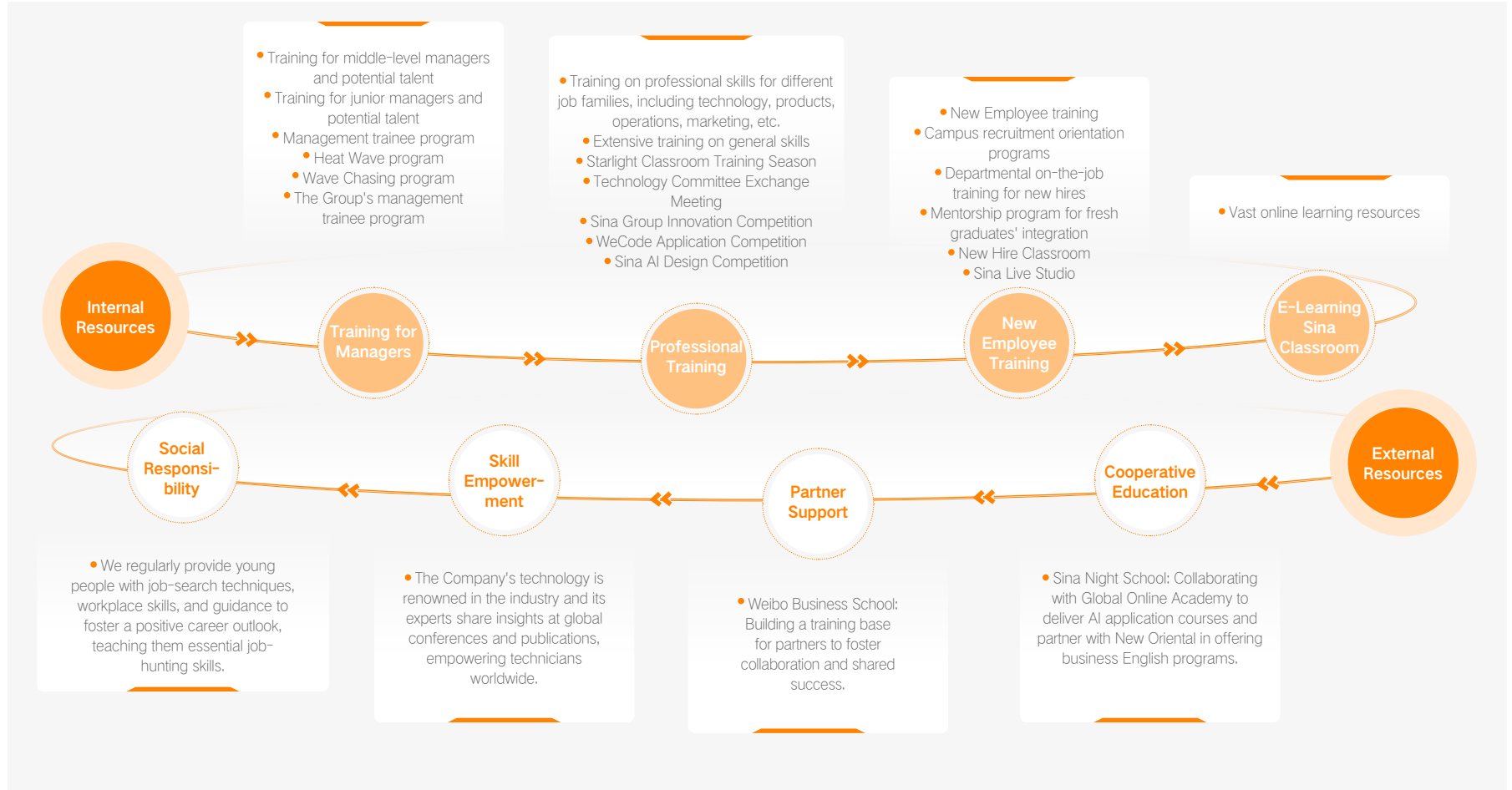
Weibo has established a comprehensive and multi-level talent training system, providing employees with a clear dual-track development path of "management and professional." In terms of the management track, the Company systematically cultivates reserve management talents at all levels through tiered leadership programs such as "Heat Wave," "Wave Chasing," and the "Management Trainee" program. In terms of the professional track, focusing on technology, products, operations, marketing, and other directions, the Company continuously improves employees' essential professional skills and practical capabilities for the AI era. This is achieved through key initiatives such as innovation competitions, product/marketing/operations AI competitions, process competitions, and AI certification, as well as dedicated resources including the "Starlight Classroom," "Machine Learning Salon," and "Technology Open Day," empowering employees to achieve continuous growth.



Weibo Talent Development and Training System

Weibo provides a diversified learning resource system for all employees. Internally, relying on the "Sina Classroom" platform, the Company continuously provides systematic online courses and learning resources for employees, including new employees, professional track personnel, and management track personnel. Meanwhile, the Company actively integrates external professional expertise, cooperating with industry-leading educational institutions, technology partners, and experts to introduce cutting-edge knowledge, technology trends, and industry practices. This continuously expands employees' professional horizons and comprehensive capabilities.

Weibo provides support for all employees, including part-time and contract workers, in obtaining external degree courses and certificates, helping employees broaden their knowledge and strengthen their professional competence. Weibo has formulated the *On-the-job Academic Degree Education Regulations* to provide learning opportunities for core talents in management positions and cover related expenses. The Company also provides leave and recommendation letters for employees in need to fully support them in obtaining external academic qualifications. In 2025, the Company provided support for one employee to pursue a Tsinghua University EMBA degree.



Weibo's Training Resources

New Employee Training

In 2025, Weibo continued to optimize the new employee training system. By integrating general training with business-specific courses, and introducing pre-employment online learning and live lectures, the Company helped new employees systematically understand corporate culture and quickly integrate into the working environment. The Company also established a mentoring mechanism spanning key stages of onboarding. Mentors provide continuous communication and personalized guidance to new employees in areas such as role adaptation, skills improvement, and career planning, helping employees make a smooth transition and accelerate their growth.

Before onboarding

Mentors engage in preliminary communications with new employees, addressing their inquiries, recommending learning resources, and helping them prepare for their new roles.

Initial mentoring

Collaboratively set goals and guide new employees' career development through daily mentorship, regular communication, and task feedback.

Continued monitoring

Continuously monitor employees' growth and provide tailored learning materials or mentorship feedback as needed.

Weibo designs systematic training courses for interns, covering key workplace competencies such as critical thinking, effective communication, time management, upward collaboration, and project management. These courses help interns improve their professional quality and overall capabilities in a comprehensive manner. This training system not only lays a solid foundation for interns' future career development, but also builds a high-quality and high-potential talent pool for the Company.

Leadership Training and Succession Planning

Weibo continues its leadership development programs for the new era, including Heat Wave, Wave Chasing, Management Trainees, and New Managers. These programs build a talent pipeline from high-potential employees to senior managers, continuously delivering successors with forward-looking vision and management competence. In 2025, the Company conducted a senior management talent inventory, with a total of 35 people entering the senior management reserve pool.

Leadership Training Programs	Training Content	Trainees
The Heat Wave Program	Building on centralized classroom learning, this cohort focuses on upgrading the "action learning" module, centred on real business challenges. Participants carry out six months of systematic research and solution design around real business scenarios in cross-departmental groups, achieving cognitive improvement, capability development, and role advancement through solving practical problems.	Middle-level managers and backup
The Wave Chasing Program	Through diversified formats such as assessment feedback, course empowerment, and business sharing, it helps employees broaden their business horizons and strengthen decision-making capabilities, cultivating a reserve talent pool for the Company's core management team.	Junior managers and backup
Potential Manager Cultivation and Selection Initiative	By setting up assessment and selection, evaluation feedback, curriculum empowerment, and interactions with senior leaders, the initiative empowered employees to recognize their shortcomings, refine their business summarization and communication skills, and foster a stronger sense of belonging. This initiative serves to build a robust talent pipeline and cultivate backup teams for middle management.	Junior managers
The Emerging Talent Training Initiative	By offering online tools and retained and motivated young key talents, the initiative boosted employees' business skills swiftly to ensure a solid talent reserve for our development.	Graduates with up to 5 years of experience
The Young Talent Training Initiative	By carrying out Matrix learning and practice, the initiative enhanced fresh graduates' professional, general, and management skills, unlocking their full potential and cultivating future project and junior managers.	Fresh graduates
The Management Trainees Program	By implementing 30 months of customized study and continuous attention, the program reserved and transferred talents for the young products, business and operation managers in Weibo and cultivated future middle and senior management talents for the Company.	Fresh graduates

The Heat Wave Program



In 2025, Weibo continued the Heat Wave Program to expand its management talent pool. By identify potential candidates for senior managers in advance, the program aims to cultivate and reserve outstanding talent, ensuring management continuity and stability. The program includes subject research, assessments, and customized courses. Four HRVP-level external coaches and director-level internal mentors were invited to accompany and guide participants throughout the program, comprehensively improving participants' management maturity and accelerating their development into core business leaders.



Leadership Course



Program Research Coaching

The Wave Chasing Program



To accelerate the growth and development of young high-potential frontline managers and supply reserve talents for the Heat Wave Program, Weibo continued to carry out the Wave Chasing Program for frontline managers with excellent professional capabilities, outstanding management potential, and strong development aspirations. Through diversified formats such as assessment feedback, course empowerment, and business sharing, the program helps frontline managers improve their management capabilities, expand innovative thinking, strengthen team cohesion, and achieve all-round growth and development.



Opening Ceremony



Panel Discussion



Starlight Classroom



As the Company's long-running online learning platform, "Starlight Classroom" closely aligns with organizational strategy and employee growth needs. Through live courses and customized content, it establishes a long-term mechanism for continuously empowering employees to improve their skills. The platform provides not only general courses but also scenario-based tools such as the "Sales AI Sparring System," which helps sales staff improve their communication skills and business capabilities by simulating real customer interaction scenarios. In 2025, the average satisfaction score for Starlight Classroom courses reached 4.92 out of 5, with a cumulative total of 1,235 participants. The platform continues to serve as an important support platform for employees' career growth and professional advancement.

In 2025

The average satisfaction score for Starlight Classroom courses reached

4.92

A cumulative total of

1,235 participants

Training on Professional Skills

To support the rapid development of the business, Weibo provides learning resources for employees in technology, products, sales, and other professional tracks, supporting employees in choosing courses and learning methods according to their personal interests, needs, and career development stage. The Company regularly organizes diversified skills sharing sessions, cross-disciplinary exchanges, and industry seminars, building a supporting platform for employees' continuous learning and professional advancement, and helping them achieve growth and breakthroughs in their professional journey.

Weibo Technology/Business Innovation Efficiency Improvement and AI Certification Promotion



In 2025, Weibo comprehensively promoted AI application adoption across two main directions: "implementation of business scenarios" and "daily efficiency improvement for employees." On the business side, the Company promoted the deep integration of AI with core business through innovation competitions, process competitions, and similar mechanisms. On the efficiency improvement side, the Company organized a series of activities including the AI Design Competition, AI Marketing Planning Competition, AI Operations Competition, AI Agent Challenge, and AI Hackathon, and conducted AI certification for product and research operations teams to systematically improve employees' AI capabilities. Related activities attracted thousands of employees to participate. The business application side produced multiple projects achieving "over-100-million" results. The daily efficiency improvement side also achieved remarkable results—the proportion of AI-generated code on the R&D side increased rapidly, and non-R&D employees widely adopted Agents as work assistants, significantly improving overall work efficiency.



2025 Innovation Competition & Process Competition Awards Ceremony



2025 AI Certification System—DingTalk Badge

External Cooperation

Weibo actively fulfils its responsibility for cultivating industry talents. By deepening cooperation with universities, research institutions, and industry associations, the Company jointly carries out curriculum co-development, practice base construction, specialized training, and other projects. This exports knowledge resources and practice platforms, helping society cultivate industry talents with innovative capabilities and professional competence, and promoting synergy and sustainable development across the industry chain. In 2025, Weibo proactively took on social responsibilities, sharing a large number of youth talent development courses, technical courses, and Weibo product courses with society—such as the social marketing learning platform "Weibo Business School"—to fully support industry talent cultivation and development.

School-Enterprise Cooperation Talent Training Project



Weibo cooperated with research teams from top universities including Beijing University of Posts and Telecommunications and Harbin Institute of Technology to carry out joint research and development on cutting-edge technology topics. The project provides an enterprise-level practice platform for high-quality students, allowing them to participate in technical research in real development scenarios. This realizes two-way empowerment between schools and enterprises, forming a closed-loop talent reserve system of "early identification, in-depth training, continuous attraction, and merit-based recruitment."



Cooperation and Exchange with Teachers of Beijing University of Posts and Telecommunications

School-Enterprise Cooperation Talent Training Project

Weibo joined hands with Beijing Film Academy to build an employment and entrepreneurship practice base, aiming to cultivate compound film and television talents who possess both artistic literacy and technical capabilities, as well as creative expression and industry logic.

"Career Path to the Future" Internship Recruitment Season: Held regularly in March and September each year. Partner enterprises provide internship positions covering the full value chain each season and set up a "priority recommendation channel" to achieve precise matching of candidates and positions.

"Industry First Lesson" Vocational Ability Leap Workshop: Four to six sessions are held each semester. Enterprise experts are invited as "Beijing Film Academy Industry Mentors" to deliver special presentations, helping students understand industry frontlines and technology trends.

"Light and Shadow Creation" Micro-Project Competition: Adopts a model where "enterprises set the challenge and students take it on," promoting the realization of students' creative ideas in real industry scenarios.



Employment and Entrepreneurship Practice Base at Beijing Film Academy

4.3.2 Shaping Future Career

Weibo attaches great importance to the development and growth of talents, providing employees with a clear career growth path by continuously improving the promotion system and performance evaluation system. The Company updated internal systems including the *Staff Promotion Management Regulations* and *Position System Management Approach*, clarifying the dual-track development model of management and professional sequences, and establishing a transparent and fair promotion and assessment mechanism. Employees can flexibly choose a suitable development direction according to their own capabilities and career plans, achieving mutual growth of individuals and the Company. In 2025, Weibo further updated its promotion standards by adding AI capability-related evaluation dimensions, promoting the talent structure to continuously adapt to the needs of technology and business development.

The Company continues to advance the internal talent mobility program, striving to build an efficient and transparent internal talent flow platform. Through various channels such as the Company intranet and email notifications, internal recruitment information is published. Special publicity and incentive mechanisms are implemented to enhance employees' awareness of and willingness to participate in internal transfer opportunities, promoting the rational flow and optimal allocation of talents within the Company. The Company also provides a third-party platform for employees to submit applications, actively responding to employees' transfer requests.

In 2025

The internal mobility program successfully helped more than

120

employees achieve internal transfers at Weibo, activating the Company's vitality and unlocking talent potential.

Performance Evaluation and Appraisal

Weibo has established a scientific and well-structured performance evaluation and incentive mechanism, committed to providing employees with fair and market-competitive remuneration and development returns. The Company established a Target Management Committee, formulated clear target management principles and procedures, and oversees the setting, calculation, and adjustment of Company-wide objectives. Key objectives are cascaded down level by level, with progress tracked on a weekly and bi-weekly basis, and regular quarterly reports made to the CEO to ensure effective alignment between strategy execution and process management. For mid- and senior-level managers, in addition to routine business assessment, the Company further strengthens the evaluation of their management responsibilities by signing management target responsibility letters, clarifying management requirements and team development objectives, and promoting managers' dual accountability for business advancement and team building.

In the design of the assessment system, the Company uses KPIs as the core, linked with the OKR mechanism. Some business units adopt a more quantitative points-based assessment model. Assessment cycles are differentiated according to each business unit's characteristics, with some business segments adjusted from quarterly to semi-annual assessment to better fit actual business rhythms.

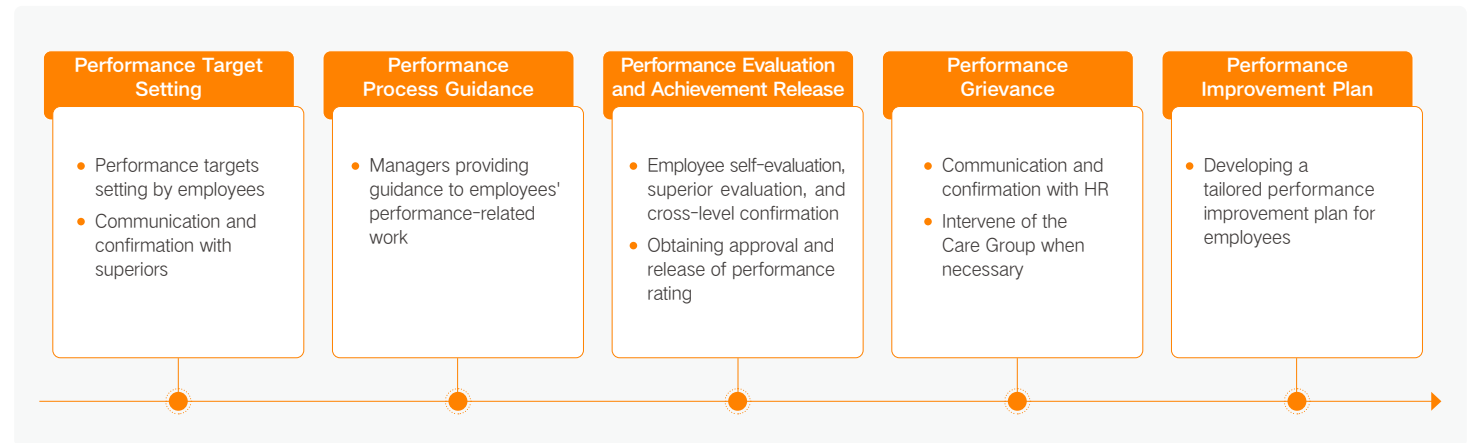
The Company carries out systematic performance appraisals and evaluations quarterly based on employees' actual performance. A comprehensive performance management system has been established covering goal setting, process guidance, evaluation feedback, and improvement.

In the goal-setting process, strategic objectives are cascaded layer by layer, with a focus on verifying how mid- and frontline managers take on strategic goals. This year, the scope of strategic performance cascade

review was expanded from the VP-1 level to the VP-2 level. Goal-setting rules were formulated for all levels, and an indicator correlation function was launched in the performance system to achieve online closed-loop management of strategic performance breakdown and review.

Performance evaluation cycles are set according to business differentiation, including monthly, quarterly, semi-annual, and annual assessments. Evaluation results are primarily based on goal achievement. For employees who have participated in key projects, OKR achievement is also taken into reference. For functional departments, internal and external customer satisfaction survey results serve as important reference data. For organizations implementing the points-based assessment model, points results serve as an effective and objective basis for performance evaluation.

This system closely integrates individual performance results with bonus distribution, salary adjustments, and long-term incentives, ensuring that employees receive objective evaluation and effective motivation. In addition, the Company has incorporated the performance evaluation mechanism into the training system, providing evaluation feedback to all employees—including contract workers and part-time staff—upon completion of each training program.



The Performance Evaluation Process

Weibo implements a Share Incentive Plan, granting long-term incentives such as restricted stocks, options, or performance shares to employees across multiple levels, excluding senior executives. Each year, the awarded incentives are reviewed based on overall performance, individual performance, and position contributions, with new incentives added as appropriate to ensure that employees and the Company grow together and achieve mutual success.

Green Development

In response to the increasing challenges of global climate change, Weibo, as a leading internet platform, continues to advance green operations and low-carbon development. At the same time, the Company actively leverages its communication influence to promote the concept of ecological civilization, advocate sustainable lifestyles, and enhance public environmental awareness. Through these efforts, Weibo contributes to global climate governance initiatives.

05
part



5.1 Climate Change Initiatives

With reference to the *IFRS Sustainability Disclosure Standards 2—Climate-Related Disclosures (IFRS S2)* framework and in combination with its own business characteristics, Weibo carries out climate change response management across four dimensions: governance, strategy, risk management, and indicators and targets. The Company strives to improve corporate climate resilience and promote green transformation across the industry.

Governance

Weibo has established a climate change governance structure. The Board of Directors serves as the highest governance body, overseeing and guiding the Company's climate change-related work and controlling the strategic direction of climate response. The ESG Committee, as the management tier, promotes the improvement of climate change management policies and mechanisms. The ESG Working Group, as the execution tier, coordinates climate change risk identification, assessment, and related work. Rights and responsibilities at all levels are clearly defined and closely linked, jointly driving the comprehensive advancement of climate response work.

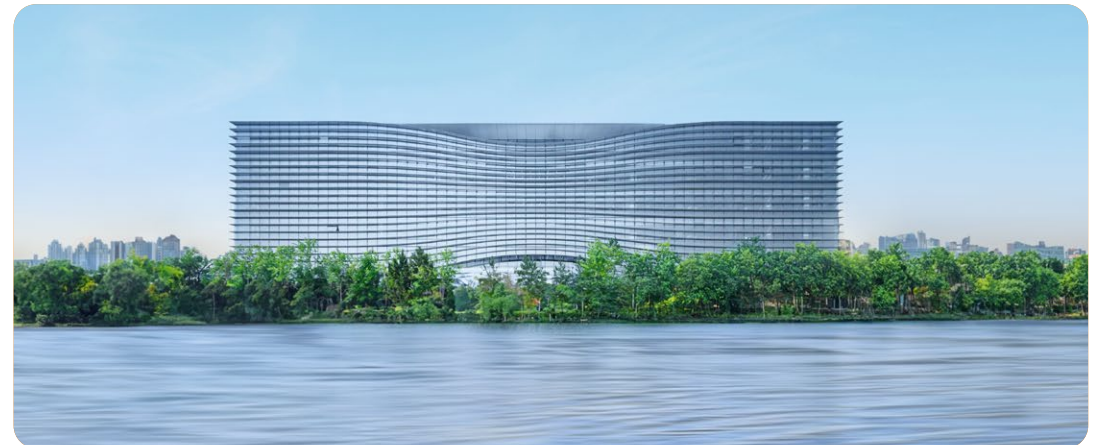


ESG Governance Structure

Strategy

Weibo deeply integrates carbon emission reduction targets into the Company's overall strategy, formulating and implementing a clear low-carbon development strategy. We systematically reduce carbon emissions from core businesses by optimizing our business structure, promoting sustainable site selection and green operation of data centers, and applying clean energy at scale. In daily operations, the Company fully implements the concept of green office, continuously introduces energy-saving technologies, promotes green building certification and management, and comprehensively reduces operational carbon footprint. At the same time, Weibo actively leverages its influence as a social platform to widely disseminate knowledge related to climate change and low-carbon lifestyles, promotes public environmental awareness, and cooperates with all sectors of society to jointly advance towards global climate governance goals.

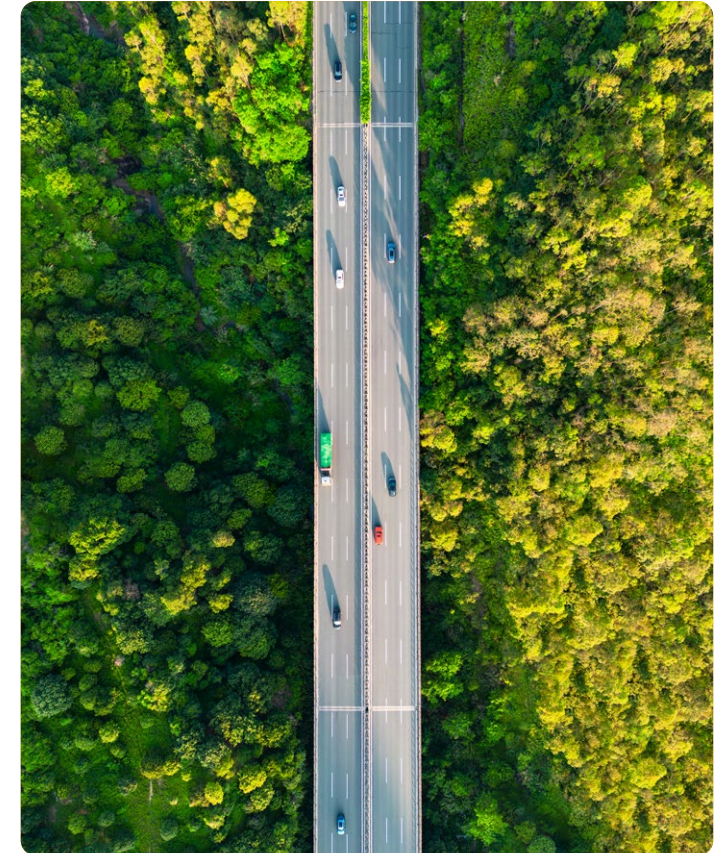
At the beginning of 2025, the Internet Society of China and the China Academy of Information and Communications Technology jointly released the *China Internet Industry Green Computing Power Development Initiatives*. As one of the first batch of Internet companies to respond to the initiative, Weibo will continue to actively implement the call of the initiative. With the strengthening of green computing power applications as a core focus, the Company promotes its internal low-carbon transformation process. We will actively strengthen collaboration with industry partners to jointly explore innovative models and development paths for green computing power in the Internet industry, and help build a sustainable digital ecosystem.



Risk Management

Weibo continuously carries out climate assessments and formulates targeted climate change management strategies and response measures.

Type of Risk		Risk Description	Countermeasures
Transition risk	Policy and regulatory risk	Increasingly stringent carbon disclosure requirements and compliance standards	<ul style="list-style-type: none"> Track and study the latest policies and regulations, closely monitor carbon emissions, and adjust climate strategies and emission-reducing plans as provided for by law. Improve the green operation mechanism by adhering to relevant requirements for green buildings and obtaining LEED Operations certification.
	Technical risk	Trends in low-carbon energy-saving technologies R&D and transformation	<ul style="list-style-type: none"> Migrate low-energy-efficiency servers, gradually phase out outdated data centers, and comprehensively promote the adoption of virtualization technologies to improve overall energy efficiency. Apply advanced energy-saving technologies in the data centers such as evaporative cooling, DC power supply, and distributed power supply systems to reduce energy consumption.
	Market risk	Consumers' recognition and preference for the concepts of low-carbon development and environmental protection	<ul style="list-style-type: none"> Initiate IP activities with environmental themes such as # 做自然的朋友 # (#Be Friend of Nature#) and # 全国生态日 # (#National Ecology Day#), publicize the concept of environmental protection and ecology, and explore possibilities for ecological conservation with users.
		Green procurement trends and corresponding cost increases	<ul style="list-style-type: none"> Enhance green procurement standards, actively seek sustainable green products, and build a low-carbon supply chain.
Physical risk	Reputation risk	Stakeholders' concerns about corporate's response to climate and environmental management performance	<ul style="list-style-type: none"> Enhance the integrity and accuracy of climate-related information disclosure, and continuously disclose the data on Scope 1, 2 and 3 carbon emissions and emission reduction targets to demonstrate the Company's actions and determination in addressing climate change. Regularly publish ESG reports, proactively align with international ESG rating standards to improve ESG performance, and strengthen communication with investors.
	Acute risk	Extreme weather events such as typhoons, floods, droughts, heat and cold	<ul style="list-style-type: none"> Formulate emergency management plans, monitor extreme weather events, and activate emergency plans as needed. Take climate change risks into full account when selecting the locations of data centers, decentralize their layout, and regularly assess facility climate adaptability and operation resilience.
	Chronic risk	Challenges related to persistent heat conditions and water scarcity	<ul style="list-style-type: none"> Use high-efficiency air-conditioning systems to accurately regulate indoor temperatures to minimize the impact of external weather changes on the Company. Recycle wastewater (from direct drinking water) and rainwater, use reclaimed water, and increase the recycling rate of water resources.



Metrics and Targets

To effectively supervise and advance the Company's climate change response, Weibo has set carbon emission reduction targets and formulated and implemented emission reduction plans. We strive to reduce greenhouse gas emissions by implementing the concept of energy conservation and emission reduction throughout daily operations through carbon screening, strengthening resource use management, and utilizing renewable energy.

- Since the first publication of the ESG report in 2021, Weibo has continuously promoted carbon emission reduction work. From 2022 to 2023, Weibo set and exceeded the target of reducing carbon emissions by 15% for two consecutive years. In 2025, Scope 3 carbon emissions were reduced by more than 50% compared to 2021.
- In 2025, Weibo further consolidated and enhanced its low-carbon operational performance. Servers that have completed equipment migration accounted for 62.8% of the total. Against this background, Weibo set an emission reduction target of reducing Scope 3 greenhouse gas emissions by 15% compared to 2024. According to actual measurements, as of December 31, 2025, Scope 3 greenhouse gas emissions had been reduced by 41% compared to 2024, exceeding the emission reduction target. Looking ahead, we plan to achieve carbon neutrality in our leased data centers by 2030.

In 2025

Compared to 2021, Scope 3 carbon emissions were reduced by more than

50%

Scope 3 greenhouse gas emissions had been reduced by

41%

compared to 2024

Key performance indicators

GHG Emissions (Scope 1)



Unit: tCO₂e

GHG Emissions (Scope 3)—Goods and Services Purchased²³



Unit: tCO₂e

GHG Emissions (Scope 1 + Scope 2)



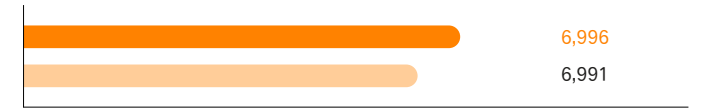
Unit: tCO₂e

Scope 1, Scope 2 and Scope 3 Greenhouse Gas Emissions Data

²³ GHG emissions (Scope 3)—The purchased goods and services mainly come from the carbon emissions generated by the server production process, and the source of greenhouse gas emissions is the production emission data provided by the server supplier.

²⁴ GHG emissions (Scope 3)—Leased assets mainly come from emissions related to electricity usage of leased data centers and public cloud servers. The calculation of greenhouse gas emissions refers to the *Announcement on Releasing Electricity Carbon Footprint Factor Data in 2024* jointly issued by the Ministry of Ecology and Environment, the National Bureau of Statistics and the National Energy Administration on October 23, 2025. The national average electricity carbon footprint factor in 2024 is 0.5777 kgCO₂e/kWh.

GHG Emissions (Scope 2)



Unit: tCO₂e

GHG Emissions (Scope 3)—Leased Assets²⁴



Unit: tCO₂e

GHG Emissions Intensity (Scope 1 + Scope 2)



Unit: tCO₂e/million USD in total revenue

■ 2025 data ■ 2024 data

5.2 Green Operations

Weibo always adheres to the concept of sustainable development and implements green operations throughout the entire business lifecycle. The Company promotes technological innovation and scientific management in data center construction and site selection, daily office operations, and supply chain procurement. We continue to improve the Company's performance in energy conservation, emission reduction, and digitalization, and are committed to creating a sustainable future.

5.2.1 Green Data Centers

With the core goal of building efficient and energy-saving data centers, Weibo has established a full lifecycle green management system covering site selection, construction, operations, and equipment updates, continuously reducing the carbon footprint of data center operations. In accordance with the *Sina Group Data Center Management Regulations*, the Company has set up a data center planning team to coordinate and promote the scientific planning, efficient operation, and refined management of data centers. Key green indicators—such as reducing data center carbon emissions and improving the server carrying ratio of green power data centers—are directly incorporated into the annual performance appraisal system of relevant responsible persons, accelerating the green transformation and sustainable development of data centers.

In 2025, the Company's South China and Huanjing data centers obtained the CQC-A Data Center Certification Certificate issued by the China Quality Certification Center (CQC).



South China Data Center Certificate



Huanjing Data Center Certificate



Green Power Trading Certificate



Weibo continues to build a green, efficient, and energy-saving system for data centers, significantly increasing the proportion of clean energy use through diversified energy-saving and consumption-reduction measures. In 2025, the scale of photovoltaic power generation in the Company's self-built data centers achieved significant growth. The overall renewable energy usage accounted for approximately 18.42%, with an average PUE of 1.3. Specifically, the headquarters data center in Sina Plaza purchased 1,299 MWh of green electricity, accounting for approximately 58% of the total power consumption of the data centers, strongly supporting the low-carbon operation process.

o In 2025

The overall renewable energy usage accounted for approximately

18.42%

Average PUE

1.3

Sustainable Site Selection

To accelerate the carbon emission reduction process, Weibo has deeply integrated green and low-carbon standards into the data center site selection evaluation system. Key indicators, such as green electricity ratio, PUE energy efficiency value, and energy-saving technology application, account for 10% of the overall evaluation score. We clearly require that newly built data centers must have a green electricity ratio of no less than 50% and a PUE value of no higher than 1.35. On the basis of meeting basic operating conditions, we give priority to site selection plans with better green performance, leading the industry towards efficient, clean, and sustainable data infrastructure.

In 2025, the Company continued to advance the "East Data, West Computing" hub data center layout, completing the relocation and upgrading of three inefficient data centers at national "East Data West Computing" hubs. The new data centers are all designed in accordance with national advanced energy efficiency standards, with a design PUE of ≤ 1.25 . Through the annual procurement of sufficient Green Electricity Certificates (GECs), we achieved 100% renewable electricity usage for two data centers, while the third data center reached a renewable electricity usage rate of 74% during the year. As a result, we directly and significantly reduced greenhouse gas emissions, cutting approximately 15,000 tons of carbon dioxide emissions in total.



Green Power Trading Certificate

Virtualization Promotion

To reduce facility expenditure and improve usage efficiency, Weibo is committed to accelerating the deployment of cloud servers. Compared with traditional physical servers, cloud servers offer clear advantages including lower failure rates, higher flexibility, energy savings, carbon reduction, and lower maintenance costs. As of December 31, 2025, through the delivery of its self-developed private cloud platform, Weibo reduced the deployment of about 2,500 low-frequency servers, saving an average of approximately 4.93 million kWh of electricity annually compared with the traditional model, equivalent to reducing carbon dioxide emissions by about 2,800 tonnes.

The promotion of virtualization also facilitated the deployment of ARM architecture and the use of AMD CPUs, saving approximately 1.68 million kWh of electricity annually compared with the traditional model, equivalent to reducing carbon dioxide emissions by approximately 970 tonnes. In addition, Weibo completed the decommissioning of approximately 7,800 aging and low-energy-efficiency servers through resource consolidation, saving an average of 15 million kWh of electricity annually, equivalent to a reduction of approximately 8,700 tonnes of carbon dioxide emissions.

Server and Business Migration

In 2025, the Company completed the relocation of data centers in Beijing-Tianjin-Hebei and South China. Migrated servers accounted for 62.8% of the total. The newly relocated data center was designed with a PUE of 1.25. Among its facilities, two data halls have achieved 100% renewable electricity usage, while the third reached a 74% green power consumption rate during the year, contributing to an 83.3% reduction in carbon emissions compared with the original data center. By relocating inefficient data centers to efficient data centers year by year, the Company will effectively reduce carbon emissions in the coming years.

Green Energy-Saving Technology Applications

Weibo incorporates data center energy efficiency improvement into its overall emission reduction strategy. The Company systematically applies advanced energy-saving technologies including evaporative cooling, backplane heat pipes, high-voltage DC, and distributed power supply, significantly reducing the energy consumption of server clusters. Meanwhile, through the implementation of the *Virtualized Cloud Storage Efficiency Optimization Project*, combined with intelligent resource scheduling and efficient compression technology, the utilization rate of storage resources has been effectively improved and hardware dependency reduced. On the premise of ensuring service stability, energy consumption has been systematically reduced, promoting the continuous transformation of data center operations towards a green and intensive model.

5.2.2 Green Office

Weibo actively promotes green office practices. In daily operations, we have implemented multiple energy-saving measures, including energy-saving technology applications, use of low-carbon products, and waste management, advancing green, low-carbon, and high-quality development with practical actions to help achieve the "dual carbon" goals.

Weibo always adheres to the concept of green sustainability and continues to carry out green building certification and management improvement work. Weibo's headquarters Sina Plaza has obtained LEED Platinum Green Building Certification for both the construction and operations stages. This indicates that the Company's headquarters strictly follows the concepts of green building and sustainable development throughout the full lifecycle, from architectural design and construction to operations management, setting a high-standard example of sustainable development for the Company's operations and industry practices.



LEED Platinum Certification for Operations

Energy and Resource Usage Management

The Company actively responds to the national strategic deployment on circular economy development and aligns it with its own goals of cost reduction and efficiency improvement. In 2023, the Company launched the *Old Computer Reutilization Policy* and organized various business departments to carry out special publicity sessions, promoting full lifecycle management of equipment. Since the policy was implemented, over 400 units of old equipment were reused in 2024. In 2025, an additional 350 units were recycled, resulting in total procurement cost savings of approximately RMB 1.5 million. By exchanging old equipment of the same model, the Company also reduced annual maintenance expenses by around RMB 50,000, achieving a combined improvement in both environmental and economic benefits.

Reducing energy consumption

- Replace the fluorescent tubes in the underground garage and office areas with microwave tubes and LED tubes
- Turn off the heating function of the water fountains on weekends and holidays and turn off the cooling function in winter
- Uniformly control air-conditioning system by building control software and check window status in summer
- Adjust IDC core room temperatures to increase equipment life and for energy-saving
- Enhance patrol and management of lighting and other energy use and assign dedicated personnel to check the operation of high-power electrical equipment in the office areas
- Install distributed PV power plants on the roof areas, with an installed capacity of 598 kW and an annual energy output of about 570,000 kWh²⁵

Material saving

- Make full use of network resources and convene online meetings
- Set up the electronic signature system and new printing system that encourages the double-sided printing option

Green transport

- Installed 322 additional electric bicycle charging points.
- Provide various parking spaces, including electric bicycle parking lot, bicycle parking lot, commuter bus, and scooter/balance car/unicycle parking spaces

²⁵ Based on Weibo's sharing ratio of 86.49%, Weibo's electricity consumption is about 497,426.82 kWh.

Water Resources Management

Weibo attaches great importance to water conservation. We strengthen water-saving technology innovation to manage water resources in a comprehensive manner. In accordance with the *Water Law of the People's Republic of China*, the *Beijing Water Conservation Regulation*, and other laws and regulations, in 2025, the Company set a water-saving target of 5% lower than 2024, and reduced the use of fresh water resources through reclaimed water reuse and reclaimed water purchases. The Company had exceeded its water conservation target by 5.6% by the end of the reporting period.



Management optimization

- Arrange staff canteen water-saving supervisors to monitor and encourage water and electricity conservation, and add water-saving reminder signs
- Strengthen inspections of the Tianjin office and report water leakage timely once discovered
- Replace the manual faucets in the restrooms of the Guangzhou office with sensor-operated ones to reduce unnecessary water waste



Recycling

- Recycle wastewater from water dispensers
- Recycle overpressure drainage in thermal power stations
- Change greening sprinkler irrigation to manual irrigation
- Use reclaimed water in fountain pools
- Recycle rainwater

Waste Management

Weibo strictly implements national and regional pollutant discharge regulations, revises and improves the *Garbage Sorting System*, and provides clear guidance on the compliant disposal of wastewater, waste gas, and solid waste pollutants. In 2025, the Company signed contracts with hazardous waste treatment units with professional qualifications to ensure compliant disposal of relevant wastes throughout the entire process.

Waste water

- The domestic sewage of Sina Plaza goes to the reclaimed water plant through the municipal sewer.
- The oily kitchen wastewater, after the grease trap treatment, is discharged into the public sewage treatment system.
- Black water is uniformly discharged into the septic tank for treatment.



Exhaust Gas

- The kitchen fumes are treated by UV photooxidation equipment and electrostatic filter. We installed online monitoring equipment to monitor the uptake flue, and shared connection with the Ecological and Environmental Protection Bureau of Haidian District.



Solid Waste

- All solid wastes are handled by third-party professional companies.
- Minimize kitchen waste: We launch a "Clean Your Plate Campaign", offers employees little presents who participate, and require canteen food service suppliers to implement energy-saving and waste reduction programs.
- Minimize office waste: We recycle batteries and other office supplies, recover beverage bottles, cartons and other recyclable wastes, and replace to LED energy-saving lighting fixtures to reduce the use of halogen bulbs.



Promoting the Philosophy of Energy-saving and Environmental Protection

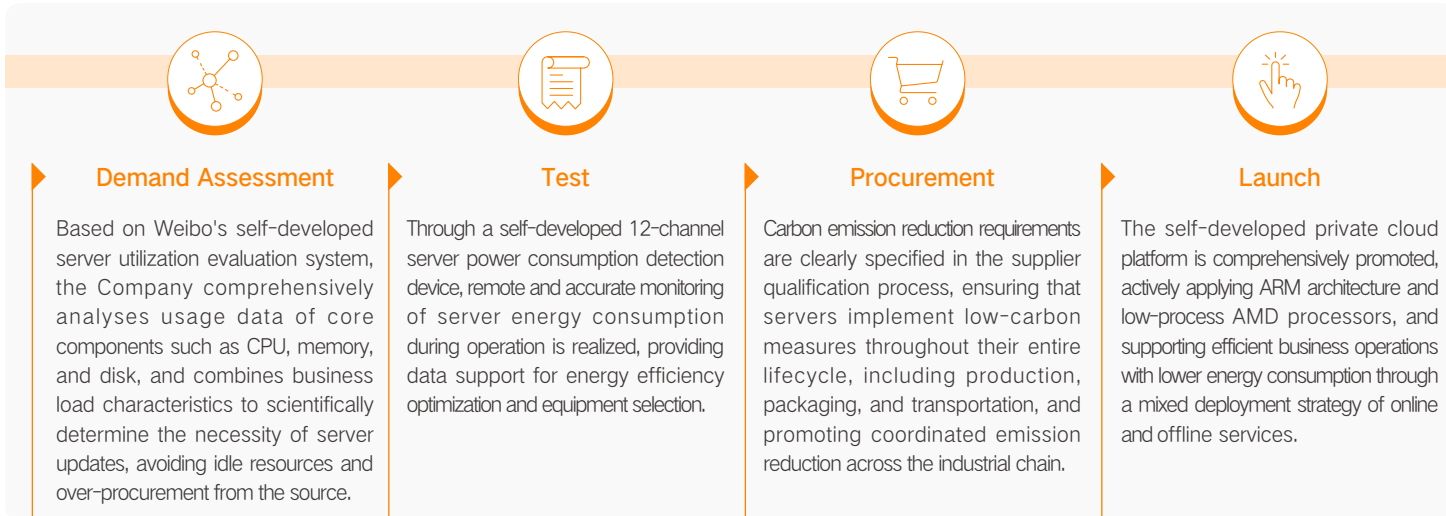
Weibo has taken various measures to raise employees' environmental awareness, including releasing the *Energy Saving and Consumption Reduction Initiative* on a regular basis, posting energy-saving reminders in office areas, and turning off electrical equipment and water dispensers according to working-hour schedules. Specifically, Weibo's Shanghai office holds energy-saving and emission-reduction lectures for employees every six months to advocate low-carbon office practices. Weibo's Hangzhou Office, to promote green office concepts and pursue joint sustainable development, has launched non-smoking campaigns, implemented battery recycling bins, and encouraged employees to use rechargeable batteries to reduce harmful wastes and practice sustainable development philosophy.

5.2.3 Green Procurement

Weibo actively integrates green concepts throughout the entire procurement process. While improving internal green procurement standards, the Company systematically extends environmental protection and energy efficiency requirements to supplier management, promoting the coordinated development of the overall supply chain towards resource conservation and low-carbon sustainability.

Green Product Procurement

In the procurement of large-scale equipment, Weibo clearly requires suppliers to provide server environmental protection and energy-saving certification, full lifecycle carbon footprint assessment reports, and greenhouse gas verification certificates. This drives low-carbon transformation of the supply chain across the entire chain, from manufacturing and transportation to packaging disposal. By embedding green standards throughout the equipment procurement and usage process, the Company systematically implements the low-carbon operations concept and supports the overall sustainable development of the supply chain.



Environmental Protection and Energy Saving Certification for Servers

In 2025, to encourage suppliers to collaboratively participate in the green transformation of data centers, the Company formulated and implemented a supplier collaborative emission reduction management mechanism with "green access, quantitative assessment, and contract constraints" as the core, deeply integrating environmental performance into the entire supplier management process. During the supplier introduction stage, green access and quantitative evaluation standards were established in accordance with the *Data Center Site Selection Technology Scoring Table*. Suppliers are required to meet basic conditions including $PUE \leq 1.35$, green electricity usage ratio $\geq 50\%$, and the adoption of mainstream energy-saving technologies. Graded scoring is implemented based on green electricity ratio, PUE level, and energy-saving technology application, and suppliers' plans and commitments to continuously increase the green electricity proportion in the future are included in the evaluation criteria. Procurement contracts clearly stipulate that suppliers must

provide no less than 50% green electricity or a corresponding amount of renewable energy green power certificates for the operation of the Company's leased servers and supporting infrastructure each natural year. Suppliers also commit to maintaining or further increasing this green electricity ratio during the cooperation period, transforming emission reduction commitments into legally binding performance clauses. This comprehensively advances the low-carbon process of the supply chain and ensures the continuous improvement of green electricity consumption levels.

In addition, the Company requires suppliers of office products, including printers, laptops, and home appliances, to provide energy-saving certification and green product certification labels, and gives priority to products from suppliers that are more low-carbon and environmentally friendly.

Optimized Logistics Transportation

In logistics and transportation management, the Company provides suppliers with accurate receiving address and installation location information in advance. This guides suppliers to arrange production and collection nearby, realizing direct transportation from the factory to the place of use, reducing intermediate transshipment links, and thereby effectively reducing energy consumption and greenhouse gas emissions in the logistics process.



5.3 Green Philosophy

leaving its extensive user coverage and highly active community ecosystem, Weibo actively spreads the concept of green development and the achievements of ecological civilization. Through various content formats including text and images, videos, and hot search topics, the platform continuously enhances public participation awareness, directs societal attention toward ecological and environmental issues and elevates public green, and low-carbon awareness.

Building a Multi-Channel Communication Matrix and Expanding the Reach of Ecological Civilization Communication

Based on the platform's strong social influence, Weibo has built an environmental protection communication network linking the government, institutions, experts, and the public. Through continuously creating themed environmental protection activities and popular science content, the platform achieves extensive coverage and deep penetration of environmental protection topics.

All-Platform Communication Matrix for the COP30 Climate Conference

During the 30th United Nations Climate Change Conference, under the guidance of the Ministry of Ecology and Environment, Weibo linked government agencies, mainstream media, non-profit organizations, and cross-disciplinary bloggers to form an "online observation group" of nearly 100 people. A series of topics including #COP30# and #GlobalClimateActionChinaTour# were set up. The conference process was presented across multiple dimensions through live graphic broadcasts, expert interpretations, and youth initiatives. During this period, 22 related topics appeared on the hot search list, with a cumulative reading volume of 580 million, effectively bringing climate issues into the public spotlight.



COP30 on Weibo — Focusing on Climate Change and Spreading the Story of Beautiful China

International Biodiversity Day "Wonderful Species Protection Program"

On May 22, International Biodiversity Day, Weibo launched the #WonderfulSpeciesProtectionProgram# themed activity to carry out online and offline linked communication around biodiversity conservation. More than 150 online environmental experts, popular science bloggers, and "Weibo Nature Partners" jointly voiced their support, calling for attention to species protection. The "Cloud Guardian" interactive product was simultaneously launched, attracting more than 200,000 netizens to participate in online protection actions, covering more than 20 rare species. Offline, in collaboration with the Alashan SEE public welfare organization, three bloggers were invited to visit the migratory bird habitat in Dandong, Liaoning, the Northeast China Tiger and Leopard National Park, and the Bryde's whale reserve on Weizhou Island, Guangxi for #益探索竟# (#Exploring Public Good#). Through a series of documentary videos presenting frontline conservation scenes, the activities drove public attention to and support for related public welfare projects, creating a closed conservation loop from awareness to participation.

Linking Cross-Sector Resources to Inspire Innovation and Synergy in Environmental Protection

Weibo actively connects cross-sector resources including celebrities, enterprises, e-sports, and academia, expanding the reach and social influence of environmental protection actions through innovative collaboration models.

The Eco-Environmental Wave Set Off by Li Xian, the "Bird and Flower Envoy"

In March 2025, celebrity Li Xian's bird photography sparked widespread discussion, with multiple related hot search topics on the hot search list, such as #LiXianBirdWatchingAgain. @ 微公益 (Weibo Charity) and @ 微博环保 (Weibo Environmental Protection) followed the hot search topic by sharing a timeline of Li Xian's bird photography activities, using Weibo's intelligent Search to spread popular bird knowledge, and linking various environmental protection organisations to share bird photography maps. At the same time, in conjunction with @ 新浪新 (Sina News) and @ 微博明星 (Weibo Stars), the #ShootingBirdsAndProtectingBirdsWithLiXian# themed activity was launched, promoting the "Protecting Habitats, Letting Birds Fly" project of @ 阿拉善SEE公益机构 (the SEE Conservation) and calling for bird love and protection. The topic ranked 18th on the hot search list, with a significant increase in donation amount.

Using the Hit TV Series *The Glory* as a Bridge to Help Protect Wetlands

In March 2025, following the popularity of the TV series @ 电视剧雁回时 (TV Series *The Glory*), @ 微公益 (Weibo Charity) and @ 微博环保 (Weibo Environmental Protection) jointly launched the #ProtectingWetlandsWithZhuangHanyan# public welfare fundraising activity together with @ 陈都灵工作室_ (ChenDulingStudio), @ 微博电视剧 (Weibo TV Series), @ 微博明星 (Weibo Stars), and @ 中国绿化基金会 (the China Green Foundation). The campaign drew parallels between the protagonist's growth journey and migratory bird migration to call for the protection of migratory bird habitats. Cumulative fundraising exceeded RMB 1,101, with more than 100 donors.



The Glory Helps Wetland Protection

Innovating Participation Models to Empower Sustainable Environmental Protection Actions

By building an open information-sharing mechanism, strengthening social interaction and participation, promoting accurate resource allocation, and establishing a sustainable trust system, Weibo continues to stimulate innovation in environmental protection public welfare, giving rise to a series of innovative public welfare models with exemplary significance.

World Ranger Day — #IClimbMountainsForYou#

On July 31, 2025, World Ranger Day, Weibo launched the #IClimbMountainsForYou# themed activity in collaboration with the @ 阿拉善SEE公益机构 (the SEE Conservation). Two bloggers @185是我呀 and @ 感光_Photosen were invited to visit rangers in Chongzuo, Guangxi and share videos, which received more than 2 million views. Three frontline rangers including @ 刘纪福 81576 opened Weibo accounts, and conducted a podcast interview with Li Xinrui @ 平武关坝李芯锐, a ranger from the Wang Lang area of Giant Panda National Park, bringing rangers into the public spotlight. Related topic readings exceeded 12 million, with the #RangerDayGoesToTheMountains# topic appearing on the hot search list, and podcast views exceeding 90,000.



World Ranger Day

When Strong Winds Meet Haloxylon ammodendron — An Ecological Lesson on the Hot Search Topics

In April 2025, the northern region experienced strong wind weather. Topics such as #BeijingGale# and #WhereHasTheGaleCome# continued to occupy the hot search list, arousing widespread social concern. @ 微公益 (Weibo Charity) and @ 微博环保 (Weibo Environmental Protection) leveraged the hot search topics to spread environmental concepts and knowledge, and joined hands with the @ 阿拉善SEE公益机构 (the SEE Conservation) to jointly promote the "100 Million Haloxylon ammodendron" public welfare project. More than 50 influential accounts including @ 翻阅祁连山 - 王亮 were linked to form a social communication matrix. This innovative communication model of "extreme weather empathy + influencer social amplification" drove the fundraising amount of the "100 Million Haloxylon ammodendron" project to increase significantly.



Poster and Topic Themed on Gale

Arbor Day: Planting Trees Together on Weibo

During the 47th Arbor Day, Weibo joined hands with the @ 中国绿化基金会 (the China Green Foundation) to jointly launch the #AddGreenToTheEarth# themed activity. The activity was guided and supported by the @ 自然资源部 (Ministry of Natural Resources), the @ 生态环境部 (Ministry of Ecology and Environment), and the @ 国家林业和草原局 (National Forestry and Grassland Administration). With "cloud tree planting" as the creative carrier and "behavioural public welfare" as the focus, a full-chain public welfare closed loop was constructed: "themed initiative—netizen relay—enterprise support—offline implementation," exploring a new paradigm for environmental protection public welfare communication in the digital age.

Online, through the "cloud relay" format, more than 60,000 netizens were attracted to participate, with total topic readings exceeding 150 million. The activity linked more than 20 fields including e-sports and popular science, with more than 250 accounts collectively voicing support, promoting the spread of public welfare beyond existing circles. Offline, supported by caring enterprise @ 三只松鼠 (Three Squirrels), tree planting was carried out in Minqin, Gansu Province. Through the "Million Forest Project—Tengger Desert Border Locking Action" organized by the @ 中国绿化基金会 (the China Green Foundation), the activity raised a total of over RMB 86,000, equivalent to the successful planting of 8,600 trees, realizing the effective transformation of online popularity into ecological benefits.



Arbor Day Tree-Planting Event Kickoff Photo

Hotan Oasis Public Welfare Project — #Beijing-Hotan Desert Edge Locking#

Weibo continues to promote the platform dissemination and public participation of Beijing's "I'm Part of Desert Edge Locking" public welfare sand control project in Xinjiang. During the offline launch event of the "I'm Part of Desert Edge Locking" public welfare desertification control project on August 12, 2025, the platform linked with more than 20 influential bloggers including @ 公益人王磊 to focus on disseminating project-related videos, effectively enhancing awareness and influence of the innovative desertification control model. On November 22 of the same year, in coordination with the autumn tree planting activities organized by the Beijing Aid Xinjiang Hotan Headquarters, the official account matrix of @ 微博环保 (Weibo Environmental Protection), @ 微公益 (Weibo Charity), and other platforms carried out simultaneous publicity. The official account of @ 和田地区锁边先锋队 (Hotan Desert "Edge Locking" Pioneer Team) was supported in completing its certification and content development, and the fundraising project [Hotan Public Welfare Oasis Project] was officially launched on the Weibo Charity platform.



"I'm Part of Desert Edge Locking" Project Poster

Social Value

As a multi-user Internet platform, Weibo is committed to fulfilling social responsibilities, closely following social issues, delivering public welfare values, and driving the sustainable social development.

part
06

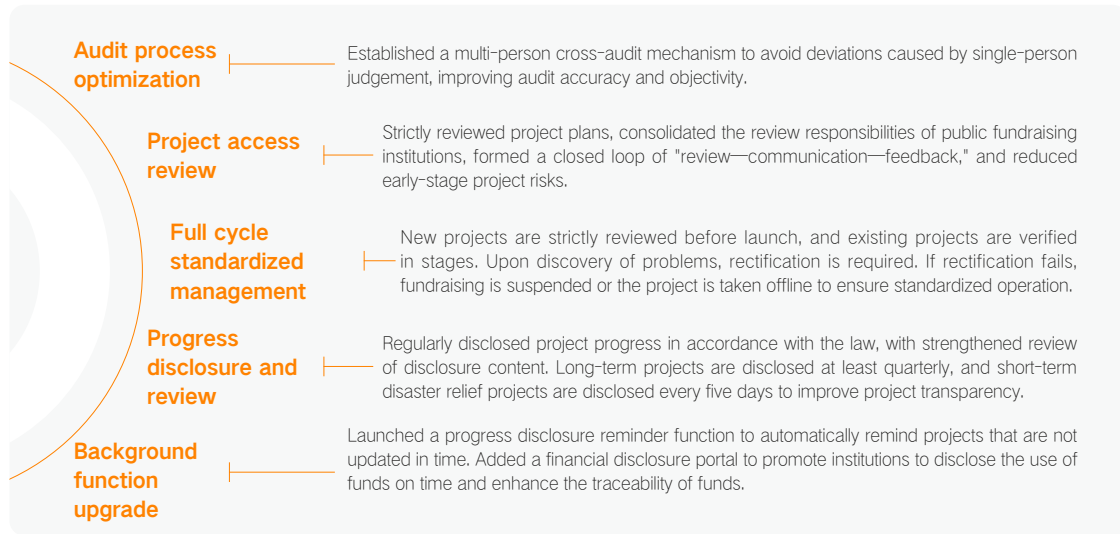


6.1 Social Welfare Initiatives

Weibo adheres to the vision of "making the world more beautiful with the power of Weibo" and actively fulfils its corporate social responsibility. In 2025, Weibo continued to abide by the *Charity Law of the People's Republic of China*, ensuring that all projects comply with regulatory requirements. The Company improved the "social collaboration network" to closely connect the government, public welfare organizations, enterprises, celebrities, and hundreds of millions of users, continuing to make efforts in emergency disaster relief, charitable giving, rural revitalization, and cultural heritage. Through product innovation and model upgrades, we have lowered the threshold for public welfare participation and promoted the concept of "public welfare for all, participation by all" to be deeply rooted in people's hearts, so that every small act of goodwill can converge into a warm torrent that changes the world. As of the end of the reporting period, the Weibo Charity Platform had cumulatively operated **24,778** public welfare projects, with total cumulative funds raised exceeding RMB **790 million**. More than **2.52 million** netizens participated in donations throughout the year, with a total of more than RMB **34.70 million** raised.



Weibo Charity Platform Home Page



2025 Highlights of Weibo Charity Platform

#CharityFestivalforAllActivities#: Cross-Platform Collaboration to Build a New Public Welfare Ecosystem

In 2025, #CharityFestivalforAllActivities# achieved a milestone breakthrough. Weibo broke the limitations of a single platform and reached cross-platform collaboration with ByteDance Public Welfare and Tencent Public Welfare to collectively unite diverse social forces. The activity innovatively created a communication model of "interview podcast + public welfare visit," activating public welfare warmth through high-quality content co-creation.



Weibo #CharityFestivalforAllActivities# Topic Screenshot

During the event, cumulative readings of related topics on the Weibo platform exceeded 1.9 billion, original posts exceeded 3.81 million, and total video views exceeded 190 million. The number of leading influencer participants across various fields exceeded 1,500, and more than 150 public welfare organizations responded together, truly building a new public welfare ecosystem of "everyone can participate and influence can be felt everywhere."

"Charity Day of China": Pooling Small Goodness into Great Love

On the occasion of the 10th Charity Day of China, the China Charity Alliance and the Public Welfare Communication Professional Committee of the China Television Artists Association jointly hosted the "New Media Charity Culture Communication Exchange Meeting" with Weibo Public Welfare, Tencent Public Welfare, and ByteDance Public Welfare. The meeting released the "Charity Culture Communication High-Quality Content Support Plan" with the theme of "Pooling Small Goodness into Great Love," breaking down platform competition barriers and jointly encouraging creators to produce high-quality public welfare content. Total topic readings exceeded 1.1 billion, and more than 3,000 creators published a total of 31,000 works. Weibo influencers such as @高小卷 and @幸运涛 won awards, with each small creation conveying great love.



Weibo High-Quality Public Welfare Content Support Plan



Seeking the Beauty of New Goodness Around Us

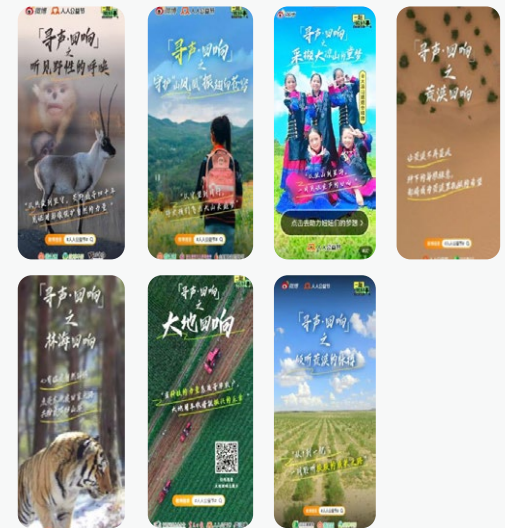
Under the guidance of the United Front Work Department of the CPC Central Committee, Weibo MicroPublicWelfare, in conjunction with "Seeking the Beauty of China" and multiple Internet platforms, launched the #SeekingTheBeautyOfNewGoodnessAroundUs# themed activity at Tsinghua University. The activity built a closed-loop ecosystem of "content co-creation—resource integration—goodwill amplification," focusing on mobilizing the professional influence of new social strata and online influencers. Combining visiting materials from the "Charity Festival for All Activities," we encouraged influencers to focus their attention on public welfare issues around them, making public welfare warmth within reach. During the event, more than 3,000 influencers published more than 6,000 blog posts, and related topic readings reached 14.7 million+, successfully gathering the positive forces of Internet users.



"Discover Beautiful China, Good Deeds Everywhere" Event Site

Tracing the Echoes Special Program

To make public welfare deeper and more impactful, @微公益 (Weibo Charity) launched the Tracing the Echoes special project. Through the innovative format of "interview podcast + field visit," nine special programs were launched, covering various dimensions including care for girls, support for students in need, eco-environmental protection, and technology support for farmers. This series presented the truest "voice of charity" in a comprehensive way, with cumulative views exceeding 28 million and topic readings exceeding 120 million, opening up a new paradigm of public welfare communication from "voice to action."



Tracing the Echoes Special Program

益探究竟 # (#Exploring Public Good#): Transparent Traceability, Love in Action

As an original column that Weibo focused on building in 2025, # 益探究竟 # (#Exploring Public Good#) adopts an "online + offline" two-dimensional linkage format, with its core centred on "transparent traceability." Together with leading platform influencers, we formed a public welfare observation group to conduct on-site visits to environmental protection and education aid projects, transforming traditional public welfare communication into touchable and interactive trust scenarios.

On March 22, 2025, Weibo, together with iG E-Sports Club and Beijing New Sunshine Charity Foundation, launched the #IGSupportsLoveForYou# campaign. Through field visits by e-sports players, spiritual support was brought to children with leukaemia who had been hospitalised for a long time, and RMB 10,157.62 was raised.



iG E-Sports Players Took Photos with Children

On the Charity Day of China, September 5, celebrity @ 刘轩丞 - visited critically ill children at a Chunmiao Foundation cooperative hospital, personally donating RMB 60,000 and materials, and driving fans to donate more than RMB 120,000.



Liu Xuancheng Donated to Chunmiao Charity Foundation

Throughout the year, more than 50 celebrities and influencers participated in more than 30 visiting activities, with related topic readings reaching 120 million and video views reaching 60 million.

益探究竟 # (#Exploring Public Good#): Public welfare has depth and voice has power

To make public welfare stories more penetrating, Weibo launched the podcast IP # 益探究竟 # (#Exploring Public Good#) in 2025. In collaboration with @ 微博音频 (Weibo Audio), public welfare practitioners, deeply engaged influencers, and recipients were specially invited to engage in dialogue, penetrating surface appearances with authentic narratives. In 2025, the column upgraded to a video podcast format. Expert influencers including @ 奚志农 participated in recording, achieving 23 million views and 95 million topic readings, allowing users to "hear" the warmth and reflection behind public welfare.



Exploring Public Good Program

"The Journey of Light and Shadow": Lighting Up the Dreams of Rural Children

Weibo and the China Film Foundation jointly launched the "Journey of Light and Shadow" public welfare movie viewing programme, adopting a trinity model of "public welfare leadership + film and television support + communication promotion" in 2025. The activity went deep into rural areas of Tibet, Yunnan, Fujian, and other regions, holding 10 screening events including "Light and Shadow Class at the Foot of Mount Everest" and "Light and Shadow Class in Dai Township," showing excellent films such as *The Wandering Earth* and *Chang An*.

The program benefited nearly 3,000 rural children in total, broadening their horizons and planting the seeds of their dreams through light and shadow art.



Poster of Light and Shadow Class Screening in Dai Township

Since the launch of the Sina Sailing Plan, Sina and Weibo have continuously carried out public welfare projects in education assistance, disaster relief, and rural revitalization through the Siyuan · Sina Sailing Plan Public Welfare Fund. In 2025, the Sailing Plan's major initiatives included the "Siyuan Ark Safety Guardian Program," the "Sailing Plan Emergency Disaster Relief Action," the "Rural Arts and Physical Education Quality Improvement Program," and the "Sailing Plan Book Donation Reading Program," among others.

Sailing Plan Book Donation Reading Program & "Read with Me Today" World Book Day Advocacy

Through book donations, reading club events, and the "Read with Me Today" series of public welfare advocacy, the program continuously promotes reading in rural areas. During the year, 171,343 books were donated, covering 25 provinces and benefiting a cumulative total of over 270,000 people. A total of 408 reading club sessions were held across 98 schools in 18 provinces and 10 public spaces, serving 14,500 participants.

Key activities:

- Hosted the "Forbidden City Little Schoolbag" urban-rural co-reading and co-drawing initiative;
- Partnered with Zhuhai Wanda Commercial Management Group to establish book donation points at 32 Wanda Plazas nationwide, collecting books to send to rural schools, and displaying public welfare ambassador posters on nearly 600 large plaza screens across the country;
- Joined hands with 18 public welfare ambassadors to launch reading advocacy campaigns on Weibo, calling for support for the "Forbidden City Little Bookbag" project and raising awareness of rural children's reading.



Group Photo from the "Read with Me Today" Event

Sailing Plan Rural Arts and Physical Education Quality Improvement Program

The program advances arts education through art classes, material donations, and base construction, with a total annual investment of RMB 903,000 and approximately 66,000 beneficiaries. Art classes covered 48 schools across 11 provinces, with 205 sessions held. Arts and physical education material donations reached 143 schools across 19 provinces. Arts education bases were established in Zhejiang and Gansu.



On-site Photo from the Sailing Plan Arts Education Project

Siyuan Ark Safety Guardian Program

In partnership with 17 local organizations, 384 fire simulation evacuation capsule activities were conducted across 252 schools, reaching 154,907 people. Additionally, 6,820 sets of safety school uniforms valued at RMB 1,155,900 were donated to 80 schools in 13 provinces, and 991 safety yellow hats valued at RMB 10,900 were donated to 9 schools in 6 provinces, substantially improving student safety protection.



Fire Simulation Evacuation Activity Photo

Sailing Plan Technology Empowerment Program

We donated 680 computers valued at RMB 1.49 million to 40 schools in 8 counties, benefiting approximately 51,900 students. At the same time, 20,000 programming course accounts were provided to 16 schools in 3 counties in Guizhou Province, benefiting 20,000 students, accompanied by 4 teacher training sessions.



On-site Group Photo from the Sailing Plan Technology Empowerment Program

Sailing Plan Emergency Disaster Relief Action

We continuously respond to major domestic natural disasters, the program joined forces with local governments, rescue teams, philanthropic enterprises, fan groups, celebrities, and other social goodwill forces to carry out earthquake and flood relief efforts across 11 provinces, with cumulative donations totaling RMB 7.7 million. Among these, Sina Group donated **RMB 3 million** to earthquake-affected areas in Tibet for emergency disaster relief and post-disaster reconstruction. In 2025, post-disaster reconstruction efforts continued in Tibet and Jishishan.



Sailing Plan Emergency Disaster Relief Action

6.2 Collaborative Networks

As one of China's most influential social media platforms, Weibo has become an "information lifeline" during public emergencies. In 2025, facing natural disasters and emergencies including earthquakes, floods, fires, and typhoons, Weibo rapidly activated its "socialized emergency disaster relief collaboration network." By connecting government agencies, media, enterprises, public welfare organizations, and hundreds of millions of users—from comprehensive information dissemination to cross-regional material support—the platform built an all-encompassing "cloud defense line."

Amount of annual total donation ²⁶

16 million+

(primarily for earthquake relief in Tibet and fire disaster relief in Hong Kong)

6.2.1 Emergency Relief

Leveraging the platform's connectivity advantages, Weibo rapidly constructed an integrated "information-resources-action" emergency disaster relief collaborative network. When natural disasters occur, the platform quickly launches online help and response zones, coordinating multiple forces to carry out information dissemination, public education, resource allocation, and offline rescue operations, achieving precise response and efficient coordination. In 2025, Weibo donated over 16 million yuan for earthquake relief in Tibet and fire disaster relief in Hong Kong. Additionally, Weibo cumulatively carried out 41 emergency relief projects, mobilizing donations from 990,000 person-times, raising RMB 15.96 million, effectively fulfilling the platform's support role in disaster prevention, mitigation, and post-disaster recovery efforts.

Number of projects launched

41

Number of donors

990,000

Total funds raised reached

RMB 15.96 million

6.8-Magnitude Earthquake in Shigatse, Xizang—Multiple Forces Working Together to Protect the Plateau

On January 7, 2025, a 6.8-magnitude earthquake struck Tingri County, Shigatse City, Xizang. Weibo immediately launched an emergency response. By January 14th, the platform had coordinated more than 4,000 government and public welfare Weibo accounts, published 36,000 earthquake relief-related posts, with more than 160 topics across the platform hot search, accumulating over 5.45 billion views.

City Service Desk Mechanism

Weibo immediately partnered with @西藏发布 (Xizang Release) to launch the #TibetCityServiceDesk#, coordinating with @西藏自治区地震局 (Xizang Autonomous Region Seismological Bureau), @西藏消防 (Xizang Fire Department), and local Shigatse government Weibo accounts to release traffic control information, self-rescue guidance, and material needs.



Weibo #CityServiceDesk# Topic

Multi-Party Forces Mobilized for Comprehensive Rescue

- ① Authoritative Ministry Deployment:** Official accounts of @应急管理部 (Ministry of Emergency Management), @中国消防 (National Fire and Rescue Administration), @国家发展改革委 (National Development and Reform Commission), and other ministries immediately released earthquake relief work deployments, effectively conveying the central government's concern for people in the earthquake zone, with related topics receiving over 60 million views.
- ② Central Enterprise Infrastructure Support:** State-owned central enterprises including @中国安能_水电铁军 (China Aneng_Hydropower and @中国石油 (Petro China) quickly activated emergency plans, synchronizing real-time progress on essential support work such as power restoration and traffic repair to ensure rescue and resettlement operations.
- ③ Professional Forces Assistance:** @四川大学华西医院 (West China Hospital, Sichuan University) quickly assembled a medical team. Non-governmental forces including @青岛红十字搜救队 (Qingdao Red Cross Search and Rescue Team) and @北京蓝豹 (Beijing Blue Leopard) rushed to the scene, providing real-time rescue updates and demonstrating the "China speed" of professional rescue operations.
- ④ Rescue Information Aggregation:** @微博政务 (Weibo Government Affairs) compiled an official account "portal" and created a 10-hour post-earthquake rescue timeline poster for secondary dissemination, allowing more users to clearly understand the full rescue picture and experience the value and responsibility of government Weibo accounts in emergency disaster relief work.



Various Government Official Accounts Released Emergency Rescue and Disaster Relief Information



²⁶ This includes donations made under the Weibo platform, in the name of its parent company Sina Group, and through the Sina Yangfan Public Welfare Fund.

6.8-Magnitude Earthquake in Shigatse, Xizang—Multiple Forces Working Together to Protect the Plateau

Positive Energy Transmission

As rescue transitioned to the resettlement phase, the platform highlighted heartwarming stories. Topics such as #震区小朋友给救灾消防员唱虫儿飞# (#ChildrenInEarthquakeZoneSingingToDisasterReliefFirefighters#) trended. Weibo also partnered with @中国消防 (National Fire and Rescue Administration) to launch the #祈福日喀则愿平安# (#PrayForShigatsePeace#) topic, coordinating with @李家超 (John KC Lee) and over 100 government Weibo accounts, institutions, and influencers to participate. With over 26 million views hot search, the campaign conveyed a message full of hope.



#祈福日喀则愿平安# (#PrayForShigatsePeace#) Special Topic

Fire in Tai Po, Hong Kong — Leadership Through the Highest Instructions, Two Regions Supporting Each Other

On November 26, 2025, a serious fire broke out in Wang Fuk Court, Tai Po, New Territories, Hong Kong. Weibo quickly coordinated with @应急管理部 (Ministry of Emergency Management), @共青团中央 (Central Committee of The Communist Youth League), and other ministries, as well as @李家超 (John KC Lee), @香港民政及青年事務局 (Hong Kong Home and Youth Affairs Bureau), and other Hong Kong multi-departmental government Weibo accounts, publishing nearly 100 rescue progress updates, with related topics receiving over 30 million views.

To support post-disaster recovery, Weibo donated **HKD 10 million** to aid emergency relief and transitional resettlement for affected individuals in Hong Kong. Additionally, on Weibo's public welfare platform, more than 440,000 caring users donated over RMB 6.45 million.



@中国政府网 (www.gov.cn) Quickly Conveyed President Xi Jinping's Important Instructions on "Going All Out to Extinguish the Fire"



@共青团中央 (Central Committee of The Communist Youth League) Launched #香港消防员仰头忍泪令人心动容# (#HongKongFirefightersLookingUpHoldingBackTears#) Topic

Strong Earthquake in Myanmar — Cross-Border Assistance Demonstrating China's Sense of Responsibility

On March 28, 2025, after a 7.9-magnitude earthquake occurred in Myanmar, Weibo coordinated with overseas embassies and rescue forces to release over a thousand messages, with related topics receiving over 100 million views. @中国地震台网速报 (China Seismological Network Express) and @中国驻缅甸大使馆 (Chinese Embassy in Myanmar) immediately issued safety reminders, and @中国红十字会总会 (China Red Cross Society) released footage of drones illuminating the night sky of Mandalay to assist in search and rescue. Weibo tracked the progress of #中国救援队集结驰援缅甸# (#ChinaRescueTeamAssembledtoAssistMyanmar#) in real time and created a rescue timeline poster, showcasing the spirit of "neighbors helping each other in times of trouble."



中国红十字会总会

25-4-2 15:40 来自 微博视频号 已编辑

#红十字照明无人机点亮曼德勒夜空# 缅甸当地时间3月31日晚上7点10分，中国红十字国际救援队在曼德勒市一处搜救点前升起照明无人机，协助开展搜救工作。同时，为中暑的缅甸消防员开展救治。

截至目前，中国红十字国际救援队第二梯队20余名队员已于4月2日自云南昆明陆续飞抵缅甸，开展灾后赈济、供水和大众卫生、防疫消杀等工作。其中9名队员已于2日赶赴曼德勒灾区，后续10余名队员将携带装备于3日赶往曼德勒灾区开展救援工作。#红十字在行动##直击中国救援队缅甸强震救援# 中国红十字会总会的微博视频



@中国红十字会总会 (China Red Cross Society) Released Rescue Updates

Weather Response: The "Cloud Defense Line" for Disaster Prevention and Mitigation

In response to the frequent typhoons and rainstorms in 2025, Weibo established a comprehensive "early warning—rescue—mutual assistance" service system through rapid response mechanisms and matrix coordination.

Response to Heavy Rains in North and South China: Coordinated Regional Response and Online City Service Desk Support

During floods in south China, Weibo coordinated with government matrices including @ 应急管理部 (Ministry of Emergency Management), @ 中国气象局 (China Meteorological Administration), and members of # 气象科普团# (#MeteorologicalScienceGroup#) to post across multiple fields, forming a comprehensive information service chain of early warning releases, real-time live streams, and professional interpretations. Weibo Charity launched nine disaster relief projects, raising RMB 1.44 million in donations. During northern rainstorms, Weibo, in conjunction with government accounts from Beijing, Tianjin, and Hebei, launched city service desks, releasing real-time forecast warnings, traffic information, and other updates, building an authoritative and comprehensive rolling information release network to ensure the public received the latest information promptly. In rainstorm response efforts, government official accounts hosted multiple related topics with over 170 million views.



Government Weibo Releases Flood Information

Super Typhoon "Ragasa": Real-time Live Streams and Hardcore Tech Education

In September 2025, when Super Typhoon "Ragasa" hit, government Weibo accounts launched over 50 hot search topics, with total views exceeding 250 million. The video "Hong Kong Flying Service Crossing the Eye of the Storm" released by @ 香港特别行政区保安局 (Security Bureau of The Hong Kong SAR) and satellite imagery coordinated by @ 中国航天科技集团 (China Aerospace Science and Technology Corporation) went viral on the platform. Meanwhile, three extended real-time live broadcasts initiated by @ 中国天气 (China Weather) and other official accounts accumulated over 26 million views, effectively raising public awareness of disaster prevention and risk avoidance.



@ 中国气象局 (China Meteorological Administration) Issued Typhoon Precautions



@ 香港特别行政区保安局 (Security Bureau of The Hong Kong SAR) Released "Hong Kong Flying Service Crossing the Eye of the Storm" Video

6.2.2 Social Care

Weibo has always prioritized users' mental health and life safety, committed to building a warm and safe community environment through technological means. In 2025, we deeply implemented the concept of "technology for good," introducing cutting-edge AI technology in the suicide prevention field, achieving a transformative upgrade from "manual monitoring" to "human-machine collaboration."

AI-Empowered Suicide Prevention System: Technology Protecting Lives

To address the pain points of "massive information volume, difficult identification, and time-critical response" in suicide intervention, the Weibo Customer Service Center officially launched an AI-assisted manual monitoring system in 2025. Through deep learning models, the system conducts round-the-clock, high-precision real-time preliminary screening of potential risk information on the platform, building an efficient life defense line.

The AI model handles 95% of preliminary screening and assessment work, significantly reducing the redundant burden of manual review. The system monitors an average of nearly 5,991 pieces of information daily, assisting in identifying an average of 5,670 non-suspected suicide messages daily, and accurately screening out an average of 320 high-risk suspected posts that are transferred to manual review. AI's efficient preliminary screening enables professional reviewers to be freed from massive volumes of basic information, allowing them to concentrate on in-depth analysis and rapid response to high-risk cases. Through this dual guarantee mechanism of "AI + manual review," we significantly improved the timeliness of risk warnings. In 2025, based on this system, Weibo successfully identified and reported 64 suspected suicide cases, buying valuable time for relevant departments to conduct offline emergency rescue operations.

6.3 Underprivileged Community Support

Weibo fulfills its social responsibility through concrete actions, continuously paying attention to and helping various vulnerable groups from material support to emotional care, conveying social warmth and helping to build an inclusive and caring society.



6.3.1 Caring for Underprivileged Communities

Weibo actively leverages the platform's communication and connection capabilities, advocating and carrying out various forms of public welfare actions, genuinely caring for special groups such as people with disabilities and children in difficult circumstances. In 2025, the platform continued to improve the "social collaboration" public welfare model, connecting media, enterprises, public welfare organizations, and users to jointly promote society's understanding, respect, and support for special groups.

苔花公约 # (#Moss Flower Convention#): "New Year Fireworks" for 85 Million People with Disabilities

In 2025, the realistic film *Big World* sparked public attention to people with cerebral palsy. Seizing this opportunity, @ 新华社新媒体中心 (Xinhua News Agency New Media Center), together with the Chengdu Municipal Publicity Department and the film's official account, launched the # 苔花公约 # (#Moss Flower Convention#) public welfare initiative short film on Weibo. The Weibo Movies, Weibo Stars, Weibo Charity, and Weibo Campus matrix accounts intensively disseminated the initiative, coordinating with professional institutions including @ 中国听力医学发展基金会 (Audiology Development Foundation of China), @ 壹基金 (One Foundation), and @ 红丹丹文化助盲 (Hongdandan Culture Accessibility Initiative) to form social synergy. By April 2025, over 1,000 enterprises nationwide, five key universities, and over 200 government units and public welfare organizations had joined the initiative, with the Moss Flower Convention logo downloaded over 40,000 times. The campaign achieved significant reach. The topic # 苔花是送给 8,500 万人的新年烟花 # (#Moss Flower Is New Year Fireworks For 85 Million People#) quickly trended, with 41.947 million views and 6.42 million video plays, successfully triggering a nationwide discussion on "accessibility and the development of people with disabilities."



Rare Disease Day: Capture the Rare Colors of Spring

On February 28, 2025, the 18th International Rare Disease Day, @ 微公益 (Weibo Charity) jointly launched the # 拍一拍罕见春色 # (#Capture The Rare Colors Of Spring#) campaign with @ 人民日报健康客户端 (People's Daily Health), @ 健康时报 (Health Times), @ 罕见病联盟 (Rare Disease Alliance), @ 蔻德罕见病中心 (Chinese Organization for Rare Diseases), and @ 罕见病信息网 (Rare Disease Info Network). By inviting influencers from all sectors to share educational content and heartwarming stories, cumulative topic views reached 120 million and discussion volume reached 640 million, effectively eliminating public misconceptions.



World Autism Awareness Day: A Spring Narrative About "Being Seen"

On April 2, 2025, the 18th World Autism Awareness Day, Weibo launched the # 点亮星星守护你 # (#Light The Stars To Protect You#) topic campaign, attracting over 600 celebrities, e-sports players, media outlets, and enterprises including @ 林俊杰, @ 王曼昱, and @ 杨幂 to actively participate. Through integrating an innovative model of "hot trend dissemination + resource integration + technology empowerment," the campaign aimed to promote society's awareness of autistic groups, helping them move from "being seen" to "being understood." The initiative reached over 100 million users. Related main topics such as # 世界孤独症日 # (#World Autism Awareness Day#) exceeded 100 million views and successfully directed over 10,000 charitable donations to nine autism support projects, effectively helping families with autistic children receive support.



6.3.2 Safeguarding Children's Growth

To tackle the limited access rural children have to cultural resources and educational opportunities, in 2025, Weibo leveraged the rapid-response power of "hot search topics + public welfare" to create windows for children to explore the world.

Hot Trend Public Welfare Topic: # 请乡村孩子看哪吒 # (#Invite Rural Children To Watch Nezha#)

During the 2025 Spring Festival, the animated film *Ne Zha 2* became a box office hit. Faced with the difficulty rural children faced in accessing cinemas, Weibo blogger @ 专业戳轮胎熊律师 issued an initiative. @ 微公益 (Weibo Charity) quickly supported @ 扬帆计划 (Sailing Plan) implementation and coordinated with over 100 leading influencers including @ 怱的载体 and @ 江宁婆婆, as well as government official accounts like @ 安徽发布 (Anhui Release) and @ 新疆是个好地方 (Xinjiang Is A Great Place), to build a communication network.

Precise Implementation: By March 4, 6,812 donors had contributed RMB 203,000. The project carried out 38 public welfare movie viewing events across 13 provincial administrative regions including Guizhou, Xinjiang, Sichuan, and Inner Mongolia, supporting a total of 5,024 rural and left-behind children to enter cinemas. The topic received over 28 million views.



Public Welfare Movie Viewing Activity

National Reading Season: # 全民读书季 # (#National Reading Season#)

On the 30th World Book Day, Weibo partnered with @ 国家图书馆 (National Library) to launch # 全民读书季 # (#National Reading Season#). The event innovatively introduced an "AI + celebrity" format. Over 200 cultural and sports celebrities and fan groups including @ 小辫儿张云雷, @ 王曼昱, and @JDG 无畏 participated. Through "fan group donation drives," the number of new monthly donation subscribers to education assistance public welfare projects increased significantly with over 10,000 users making charitable donations. Eight topics including # 故宫小书包 # (#Forbidden City Little Schoolbag#) trended, with total related topic views exceeding 60 million.



给乡村孩子的一本好书 # (#A Good Book For Rural Children#)

Children's Day: # 我想和你一起长大 # (#I Want To Grow Up With You#)

On June 1, 2025, Weibo partnered with multiple public welfare organizations to launch the # 我想和你一起长大 # (#I Want To Grow Up With You#) campaign. Twelve fan groups initiated "Donate Together" drives, coordinating with over 200 accounts to participate in interactions. New views exceeded 50 million, and four topics including # 美好学校 # (#Beautiful School#) trended, collectively protecting children's happy childhoods.



我想和你一起长大 # (#I Want To Grow Up With You#) Activity Poster

World Children's Day: Taking Responsibility for Climate

On November 20, 2025, @ 微公益 (Weibo Charity) partnered with @ 联合国儿童基金会 (UNICEF) and @ 上海复星公益基金会 (Fosun Foundation) to focus on "Climate Change and Child Care." By promoting innovative formats such as e-sports players opening public welfare appreciation channels, the campaign's fundraising increased significantly with cumulative views exceeding 23 million, advocating for all sectors of society to jointly protect children's futures.



世界儿童日 # (#World Childrens Day#) Activity Poster

6.4 Rural Revitalization

Weibo actively responds to the national "rural revitalization" strategy, relying on the strong communication and connection capabilities of social media to deeply cultivate the "Internet + agriculture, rural areas, and farmers" model. In 2025, through festival momentum creation, influencer field visits, and industrial culture dissemination, we effectively enhanced the brand value of agricultural products, helping achieve high-quality and efficient agriculture, livable and business-friendly rural areas, and prosperous farmers.

Technology Supporting Farmers: Your Harvest, Our Nation's Glory

During the 8th Chinese Farmers' Harvest Festival on September 23, 2025, Weibo fully leveraged its "amplifier" role, partnering with @中国乡村发展基金会 (China Foundation for Rural Development), @中国三农发布 (China Three Rural Issues Release), and @农民日报 (Farmer's Daily) to jointly launch #大国丰收, 没你不可# (#Your Harvest, Our Nation's Glory#) themed campaign. The event invited knowledge blogger @学霸课长 and technology blogger @应旺 to visit Ruyang County, Henan Province for public welfare visits. They used their cameras to document how technology empowers agriculture, with cumulative views of related visit videos exceeding 4.5 million. Cumulative views of topics related to this themed campaign reached 1.8 billion, with discussion volumes exceeding 5.65 million. Topics such as #全村的希望开挖了# (#The Village's Hope Breaks Ground#) and #这丰收有点艺思# (#An Artful Harvest#) strongly trended, effectively enhancing public attention to modern agriculture.



Tracing the Echoes · Earth Echo Activity Poster

Industry Assistance: Falling in Love with Chinese Tea Together on Weibo

Branding is key to agricultural modernization. During the sixth "International Tea Day" in 2025, @微博三农 (Weibo Three Rural Issues) partnered with @联合国粮农组织 (FAO) and @万里茶道协作体 (The Tea Road Cooperative) to launch the #微博寻茶记# (#Searching For Tea On Weibo#) special project. The campaign coordinated with over 100 accounts across more than 40 fields including @东方电气 (Dongfang Electric), @云南共青团 (Yunnan Communist Youth League), and @安徽发布 (Anhui Release) to participate in discussions, effectively breaking through the single agriculture, rural areas, and farmers circle. The project topic reached nearly 40 million views, not only promoting Chinese tea culture but also effectively enhancing the international popularity of origin brands and helping rural industrial culture "go global."

The project topic reached nearly

40 million views



Cultural Tourism Empowerment: #村儿里的非遗# (#Intangible Cultural Heritage in Our Village#)

Weibo explores the integrated development model of "intangible cultural heritage + cultural tourism + rural areas." In 2025, @中国乡村发展基金会 (China Foundation for Rural Development) "Bona Villa" project and Weibo's #焕新非遗计划# (#Renewing Intangible Cultural Heritage Program#) jointly launched a series of visits to #村儿里的非遗# (#Intangible Cultural Heritage in Our Village#). Leading bloggers from various fields were invited to enter the rural revitalization benchmark project "Bona Villa" for close contact with intangible cultural heritage inheritors. By showcasing unique intangible cultural heritage skills and rural customs, this series led users to see a more beautiful vision of rural revitalization, boosting the traffic and efficiency of rural cultural tourism.



#村儿里的非遗# (#Intangible Cultural Heritage in Our Village#) Activity Poster

6.5 Traditional Culture Promotion

Celebrate Lunar New Year with Intangible Cultural Heritage: Cultural Carnival of Hundreds of Millions of Users

During the 2025 Spring Festival, Weibo hosted the ## 非遗过大年 # (#Celebrate Lunar New Year with Intangible Cultural Heritage#) event, inviting over 500 government official accounts and 30 inheritors to participate. The "Light Up the Intangible Cultural Heritage Map" interactive feature was launched, attracting over 2 million users to light up their hometown's intangible cultural heritage online. The event generated 3.65 billion new views, with cumulative views exceeding 48.6 billion. At an offline event in Shangqiu, Henan Province, the creative team behind the film Creation of The Gods II : Demon Forces Demon interacted on-site with intangible cultural heritage inheritors, successfully exploring a new paradigm of deep integration among "intangible heritage + film + city," providing a replicable model for innovative traditional culture dissemination and urban IP creation.



Celebrate Lunar New Year with Intangible Cultural Heritage Activity Poster

Intangible Cultural Heritage on Qixi Festival: New Expressions of Ancient Wisdom

During the 2025 Qixi Festival, Weibo launched the #七夕向老祖宗借点小巧思# (#Borrowing a Little Ingenuity from Our Ancestors for Qixi Festival#) themed activity to activate traditional meanings through multiple scenarios. A themed salon was held at the China Arts and Crafts Museum, focusing on innovative development paths for intangible cultural heritage, promoting the integration of traditional skills into contemporary life and youth circles, and further strengthening public emotional identification and cultural confidence in outstanding Chinese traditional culture.



#七夕向老祖宗借点小巧思# (#Borrowing a Little Ingenuity from Our Ancestors for Qixi Festival#) Themed Month Activity Poster

Intangible Cultural Heritage Youth Torchbearers Program: The Power of Youth

During the May 4 period in 2025, Weibo and @共青团中央 (Central Committee of The Communist Youth League) launched the #非遗青年传承人计划# (#Intangible Cultural Heritage Youth Legacy Bearer Program#), officially announcing the joining of six "Intangible Cultural Heritage Youth Torchbearers," concentrating on showcasing the new-era dynamic of the new generation of youth and intangible cultural heritage moving "toward each other." A special interview on #95后青年打铁花# (#Post-95s Perform Molten Iron Fireworks#) was conducted in collaboration with media, with the topic ranking 17th on hot search, vividly presenting across the network the vibrant picture of young people activating traditional skills through innovative expression and continuing the new chapter of intangible cultural heritage with the power of youth.



Intangible Cultural Heritage Youth Legacy Bearer Program Poster

Weibo has always actively fulfilled its corporate social responsibility, committed to the protection, inheritance, and innovative dissemination of outstanding Chinese traditional culture. Under the guidance of the Intangible Cultural Heritage Department of the Ministry of Culture and Tourism, the Network Communication Bureau of the Central Cyberspace Administration of China, the State Administration of Cultural Heritage, and other units, we continued to deepen the three-dimensional communication model of "social + nodes + imagery + regions" in 2025, successfully creating a series of benchmark communication projects covering the fields of intangible cultural heritage, cultural relics, and museums. By connecting tradition with modernity and integrating youth culture with local cultural tourism, we helped cultural heritage break through existing circles and enter public life, promoting the rejuvenation of outstanding Chinese traditional culture in the digital age and making positive contributions to enhancing cultural confidence and promoting sustainable development.

Cultural and Natural Heritage Day: Cross-sector Collaboration

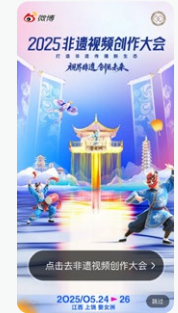
On the 2025 Cultural and Natural Heritage Day, Weibo released the 2025 Weibo Intangible Cultural Heritage Development Report and held an industry salon to discuss the integration of intangible cultural heritage and brands. The #光影拾遗计划# (#Light & Shadow Heritage Revival Initiative#) activity was launched, partnering with film and television companies to promote cross-sector collaboration between "celebrities + intangible cultural heritage inheritors" and driving the dissemination of traditional skills beyond existing circles.



Cultural and Natural Heritage Day Activity Poster

Intangible Cultural Heritage Video Creation Conference: Vision of Intangible Cultural Heritage

From May 24 to 26, the "2025 Intangible Cultural Heritage Video Creation Conference," co-hosted by the China Intangible Cultural Heritage Protection Association, Shangrao Municipal People's Government, Weibo, and five other leading new media platforms, was held at Wunuzhou Scenic Area in Wuyuan, Jiangxi Province. @微博非遗 (Weibo Intangible Cultural Heritage) partnered with @中国非物质文化遗产保护协会 (China Intangible Cultural Heritage Protection Association) and @非遗人之家 (Home of Intangible Cultural Heritage Practitioners) to launch topics like #非遗视频创作大会# (#Intangible Cultural Heritage Video Creation Conference#) and #在婺女洲看遍中国非遗# (#Explore China ICH at Wunvzhou#), and organize over 50 intangible cultural heritage inheritors, partner influencers, and local Jiangxi artists to concentrate on creating and publishing content, recording intangible cultural heritage performances and Wuyuan cultural scenery from multiple camera angles, helping Wunuzhou powerfully "break out of the circle." Four related topics trended, significantly amplifying the event's reach and the city's exposure.



Intangible Cultural Heritage Video Creation Conference Poster

Guangdong Intangible Cultural Heritage Torchbearers Program: Preserving the Arts of Southern Guangdong

In August 2025, Weibo partnered with the Guangdong Provincial Department of Culture and Tourism to launch the program, inviting nine Lingnan intangible cultural heritage inheritors to join. From cultural exchange and promotion to market linkage and innovative transformation, the program provides systematic support for intangible cultural heritage youth, comprehensively igniting the spark of inheritance and bringing ancient skills to vibrant life in the contemporary era.



Guangdong Intangible Cultural Heritage Torchbearers Program Activity

National Treasure Protection Program: Cultural IP Helps Create Cultural Events That Break Through Circles

In 2025, @ 微博文博 (Weibo Culture and Museum) partnered with @ 中国文博 (National Museum of China), @ 中国文化报 (China Culture News), and @ 文博圈官微 (Culture and Museum Circle Official) to jointly launch the # 国宝守护计划# (#National Treasure Protection Program#) IP column. Relying on hot search topics, cultural and creative co-branding, online and offline activities, and knowledge base development, combined with government, celebrity, film and television, and new media matrix communication, the column attracted widespread participation in cultural creativity and interaction. A cumulative total of 32 topics trended, becoming a showcase window for corporate participation in cultural inheritance and social value co-creation.



#National Treasure Protection Program# Activity Poster

Into Danzhai, Guizhou: Integration of Culture and Tourism

In September 2025, Weibo launched a series of topical campaigns for # 丹寨非遗周# (#Danzhai Intangible Cultural Heritage Week#) during the 3rd China Intangible Cultural Heritage Protection Annual Conference. Nine intangible cultural heritage partner influencers were organized to visit Danzhai intangible cultural heritage projects on-site, producing in-depth content. Nine topics trended during the event, effectively accelerating the image of the "hometown of intangible cultural heritage" breaking out of the circle, significantly enhancing local cultural brand recognition and communication influence nationwide, and injecting new cultural momentum into the high-quality development of regional cultural tourism.



Danzhai Intangible Cultural Heritage Week Activity Page

Xixia Imperial Tombs Inscribed on the UNESCO World Heritage List: Creating World Cultural Heritage IP and Tapping into Cultural Tourism Potential

As the Xixia Imperial Tombs in northwest China were officially inscribed on the UNESCO World Heritage List, the initiative coordinated with authoritative organizations including @ 联合国教科文组织 (UNESCO) for endorsement, collaborated with government new media for multi-perspective educational interpretation, and created online and offline coordinated communication through content including national treasure guardians and Weibo cultural influencer field visits. Cultural heritage was transformed into world-class cultural IP through hot search topic operations, enhancing public awareness and participation and supporting local cultural tourism development and cultural inheritance.



@ 联合国教科文组织 (UNESCO) Blog Post

One Hundred Years of the Forbidden City: Finding the "Social Touchpoint" of Culture Through Deep Insights

Centered on the social hot search topic of "One Hundred Years of the Forbidden City," a themed activity # 我的成长藏在故宫的日升月落里 # (#My Growth Hidden in the Palace Sunrise and Moonset#) was jointly launched with @ 故宫博物院 (The Palace Museum). Through deep insights, public emotions and cultural needs in everyday life scenarios were distilled, transforming traditional culture into a "social touchpoint" that can be participated in and shared. Through topic operations, professional content interpretation, and matrix collaborative communication, multiple parties were coordinated to speak out together, expanding cultural influence and public participation, promoting the natural diffusion of cultural heritage protection concepts in everyday social interactions, and forming warmer social value co-creation.



我的成长藏在故宫的日升月落里 # (#My Growth Hidden in the Palace Sunrise and Moonset#) Activity Page

International Museum Day: Advocating Cultural Mutual Benefits Through Digitalization

Centered on "518 International Museum Day," Weibo launched the # 博物馆奇妙漫游 # (#Wonderful Museum Journey#) themed activity, coordinating with over 300 museums and institutions nationwide and setting up 18 themed content sections, with cumulative topic views exceeding 580 million. Through video, live broadcast, and interactive educational formats, combined with digital technologies such as AI to improve content accessibility and engagement, the project promoted public understanding of cultural relic protection and historical and cultural values, encouraged social sharing and public education of cultural heritage, and continues to create positive social impact.



博物馆奇妙漫游 # (#Wonderful Museum Journey#) Activity Poster

Weibo Renewal Intangible Cultural Heritage Ceremony: Intangible Cultural Heritage Renews Its Power, Empowering the Future

Under the guidance of the Sichuan Intangible Cultural Heritage Protection Association, Weibo successfully held the "2025 Weibo Renewal Intangible Cultural Heritage Ceremony" and related industry exchange meetings at the Chengdu International Intangible Cultural Heritage Expo Park on December 24, 2025. The event gathered representatives from all sectors. Through forums, case releases, honorary commendations, performances, and online interactions, many topics trended, with total communication volume exceeding 550 million, forming a nationwide intangible cultural heritage IP. On-site integration reports were released, dialogues and roadshows were held, and the "Intangible Cultural Heritage Residency Program" was launched, systematically showcasing the innovative integration paths of intangible cultural heritage with cultural tourism, branding, and other fields. The event set an industry benchmark and is committed to integrating digital platforms and industrial cooperation to build intangible cultural heritage into a cultural calling card and innovative model for the new era.



Weibo Renewal Intangible Cultural Heritage Ceremony Poster

List of Internal Management and Control Policies

Category	Title of System
Environmental	Energy Saving and Consumption Reduction Initiative
	Sina Group Data Center Management Regulations
	Garbage Sorting System of Sina Plaza
Social	Employee Handbook
	Recruitment Management Standards
	Compensation and Welfare Management Standards
	Employee Relations Management Regulations
	Vacation Management Regulations
	Attendance Management Regulations
	Commitment on Equity and Diversity
	Regulations on Equality, Anti-discrimination and Diversification Management
	Sina Group Regulations on Human Rights Management
	Internal Trainers and Mentors Management Handbook
	On-the-job Academic Degree Education Regulations
	Performance Management System
	Performance Improvement Plan
Training Management Standards	
Organization Management System	

Category	Title of System
Social	Management Trainees Management Manual
	Sina Group Staff Promotion Management Regulations
	Sina Group Position System Management Approach
	Long-term Incentive Management Regulations
	Information Security Management System Policy
	Cyber Security Management System
	Information Security Risk Management System
	Security Training System
	Information Security Incident Grading Standard
	Specification for Vulnerability Reporting Management
	Information Security Manual
	Constitutional Documents of Information Security Governance Committee
	Job Responsibilities and Requirements for Information Security Personnel
	Information Security Incident Management
	Data Security Incident Contingency Plan
	Personal Information Data Security Management System
	Weibo Privacy Policy
	Trademark Management System

Category	Title of System
Social	Patent Management Measures
	Weibo Community Convention
	Weibo Policy on Personal Information Protection of Minors
	Weibo Commercial Advertisement Review Specification
	Sina Group Anti-fraud Management Regulations
Governance	Insider Trading and Information Disclosure Policy Compliance Guidelines
	Weibo Code of Business Conduct and Ethics
	Code of Conduct for Employees
	Weibo Complaint Reporting Process
	Weibo Report Investigation and Handling Process
	Anti-retaliation Regulations for Weibo Employees Reporting Illegal Acts
	Anti-fraud Awareness Handout
	Sina Group Supplier Management Rules
	Annual Introduction Plan and Process of Suppliers
	Project Bidding Management Guidelines of the Procurement Department

Key Performance Table

Environmental Key Performance Table

KPI	sub-item	Unit	Data of 2025	Data of 2024	
Emissions	GHG emissions	Scope 1 Greenhouse gas emissions	tCO ₂ e	116	107
		Scope 2 Greenhouse gas emissions	tCO ₂ e	6,996	6,991
		Scope 3 Greenhouse gas emissions (purchased goods and services) ²⁷	tCO ₂ e	3,525	4,331
		Scope 3 Greenhouse gas emissions (leased assets) ²⁸	tCO ₂ e	26,014	45,457
		Greenhouse gas emissions (Scope 1+ Scope 2)	tCO ₂ e	7,113	7,098
		Greenhouse gas emissions intensity (Scope 1+ Scope 2)	tCO ₂ e/million USD in total revenue	4.04	4.05
	Waste	Hazardous waste-disposed fluorescent lamps	Piece(s)	501	333
		Hazardous waste-waste batteries	Piece(s)	677	780
		Total amount of non-hazardous waste	Liter(s)	45,689,606	45,951,101
		Office waste	Liter(s)	1,268,702	1,307,455
		Kitchen waste	Tonne(s)	107	118
		Paper (used in offices)	Piece(s)	1,902,427	2,133,195
		Recyclable waste	Tonne(s)	8	8

KPI	sub-item	Unit	Data of 2025	Data of 2024	
Emissions	Waste	Total sewage discharge	Tonne(s)	44,261	44,470
		Total sewage discharge intensity	Tonne(s)/million USD in total revenue	25.15	25.34
Resource use	Energy	Natural gas ²⁹	Cubic meter	21,246	17,623
		Gasoline consumption	Liter	31,925	31,138
		Total electricity consumption	MWh	8,392	8,428
		Consumption of direct energy	tce	70	65
		Consumption of indirect energy	tce	1,752	1,749
	Water	Total energy consumption	tce	1,822	1,814
		Energy consumption intensity	tce/million USD in total revenue	1.03	1.03
		Total municipal water supply consumption	Tonne(s)	59,064	60,372
		Reused reclaimed water	Tonne(s)	963	1,014
		Reused rainwater	Tonne(s)	3,483	2,794
Water consumption intensity	tce/million USD in total revenue	33.56	34.41		

²⁷ Scope 3 Greenhouse gas emissions (purchased goods and services) mainly come from the carbon emissions generated in the server production process, and the source of greenhouse gas emissions is the production emission data provided by server suppliers.

²⁸ Scope 3 Greenhouse gas emissions (leased assets) mainly come from electricity consumption of leased data centers and public cloud servers. The calculation of greenhouse gas emissions refers to the national average electricity carbon footprint factor for 2024, as announced in the *Notice on the Release of 2024 Electricity Carbon Footprint Factor Data* jointly issued by the Ministry of Ecology and Environment, the National Bureau of Statistics, and the National Energy Administration on October 23, 2025, which is 0.5777 kg CO₂e/kWh.

²⁹ The natural gas usage data only includes information from the Weibo Beijing office.

Social Key Performance Table

KPI		Unit	Data of 2025	Data of 2024
Employees ³⁰				
Total number of employees		Person(s)	5,651	4,982
Number of new employees		Person(s)	815	769
Number of non-contract employees		Person(s)	492	415
Percentage of internally transferred employees		%	15	25
Number of employees by gender	Male	Person(s)	2,512	2,353
	Female	Person(s)	3,139	2,629
Number of employees by age	30 and below	Person(s)	2,247	1,998
	31-40	Person(s)	2,775	2,449
	41 and above	Person(s)	629	535
Number of employees by region	Chinese mainland	Person(s)	5,636	4,968
	China's Hongkong, Macao and Taiwan regions	Person(s)	5	5
	Overseas	Person(s)	10	9

KPI		Unit	Data of 2025	Data of 2024
Number of employees by rank	Senior management	Person(s)	37	28
	Middle management	Person(s)	137	113
	Junior management	Person(s)	362	256
	General staff	Person(s)	5,115	4,585
Employees from ethnic minority groups		Person(s)	305	279
Number of employees with disabilities		Person(s)	49	44
Employee turnover		%	14	18
Voluntary employee turnover rate		%	8	9
Involuntary employee turnover rate		%	6	9
Employee turnover rate by gender	Male	%	16	18
	Female	%	16	17
Employee turnover rate by age	30 and below	%	24	23
	31-40	%	12	19
	41 and above	%	7	10

³⁰ Employee diversity distribution, number of new hires, employee turnover rate, and training-related data are presented in alignment with the reporting standards used in the annual report.

KPI		Unit	Data of 2025	Data of 2024
Employee turnover rate by region	Chinese mainland	%	16	18
	China's Hongkong, Macao and Taiwan regions, as well as overseas	%	0	26
Proportion of female employees		%	55	53
Proportion of female employees by rank	Senior manager	%	24	21
	Middle manager	%	49	46
	Junior manager	%	52	42
	All managerial positions	%	49	42
Proportion of female employees by position category	STEM-related positions	%	49	47
	Revenue-generating positions	%	59	58
Proportion of employees trained		%	100	100
Proportion of employees trained by gender ³¹	Male	%	44	47
	Female	%	56	53
Proportion of employees trained by position category	Senior management	%	0.65	0.56
	Middle management	%	2.42	2.27

KPI		Unit	Data of 2025	Data of 2024
Proportion of employees trained by position category	Junior management	%	6.41	5.14
	Ordinary employees	%	90.51	92.03
Average training and development investment per full-time employee		RMB	478	823
Total training hours of employees		Hour(s)	144,795	138,722
Average hours of training received per employee		Hour(s)	26	28
Average hours of training received per employee by gender	Male	Hour(s)	23	25
	Female	Hour(s)	27	30
Average hours of training received per employee by position category	Senior management	Hour(s)	5	5
	Middle management	Hour(s)	16	18
	Junior management	Hour(s)	24	24
	General staff	Hour(s)	26	28
Work-related fatalities in the last 3 years		Person(s)	0	0
Proportion of work-related fatalities out of total employees in the last 3 years		%	0	0
Lost days due to work injury		Day(s)	349	242

³¹ Percentage of male employees trained = number of male employees trained ÷ total number of employees trained; Percentage of female employees trained = number of female employees trained ÷ total number of employees trained








KPI	Unit	Data of 2025	Data of 2024	
Percentage of employees receiving regular performance reviews and career development reviews	%	100	100	
User satisfaction rate ³²	%	93	94	
Annual number of patents	Patent applications	Piece (s)	26	59
	Patents granted	Piece (s)	34	40
Total number of granted patents	Piece (s)	385	352	
Total number of registered trademarks	Project	880+	820+	
Total number of registered copyrights	Project	688	680+	
Total number of customer complaints	/	125,066	139,534	
User complaint rate	%	6.98	7.33	
Customer service response rate	%	100	100	
Customer complaint resolution rate	%	100	99.99	
Average time to resolve issues	Hour(s)	0.20	0.29	

Corporate Governance Key Performance Table

KPI	Unit	Data of 2025	Data of 2024
Integrity training rate	%	100	100
Signing rate of the <i>Honesty and Integrity Agreement</i> by suppliers	%	100	100

³² Statistical dimension: The number of satisfactions/feedback ratings for questions consulted by users through voice and online channels.

ESG Index

Disclosure	HKEX	GRI	SDGs
1. Governance			
1.1 ESG Governance	B7、B7.1、B7.2、	103-2;102-20;102-22;102-32;102-21;102-29;102-31;102-47;103-1	 
1.2 Corporate Governance	B7;B5、B5.1、B5.2、B5.3、B5.4; B6.3	102-18;102-23;102-26;102-27;102-30;102-15;103-2;308-1;414-1;414-2;102-13	
2. Responsible Platform			
2.1 Information Security	B6、B6.4、B6.5	416-1	
2.2 Privacy Protection	B6、B6.4、B6.5	416-1;418-1	  
2.3 Security Awareness	B6、B6.4、B6.5	416-1	
2.4 Innovation and Development	B6、B6.3	416-1	
3. Quality Experience			
3.1 Quality Content	B6	416-1;417-1	
3.2 Advertising Governance	B6、B6.4	417-1	 
3.3 Service Experience	B6、B6.2	416-1	

Disclosure	HKEX	GRI	SDGs
4. Human Capital			
4.1 Employee Care	B1;B4、B4.1、B4.2	408-1	  
4.2 Workplace Diversity	B2;B2.3	403-6;403-7;403-10;405-1;406-1	  
4.3 Employee Development	B3	404-2	
5. Green Development			
5.1 Climate Change Initiatives	Part D: Climate-Related Disclosures	201-2;305-1;305-2;305-3;305-5	
5.2 Green Operations	A1、A1.1、Part D: Climate-Related Disclosures、A1.3、A1.4;A2、A2.1、A2.2、A2.3;A3、A3.1	301-3;302-4;302-5;306-1;306-2;306-3;306-4;306-5	  
5.3 Green Philosophy	A3	304-2	
6. Social Value			
6.1 Social Welfare Initiatives	B8;B8.1	413-1	
6.2 Collaborative Networks	B8.1	413-1	  
6.3 Underprivileged Community Support	B8.1	/	  
6.4 Rural Revitalization	B8.1	413-1	
6.5 Traditional Culture Promotion	B8.1	/	

Readers Feedback Form

Dear reader,

Thank you for reading our Environmental, Social and Governance (ESG) Report 2025. To enhance our communication with you and other stakeholders, and to continuously improve our performance on environmental, social and governance as well as future preparation of reports, we sincerely welcome your valuable comments and suggestions through the following ways.

1. What's your general view on this report?

Excellent Good Average Poor

2. What do you think of the clarity, accuracy and completeness of the information and data disclosed in this report?

Excellent Good Average Poor

3. What do you think of the comprehensiveness of the Company's economic responsibility described in this report ?

Excellent Good Average Poor

4. What do you think of the comprehensiveness of the Company's environmental responsibility described in this report?

Excellent Good Average Poor

5. What do you think of the comprehensiveness of the Company's social responsibility described in this report?

Excellent Good Average Poor

6. Do you view the design and typeset of this report as user-friendly?

Excellent Good Average Poor

7. What do you think need to be improved most in this report?

Governance Safety Products and services Employees Environmental Social

8. What you wish to know but have not been disclosed in this report are:

9. Your comments and suggestions on the Company's environmental, social and corporate governance efforts and report preparation:

