



Weibo 2024

Environmental, Social and Governance Report

Contents

About the Report	02
Company Statement	03
About Weibo	04
2024 Highlights	06

List of Internal Management and Control Policies	103
Key Performance Table	104
ESG Index	107
Readers Feedback Form	108

01 Governance

ESG Governance	09
Corporate Governance	13

02 Responsible Platform

Information Security	22
Privacy Protection	29
Innovation and Development	33

03 Quality Experience

Quality Content	38
Advertising Governance	53
Service Experience	55

04 Human Capital

Safeguarding Employees' Rights	59
Fostering Workplace Diversity	65
Empowering Employee Development	70

05 Green Development

Climate Change Initiatives	78
Pursuing Green Operation	81
Promoting Green Philosophy	86

06 Social Value

Social Welfare Initiatives	90
Social-Collaborative Network	93
Supporting Underprivileged Communities	95
Empowering Rural Revitalization	97
Promoting the Traditional Chinese Culture	99

About the Report

Introduction

This is the fourth 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, 2024 to December 31, 2024 (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 2024 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, 2025.

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.

 Email: ir@staff.weibo.com

 Tel: +86 10 5898-3336

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

Company Statement

Over the past decade, digital intelligence has thrived and transformed the information era. Weibo has been a witness to the information transition in the digital society and the continuous upgrade of user needs. We are convinced that the philosophy of innovation, coordination, green practices, openness, and sharing is not only a responsibility that every organization, institution, and enterprise must fulfill, but also an opportunity for growth. As one of China's leading social media platforms, Weibo remains steadfast in its original commitment to "serving our users and creating social value". Facing the vast flow of information, we forge ahead with innovation as our oar, charting a steady course toward new frontiers. We continuously refine our platform's features and optimize user experience. Our goal is to create greater value for platform users, content creators, and advertising and marketing customers, as well as all stakeholders. Meanwhile, we are dedicated to driving sustainability across various fronts, working hand in hand with all stakeholders to thrive in the digital era and shape a better future together.

We fulfill our mission for green development and foster a sustainable future through low-carbon practices. Weibo firmly upholds a low-carbon development path, establishing a comprehensive environmental management system and green operational framework. We continue to explore innovative energy-saving solutions for data centers, fully integrating the principles of sustainable development. Over the past year, we actively supported the "East Data, West Computing" project by constructing next-generation intelligent computing data centers in regions such as Zhangjiakou. By adopting cutting-edge energy-efficient technologies, including evaporative cooling and direct current power supply, we have notably lowered energy consumption. The Power Usage Effectiveness (PUE) of our data

centers continues to improve, with the proportion of renewable energy usage markedly increasing. In 2024, our Scope 3 greenhouse gas emissions had decreased by 10% compared with 2023, surpassing our reduction targets. We strive to reduce our carbon footprint and making a contribution to global climate action.

We empower technology innovation and chart a new course with intelligent development. In this era of rapid digitalization, technology innovation has become the driving force of society progress. Weibo keeps pace with the times, focusing on Artificial Intelligence (AI) and continuously investing in R&D resources to propel technological advancement and product upgrade. Over the past year, we successfully developed and registered our proprietary large language model, "Zhiwei", creating intelligent momentum into our content ecosystem. We also introduced cutting edge features such as intelligent search, AI-powered assistants and innovative advertising system, further enhancing user experience and improving content distribution efficiency. We believe that the mission of technology is to serve users and create value. With this in mind, Weibo remains committed to a user-centric approach, addressing their evolving needs. Leveraging technology innovation, Weibo not only enables users to access information more conveniently but also empowers them to "see" a broader spectrum of possibilities amidst the vast ocean of information, and stay connected with the world.

We support employees for their growth and empower their future with diverse development paths. As a supporter of employee advancement, Weibo is committed to cultivating an inclusive and dynamic workplace that enables comprehensive personal and professional growth. Over the past year, the Company has made unremitting efforts in enhancing its employee

training system, launching leadership programs, which provides managerial and professional career pathways to support employees in achieving career breakthroughs. Additionally, Weibo offers a comprehensive benefits package, including healthcare support, psychological counseling, and festive celebrations, to enhance employee well-being. We also actively advocate for a corporate culture of diversity and equality, witnessing steady increase in the proportion of female employees. Through initiatives such as the "Her-power" sharing sessions, Weibo inspires female employees to maximize their potential, bringing greater diversity and vitality to the Company's development.

We spread warmth through social charity and foster harmony via charitable actions. As a responsible corporate citizen, Weibo actively engages in philanthropy, translating our social commitment into meaningful action. As of December 2024, the Weibo Charity platform has cumulatively launched more than 24,000 public welfare projects, attracting over 51 million individual donations, with a total contribution exceeding RMB 760 million. We initiated the "Charity Festival" in cooperation with celebrities, influencers, and charitable organizations to support initiatives in emergency relief, rural revitalization, and cultural heritage preservation.

We strengthen corporate governance as cornerstone for sustainable development and drive long-term growth through compliant operations. Weibo continuously enhances its ESG governance framework by refining its three-tier governance mechanism comprising the governance, management, and execution tiers, which facilitates better risk prevention, compliance management, and more scientific decision-making processes. These efforts ensure the Company's stable operations and high-quality

development. Committed to the principle of a "green and low-carbon supply chain", we optimize supply chain management, promote sustainable development among suppliers, and establish a strong foundation for a greener supply chain. Additionally, Weibo mitigates user privacy risks by reinforcing its "Three Lines of Defense" approach spanning management processes, technological monitoring, and compliance auditing. By improving its information security management system and strengthening data protection measures, Weibo delivers a safer platform experience to users.

Perseverance leads to progress, and a bright future awaits us. We firmly believe that ESG is evolving from a value-driven philosophy into a core competitive advantage for corporate sustainability. Looking ahead, Weibo will remain dedicated to its vision of "making the world a better place with the power of Weibo". We will continue to refine our ESG management framework, improve our governance, and collaborate with all stakeholders to advance global ESG initiatives and build a sustainable and prosperous future for humanity. With unwavering dedication, Weibo is confident in making steady and ongoing progress on its ESG journey, beefing up our efforts into creating a brighter future.

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

Users

In December 2024
Monthly active users (MAUs)

590million

Average daily active users (DAUs)

260million

Content & Community

As of December 2024
Content covers

39

vertical areas

such as entertainment, sports, game, digital, automobiles, etc.

80%+

Identified MAUs belonged to Generation Z¹

Financials (USD)

In 2024
Total revenue

1,755million

Income from operations

494million

Operating margin

28%

¹ Generation Z: born in and after 1990. The proportion is based on the results derived from data analysis.

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.

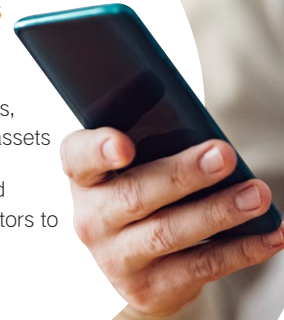
○ Users

- 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 accumulating 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



2024 Highlights

Governance

ESG Governance Structure

ESG Committee established under the Board of Directors

Anti-Corruption Training

Employee coverage

100%

Exam pass rate

95%+

Supplier Integrity Management

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

100%

Responsible Platform

Information Security Management Structure

Information Security Management Committee established

Information Security Training

Covered

5,193 person-times

examination completion rate **97%**

Information Security Training of Suppliers and Contractors

Average training hour per participant

1.5 hours

covering all major suppliers and contractors

Information Security Auditing and Certification

5 registered information systems successfully passed the National Classified Protection of Cybersecurity (Level 3) certification retests, **3** new systems were registered under Level 3 certification

Intellectual Property Protection

In 2024, patents granted

40

Cumulative Number of patents granted

352

Cumulative Number of trademarks registered

820+

Quality Experience

Content Diversity

Covers **39** vertical areas, including entertainment, sports, game, digital, automobiles, etc

Weibo Debunking

Debunked a total of nearly

140,000

pieces of misinformation

AI Empowerment

Weibo's self-developed "**Zhiwei**" Large Language Model (LLM) model successfully obtained approval

AI applications in **search**, **user interaction** and **content summary**, etc

Creator Support

Invested over **RMB 100 million** in traffic resources to support audio content creators

Quality Service

100%

user complaint handle rate

Human Capital

Employee Training

Coverage

100%

Hours per employee

28

Employee Dedication Rate

84%

Female Employees % of Total

53%

Female % in STEM² Positions

47%

Female % in Revenue-Generating Positions

58%

**Honoured with several Excellent Employer Awards
Provided Diversity Policy-Related Training for Employees**

Green Development

Scope 3 Greenhouse Gas Emissions compared to 2023 Decreased by

10%

Water Saving Target Achieved, with Savings Exceeding the Target by

9%

PUE of Data Centers in the Beijing-Tianjin-Hebei Regions Boasted a PUE of

1.2

and green power usage

50%

Distributed Solar Photovoltaics

Installed capacity of Annual output

598kW

Annual electricity consumption from photovoltaic sources

426MWh

Obtained Green Building Certification

LEED Platinum certification for operations

Social Value

Weibo Charity Platform³

Cumulative number of supported projects

24,000+

Cumulative total funds raised

760million+

Emergency Disaster Relief⁴

Number of projects launched

74

Total funds raised nearly

1.86million

Number of donors

100,000+

Poverty Alleviation and Rural Revitalization⁴

Number of topics initiated

1,000+

Views of related posts

20billion+

Number of discussions

5million+

² STEM refers to Science, Technology, Engineering and Mathematic.

³ The data is as of the end of 2024.

⁴ The data is collected for the entire year of 2024.

01

Governance

Weibo firmly believes that sound corporate governance serves as the cornerstone for sustainable development. We continue to optimize our governance systems, improve risk management and control, and uphold business ethics. We also build a responsible supply chain and take multiple measures to ensure high-quality and sustainable corporate development.

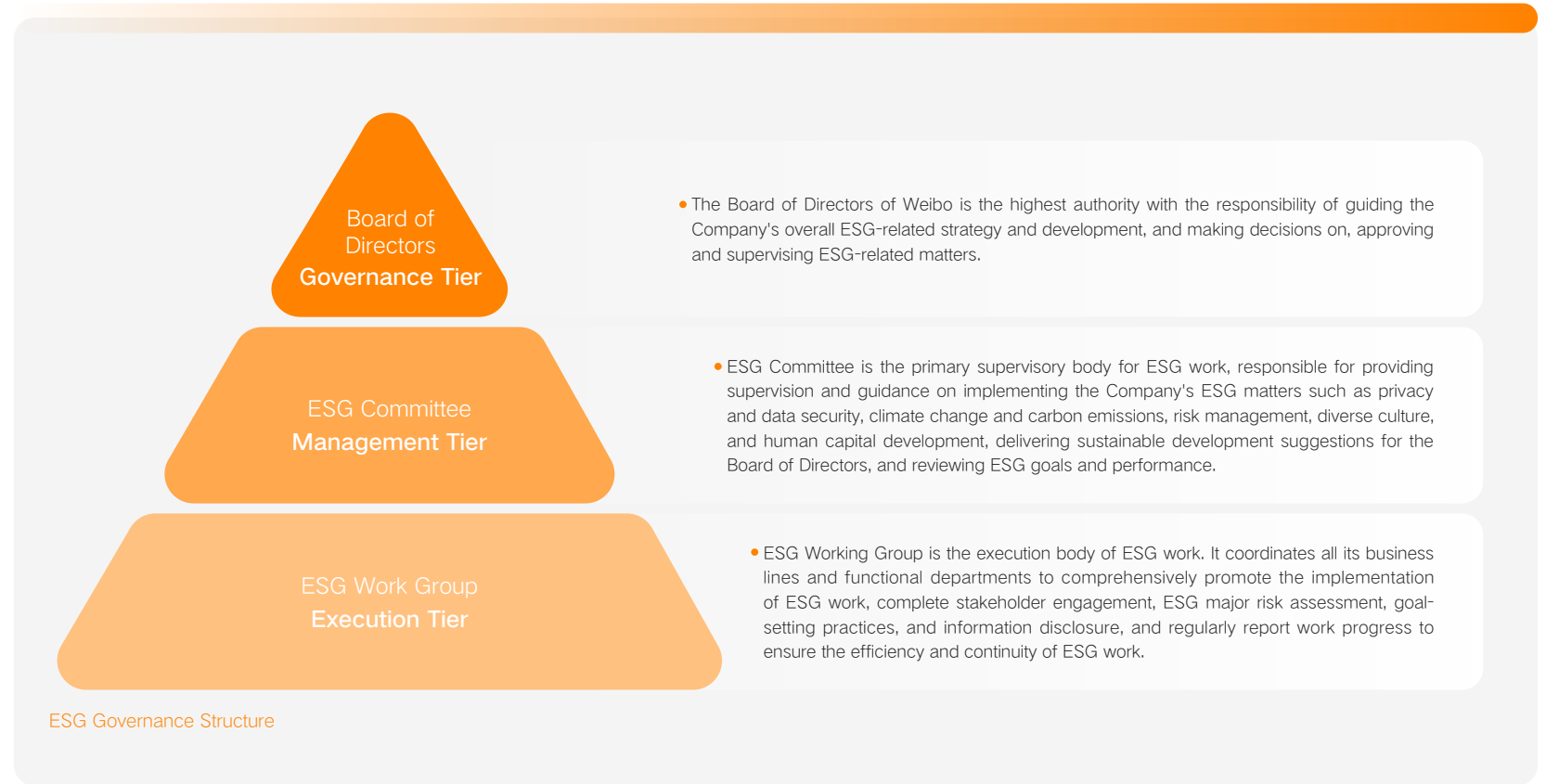


1.1 ESG Governance

Weibo continues to optimize its ESG governance systems, actively integrate ESG concepts into daily operations, management and business practices. We pay great attention to the voices of stakeholders, with an aim to continuously improve the Company's ESG performance.

1.1.1 ESG Governance Structure

Weibo has constantly improved the three-tier ESG governance structure of "governance tier - management tier - execution tier", clarifying the supervision and reporting mechanism⁵, thus ensuring the smooth and effective implementation of ESG work. This report provides a detailed disclosure of the progress and achievements of Weibo's ESG work in 2024 and has been approved by the Board of Directors in April 2025.








⁵ 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 Engagement with Stakeholders

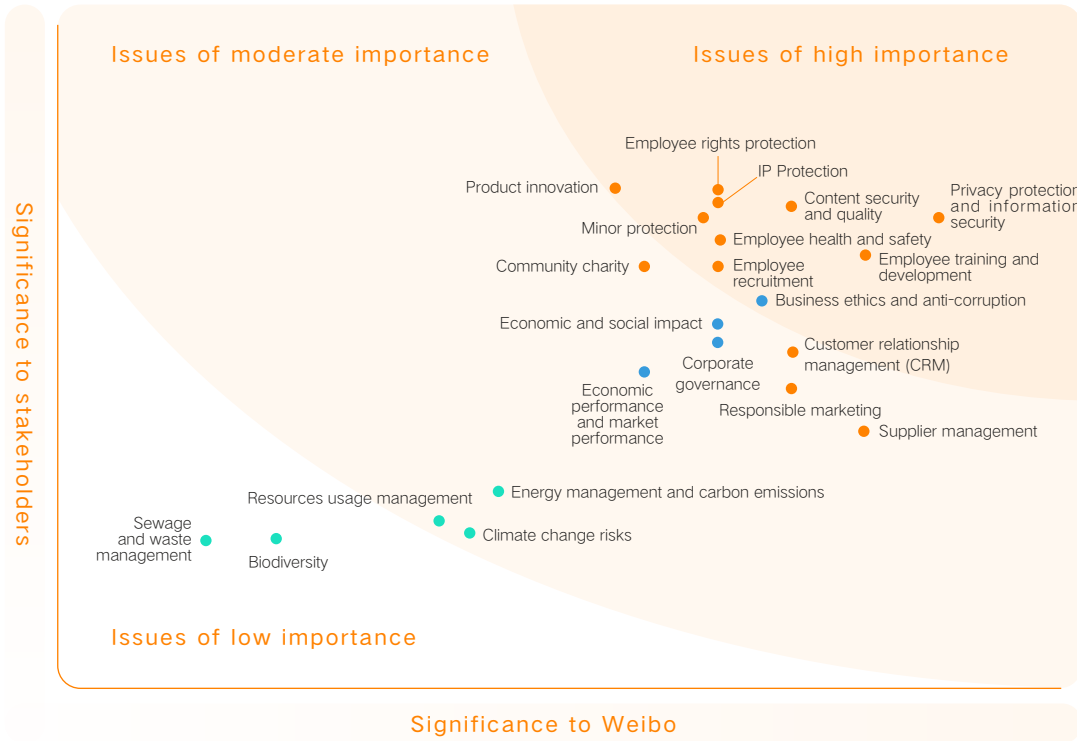
Weibo actively listens to the voices of internal and external stakeholders. We maintain long-term communication with them, and make timely adjustments to the Company's ESG development plan by addressing their suggestions and feedback, to ensure that the Company's ESG work meets their expectations while complying with regulatory requirements.

Stakeholders	Stakeholders' Concerns	Means of Communication	Major Response
Shareholders/ Investors 	<ul style="list-style-type: none"> Ongoing and stable operations Stable return on investment Corporate governance Compliant operation Risk management 	<ul style="list-style-type: none"> General meetings of shareholders Periodic reports and announcements Investor meetings Investor emails 	<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 operations Content security and quality Data privacy protection Platform contributing to improved social issues 	<ul style="list-style-type: none"> Policy guidance Reporting Regular communication 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 Employee rights protection Employee training and development Employee health and safety 	<ul style="list-style-type: none"> Plenary session Employee satisfaction survey 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 	<ul style="list-style-type: none"> Intellectual property rights ("IPR") Protection Minor protection Responsible marketing 	<ul style="list-style-type: none"> Customer service center Product research feedbacks Conducting user interaction activities Product negative feedback mechanism Community service satisfaction assessment

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

1.1.3 Materiality Assessment

Based on regulatory requirements, capital market rating indicators, and the latest industry trends, Weibo optimized and adjusted the material issues and their materiality in 2023, and formulated the materiality matrix for 2024. For the issues of high importance, Weibo takes a strategic approach by focusing on key risks and opportunities, making them a priority in its ESG initiatives. Leveraging synergies across departments and optimized resource allocation, we integrate sustainable development concepts with our corporate strategy and operational decisions, driving progress towards sustainable development.



Materiality Matrix of Weibo in 2024

● Social ● Corporate Governance ● Environmental

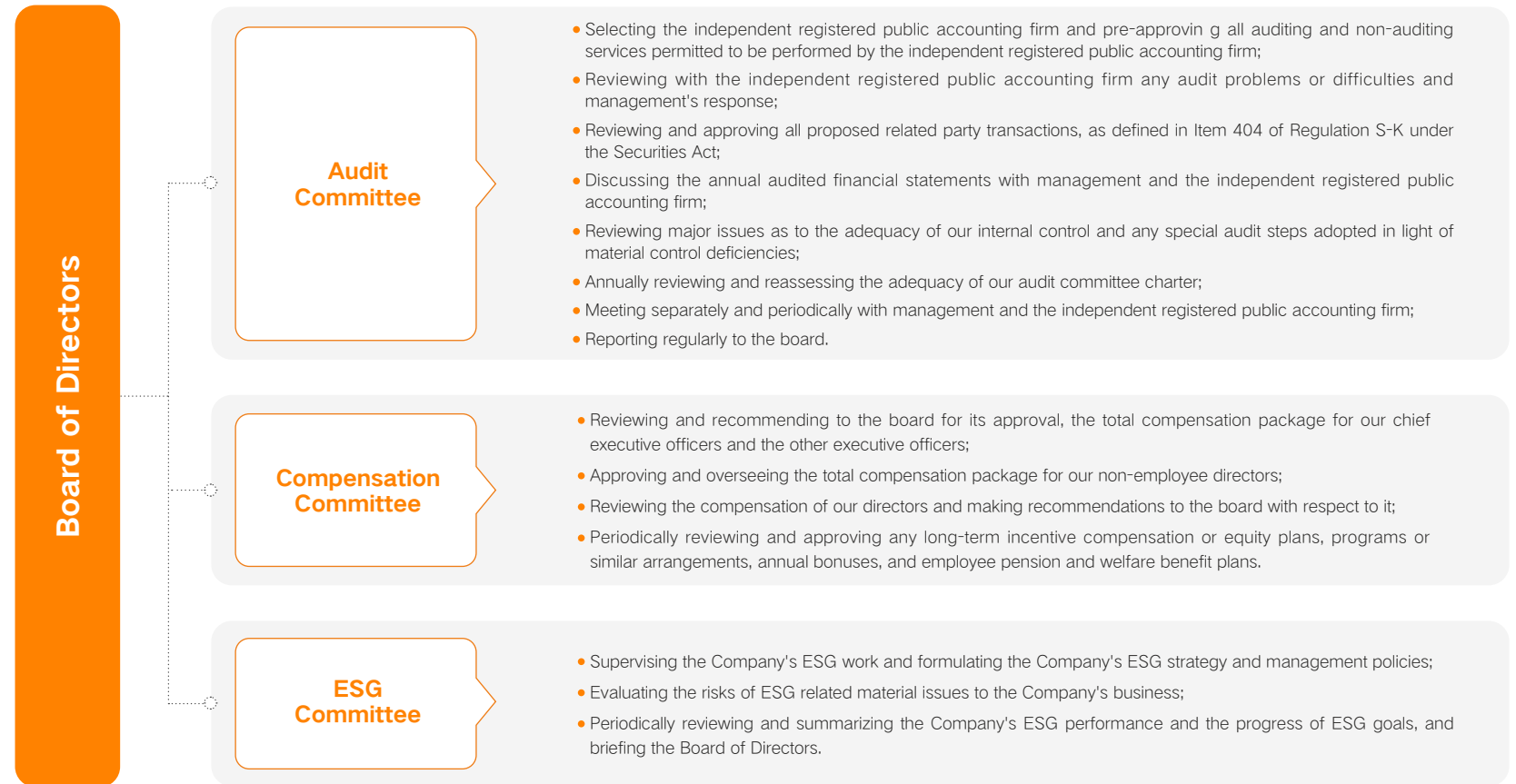
Materiality	ESG Issues	Category
High	Privacy protection and information security	Social
	Employee training and development	Social
	Content security and quality	Social
	Employee rights protection	Social
	IP Protection	Social
	Employee health and safety	Social
	Employee recruitment	Social
	Product innovation	Social
	Minor protection	Social
	Business ethics and anti-corruption	Corporate Governance
Moderate	Supplier management	Social
	Customer relationship management (CRM)	Social
	Responsible marketing	Social
	Economic and social impact	Corporate Governance
	Corporate governance	Corporate Governance
	Community charity	Social
	Economic performance and market performance	Corporate Governance
	Energy management and carbon emissions	Environmental
	Resources usage management	Environmental
	Climate change risks	Environmental
Low	Biodiversity	Environmental
	Sewage and waste management	Environmental

1.2 Corporate Governance

Compliant operations and sound governance are crucial for stable and robust corporate development of the Company. Weibo has built a corporate governance structure of professionalism and diversity, advocated a healthy business environment, and enhanced the capacity to address risks. We have also built a sustainable supply chain. Leveraging all-round and multi-dimensional governance measures, we are dedicated to safeguarding the sustainable operation and healthy development of Weibo.

1.2.1 Board Structure

Weibo strictly complies with the laws and regulations of the countries and regions in which it operates and is listed in, such as the *Securities Act of 1933*, *NASDAQ Stock Market LLC Rules*, and *HKEX Listing Rules*, and has established a scientific and efficient corporate governance mechanism that clarifies responsibilities of each part. As the top decision-making body of the Company's strategy and management, the Board of Directors is responsible for the overall strategy, internal control, and risk management system, and has always maintained independence and professionalism. The Board of Directors has established the audit committee, compensation committee and ESG committee, which perform their duties in accordance with respective charter to guarantee the scientific and rational decision-making in all fronts across the Company.



Weibo values the independence, effectiveness, and diversity of its Board of Directors, bringing in elite from diverse backgrounds and professions to ensure a multi-perspective vision, foster innovative thinking, and enhance decision-making. The average tenure of board members is 8.28 years⁶. During the reporting period, the Company convened one General Meeting of Shareholders and four board meetings, achieving a 100% attendance rate. Additionally, four written resolutions were passed. At the annual general meeting each year, one-third of the directors for the time being shall retire from office by rotation, and shall be eligible for re-election.

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

- The Board consists of seven directors, including one female director, accounting for 14% of the Board.
- 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.

Title	Name	Gender	Professional Competence		
			Industrial 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			✓

⁶ In 2024, in accordance with the methodology guidelines of the Dow Jones Sustainability Index (DJSI), we revised the calculation to cumulate years served from the start of each Board member's tenure to the current date. We have always strictly adhered to HKEX's listing disclosure requirements, holding annual elections in compliance and disclosing relevant information in our charter to ensure compliance.

1.2.2 Risk Management

Weibo regards risk management as a critical safeguard to ensure business continuity, and long-term sustainable development. We have established a robust risk governance framework to comprehensively identify risk exposure, assess risks and takes countermeasures, thereby providing strong guarantee for the sustainable and healthy development.

Risk Governance Structure

Weibo has established a comprehensive risk governance system, in which business units and functional departments identify business risks and formulate countermeasures. On this basis, the Internal Audit Department identifies key risk matters, conducts targeted audits to evaluate the adequacy of risk identification and response mechanisms, and reports significant risk assessments and results to the Audit Committee at least once a year. The Audit Committee is entrusted by the Board of Directors to assess the acceptable risk threshold of the Company, highlight material risk exposure areas and guide management in the implementation of effective risk management.

Risk Identification, Assessment and Response

Weibo integrates risk identification and assessment into daily operations, analyzes and reports risks identified by each business unit, and convenes quarterly Audit Committee meetings to hear independent directors' assessments on significant risk and to strengthen risk monitoring in daily operations accordingly. In addition, the Company conducts an annual review and assessment of risk exposures to ensure that risks are detected in a timely manner at the nascent stage with countermeasures taken.

Weibo actively develops risk response plans and carries out risk response actions in response to identified major risks. By the end of the reporting period, the main identified risks and the corresponding response measures are as follows:

Types of Risks	Countermeasures
Risk Management on Financial Reporting	<ul style="list-style-type: none"> Develop financial reporting risk management policies; Provide regular training for finance staff to ensure smooth implementation of policies.
Risk Management on Internal Control	<ul style="list-style-type: none"> 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
Risk Management on Information Security and Privacy	<ul style="list-style-type: none"> 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. <p>Please refer to 2.1 Information Security & 2.2 Privacy Protection for specific measures.</p>
<p>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.</p>	
Risk Management on Human Resources	<ul style="list-style-type: none"> Maintain employment compliance, safeguard employee rights and interests, prioritize talent development and retention, and foster a diverse and inclusive work environment. <p>Please refer to 4 Human Capital for specific measures.</p>
Risk Management on Climate Change	<ul style="list-style-type: none"> 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. <p>Please refer to 5.1 Climate Change Initiatives for specific measures.</p>

Risk Culture

Weibo encourages employees to identify risks and report them in a timely manner to strengthen their awareness of risk management. The Company regularly organizes risk management training to enhance their sensitivity to corporate risks and sense of responsibility. The Company also integrates risk concepts into the workflow, aiming to expand the scope of risk identification and achieve comprehensive and in-depth risk management.

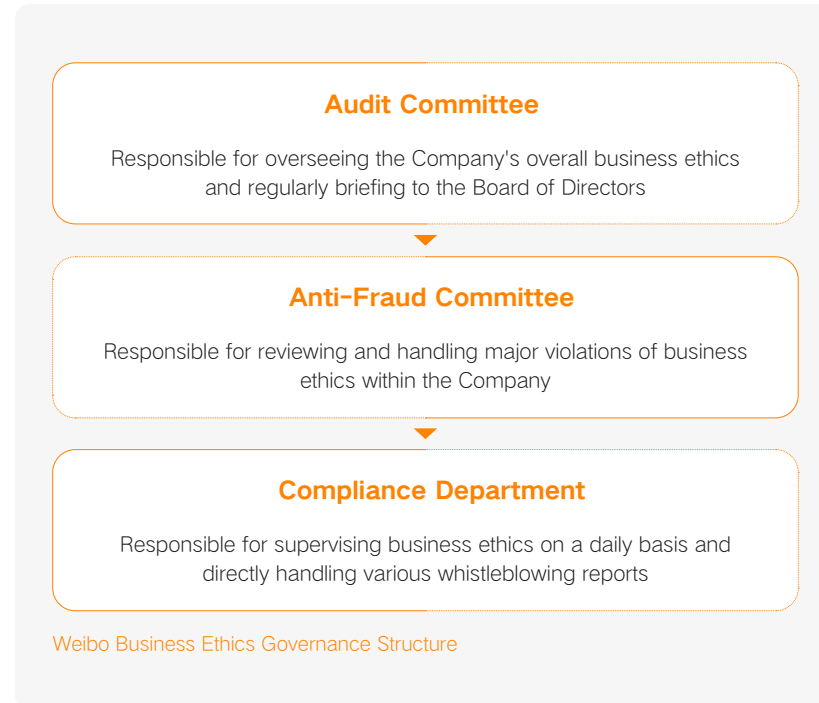
1.2.3 Business Ethics

Weibo consistently adheres to business ethics and maintains a "zero-tolerance" stance towards any form of corruption and bribery, as well as other practices that violate business principles. The Company collaborates with business partners to create a fair, just, honest, mutually trusting, and transparent business ecosystem.

Business Ethics Governance Structure

Weibo follows the principles of voluntariness, equality, fairness, honesty and practicality, while practicing the general anti-fraud idea of "giving priority to prevention and taking punishment as a subsidiary". In strict compliance with the *United Nations Convention against Corruption* and other laws, regulations, and standards related to business ethics, Weibo has revised and improved publicly available anti-bribery and anti-corruption policy documents, including the *Employees' Professional Code* and the *Anti-fraud Publicity Handout*, which apply to all employees (including full-time, part-time and outsourced employees, and interns), strictly regulating commercial activities across all business operations.

The Company has established a top-down and well-defined business ethics governance structure, consisting of the Audit Committee, the Anti-Fraud Committee, and the Compliance Department, to jointly uphold corporate integrity and compliant operations. During the reporting period, Weibo was free of corruption-related litigation.



Business Ethics Supervision

To ensure adherence to business ethics across all operations, Weibo has implemented a series of supervision measures:

- Incorporate the *Honesty and Integrity Agreement* into labor contracts and cover all employees of the company.

Honesty and Integrity Agreement signing rate in 2024

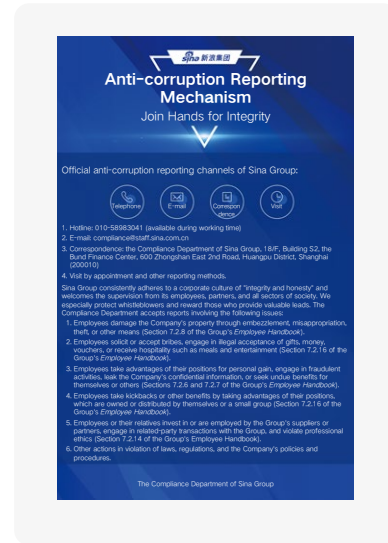
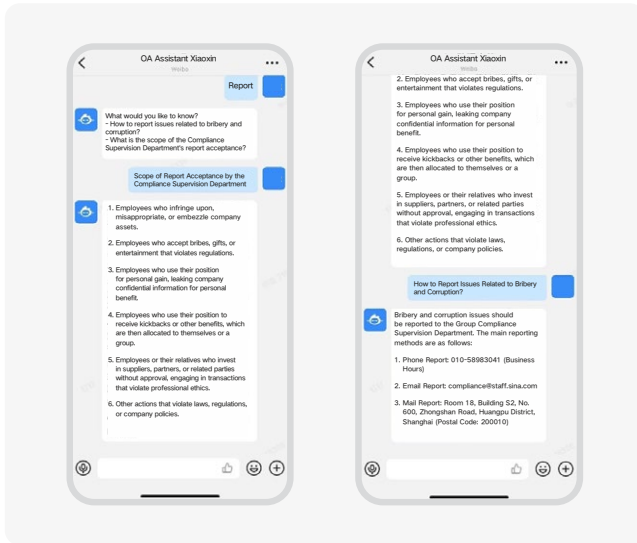
100%

- Conducting continuous inspections and corrective supervision on high-risk areas, such as procurement and expense reimbursement, based on past fraud cases and enforcement experience in 2024.
- Advancing the identification and audit supervision of business ethics risks. In 2024, the Internal Audit Department developed a business ethics audit standard focusing on four dimensions: clear operational objectives, reasonable business processes, efficient budget utilization, and effective system controls. Based on this standard and potential business-specific bribery risks, Weibo conducted 10 targeted audits, including audits of Weibo's membership services and CRM contract milestone tagging. The Company aims to achieve 100% audit coverage of all business lines within three years, followed by a full business-line audit cycle every three years to ensure comprehensive and frequent oversight.

Whistleblowing Mechanism and Whistleblower Protection

Weibo has formulated policy documents such as the *Complaint Reporting Process*, the *Report Investigation and Handling Process*, and the *Anti-retaliation Regulations for Employees Reporting Illegal Acts* to ensure an open, transparent, accessible, safe and effective reporting process. The Company supports anonymous reporting, safeguards whistleblower rights, maintains strict confidentiality of reporting information and records, enforces strict penalties against discrimination or retaliation, and rewards whistleblowers who prevent significant economic losses for the Company.

In 2024, to enhance employees' awareness of whistleblowing channels and improve reporting convenience, Weibo innovatively integrated an anti-fraud reporting smart consultation service into the "OA Assistant Xiaoxin" on the DingTalk platform. This feature allows employees to easily access relevant anti-fraud reporting regulations and procedures.



OA Assistant Xiaoxin: AI-powered Anti-Corruption and Anti-Fraud Whistleblowing Q&A Anti-Corruption Whistleblowing Notice

Building a Culture of Integrity

Weibo prioritizes fostering a culture of integrity. Through daily anti-fraud risk publicity, enhanced corporate integrity education and training, and strengthened industry exchanges and collaborations, the Company strives to create a fair, transparent, and honest business environment. These efforts promote the Company's sustainable development while maintaining healthy market competition. During the reporting period, Weibo conducted nine anti-corruption training sessions, achieving a 100% participation rate across all levels, including the Board of Directors and general employees.

Advocating Anti-Fraud during Holidays	<ul style="list-style-type: none"> 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.
Holding Integrity Training	<ul style="list-style-type: none"> The Company regularly organizes professional ethics training for all employees, adopting a blended approach of online and offline methods to conduct annual training sessions. These are complemented by a rigorous assessment system to deepen employees' awareness of compliance in terms of "integrity and honesty". In 2024, the Company conducted a total of 10 business ethics training sessions⁷. The training coverage rate reached 100%, with a passing rate of over 95% in assessments.
Signing the "Management Statement"	<ul style="list-style-type: none"> For management personnel, the Company implements a quarterly "Management Statement" signing system to ensure their commitment to adhering to business ethics standards.
Undertaking Industry Anti-Corruption Responsibilities	<ul style="list-style-type: none"> Weibo has been an executive member of the "Trust and Integrity Enterprise Alliance", an anti-corruption organization. Weibo acts as a pilot cooperation unit with the Economic Crime Investigation Brigade of the Haidian Branch of the Beijing Municipal Public Security Bureau (Haidian Economic Crime Investigation).
Participating in Industry Anti-Corruption Exchanges	<ul style="list-style-type: none"> Weibo attended the "Internet Industry Business Ethics Management Platform Kickoff Meeting" held by the China Academy of Information and Communications Technology of the Ministry of Industry and Information Technology. Weibo participated in the "Internet Anti-Corruption Research Conference" held by the Ministry of Public Security. Weibo attended the "Internal Corporate Anti-Corruption Governance Conference" held by the Cyberspace Administration of China.

⁷ In 2024, 10 anti-corruption training sessions were held, including 1 annual professional ethics training session, 1 ethics training session for new employees (26 participants), 1 anti-fraud workshop, 1 Mid-Autumn Festival integrity reminder session, 1 special training on "Case Studies and Prevention Suggestions for Job-related Crimes in Private Enterprises", 1 training session on "Human Resources Execution Guidelines for Conflict of Interest Management", 1 annual anti-corruption training session for suppliers 1 dedicated anti-fraud training session each in Tianjin, Zhengzhou, and Hangzhou.

Building a Culture of Anti-corruption

Weibo integrates business ethics requirements into its upstream and downstream business partners, working with suppliers to create a culture of anti-corruption and promote mutual benefits across the industrial chain.

Supplier Integrity Cooperation Ecosystem Development

- We require all domestic suppliers to sign the *Honesty and Integrity Agreement*.

Signing rate in 2024

100%

- The Company implements regular assessment of all suppliers, conducting monthly checks to identify unqualified suppliers. Any supplier found involved in fraudulent activities or conflicts of interest will be promptly eliminated.
- In 2024, the Company conducted a comprehensive screening of existing suppliers with reference to the industry's supplier blacklist. If any supplier on the blacklist was found to have business ties with the Company, further investigations into potential fraud risks were carried out.

- In November 2024, the Company selected 21 key suppliers to conduct integrity training. During the training, the integrity norms and requirements that both parties should adhere to during cooperation were emphasized. Additionally, the reporting methods and channels for fraudulent activities were announced, laying a solid foundation for building a fairer, more transparent, and cleaner cooperative relationship.

Provide integrity training to

21 key suppliers

⁸ Bringing in refers to the Compliance Supervision Department, in addition to conducting internal training, inviting external organizations or government agencies with specialized knowledge and experience in anti-corruption and job-related crime prevention to provide training lectures from fresh perspectives, enhancing employees' anti-corruption awareness.



Special Training on "Preventing Job-Related Crimes"

In May 2024, Weibo invited the director of a department from the Haidian District People's Procuratorate in Beijing to conduct a training session on "Preventing Job-Related Crimes". Over 100 management and key employees participated in the training offline, while the live-streamed event covered all employees. This large-scale anti-fraud awareness campaign introduced a new model of "bringing in"⁸. Taking this opportunity, the Company established a cooperation mechanism with the Second Department of the Haidian District People's Procuratorate, strengthening "prosecutor-enterprise collaboration" and leveraging legal forces to drive the Company's steady development.

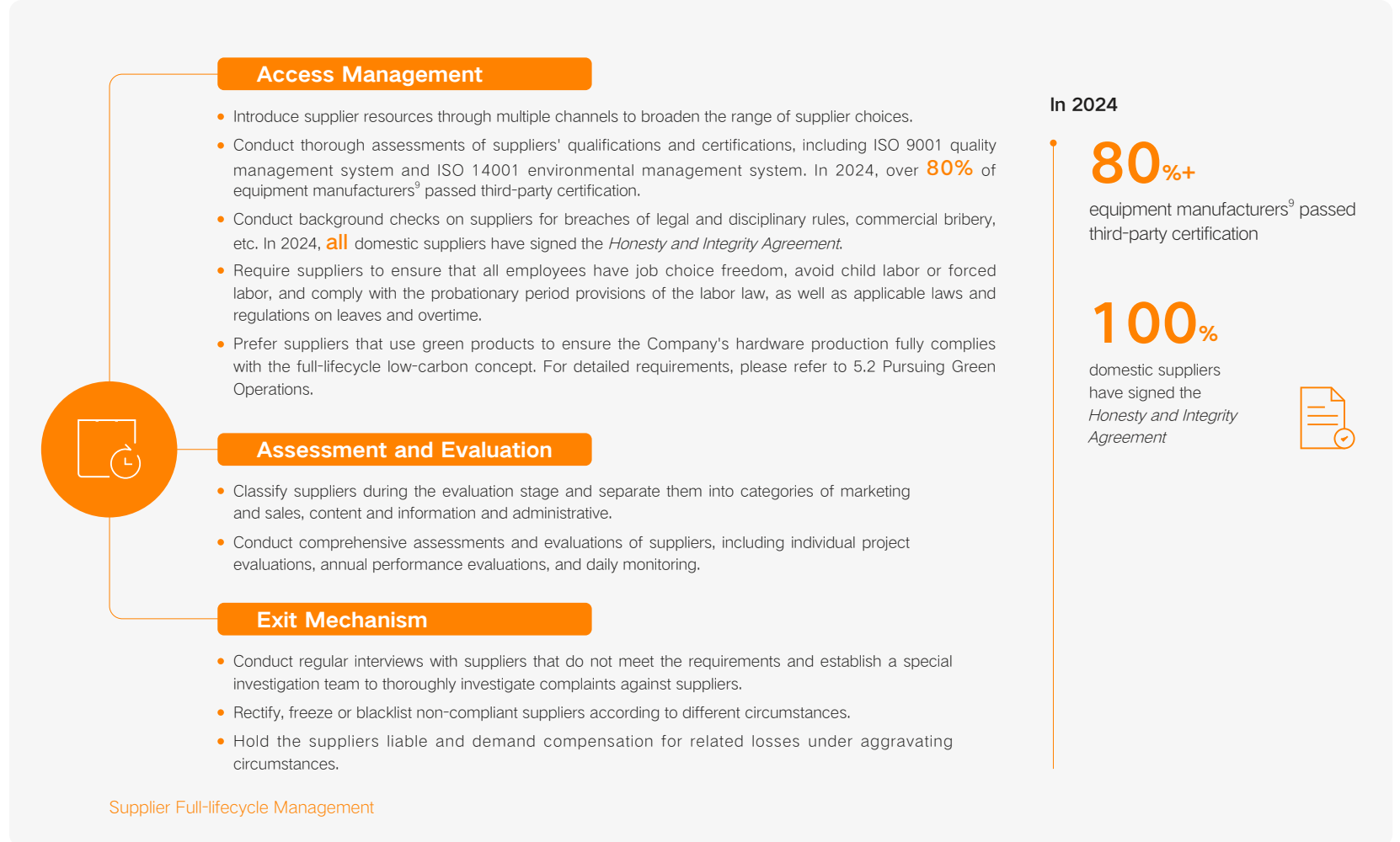


Special Training on "Preventing Job-Related Crimes"



1.2.4 Supply Chain Management

The Company strictly abides by the *Civil Code of the People's Republic of China*, the *Bidding Law of the People's Republic of China* and other relevant laws and regulations, and also improves its internal policies such as the *Sina Group Supplier Management Rules* and the *Annual Introduction Plan ana Process of Suppliers*. We rolled out a series of internal guiding documents, such as the *Project Bidding Management Guidelines of the Procurement Department*, which further detail the procurement requirements and enhance supplier audit standards, thus providing strong guarantee for fair, transparent and clean partnerships. In 2024, to select the most suitable suppliers, the Company optimized supplier sourcing process, shifting from a lowest-price comparison approach to a differentiated sourcing strategy based on cost ranges.



⁹ Mainly for large equipment.

Sustainable Supply Chain

Weibo pays attention to the performance of suppliers in terms of employment, environmental protection, production safety and sustainable development, and safeguards the sustainable development foundation of short-listed suppliers by incorporating sustainable development-related requirements into procurement scoring, signing the *Honesty and Integrity Agreement* and other measures. We adhere to the principle of "green and low-carbon practices across supply chain" and give priority to suppliers with high resource utilization rate, low energy consumption and environmental protection under the same conditions, so as to promote the green development across whole supply chain.

In addition, in order to strengthen the code of business ethics for suppliers, all suppliers are required to sign the *Honesty and Integrity Agreement* during the inquiry, bidding and contract signing process, so as to ensure fair and clean procurement.

Environmental

- Require suppliers to adopt low-carbon and environmentally friendly production methods to reduce greenhouse gas emissions and resource consumption.
- Encourage suppliers to develop environmental management systems and implement green operation strategies.

Social

- Require suppliers to comply with labor laws and regulations, protect employees' rights and interests, and provide a safe and healthy working environment.
- Encourage suppliers to actively participate in social welfare initiatives and assume social responsibility.

Corporate Governance

- Require suppliers to establish a sound corporate governance structure to ensure transparent and fair decision-making.
- Encourage suppliers to strengthen internal control and risk management and improve corporate governance.
- Require suppliers to follow the principles of business ethics and integrity, and work with Weibo to maintain a favorable business ecosystem.

Supplier ESG Management



02

Responsible Platform

Weibo recognizes security as the cornerstone of platform operations. Building a trustworthy and responsible platform is the key to ensuring secure and stable operation, which also serves as the foundation for the Company to gain users' trust and achieve long-term development. We have implemented a comprehensive information security management system, continuously enhancing privacy protection and technical support to safeguard information security and user privacy.



2.1 Information Security

Weibo mitigates data breach risks by establishing a robust information security management system, improving comprehensive prevention processes, enhancing awareness, and taking technical protection measures.

2.1.1 Security Management System

Weibo strictly follows relevant laws and regulations as well as industry standards, including the *Cybersecurity Law of the People's Republic of China* and the *Regulations on Internet Security Protection Measures*. We have established a comprehensive information security management system, with focus on information security policies, governance structure, information security auditing and certification to ensure the stable operation of our business.

Information Security Management System

Weibo has established a comprehensive information security management system aligned with legal requirements and its operational needs. This system undergoes regular reviews and revisions to meet dynamic external regulatory requirements and ensure its effectiveness, compliance, and enforceability. Our policies are disclosed in the [Weibo Privacy & Security Center](#), covering all departments and business lines including subsidiaries of the Company. Some policies are extended to external suppliers and contractors to guarantee the utmost protection of platform information security by internal and external staff.

Strategies

- The *Information Security Management System* provides guidance to achieve unified security strategy management, clarify information security goals, and improving the overall information security.

Policies

- 12 internal standard documents covering relevant policy matters, including the *Cyber Security Management*, the *Information Security Risk Management Measures*, and the *Security Training System*, etc.

Detailed Rules

- 13 documents detailing processes, tasks, and compliance guidelines, such as the *Weibo Information Security Incident Grading Standard* and the *Specification for Vulnerability Reporting Management*, etc.

Operating Procedures

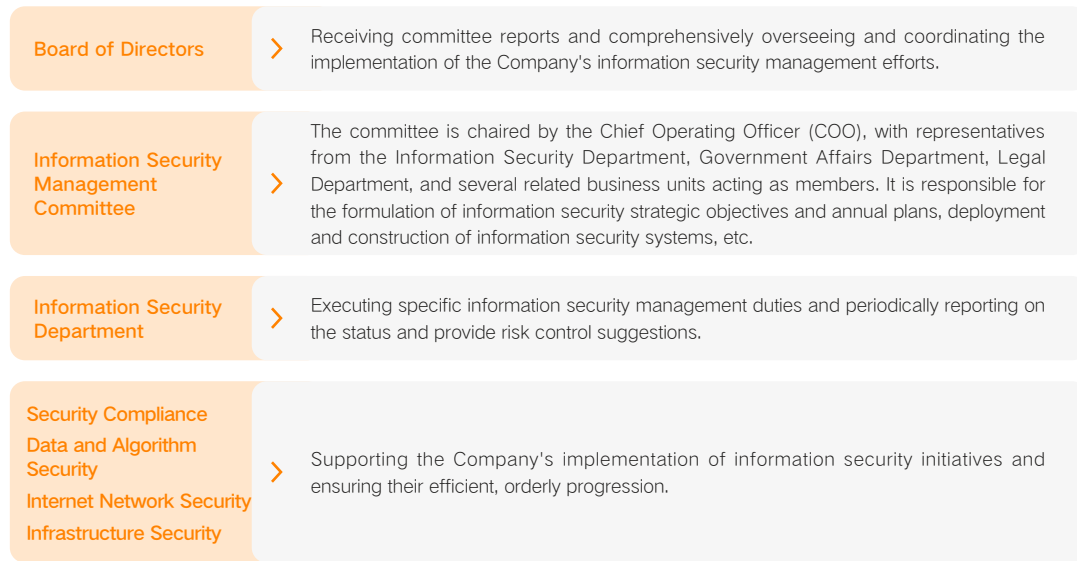
- 5 documents outlining relevant implementation measures and operational procedures for specific tasks, such as the *Information Security Manual*.

Weibo's Information Security Management System



Information Security Governance Structure

Weibo has refined its information security governance by setting up a top-down four-tier management structure, which consists of, "Board of Directors - Information Security Management Committee - Information Security Department - Functional Groups", ensuring comprehensive and effective information security and privacy risk management across the Company.



Weibo's Information Security Governance Structure

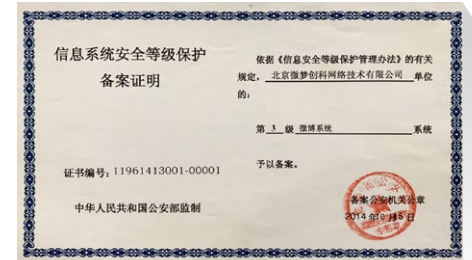
Weibo has formulated documents such as the *Constitutional Documents of Information Security Governance Committee* and the *Job Responsibilities of Information Security Personnel*, clarifying the information security governance structure and specific tasks and responsibilities at all levels. In addition, the Company regularly convenes committee meetings to conduct discussions on information security-related matters and solicit advice from the Board of Directors, comprehensively strengthening information security management, and maximizing efforts to ensure network and information security.

Information Security Auditing and Certification

Weibo regularly conducts internal and external audits to ensure platform and system reliability. In 2024, the Company carried out comprehensive internal information security audits, focusing on users' sensitive personal information. This auditing campaign examined security risks throughout the data lifecycle, reviewed business-level user data and system security policies, and assessed the implementation of security processes, covering 45 control points across seven areas.

Annually, Weibo engages third-party organizations to conduct comprehensive security audits on its systems, covering risks such as data security, computer virus, cyberattacks, and cyber intrusions, to strengthen its information security management. In 2024, the Company commissioned an external entity to perform testing and inspection related to network security defense capabilities, penetration testing, and more, to evaluate the implementation of cybersecurity protection management and technical measures.

Moreover, Weibo actively promotes the National Classified Protection of Cybersecurity (Level 3) certification. In 2024, the Company entrusted a third-party evaluation agency to conduct annual retests of its cybersecurity measures. Five registered information systems successfully passed the retests, and three new systems were classified and registered under the cybersecurity classification system, achieving Level 3 certification. This confirms our compliance with domestic authoritative certification standards in information security.



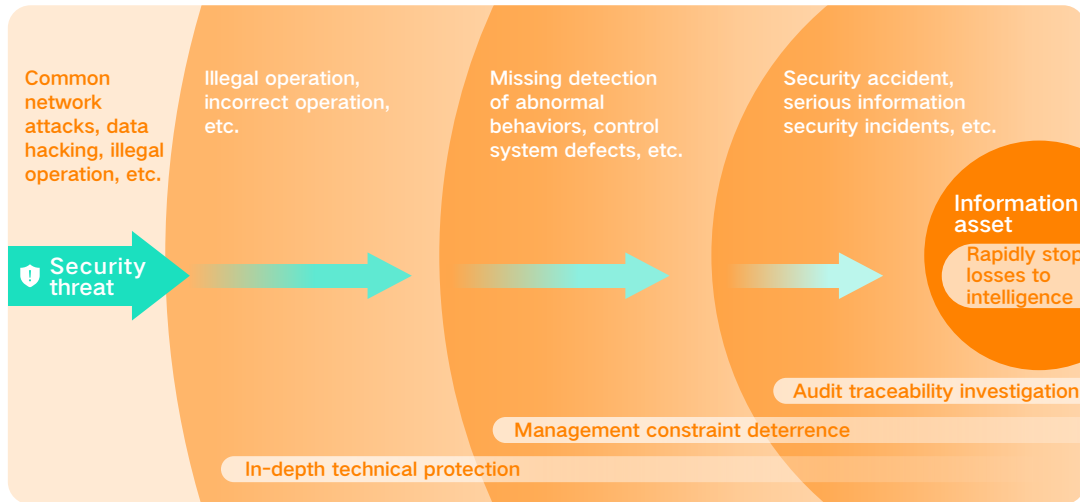
National Classified Protection of Cybersecurity (Level 3) Certification¹⁰

- 5 registered information systems successfully passed the retests
- 3 new systems were registered under Level 3 certification

¹⁰ The cyber security level protection is only certified for the first time when the certificate is issued, and the subsequent annual retest (with a retest report) will not renew the certificate.

2.1.2 Prevent Security Incidents

Weibo has built a "three-dimension and four-layer" information security prevention and control system based on a top-down security control design. To be specific, three dimensions cover the perspectives of management, technology and personnel; and four layers span technology, management, audit, and intelligence, aiming to ensure the specialized implementation of data security, personal information and privacy protection, application security, and infrastructure security, thereby minimizing information security risks to the greatest extent possible.



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

In 2024, Weibo actively deployed security strategies, minimizing vulnerabilities from the planning and design stages while taking both proactive and passive measures to address security threats and avoid data breaches.

Proactive Measures

Weibo takes active measures to manage its information system and asset security, continuously refining plans and enhancing defenses through risk assessment, technical safeguards, and ongoing monitoring. During the reporting period, there was no interruption of business operations due to security incidents.

- Prevention Test**
 - As per the *Sina Disaster Recovery Procedures*, Weibo conducts quarterly data availability tests and performs biannual disaster recovery tests. In 2024, we focused on data recovery tests for core service ports to validate their recovery capabilities.
- Technical Monitoring**
 - Weibo conducts regular security inspections on core and critical systems. Our self-developed data security management platform automates asset inventory, identifies sensitive data, maps its distribution, and streamlines data security management.
 - Weibo implements data breach monitoring, security risk identification and assessment to enable security managers and business units to promptly detect risks and compliance issues. We ensure issue resolution through monitoring, alerting, and verification for timely risk mitigation.
- Security Drills**
 - Weibo participated in multiple network security capability attack and defense drills. In 2024, Weibo held simulated hacker attack-defense drills targeting sensitive user data across domains, third-party services, databases, and servers. These drills simulated attacks from Apps, systems, and networks to validate our security defenses.
 - Weibo conducts regular data security drills in compliance with the *Personal Information Security Incident Contingency Plan*. In 2024, the Company conducted comprehensive live drills, including process walkthroughs, simulated hacker attacks, data threat tabletop exercises, and data recovery tests. These drills are designated to verify the effectiveness and comprehensiveness of security measures across various scenarios through simulated attacks, monitoring alerts, and log chain restoration. They can also evaluate the coverage of emergency plans, risk detection capabilities, emergency response procedures, and post-incident traceback processes.
- Vulnerability Analysis**
 - Weibo adopts 7*24 uninterrupted scanning and monitoring measures to promptly detect and address risks from external sources. Meanwhile, the Company has deployed a threat intelligence system to monitor vulnerabilities and swiftly rectify and resolve potential vulnerabilities in development components.
 - Weibo continuously adjusts its security model to enhance vulnerability detection capabilities and employs semantic recognition technology to improve the false positive rate of vulnerability reports. The Company also incorporates AIGC technology-related detection capabilities into its Software Development Life Cycle (SDLC) system to protect platform services and customer data.

Reactive Measures

Weibo has continuously improved the *Information Security Incident Management*, clarifying the classification and grading standards for security incidents. Risks are classified based on the quantitative impacts of incidents on availability and business data. The document standardizes the security incident management process and methods from four stages, i.e. discovery, analysis, action, and reporting. The regulations clearly outline each department's responsibilities and post-incident handling procedures to prevent recurrence of similar incidents.



Security Incident Management Process

Weibo has established a comprehensive information security incident emergency response mechanism, continuously revising related emergency plans. This comprehensive system covers organization, management, technology, and personnel, ensuring accurate and efficient responses. The Company implements measures to mitigate and control the impact of various sudden information security incidents:



2.1.3 Enhance Security Awareness

Weibo has formulated a comprehensive *Security Training System* encompassing all departments, external suppliers, and contractors. This system trains full-time, part-time, and outsourced staff with direct or indirect access to company information assets, clarifying training scenarios and assessment requirements to boost overall risk identification capabilities among internal and external staff.



Employee Training

Annually, Weibo trains all employees on information security policies to advance their awareness. During the reporting period, Weibo information security training covered 5,193 person-times, with a total training time of 5,451 hours and an examination completion rate of 97%. Additionally, information security training for new employees has amounted to 628 person-times, totaling 196 hours.

During the reporting period

Information security training covered

5,193 person-times

Total training time

5,451 hours

Examination completion rate

97%



New employees information safety training covered

628 person-times

Total training time

196 hours

● Company-Wide Information Security Training

Each year, the Company organizes all staff, including part-time employees, to participate in specialized video training courses on security awareness. It has published the *Information Security Manual* and put in place accompanying exams to help employees consolidate their security knowledge.



集团信息安全手册

信息安全部

Information Security Manual

New Employee Security Training

● New Employee Security Training

The Company offers cybersecurity training for new hires via in-person courses and mandatory online courses on Sina Classroom, covering the interpretation of laws, virus prevention, and other confidentiality measures. New employees are required to complete the relevant training courses by passing quizzes and online exams.



Online Courses for New Employee Security Training

● Security Technology Training

Weibo regularly organizes internal training sessions for its security teams on security technologies. These sessions introduce typical cases to illustrate the role of information security technologies in protecting information security and enhance team skills through practical applications.

● Phishing Email Awareness Training

The Company boosted employees' awareness of phishing risks via emails and organized phishing email drills, with over 4,000 employee enrollments in 2024.



Weibo's Phishing Email Risk Awareness Promotion

Weibo enforces annual mandatory security training and assessments, with scores below 80 necessitating a retake. The Company also supports employees in pursuing professional security qualifications via training programs. During the reporting period, several employees obtained CISSP, CISA, and other certifications, as well as passing training for intermediate data security assessors, which continuously enhances employees' security awareness and expertise.



Supplier and Contractor Training and Requirements

Weibo ensures its suppliers, contractors and third parties comply with its information security policies by signing the *Data Protection Agreement* before collaboration, mandating suppliers to conduct self-assessments to ensure that their data privacy policies and protection measures align with Weibo's standards.

In 2024, Weibo regularly held offline security training for its suppliers and contractors, covering common information security risks, security policies, procedures, and precautions. Participants had to pass the security-related exams; those who failed would lose ERP account access. In 2024, the average training duration per participant from suppliers and contractors was 1.5 hours, covering all major suppliers and contractors.

In 2024, the average training duration per participant from suppliers and contractors

1.5 hours

covering all major suppliers and contractors



Supplier and Contractor Information Security Training

2.1.4 Security Products and Applications

Weibo actively leverages its technological advantages, continuously develops innovative security and disaster relief products while integrating information security and data protection measures into product development, and gradually updates security service functions, contributing to a reliable information security system.

Sina Cloud

Backed by Sina Cloud, the Company offers users DDoS firewall and application firewall services, allowing them to achieve system-level and application-level protection, block malicious attacks, avoid website scraping and scalping, and maintain access to normal business requests.

Artificial Intelligence Generated Content (AIGC)

Weibo has developed six types of monitoring strategies related to AIGC technology based on the existing system's security monitoring capabilities to implement the *Management Regulations for the Use of Generative Artificial Intelligence Technology*. These strategies enable the rapid detection of the use of AIGC technology in application processes on server hosts, eliminating unauthorized and excessive usage.

Data Security Management Platform

Our self-developed data security management platform boosts unstructured data identification and classification. With integrated AI, the chatbot feature reminds users of compliance requirements, enhancing security safeguards.

AIGC Technology Integration

Weibo integrates AIGC technology into App privacy compliance automatic detection and data security projects and utilizes Large Language Models (LLM) to enhance the data detection capabilities of its data security system, assisting in better classifying and categorizing data.

2.2 Privacy Protection

Weibo respects users' rights over personal information, implements robust data controls, and enhances protection systems to securely manage user data throughout its service lifecycle and ensure a safer platform experience.

2.2.1 Privacy Protection Framework

Weibo adheres to the following privacy protection principles to ensure stable service and minimize the risk of user privacy breaches.

Legitimacy	Collect personal data lawfully and fairly with integrity in a transparent way
Consent	Respect users' fundamental rights, inform the data subjects about the rules for collection and use of personal data
Necessity	The collection of personal data is limited to a strict minimum. Personal data should be collected only if necessary
Security	Ensure appropriate security level of the personal data using technical or organizational measures

Weibo's Privacy Protection Principles

Weibo, under current laws and policies, has formulated and refined policies such as the *Personal Information Data Security Management* and the *Weibo Privacy Policy*. These documents outline departmental responsibilities, data usage approval processes, and management requirements across the personal information data lifecycle, to effectively ensure privacy data security.

Weibo continuously advances the establishment of "Three Lines of Defense" for personal information protection to minimize user privacy risks in management processes, technical monitoring and compliance audit dimensions.



Weibo's "Three Lines of Defense" for Personal Information Protection

Management Processes

By integrating management, technology, audit, and intelligence into a four-tier defense system, Weibo enhances its data security control framework to effectively safeguard data security.

Management	Asset inventory	Classification and grading	Authorization and approval	Compliance and correction	Training and Awareness
Technology	Access control	Encryption desensitization	Safe clearance	Digital watermarking	Storage backup
Audit	Data asset audit	Illegal behavior audit	Abnormal behavior audit	Sensitive operation review	Real-time monitoring and alarming
Intelligence	Data leakage monitoring	Malicious tool monitoring	Negative public opinion		

Data Security Management Framework

In 2024, Weibo launched a privacy data compliance system seamlessly integrating processes and functions related to personal information protection, such as the Privacy Impact Assessment (PIA) process and privacy policy management across business units. By refining PIA details, the system further enhances the Company's privacy protection efforts.

Technical Monitoring

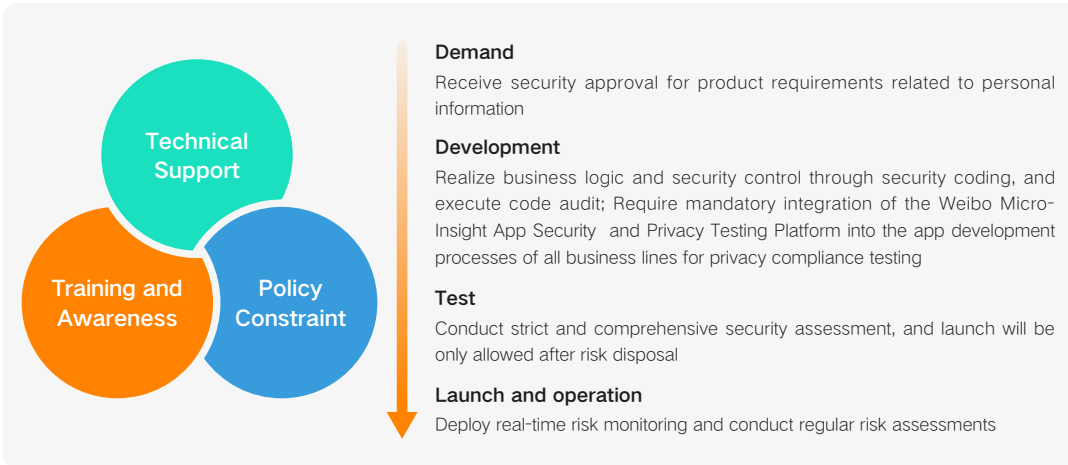
Weibo prioritizes security technology R&D and continually refines its security development lifecycle. It integrates data security and personal information protection measures into its service and product development processes by implementing institutional constraints, technical support and training promotion, to align with the Company's security standards. Additionally, Weibo moved forward the discovery and handling of privacy compliance issues to the requirements, design, and testing stages, ensuring that the concept of user privacy features is fully integrated into product development. In 2024, through constant risk monitoring, the Company identified and took action on potential security risks

promptly. During the reporting period, Weibo performed 560 times of personal information and privacy-related risk assessments and automated detections.

During the reporting period

- Performed personal information and privacy-related risk assessments and automated detections

560 times



Security Development Lifecycle (SDL)

Compliance Audits

Weibo actively conducts audits and inspections on data security and privacy protection. Based on laws, regulations, and institutional standards such as the *Methods for Determining Illegal Collection and Use of Personal Information by Apps*, it focuses on detecting the legal and compliant collection and use of personal information by the App.

The Company annually reviews systems and services involving personal information, mitigating risks through regular audits. In 2024, we conducted a risk-focused compliance audit for personal information, preceded by a risk assessment to identify potential high-risk areas, main risk contents, risk types and levels. Upon completion of the audit, we issued a report and addressed the identified issues. In designing control points, Weibo addresses risks across the personal information lifecycle and during users' rights realization, ensuring their data security.



Weibo Internal Audit Mechanism

In 2023, Weibo integrated advanced security audit technology capabilities and compliance work needs, launched the Weibo Security Intelligent Audit Platform to automate online audits, client-side privacy compliance audits, and server-side data security audits, achieving integration, digitization, and intelligence in the audit process. In 2024, the client-side privacy compliance detection tool within the Weibo Security Intelligent Audit Platform passed the user rights protection test for mobile internet applications (Apps).

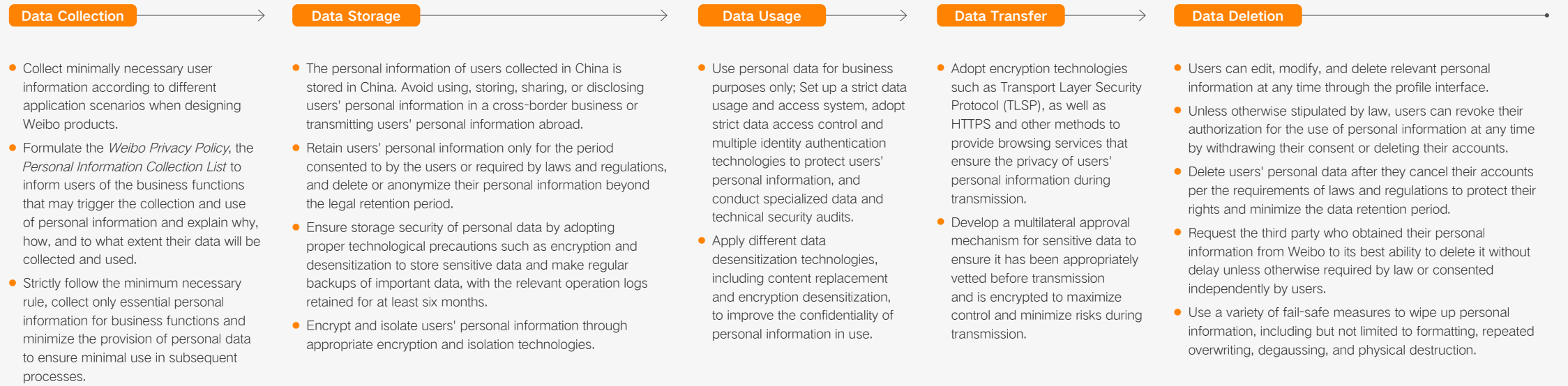
Online audit operations	Client-side privacy compliance audits	Server-side data security audits
The platform can achieve standardization of audit processes and automation of audit operations.	Through the creation of scanning tasks, uploading APP files and privacy policies, and selecting service types, automated audit reports can be generated.	It includes functions such as data asset identification, classification and grading control, and asset inventory.

2.2.2 Full-lifecycle Protection of Personal Information

The personal information of our users across the globe is protected by applicable laws and regulations of operation locations, such as the *Data Security Law*, and the *Personal Information Protection Law*, etc. In 2024, Weibo established dedicated teams for security compliance and data, as well as algorithm security, clarifying legal and regulatory requirements and their related obligations. Additionally, the Company has developed a robust privacy protection management system to ensure the secure handling and use of user data throughout the personal information lifecycle.

Safeguard Users' Rights regarding Personal Information

Weibo highly values users' rights regarding personal information. Through the [Weibo Privacy Policy](#) outlined in the Weibo Privacy & Security Center, we inform users how to exercise their rights to protect their personal information. Additionally, we have established a comprehensive response mechanism for their legal demands and provided [Privacy Features](#) to help users better manage their personal information and ensure information security.



Personal Information Processing Procedures

Weibo attaches great importance to users' rights regarding personal information, establishing a comprehensive response mechanism for their legal demands to safeguard users' rights including the right to source, know, access, rectify, remove, deny, etc.

2.3 Innovation and Development

Weibo views technology as its core competitive advantage and innovation as the driving force for development, with focus on the innovation and evolution of its products and technology. Weibo continuously improves its intellectual property management system to fuel its growth and enhance user experience.

2.3.1 Research and Development Innovation

Weibo upholds technology as the driving force for progress, emphasizing and fostering technological innovation and creativity. We strive to transform and apply technological achievements, partnering with the industry to co-develop innovative outcomes.

Innovation Incentive

Weibo values innovation and actively organizes innovation competitions to spur in-depth research and commercialization of quality projects. Weibo also encourages the writing and publication of papers on significant research and development achievements. In 2024, one paper was published at the 39th Annual AAAI Conference on Artificial Intelligence¹². Additionally, the Company has developed comprehensive patent application incentive measures with offering cash rewards and linking applications with performance evaluations and promotions, fostering a positive atmosphere for scientific research within the Company.

- 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 mining capabilities of company employees.

Patent Application Incentive Measures

¹² Feng Gao, XinZhou, YueWu, Yujian Ren, Jie Liu, Fengyang Qi, Ruochen Deng. "Both Supply and Precision: Sample Debias and Ranking Consistency Joint Learning for Large Scale Pre-ranking System." The 39th Annual AAAI Conference on Artificial Intelligence, 2025.

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." Weibo is committed to exploring, harnessing, and achieving the commercial value of intelligent technologies with independent intellectual property rights, while fostering deep integration and synergistic growth between technology and business.

Content Security	In 2024, Weibo utilized the content comprehension of multi-modal large language models to enable end-to-end modeling of image and text-based content, delivering more accurate search results by comprehensively interpreting user queries through a blend of text and image data.
Information Security	Weibo developed data and App security models, launching a unified security AI assistant serving as a unified interface for external interaction. This assistant offers insights on data security and App privacy compliance via Q&A, highlighting security and compliance requirements.
AI model	In July 2024, Weibo's self-developed "Zhiwei" large language model completed registration, heralding enhanced intelligence and personalization in its content ecosystem. "Zhiwei" now serves as the core technology for several AI products on our platform.
AI-powered Mail Assistant	This year, the Company launched the Sina Mail AI Assistant, significantly boosting users' email handling efficiency and quality. Leveraging the Natural Language Processing (NLP) and Machine Learning (ML) technologies, the R&D team designed it to automate various email tasks based on users' work types and frequent vocabulary, enhancing their email experience.
Platform R&D	In 2024, Weibo developed an innovative sales coaching system featuring learning drills and exam evaluations, with capabilities like automatic question generation, repetitive practice, voice-based answering, and automated assessment. The AI large model generated knowledge points based on business materials, and a standardized process is achieved through manual proofreading and adding questions to the database. The system has been promoted and used internally, with each user practicing over 20 questions weekly.

Highlights of Weibo's Innovative Achievements in 2024

2.3.2 Intellectual Property Protection

Weibo places great emphasis on the full-cycle management of intellectual property rights, strictly adhering to relevant laws and regulations such as the *Patent Law and Trademark Law of the People's Republic of China*, the *Trademark Law of the People's Republic of China*, and the *Copyright Law of the People's Republic of China*. We have updated our internal systems such as the *Trademark Management System* and the *Patent Management Measures*, standardizing the application, use and maintenance of company trademarks, patents, copyrights, and other intellectual property, ensuring that every intellectual innovation is respected and protected.

In 2024, Weibo was honored with the "Beijing Famous Trademark Brand" award by the Beijing Trademark Association, the "2023 China Award for Outstanding Corporate Intellectual Property Management Team," and the "2nd Award for Innovative Achievements in Corporate Legal Construction of Legal Daily," and was included in the Key Trademark Protection List of Beijing, among other accolades, demonstrating the Company's remarkable efforts in intellectual property protection.



Weibo Honored with the Beijing Famous Trademark Brand and Its Trademark Included in the Key Trademark Protection List of Beijing

In 2024

- New patent application submitted
- Number of patents granted

59

40

By the end of the reporting period

- Cumulative number of patent granted
- Cumulative number of trademarks registered

352

820+

Cumulative number of copyrights registered

680+

Respect Intellectual Property Achievements

Weibo places great emphasis on the full-cycle management and protection of trade secrets, trademarks, patents, copyrights, and other intellectual property. The Company protects its intellectual property rights while fully respecting the intellectual property achievements of others. We actively combat various forms of infringement and have established a comprehensive mechanism for resolving intellectual property disputes.

For Intellectual Property Disputes Cases Filed 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 response work.

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

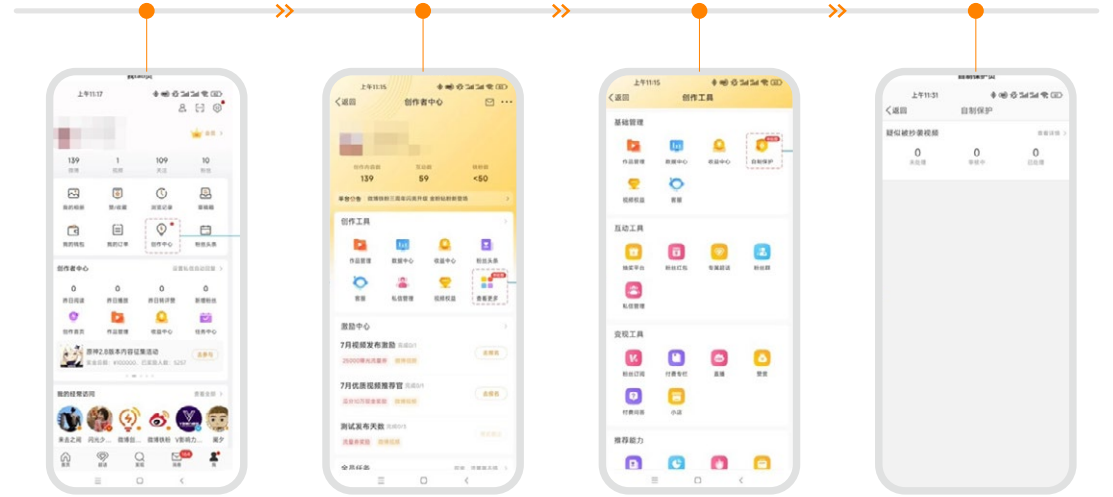
Furthermore, Weibo regularly organizes intellectual property protection training for its business departments. Weibo utilizes various forms such as Xiaolang Study Hall, LEB online interactive courses, offline training, and weekly newsletter dissemination to offer a diverse range of training courses. Regularly pushing out relevant information, the Company helps employees become familiar with laws, regulations and requirements concerning intellectual property, fostering risk awareness among them. In 2024, we held over 50 sharing and training sessions in this regard, covering all business departments.

- In 2024 relevant sharing and training sessions over

50 times

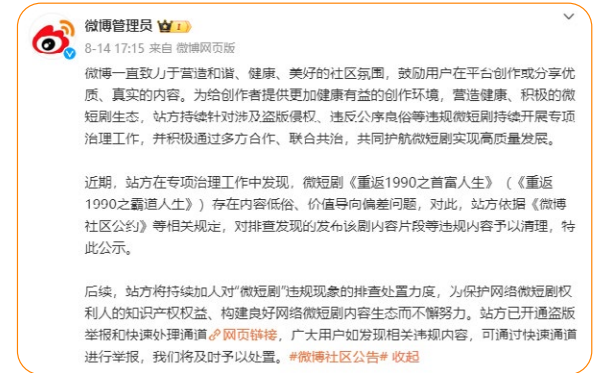
Protection of Original Content

Weibo values the rights of original content and copyright protection. Utilizing technological means for real-time monitoring, Weibo has introduced a self-protection feature for video content creators, conducting review and processing of potential infringement content. Additionally, Weibo has established a comprehensive self-protection process. Video accounts can utilize the "self-protection" function, and for original works, the system can automatically identify "infringing videos" and push them for multiple rounds of review by both the creator and the platform. Once infringement is confirmed, the system replaces the link.



Entry Path for the Original Content Protection Feature

In 2024, Weibo actively embraced the *Copyright Protection Initiative for Mini Dramas* by the China Netcasting Services Association, conducting ongoing special campaigns against micro dramas that involve pirated, infringing, and unethical content. Weibo urges its users to collaborate with the platform to respect creators' intellectual property rights and uphold a positive industry image and creative atmosphere.



Weibo's Copyright Protection Initiative

2.3.3 Industry Co-construction

Weibo actively engages in industry communication and co-construction and takes a role in shaping industry standards. During the standard formulation and discussion stages, Weibo contributes its practical experience and professional opinions, promoting the formulation and implementation of national standards, industry standards, and group standards. Moreover, the Company actively engages in industry associations and communication events, fully supporting the co-construction of a secure ecosystem.

Weibo has joined the National Information Security Standardization Technical Committee (TC260) and is currently involved in the drafting and compilation of three national standards. In 2024, Weibo, as a core contributor, co-drafted the group standard *Evaluation Specification for Compliance Development Management of Mobile Internet Application*, which was honored as an Excellent Project by the Telecommunication Terminal Industry Forum Association (TAF). During the reporting period, Weibo participated in the formulation of 11 industry standards and 17 group standards in the field of information security and privacy protection.

In 2024

- Participated in the formulation of industry standards

11 terms

- group standards

17 terms

Industry Communication

- The United Nations "Global Digital Compact" was officially adopted in September 2024. Weibo participated in a forum hosted by the China Internet Governance Forum (IGF), engaging in discussions with the visiting co-facilitators and presenting corporate insights on the Compact.



- In December 2024, Weibo, representing China at the UN IGF, showcased China's AI governance expertise to attendees.

Industry Associations

- In 2023, Weibo joined the Digital Governance Alliance (DGA) expert think tank in audit digitization, influencing its strategic direction and leading or engaging in DGA initiatives, including but not limited to standard-setting, key issue research, report compilation, evaluations, and talent training.
- Weibo, as a member of the AI Security Governance Committee of the Cyber Security Association of China, in collaboration with the committee and relevant industry-academia-research-application units, officially launched the *Self-Regulatory Initiative for AI Generated Content*. Focusing on safeguarding data security and privacy and fostering a positive content ecosystem, this initiative seeks industry consensus to jointly advance the healthy development of the AI generated content.

School-Enterprise Cooperation

- Weibo, at the Annual Conference on Cyber and Information Law, proposed suggestions for curriculum design, practical teaching, and exchange and collaboration centering around the topic of innovative talent cultivation in Cyber and Information Law from the perspective of industrial development.
- In 2024, Weibo advised the undergraduates from China University of Political Science and Law on boosting their job competitiveness in the AI era.
- In 2024, Weibo hosted participants from the Youth Study Camp on Cyber and Information Law and the Summer Training Camp of Peking University, offering them career guidance and inviting industry experts for hands-on teaching.



Caring for the Vulnerable

- In 2024, Weibo advocated at academic conferences for more focus on minors in China's digital human rights legislation.
- During China Cybersecurity Week in September 2024, Weibo and Capital Cyberpolice jointly launched a five-episode public welfare drama series on youth privacy protection, illustrating common information risks in daily life to raise awareness among teenagers.

Weibo's Industry Associations and Communication Events

03

Quality Experience

Weibo continuously optimizes its content ecosystem, advertising governance, product functions, and technological innovation, while focusing on the protection of minors. These initiatives enable us to improve user experience and build a better social platform.



3.1 Quality Content

Weibo places great importance on the generation of high-quality content by optimizing community governance and diversifying content, focusing on minor protection, and ensuring a healthy, safe, and diverse platform environment.

3.1.1 Content Ecosystem Governance

As a leading social media platform in China, Weibo is committed to maintaining platform order and fostering a friendly community vibe by continuously optimizing community governance strategies, strengthening content review mechanisms, and actively carrying out special governance work to create a space for high-quality content creation.

Enhance Product Features

To enhance positive guidance on controversial content within the platform and encourage user participation in community co-governance, Weibo developed, optimized, and launched multiple product functions in 2024.



Weibo Annotations

The "Weibo Annotation" function has been upgraded to allow qualified users to supplement information and sources for controversial Weibo posts. The annotation content is displayed in the form of tags after review. Since its launch, the production and display of content for debunking rumors and guiding controversies have significantly increased, and it has won the "Special Award for Major Debunking" among the Sixth Excellent Works for Internet Debunking. In 2024, the daily output of annotation content is approximately 200 pieces, with a cumulative output of over 72,000 pieces. The daily traffic exposure reaches over 10 million, with the number of cumulative views of related topics reaching approximately 1.07 billion. The proportion of positive and neutral user feedback exceeds 98%.



Public Review

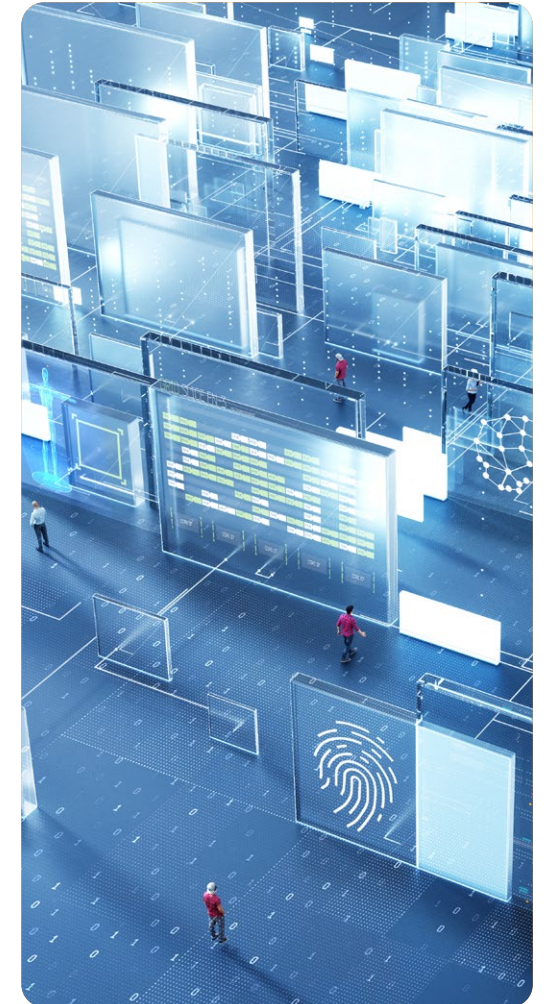
The "Community Committee" has been upgraded to "Public Review", broadening the ways for users to participate in community governance. Through this function, qualified users can vote on controversial content to determine whether it has a negative impact. Since its launch, the #PublicReview# topic has accumulated approximately 42.58 million views, with an average of over 250 review cases pushed daily. On a monthly basis, 250 to 300 thousand users voted under the public review mechanism, casting approximately 4 to 5 million votes, significantly improving the efficiency of community governance of controversial content.



Public Review

- the #Public Review# topic has accumulated approximately

42.58 million views



Improve Content Review Mechanisms

Weibo continues to optimize its content review mechanisms by utilizing artificial intelligence technology and refining the review notification process to further enhance review efficiency, accuracy, and user experience.

Integrated Content Review Model featuring "Multimodal Large Language Model + Manual Full-site Inspection"

Weibo adopts the "Multimodal LLM + Manual Full-site Inspection" model to efficiently identify violations by combining text, pictures, audio, video, and other forms of information, thereby enhancing the speed of discovery, response, and processing. In 2024, the platform promptly identified and handled harmful information, ensuring a healthy content ecosystem and user experience on the platform.

Refine the review notification process

Weibo optimizes private penalty notification messages, providing clearer reasons for violations, handling situations, and grounds for penalties. We further provide content publishing suggestions to guide users in safe creation. At the same time, after review, Weibo notifies users of the review results and reasons for handling via private messages, and provides modification suggestions to help users optimize their content.

Strengthen the Governance of Misinformation

Weibo continuously beefs up its efforts in managing misinformation, effectively guiding users to obtain correct information sources through a rumor database and topic operations.

Weibo has achieved significant results in managing misinformation. We have established a rumor database covering 5,538 categories of social current events and scientific rumors and recorded information such as rumor types, debunking links, handling data, and original accounts, thus providing solid data support for debunking efforts. The total number of views of topics on the #WeiboDebunk# platform has reached 13.7 billion, with active participation from official, government, and media Weibo accounts, and a wide range of users, collectively forming a strong scale and voice for debunking rumors.

During the reporting period, Weibo effectively handled nearly 140,000 pieces of misinformation, continuously improving the scale and variety of its rumor database. The number of rumor label categories increased by 28% year-over-year, further refining the labeling system for rumor management. At the same time, 1,817 cases of new rumors and controversial events were debunked or guided, representing a year-over-year growth of 19%. The official Weibo account @微博辟谣 (Weibo Debunking) promoted a total of 6,399 pieces of debunking information during this period, a year-over-year increase of 77%, generating 250 million views and thousand interactions. In addition, we display over 900 debunking topics on Weibo's hot trend list, with views surpassing 5.3 billion.

During the reporting period



Establish a Public Disclosure Matrix

Weibo has created a distinctive community account matrix to provide debunking content for different user groups, enhance public media literacy, curb the spread of rumors, and maintain a clear online environment. At the same time, we listen to user feedback, optimize the debunking mechanism, and respond to social concerns efficiently and transparently to foster a friendly community vibe.



Weibo Community Governance Account Matrix

@ 微博管理员 (Weibo Administrators) Account

Official Weibo account for community governance, is responsible for timely responses to social hot topics and public handling of violations. At the same time, it discloses relevant notices, initiatives, and governance measures to promote the healthy development of the community.

During the reporting period, the @ 微博管理员 (Weibo Administrators) account published a total of 260 posts, with a reaching 400 million and a total interaction of 14.86 million.

Weibo Administrators Account Responds to Public Opinion

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

Official Weibo account for public review, promotes the rules and policies of public opinion on Weibo, organizes and guides users to vote on controversial content, and effectively mediates community conflicts.

In 2024, the account published a total of 884 posts, with a reading volume of 71 million and a total interaction of 110,000.

Entrance to the Public Review Broadcasting Account

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

Official Weibo account for community volunteers, publicly recruits users to join the Weibo community volunteer group, purifying the Weibo community environment through reporting violations, and disclosing the status of volunteer complaints.

In 2024, the account published a total of 270 posts, with a reading volume of 5.5 million and a total interaction of 95,000.



Monthly List for Volunteer Complaint Ranking

 @ 围脖侠 (Weibo Guardian) Account

Official Weibo account for community inspection, annotations, and user education, is responsible for inspecting and responding to trending public opinion within the platform, creating short videos for user education, and helping users understand community rules.

In 2024, the account published a total of 6,236 posts (1.5 times increase compared to 2023), with a reading volume of 300 million and a total interaction of 11.5 million.



Short Video of User Education

 @ 阳光信用 (Sunshine Insurance) Account

Official Weibo account for the Sunshine Insurance System, is responsible for promoting positive activities and excellent culture, advocating for users to speak civilly and kindly, and maintaining a good community atmosphere.

In 2024, the account published a total of 1,010 posts, with a reading volume of 120 million and a total interaction of 6 million.



Introduction to the Sunshine Insurance System

 @ 蔚蓝计划 (Blue Sky Plan) Account

Special Weibo account for the protection of minors, is responsible for carrying out activities related to the #Blue Sky Plan# for minors, and also regularly receives private message feedback from other users regarding content harmful to minors and takes action.

In 2024, the account published a total of 550 posts, with a reading volume of 9.2 million and a total interaction of 430,000.



Special Topic for Special Actions Called "Qinglang Operation"

Conduct Targeted Actions

Creating a healthy online environment is an important cornerstone for the healthy development of the platform. During the reporting period, Weibo actively promoted online environment governance and carried out multiple targeted actions.

Qinglang Operation · 2024 Online Environment Rectification during the Spring Festival

- To create a positive and civilized online atmosphere for the Spring Festival, Weibo actively responded to the requirements of the Central Cyberspace Administration's "Qinglang Operation · 2024 Online Environment Rectification during the Spring Festival" special action. In response to various online ecological issues such as promoting curiosity-driven behavior, spreading online negativity, and fabricating misinformation, relevant violations were cleaned up and accounts were closed.

Qinglang Operation · 2024 Online Environment Rectification for Minors in the Summer

- To create a healthy and safe online space for minors in the summer, Weibo addressed prominent issues such as illegal traffic diversion involving minors, the transmission of harmful submission information, unboxing videos, online insults, incitement to conflict, and cyberbullying by cleaning up illegal content, imposing phased bans on violating accounts, and even closing account based on the severity.

Qinglang Operation · Rectification of "Self-Media" Traffic Seeking without Principles

- Weibo focused on key governance issues related to "self-media" that create hype without limits, fabricate misleading information, and mix truth with falsehoods, implemented phased posting bans on violating accounts and even account closure, and restricted advertising revenue for posts suspected of inciting conflict.

Governance of Sports Fandom

- In 2024, Weibo earnestly fulfilled its platform responsibilities by conducting special governance against malicious attacks, defamation, and manipulation of engagement within sports fandoms, imposing phased bans on violating accounts and even permanent bans.

Targeted Rectification of Cyber Violence

- Weibo continues to strengthen its efforts to manage cyber violence information, imposing bans on behaviors such as insulting and attacking others, mass meme creation, leaking others' privacy, fabricating rumors, and malicious speculation.

Qinglang Operation · Rectification of Information Content Issues in Local Sections

- Weibo addressed five prominent issues: spreading online hostility, creating online rumors and misinformation, presenting pornographic and vulgar content, diverting traffic for local illegal activities, providing online water army services, imposing phased bans on violating accounts and even permanent bans.

Governance of Mini Dramas

- Weibo is intensifying its efforts to investigate and address violations related to "micro short dramas", particularly those involving vulgar content and misguided value orientations.

Targeted Rectification of Online Rumors

- Weibo continues to carry out special governance work on online rumors, debunk and eliminate typical rumors circulating on the internet, and impose temporary bans on violating accounts and even permanent bans based on the severity of their actions.

Operation · E-Enterprise Protection

- Weibo tackled issues such as the defamation of corporate image and reputation, the fabrication and dissemination of misinformation, extortion for illegal benefits, and disruption of corporate production and operation. Violating accounts were subject to temporary bans based on the severity of their actions and even account closure.

3.1.2 Quality Content Selection

Weibo believes that content diversity and support for quality creators are essential for the platform's vigorous development. By continuously enriching content forms, expanding vertical fields, and increasing support for quality content creators, Weibo aims to build a more thriving and active social content ecosystem.

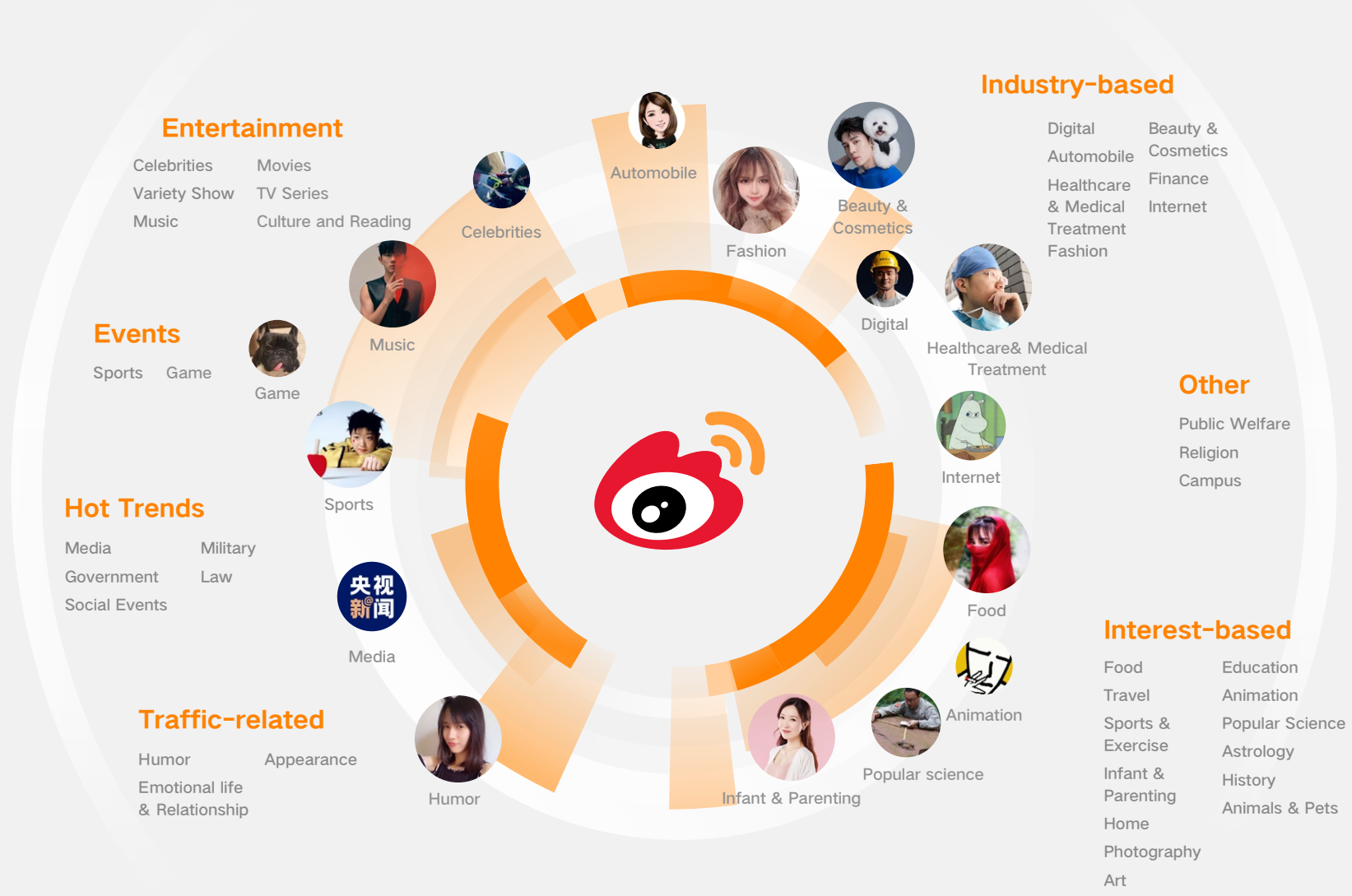
Vertical Content Ecosystem

Weibo enriches content formats, strengthens cooperation with creators in vertical fields, and actively promotes the construction of a vertical content ecosystem, aiming to provide users with a more professional and diverse content experience while offering creators a broader platform for display and business opportunities. Weibo has successfully built six major categories, encompassing 39 verticals including entertainment, sports, game, digital, and automobiles, etc.

Weibo has successfully built six major categories covering

39

verticals





Sports

Weibo is actively building a sports content ecosystem, connecting resources such as star athletes and industry experts. In 2024, we had all 61 Paris Olympic champions on board, with sports trending topics reaching 5,521, and over 20,000 throughout the year. The platform has 20,000 high-quality sports creators, with an average daily traffic of nearly 600 million, covering 120 million sports users.



China's Sports Delegation Achievements in Paris



Exercise

Weibo is building an exercise ecosystem, with a 76% increase in core KOLs, attracting over 50 high-quality overseas creators. In 2024, trending topics increased by 60%, with outdoor running and trendy exercise content up by 96%, and related posts exceeding 110 million.



Outdoor KOLs Experience Bungee Jumping



Food

Weibo's food ecosystem gathers KOLs, experts, entrepreneurs, and cross-domain content creators. About 300,000 people share original food content daily, with nearly 3,000 trending food searches annually.



Weibo Food Brand Event



Game

Weibo's game ecosystem brings together game officials, esports events, star players, game creators, media, and creators, attracting over 320 million ACG interest users, and building over 10,000 trending topics throughout the year, incubating over 6,000 gold-V and orange-V accounts. The collaboration between "Black Myth: Wukong" and Weibo for new game promotion resulted in 35,000 posts from gold-V and orange-V accounts within 24 hours of launch, with 4.7 billion topic views, 8.68 million interactions, and 240 million video views, achieving a viral effect across the internet on the same day.



Weibo's Collaboration with "Black Myth: Wukong" for New Game Promotion



Digital

Weibo's digital ecosystem gathers professional reviewers, industry media, corporate executives, and digital enthusiasts. This year, Weibo's digital executives such as @余承东 and @雷军 shared brand updates, and new product launches became trending topics. Nearly 100 press conferences were held on Weibo, with over 2,000 trending topics related to digital products, and more than 3,000 top creators, forming a comprehensive content and commercial ecosystem.



Weibo Digital Executives' Talk

Travel



Weibo's travel ecosystem boasts 60,000 blue-V accounts and 10,000 travel content creators, encompassing the entire cultural and tourism chain. Monthly blog posts exceed 2 million, with over 10 billion views, and the number of posts from gold-V and orange-V content creators increased by 72% year on year, with over 1,600 trending topics.



Weibo Travelers

Beauty & Cosmetics



Beauty & Cosmetics consumption trends show that tech skincare has become mainstream, with the influence of ingredient experts and skincare KOLs increasing and sharing content exceeding one million. In 2024, concepts like "Early A Late A" and "Skin Renewal via Acid and Enzyme" became hot topics in skincare, with a 20% year-on-year increase in popular science topics. Real reviews and content on avoiding pitfalls have gained widespread attention, with related shares exceeding 9 million.



Skincare Ingredient Content Creator Shares Annual Eye Care Tips

Fashion



Weibo gathers international fashion media, industry professionals, and creators to lead fashion trends. The number of original blog posts increased by 141% year-on-year, and fashion hot searches rose by 20%, enhancing brand market influence. The growth rate reached 20%.



Fashion Industry Professionals Promote on Weibo

Healthcare & Medical Treatment



Weibo's healthcare & medical treatment focuses on professional creators, providing solutions such as science popularization, lifestyle sharing, and hot topic interpretation to meet the public's demand for scientific information. The number of top content creators increased by 25% year on year. Weibo collaborates with professional industry associations in various disciplines such as gynecology and pediatrics to host over 50 online and offline interactive events, generating more than 3 billion views. The coverage rate of new drug reports is nearly 70%, providing timely information and in-depth analysis for professionals and the public.



Weibo's Trending Medical Treatment Keywords and Views in 2024

Automobile



Weibo's automobile ecosystem has attracted 239 executives from automobile companies to open accounts, with over 390 key models being launched on Weibo.



Automobile Companies Promoting on the Weibo Platform

Weibo Game

Weibo Game has become the preferred social discussion platform for players, with 675 official game accounts covering mainstream popular games. The gaming ecosystem covers six major categories: MOBA, ACG, female-oriented, casual puzzle, MMORPG, and console games, with a total of 3,720 creators accumulated throughout the year. Among them, the number of creators with fewer than 100,000 fans reached 2,061. The average daily posts by content creators increased by 151% year-on-year, and the hot search for the main gaming list grew by 74% year on year. In 2024, we attracted the American media @TGA 游戏大奖, known as the "Oscars of the gaming industry", to open an account and collaborated deeply with Weibo to establish a player voting channel. On the day of the awards ceremony, the live viewership exceeded 12.44 million, generating 108 hot searches that month. Related discussions spread to overseas social media platforms, sparking interactions between Chinese gamers and players worldwide, leading Chinese gaming onto the global stage.

675

official game accounts covering mainstream popular games



In 2024, Weibo continued to reinforce its content ecosystem, especially in the ACG (Animation, Comic, Game) field, which has a large base of young users. It consistently consolidates its intellectual property ecosystem advantages, carefully creates high-quality content, and continues to attract over 320 million users interested in the ACG area, successfully building a positive ecological cycle.

Weibo Esports

As the leading platform for esports event discussions, player socializing, and community exchanges in China, Weibo Esports encompasses eight different industry groups, including players, teams, event officials, industry executives, game streamers, commentators, KOLs, and fan clubs, with over 5,000 top-tier accounts registered and sharing content. The platform has achieved deep cooperation with a total of 22 events, ranking first across all platforms, including 14 international events, 8 local events, and 3 third-party events. In 2024, we further deepen cooperation with major events in live streaming integration, exclusive awards, and ecosystem co-construction, driving a year-on-year increase of 10% in esports hot searches, reaching 6,379. During the "League of Legends S14" period, esports discussions covered 40 areas on the platform, generating 651 hot searches, with over 30 topping the charts. More than 35 million users shared their viewing stories on Weibo, experiencing esports culture.

As the end of 2024, over

5,000

top-tier e-sports accounts registered and sharing content



continues to attract over

320 million

users interested in the ACG area

Weibo Animation

Weibo Animation has become the preferred gathering place for anime culture, with anime-related hot searches increasing by 38% year on year. The categories of ACG creators include domestic and international artists, COSPLAY, three interests (Chinese-style Hanfu, JK/Lolita), virtual idols, underground idols, trendy and model toys, and voice actors. The overall user ecosystem has over 2,500 top gold-V and orange-V accounts, a year-on-year increase of 10%, with post volume increasing by 40%. In addition, there are over 1,400 top gold-V and orange-V artists, making Weibo one of the largest platforms for artist sharing in China. In terms of copyright IP, a total of 128 domestic IPs were covered through cooperation in 2024. Top overseas IPs and institutions, such as Pretty Cure, One Piece, and Studio Ghibli, have joined Weibo. As of 2024, a total of 63 overseas IP official accounts have been established on Weibo, making it their exclusive social interaction platform in China.

Anime-related hot searches increasing by

38%

year-over-year



Weibo Solidifies Its ACG Ecosystem Advantages

Empower Content Creators

Weibo provides comprehensive support to help content creators produce high-quality content and expand their influence.

Enhancing Content Creator Onboarding Experience and Growth

Weibo has established a complete support mechanism to enhance the onboarding experience for content creators, promote new content creators, and provide support in fan recommendations to help them expand their influence.

@ 嫦娥六号月球探测器

It joined Weibo in June 2024, gaining 750,000 fans in six months, becoming an important channel for disseminating space knowledge and real-time information.



@ 基本祐利

She joined Weibo in April 2024, gaining 380,000 fans. She shared travel stories and showcased the perspective of China and cross-national emotional exchanges from a Korean viewpoint.



@A 阿条本条

She is a shooting Olympic champion, who returned to Weibo in April 2024, with a surge of one million fans after the Olympics. Her unique Weibo nickname has repeatedly trended. On Weibo, she not only showcases the competitive spirit of athletes but also presents the colorful life of athletes off the field.



Social Resource Alignment

Weibo places great importance on supporting content creators by helping them expand their influence through market-oriented activities and diverse promotional channels, breaking audience barriers and enhancing social impact.

Weibo Super KOL Festival

In August 2024, the Weibo Super KOL Festival gathered over 300 KOLs and more than 20,000 fans, combining online and offline activities to enhance the ecological influence of creators.

The Weibo Super KOL Ceremony presents annual honors, strengthening cross-industry collaboration between stars and KOLs, and enhancing the influence and marketing power of key opinion leaders. In 2024, the number of related topic views reached 6.5 billion, and that of video views reached 300 million.

the Weibo Super KOL Festival gathered over

300 KOLs



Weibo KOL Festival Site

In 2024, the number of related topic views reached

6.5 billion



Weibo Super KOL Ceremony

Weibo Culture Night

In June 2024, Weibo collaborated with Zhengzhou to showcase the image of "Cultural Zhengzhou, Youthful Zhengzhou, International Zhengzhou, Technological Zhengzhou, Service Zhengzhou", promoting key national cultural strategies, including cultural innovation, cultural technology and digitization, cultural outreach, and intangible cultural heritage preservation. The event gathered over a hundred cultural celebrities, experts, and stars to witness the power of Chinese culture. The themed forum featured discussions on the development, dissemination, and integration of diverse cultures, the sharing of insights on cultural development, and the display of the multifaceted strength of the inheritance and innovation of Chinese civilization.

The event generated over 100 related trending topics, with a total topic views of 1.5 billion. On the day of the ceremony, the live broadcast had 60 million viewers, and the number of related video views reached 7 million, with 9 trending topics.

- The event generated over **100** related trending topics
- with a total topic views of **1.5 billion**



Weibo Culture Night Event Site



Weibo Culture Night Event Site

Weibo Ignite Night

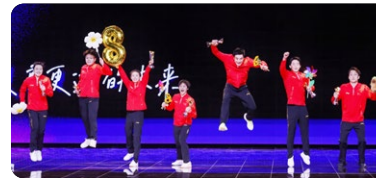
In 2024, Weibo, in collaboration with Migu, co-hosted the 2024 China Power: Ignite Night, focusing on the rapid development of China's cultural and sports industry, leveraging the advantages of Weibo's social media platform with a large user base, and presenting an authoritative, professional, and influential event in the cultural and sports industry. The event gathered over 200 guests, including sports stars, representatives from sports associations, and media representatives, with over 60 institutions and companies attending.

The event generated over 120 trending topics, with live broadcast viewership exceeding 200 million, showcasing the powerful influence of the sports and eSports IP.

- sports stars, representatives from sports associations, and media representatives
- over **200**

- The event generated over **120** trending topics

- live broadcast viewership exceeding **200 million**



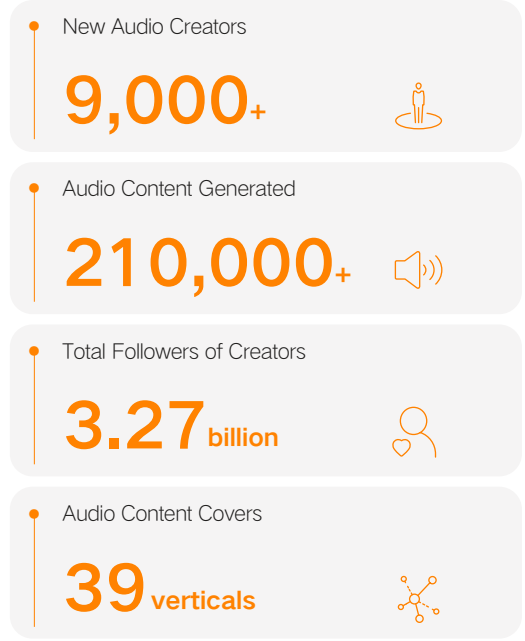
Weibo Ignite Night Event Site



Weibo Ignite Night Event Site

◆ Audio Project

In January 2024, Weibo officially launched its audio function to enrich the content ecosystem and provide a broader and multidimensional multimedia creation platform for different creators. Since its launch, this function has attracted numerous talented audio creators, including celebrity KOLs, leading podcasters, authoritative media, and self-media creators, who continue to expand their influence by leveraging the platform's vast user base and unique social attributes.

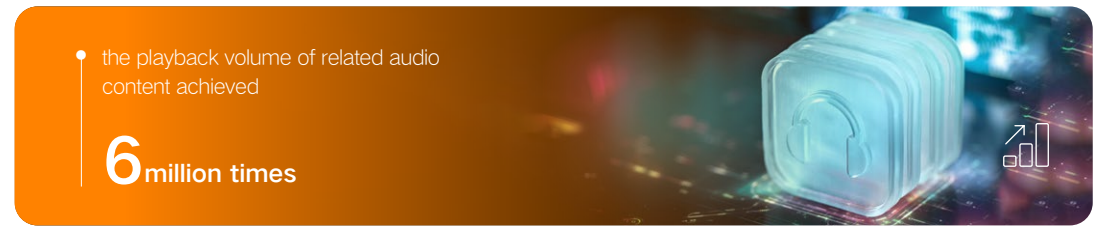


Weibo Audio Project Performance

As of the end of the reporting period, Weibo has invested traffic exposure resources worth over RMB 100 million to support the growth and development of audio creators. Resource coverage includes multiple key communication channels such as open screens, window advertisements, and trending lists, ensuring that audio content receives maximum exposure and attention. In addition, Weibo periodically holds online and offline themed events aimed at further helping audio creators expand their influence and penetrate new fields.



During different hot holidays or major events, Weibo carefully plans and implements themed activities to provide more display opportunities for audio creators. Taking the summer vacation as an example, we launched the "Weibo Travel Season" event, inviting users to submit over 30 travel destinations and providing various innovative interactive methods. Through this event, the playback volume of related audio content achieved a significant increase of over 6 million times.



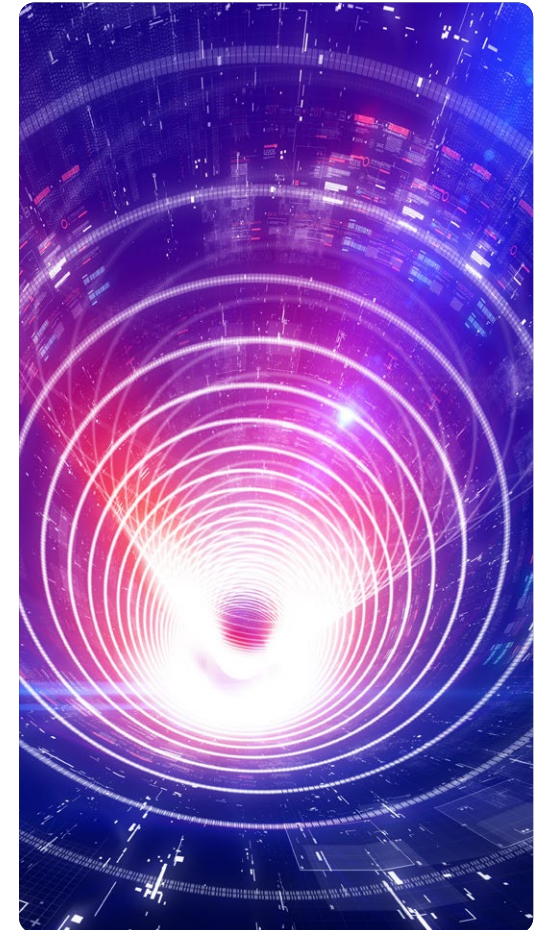
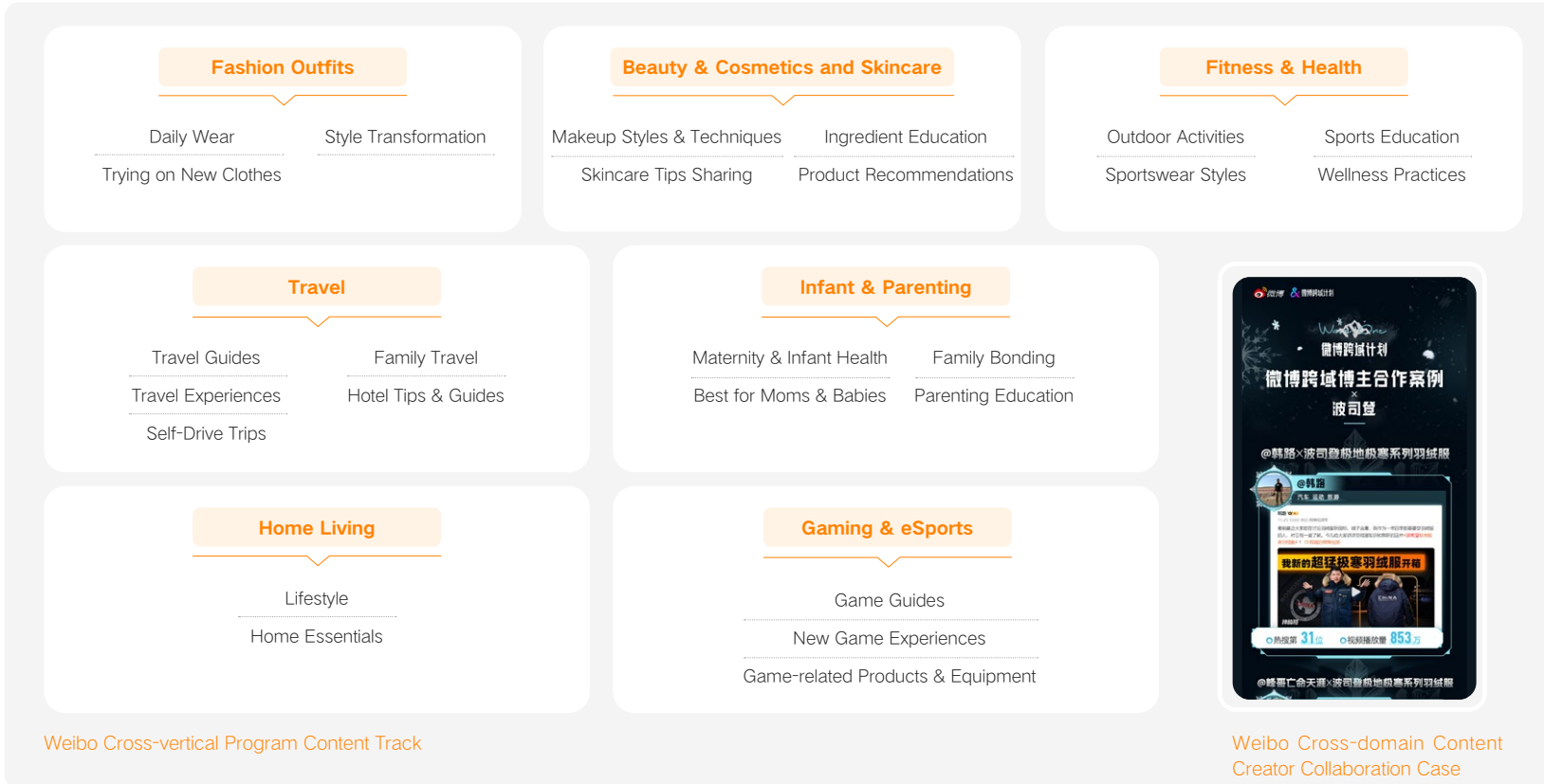
Weibo Soundwave Project



"Weibo Travel Season" Event

◆ Cross-vertical Project

Weibo launched the cross-vertical project in May 2024, aiming to explore the content production potential of top content creators across different fields, assist in building diverse personal brand labels, expand fan groups, and convert loyal fans, thereby enhancing overall influence. This program improves the creativity and dissemination efficiency of commercial content through cross-border business deals, helping brands break through communication barriers while broadening commercial collaboration opportunities for content creators and increasing their income.



3.1.3 Minor Protection

Weibo is dedicated to safeguarding the healthy growth of minors in the online world. We continuously strengthen positive guidance and publicity to effectively protect the online space security of minors. The Company strictly complies with the *Law of the People's Republic of China on the Protection of Minors* and the *Regulations on the Protection of Minors in Cyberspace* and continuously revises the *Weibo Community Convention* and the *Weibo Policy*

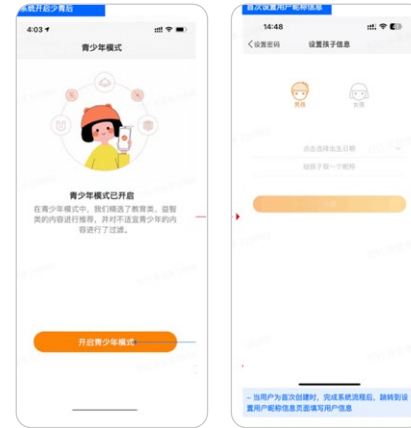
on *Personal Information Protection of Minors* to further clarify the rules for the protection of minors. In 2024, Weibo published 550 notices related to the protection of minors through the @ 蔚蓝天计划 (Blue Sky Plan) account, with a total content views of 9.2 million.

To enhance online protection for minors, Weibo updated its product functions to create a minor mode that connects to the HarmonyOS on mobile devices,

enabling the linkage to turn on and off with the HarmonyOS. Users can easily activate or exit the minor mode in the mobile system settings, and can also perform the corresponding operations directly within the Weibo app. Once this mode is enabled, the content and functions within the Weibo app be automatically isolated to ensure that only content suitable for minors is displayed, thereby protecting their online experience.



Minor Mode Connected to HarmonyOS on Mobile Devices



Weibo Enters the Minor Mode Status after Connecting to the Mobile System



When users switch Weibo to the minor mode, the platform only displays content suitable for minors and simultaneously enables curfew and time lock functions. These functions follow the global system settings for disabled times and available durations. Once the system's set time limit is reached, Weibo is no longer accessible.



The Minor Mode Only Displays Age-appropriate Content & Curfew and Time Lock Functions Are Enabled

Weibo further strengthens its protection work for minors through strategies such as platform innovation governance, updating exclusive content pool, co-creation and sharing by multiple parties, and social value innovation.

Weibo is committed to protecting minors' privacy by launching public welfare activities to raise awareness, improving the minor mode functionality to filter harmful information, upgrading the AI control model to reduce the spread of harmful content, and actively implementing the Qinglang Operation to maintain a healthy online environment.

Innovative Platform Governance

Co-creation and Sharing by Multiple Parties

Weibo initiates special actions and topic activities at key points, uniting multiple forces to guide public attention to the issue of minor protection.

Weibo continuously updates the exclusive content pool for minors through content recognition and account targeting strategies, meeting the needs of young people to acquire knowledge and broaden their horizons. At the same time, Weibo provides parents and guardians with healthy parenting knowledge to support families in accompanying their children's growth.

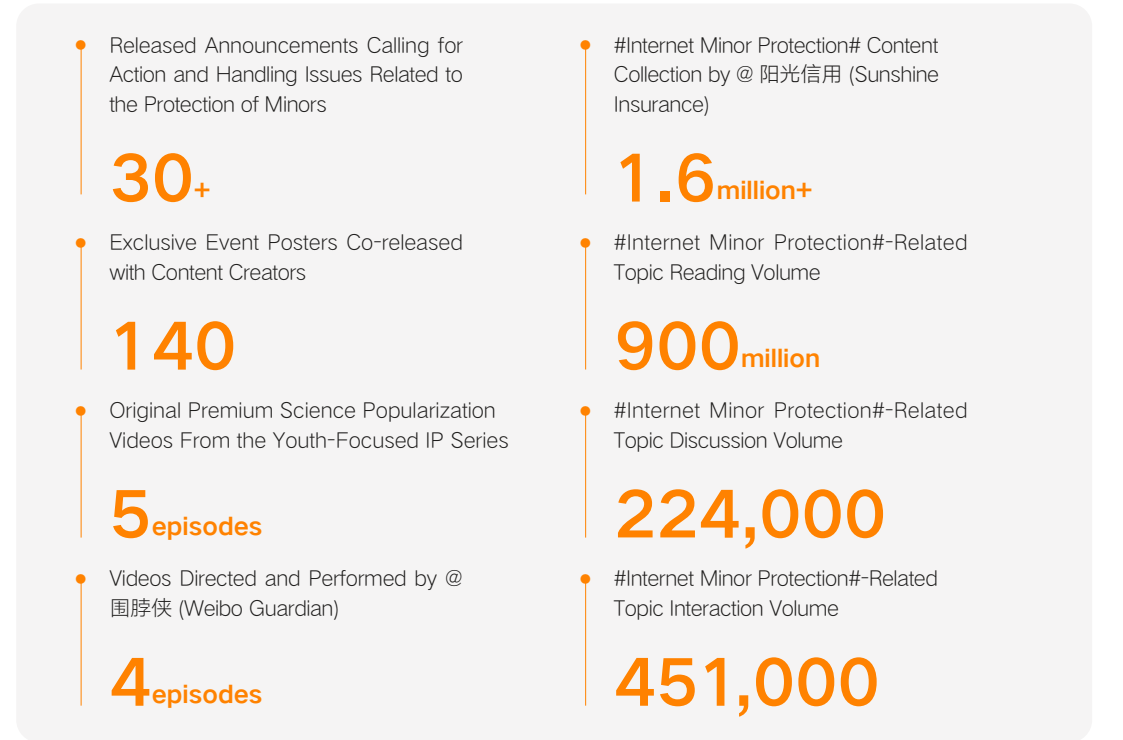
Update Exclusive Content Pool

Social Value Innovation

Weibo utilizes core resources and technology to support minor protection organizations and children in difficult situations through public service advertisements, project exposure, and the "Charity Festival".

Minor Protection Strategies

In 2024, in line with the requirements of the Beijing Cyberspace Administration's "Internet Minor Protection 2024" initiative, the Weibo community launched a series of "Protecting Minors and Setting Sail" activities on the four themes of "Ecological Governance", "Rumor Debunking and Science Popularization", "Legal Education", and "Online Civility". We issued a total of more than 30 call and disposition type announcements regarding the protection of minors. We collaborated with content creators to distribute a total of 140 exclusive event posters. A series of 5 original high-quality science popularization videos for youth IP. The total reading volume of the #Internet Minor Protection# related topic is 900 million, with 224,000 discussions and 451,000 interactions.



Weibo's Performance Related to Internet Minor Protection

3.2 Advertising Governance

Weibo adheres to responsible marketing practice, insists on compliant advertising operations, and has established a comprehensive advertising governance strategy to ensure that all commercial content can be trusted, safeguarding the compliance and sustainability of the monetization ecosystem.

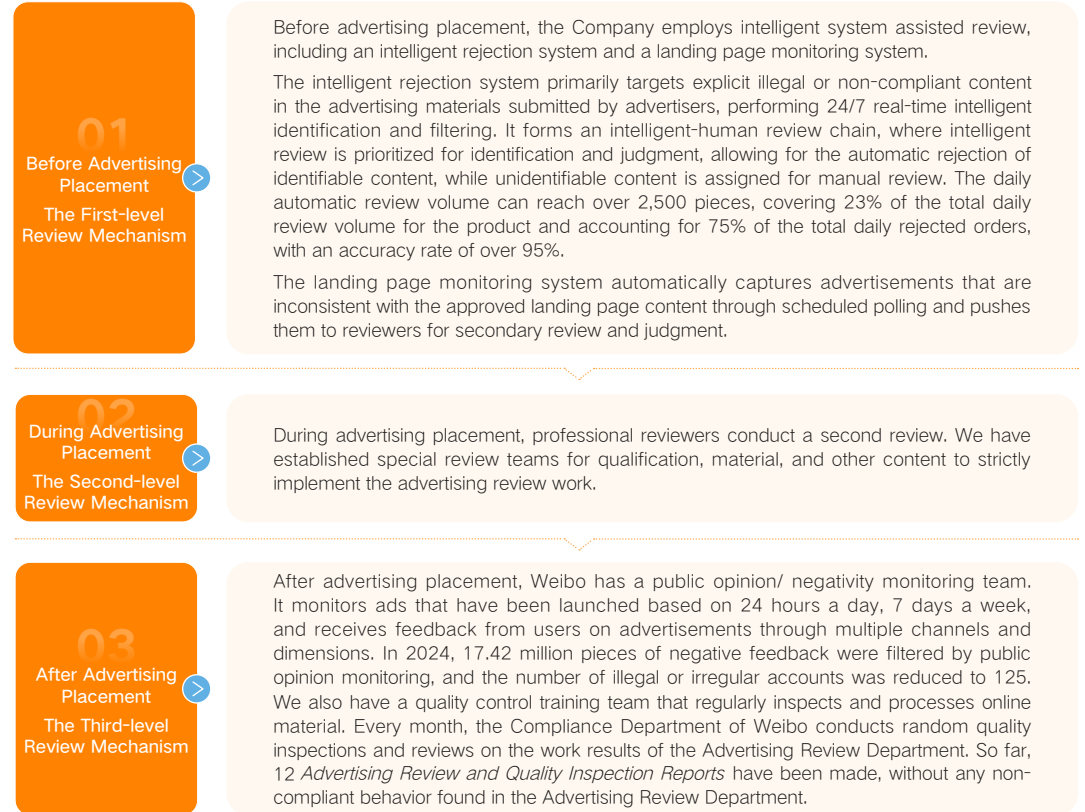
In terms of systems and policies, Weibo strictly abides by the laws and regulations of the place where it operates, such as the *Advertising Law of the People's Republic of China* and the *Measures for the Administration of Internet Advertising*, and has formulated the *Weibo Commercial Advertisement Review Specifications*, which strictly regulate the commercial advertising of 63 general industries, 24 restricted industries¹³, and 53 special industries¹⁴ to guide daily management work.

In terms of governance mechanisms, Weibo employs a triple-level review mechanism, establishing a comprehensive management system for pre-, during-, and post-placement, and executing advertising review work according to regulatory requirements to ensure the compliance of advertising content. In 2024, Weibo's advertising team continued to exert strong control over agents/clients who privately tamper with landing pages, account avatars, account nicknames, and other misbehaviors. Years of effective control have led to a significant decline in illegal and irregular alteration behaviors, effectively ensuring the compliance of advertising promotions.

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 powerful data processing capabilities and deep learning abilities of large language models, massive amount of advertising data samples are used to train the model. The AI-powered review model is seamlessly integrated with the existing advertising review and publishing process. It has currently assisted the business in achieving automated rejection of pure text advertising creatives for certain information flow advertising products. Future developments continue to train the model for Figure and video data types, continuously optimizing and improving the model's recognition capabilities to enhance review efficiency and more accurately filter out illegal and irregular content.

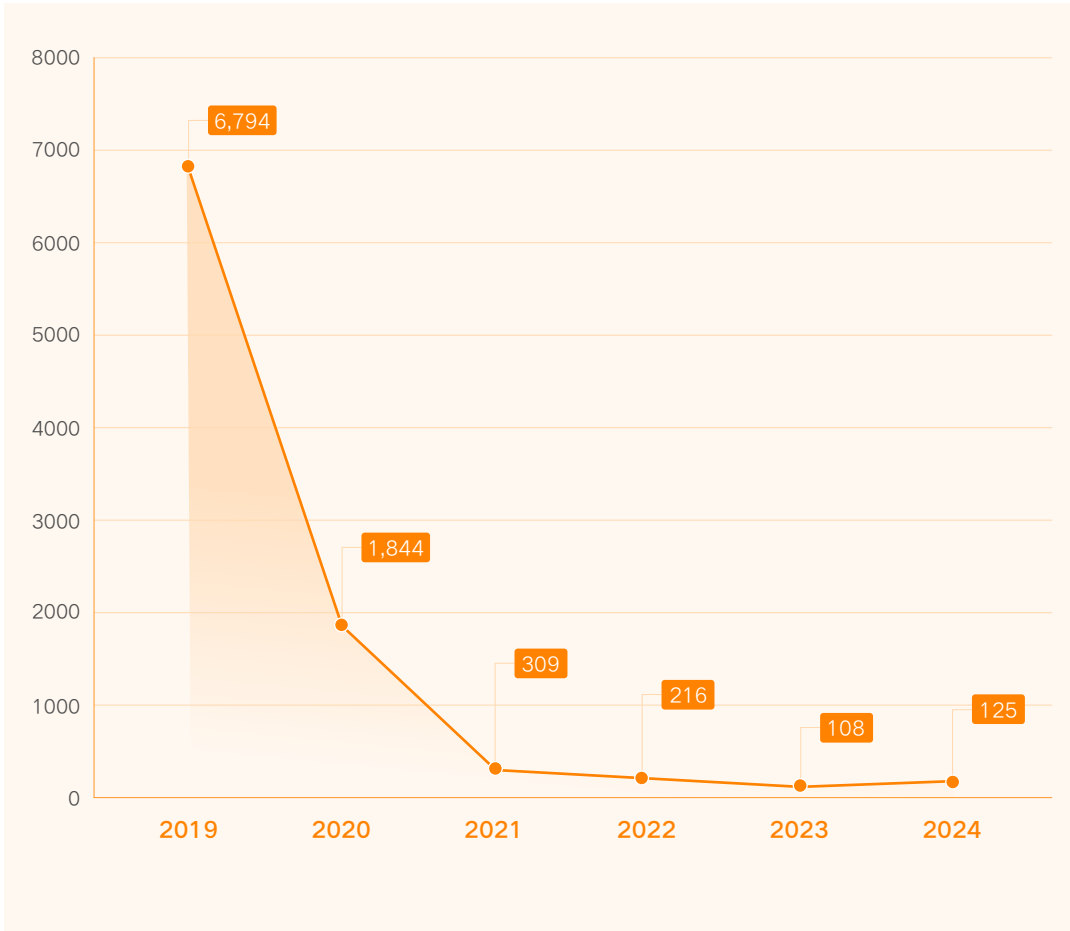
In terms of team building, Weibo has multiple specialized review teams including the special review teams for qualification, brand advertising and information flow advertising, ensuring dedicated review for each aspect. To ensure timeliness, a 7*24h shift schedule is implemented to ensure real-time manpower for online review. In 2024, the Weibo advertising review team collectively reviewed the qualifications of over 136,000 advertisers and more than 10.48 million advertising creatives/materials, with an average review time of less than 15 minutes.



Weibo's Triple-level Review Mechanism for Advertising

¹³ The 24 restricted industries include franchising, tobacco, financial investment, medical institutions, pharmaceuticals/healthcare products subject to legal restrictions, medical devices, adult products, etc.

¹⁴ The 52 special industries include finance, food, health food, cosmetics, medical institutions, medical devices, pharmaceuticals, special medical use food advertisements, beauty and body care, real estate, charity, etc.



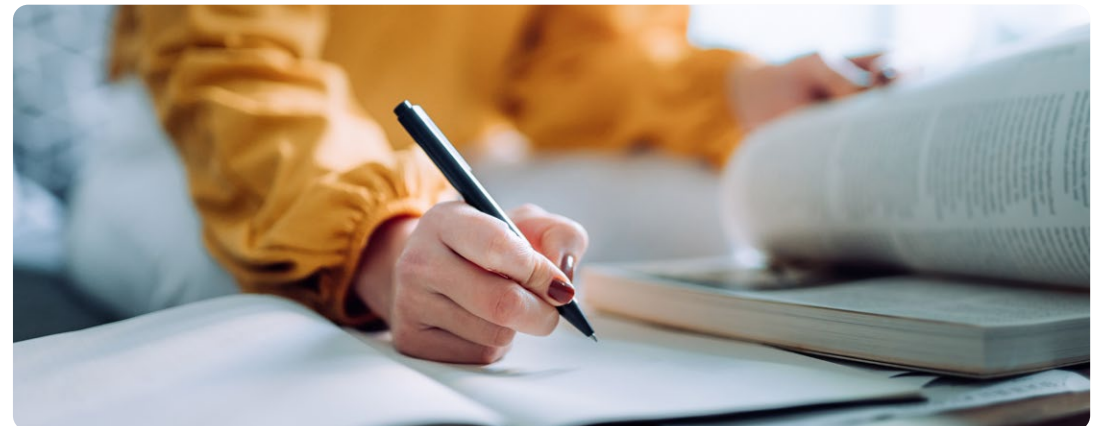
The Number of Accounts Subject to Illegal Marketing

In terms of professional training, we have established training and examination policies for reviewers. Reviewers are subject to pre-employment training and assessment, as well as in-service improvement training and examination. External agents must receive compliance promotion training on an ongoing basis to enhance employees' and clients' awareness of advertising compliance. The training content includes the study of laws and regulations, analysis of typical cases, interpretation of audit specifications and other aspects. Training materials combine text with examples and are delivered through offline sessions to facilitate reviewers' more accurate understanding of standards. Key content is included in monthly reviewer assessments, and assessment results and question interpretations are promptly communicated via email. Weibo has strictly prevented the promotion of illegal and malicious marketing content and implemented a series of control measures to intercept and handle them, ensuring the compliance and health of advertising content and the ecosystem.

In 2024, training and exams were carried out for the advertising review team



118 sessions



3.3 Service Experience

Weibo continuously promotes product innovation and technological upgrades, and is committed to providing users and customers with a good product and service experience.

3.3.1 AI Empowers Product Experience

In 2024, Weibo actively embraced AIGC trends, swiftly iterating its products and services to facilitate the successful implementation of AI across various business scenarios. In July, Weibo's self-developed "Zhiwei" large language model successfully completed registration. "Zhiwei" now provides core technical support for various Weibo platform features. With ongoing AIGC advancements, we aim to enhance Weibo's content and business ecosystem with intelligence and personalization, enhancing user experiences for stakeholders, including users, content creators, and clients, thus strengthening Weibo's competitive edge in social media area.

With the rapid development of artificial intelligence ("AI") technology, Weibo places great emphasis on the compliance requirements and ethics issues associated with AI development. We strictly adhere to AI governance laws and regulations to ensure the compliant application of AI across various aspects, including R&D, content review, and user services, etc. As a member of the AI Security Governance Committee of the Cyber Security Association of China, Weibo participated in formulating the *Self-Regulatory Initiative for AI Generated Content*, promoting the healthy development of the sector from perspectives of data security and privacy, as well as content ecosystem, etc. Adopting a "Multimodal LLM + Manual Full-site Inspection" model, Weibo ensures a healthy content ecosystem and delivers an optimal user experience.

AI Application Ecosystem Development

In 2024, Weibo has invested more resources in exploring advanced AIGC technologies. We actively innovate on applications within the Weibo platform leveraging the strengths of AIGC technology with focus on key areas such as AI search, content summarization, and user interaction.

Weibo Intelligent Search

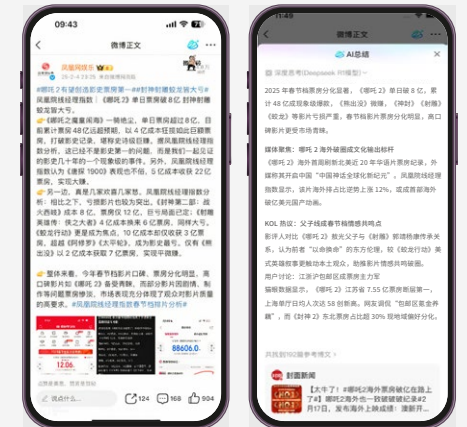
Develop an AI-powered search with Weibo's distinctive features to meet users' demands for more efficient and comprehensive information access. Leverage Weibo's content ecosystem, we highlight our market differentiation and nurture user's mindset to use Weibo for search. Weibo Intelligent Search user base grows significantly.



Weibo Intelligent Search

Content Summary

Deliver intelligent summaries to users by leveraging AI technology for feature extraction, summarization, and multimodal understanding to enhance their information retrieval efficiency and enrich their reading experience.



Content Summary

User Interaction

In 2024, we created AI interaction accounts like @评论罗伯特 (Comment Robert), analyzing Weibo comments through our AI model and delivering amusing and engaging content based on our knowledge base, turning it into an AI Internet celebrity.

Introduce AI assistants tailored to KOLs to learn their style and expertise, empowering them in "fan engagement" by enhancing interaction quality while exploring diverse interaction forms.



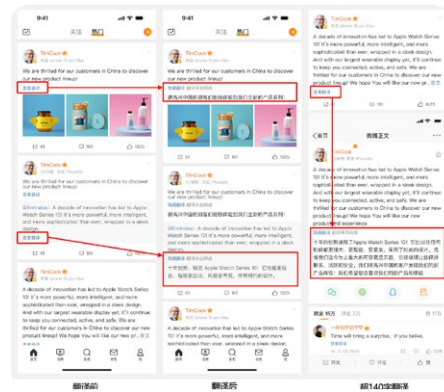
User Interaction

3.3.2 Product Function Optimization

Weibo continuously develops and refines various product features, providing timely and thoughtful high-quality services through diversified service channels to meet and exceed user expectations.

Translation Feature

To attract international content creators onto the Weibo platform and to make it easier for users to browse content from foreign content creators, as well as for overseas users to read Chinese content, in 2024, Weibo expanded the translation feature to more scenarios, including information feeds (relationship-based feeds and interest-based feeds), personal homepages, and text pages. The upgrade facilitate users to conveniently use translation services at various browsing stages.



Weibo Translation Feature

Live Streaming Summary Feature

On the user side, Weibo's live streaming replay feature leverages AI technology to intelligently summarize video content, enabling users to quickly locate specific content points of interest, significantly enhancing their video consumption experience.



Weibo Live Streaming Summary Feature



Live Feature

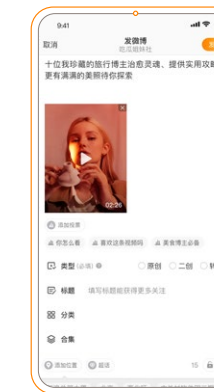
The Weibo Live feature has been expanded to support multiple Android phone brands, including mainstream manufacturers such as Huawei, VIVO, and OPPO, enabling the publishing and display of live photos, and providing users with a more complete and immersive experience.

Live Streaming Clipping Feature

On the content creator side, Weibo uses AI technology to filter out high-quality content points from live streams and generates popular clips from the broadcasts for users. This feature not only simplifies the workflow for content creators but also allows them to directly publish these exciting clips on Weibo, further expanding the impact and reach of their content.



Weibo Live Streaming Clipping Feature



3.3.3 Quality Services

As one of the largest social media platforms in China, Weibo facilitates a vast amount of user information distribution and interactions. To maintain platform order and protect users' legitimate rights and interests, we continuously optimize complaint channels and mechanisms, striving to create a healthy, safe, and trustworthy social platform.

Complaint Handling

To enhance the accuracy and effectiveness of handling complaints, Weibo strengthens its complaint management efforts. In 2024, the Weibo platform received approximately 220 million complaints, a decrease of about 4% year-over-year. Approximately 210 million complaints and reports were effectively processed, an increase of 8% compared to last year.

Complaint Management Work	Details
Optimizing Complaint Classification	Weibo has adjusted and updated its complaint classification. As of the end of the reporting period, the complaint classification includes 15 primary categories and over 60 secondary categories. Among them, a new category for "Fraud Information" has been added, the "Dedicated Fan Circle Complaint Zone" category has been upgraded, and new secondary categories such as "Unfriendly Fan Circle", "Malicious Reviews", "Praising, Disparaging, and Instigating Conflicts", and "Malicious Photo Editing" have been introduced, aimed at better addressing emerging online violations in fan circles and sports fan circles.
Optimizing Complaint Strategies	In 2024, in terms of the complaint strategy, we introduced effective strategies for high-risk users' complaints, effective strategies for high-risk Super Topic Weibo, effective strategies for impersonation and fraud, effective strategies for content violations by stolen accounts, effective strategies for fan circle comment characteristics, and effective strategies for weak handling vocabulary, as well as adjustments to content expiration strategies and keyword strategies.
Strengthening the Management of Altruistic Complaints	For complaints not related to personal rights, such as those involving "Hate and Discrimination Promotion", "Negative Value Guidance" and "Online Bullying of Others", Weibo has upgraded its complaint handling rules. This move aims to effectively reduce the impact of abnormal or malicious complaints on the handling of normal complaints, ensuring the fairness and transparency of the complaint mechanism. At the same time, Weibo imposes restrictions on users with abnormally low complaint efficiency and abnormally high frequency, and deducts historic credit points from users who make multiple malicious complaints, in order to strengthen education and guidance as well as violation restrictions.
Optimizing the Negative Content Feedback Mechanism	Weibo has established a negative feedback mechanism for content construction by adding recommended complaint categories, a blocking suggestion module, and a complaint disclosure page. This enhances the convenience and response speed of the complaint service, allowing users to quickly locate complaint channels and monitor the processing progress in real time, thereby reducing the interference of harmful content on the user experience.

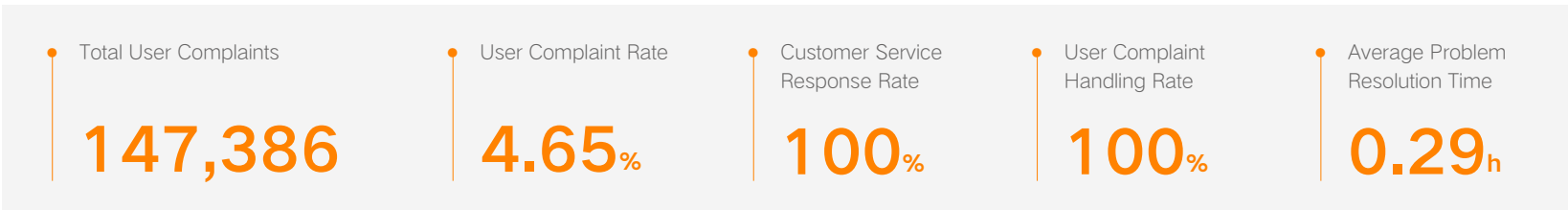
Satisfaction Survey

Weibo has added a community service satisfaction evaluation feature, allowing users to assess the authenticity of community content, the friendliness of the atmosphere, and the effectiveness of management rules. Through this initiative, Weibo receives an average of about 1,700 pieces of feedback daily, with satisfaction levels for content authenticity, atmosphere friendliness, and management rules being 78%, 76%, and 75% respectively. In addition, we actively conduct user satisfaction surveys, with user satisfaction reaching as high as 94% during the reporting period.



Community Satisfaction Survey

Weibo has also upgraded its customer service team, assigning dedicated personnel to follow up on user feedback and enhance user satisfaction. We also utilize AI emotion recognition technology to prioritize users with significant emotional fluctuations, quickly resolving issues and comprehensively improving the user service experience.



04

Human Capital

Weibo firmly believes that talent is the core driving force behind the company's development and the inexhaustible motivation for its growth. To attract and retain high quality talents, the Company refines its talent development strategy, optimizes the talent training system, and enhances compensation and benefits, fostering an inclusive and diverse corporate atmosphere, and build a fair and healthy working environment.



4.1 Safeguarding Employees' Rights

Weibo prioritizes safeguarding employees' fundamental rights, respects the individuality and diversity of each employee. The company continuously builds a comprehensive and in-depth communication network, which encourages employees to engage in open and honest dialogue, ensuring that every employee's demands and opinions are effectively addressed.

4.1.1 Upholding Equal Employment

The Company adheres to the *Labor Law of the People's Republic of China*, the *Labor Contract Law of the People's Republic of China* and other applicable laws and regulations where we operate. We revised several internal management measures such as the *Recruitment Management Standards*, the *Compensation and Welfare Management Standards*, and the *Vacation Management Regulations*, providing clear institutional guarantees for recruitment and promotion, compensation and benefits, working hours, holidays, equal opportunities, diversity and anti-discrimination, etc.

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 2024, the Company continuously implemented the employee diversity target of retaining approximately 1% disabled and 5% minority employees.

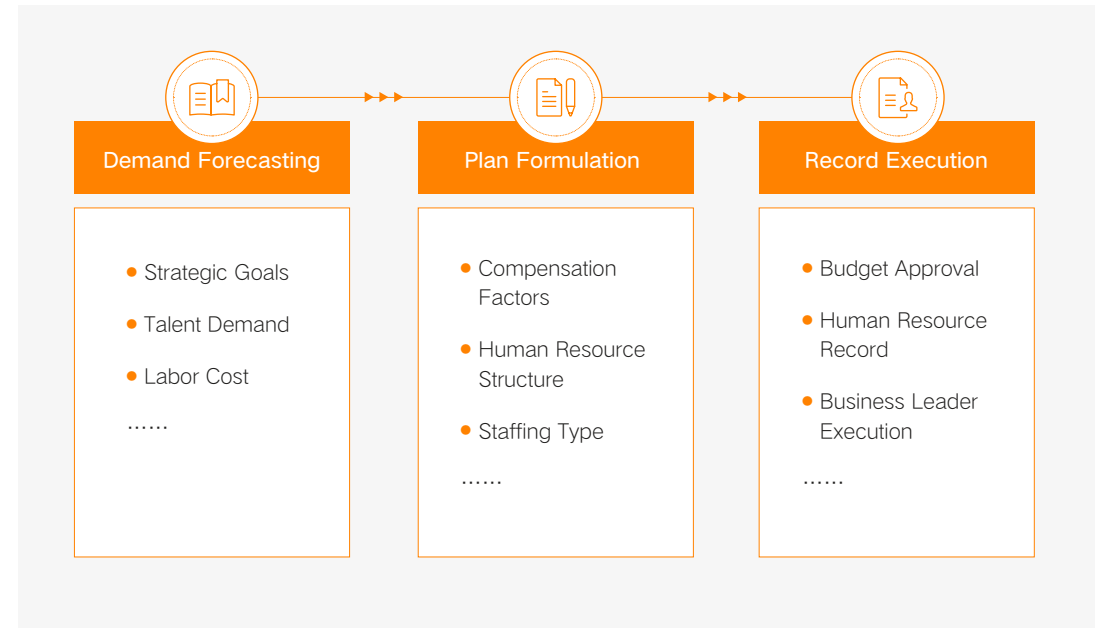
Progress of Goals:

By the end of the reporting period, the Company had a total of 323 employees with disabilities and ethnic minority employees, including:

Disabled employees	Minority employees	from
44	279	23 ethnic minorities

Recruitment Strategy

Weibo has formulated a comprehensive talent recruitment and development strategy. At the beginning of each year, all business leaders, with the assistance of Human Resource Business Partner (HRBP) and recruitment consultants, use strategic goals and talent needs as guidance, while fully considering factors such as market conditions and talent pipelines, to forecast the company's recruitment needs and develop a reasonable annual recruitment plan.



The Company's Recruitment Strategy Implementation Process

Recruitment Tool

We utilize diverse recruitment tools to achieve talent recruitment strategy and fulfill development needs.

Optimization and Application of 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.

Diverse and Multi-dimensional Talent Selection Tool System

- We further improve the recruitment evaluation system by systematically evaluating candidates from multiple aspects such as cognition, 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, ensuring the quality of new employees and effectively reducing hiring risks.
- We pay attention to the employee career credit risk prevention and related business risk mitigation, by upgrading background investigation processes and systems, and continue to strengthen hiring risk management. From the perspective of business security, the Company categorizes and layers background investigation risk prevention plans based on job characteristics, clarifies risk levels and sets up tiered solutions to ensure that recruitment decisions are objective, fair and evidence-based. The background check process collaborates with professional third-party background investigation agencies, adopts safe and reliable standard processes, docks with company's recruitment systems, fully respects the privacy of relevant personnel, and ensures the security of personal information.

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 30% year-on-year in 2024.

Applying the Recruitment Strategy for AI Talents and Enhancing Efficiency to Secure a Talent Pool

This year, Weibo has consistently focused on talent reserves for algorithm positions by consistently inviting talents from the AI field within the recruitment system for effective communication. By utilizing intelligent tools such as the system and talent pool, along with streamlined process management and efficient collaboration, the Company successfully met the talent acquisition needs for the key AI technology implementation project "Intelligent Search". Within two months, the recruitment and onboarding of mid to senior-level search algorithm and product positions were fully completed, securing valuable talent reserves for the company in the face of intense market competition.

Recruitment Channels

In 2024, we recruited talents with diverse skillsets, backgrounds, and experiences through campus recruitment and experienced hire. Campus recruitment encompassed fresh graduates, interns and candidates from school and enterprise cooperative projects while our experienced hires were from online and offline recruitments and internal recommendations to attract quality talent.

Weibo is dedicated to carrying out campus recruitment, attracting students and fresh graduates from different regions, ethnicities, universities, and professional backgrounds globally. The Company provides professional training for fresh graduate joiners to ensure their swift integration and potential realization. Every year, we conduct third-party salary surveys and commit to offering industry-competitive salaries and benefits to attract and retain the best talent. In 2024, the number of campus recruits accounted for over 22% of the total new hires.

In 2024
the number of campus
recruits accounted for over

22%

of the total new hires



Campus Recruitment

Cybersecurity Talents Recruitment Fair

During the 2024 autumn campus recruitment, Weibo attended several specialized job fairs organized by governments and universities, including the "2024 Specialized Recruitment Fair for Cybersecurity Talents" and the "2024 Shangdi Region High-tech Enterprise Graduates Job Fair and University-Enterprise & Industry Talent Matching Conference," offering numerous positions for fresh graduates.



Cybersecurity Talents Recruitment Fair

University Visit and Exchange Activity

During the summer vacation of 2024, the Company welcomed visits from faculties and students at Zhejiang University, Dalian University of Technology, and others. Senior executives shared Weibo's journey, latest technologies, and products, addressing career concerns.



University Visit and Exchange Activity

Supporting Youth Employment

Weibo always undertakes its social responsibility, thoroughly implements the national policy of "Stabilizing Employment" and endeavors to promote the employment of young people. In 2024, we offered more entry-level positions for young people, increasing by 22% compared to 2023.

Employment Internship Program

In 2024, the Company actively responded to the government's "Employment Internship Program", inviting 400 candidates for job interviews and providing job opportunities for recent graduates.

Job-Hunting Knowledge Sharing

In September 2024, Weibo launched the #令人心动的秋招# (#Charming Autumn Recruitment#) topic activity, assisting young people establish proper career perspectives and acquiring job-hunting skills via industry KOLs' sharings and online Q&As on Weibo.

Best Employer

In 2024, the Company won several outstanding employer awards:

- **Lagou:** Annual Outstanding TOP Employer and Annual TOP Employer Favored by College Students
- **Shixiseng:** Favorite Employer
- **Maimai:** The Most Attractive Companies of the Year and Employers Highly Rated by Fresh Graduates
- **Sirius Award:** Most Popular Employer among College Students
- **Ram Charan Award:** Ram Charan Best Employer Award



Best Employer Awards

4.1.2 Advocating Equal Communication

Weibo constantly refines its employee communication mechanism, fostering an open and inclusive workplace. In 2024, the Company 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 Grievance Platform

Weibo strives to establish a diverse and comprehensive communication network to ensure timely consideration of employee feedback and effective resolution of their demands. The Company specified the provisions of complaints and appeals in the *Employee Handbook*, emphasizing that all employees have the right to make suggestions, complaints or grievances on work, working conditions, employee relations and other issues encountered in their work.

Issues	Complaint/Grievances Channel	Issues	Complaint/Grievances Channel
Disciplinary punishment complaint	<ul style="list-style-type: none"> Submit a written complaint to the immediate superior. Employees who have misgivings to communicate with their immediate superiors may directly appeal to a higher-level supervisor or manager. 	Discrimination, harassment and diversity	<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: sinagh@staff.sina.com
Performance appraisal complaint	<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. 	Health and well-being	<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. Number of the EAP usage hotline amounted to 35 in 2024.
Ethics and compliance issues	<ul style="list-style-type: none"> Employees can contact the Compliance Department of the Group directly for assistance or to complain. Tel: 0086-10-58983041 Email: compliance@staff.sina.com、wbjb@staff.weibo.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 	Other issues	<ul style="list-style-type: none"> Shared Service Center Hotline 5588 OA Assistant Xiaoxin Intelligent Customer Service Mini Program A Roast for employees making voices and the Company giving responses

The Company handles complaints with a rigorous and fair attitude, promptly updating management on the progress and results of the investigations without delay. Appropriate measures against the employees involved, such as temporary suspension from their duties, will be swiftly taken when necessary. During the investigation, the Company places a high emphasis on privacy protection and strictly keeps complainant's name, ID number, telephone number, department and other information confidential to ensure the security of the complainant's privacy.

Concurrently, the Company strives to foster an open and transparent workplace, encouraging proactive employee participation and feedback through regular forums like biweekly management meetings, quarterly middle-management meetings, departmental regular meetings, OKR (Objectives and Key Results) Business Follow-ups and Discussions. These enhance communication across all levels, driving efficient collaboration. Additionally, the Company has set up a union to uphold employees' democratic communication rights, with a union membership rate of 87.3% in 2024.

Employee Satisfaction Survey

Since 2014, Weibo has been conducting the "Voice of Employees" survey for 11¹⁵ 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 2024, we continued to engage a third-party institution to conduct the "Voice of Employees" survey, ensuring that employee information remained encrypted throughout the process. The survey results revealed an overall employee participation rate of 94%, with 85% effective response. Our employee dedication was 84%, which was over 2% higher than that of 2023, placing Weibo in the top 25%. Upon completion of the survey, company will further analyze the results, improve various management indicators, and hold public meetings to disclose improvement measures, ensuring that employee needs are fully addressed.

The survey results revealed an overall employee participation rate of

94%

Effective response Our employee dedication was

85%

84%

¹⁵ Satisfaction surveys have been conducted in all years except 2022, when they were suspended for one year due to the outbreak.

4.1.3 Guarding Employee Health and Safety

Weibo has established a comprehensive safety assurance system in strict compliance 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 system regularly informs all staff of safety requirements via email, enhancing their safety awareness. In 2024, the Company revised the *Emergency Response Manual*, clearly defining the response procedures for various incidents such as fire alarms, elevator entrapments, violent assaults, sudden water leaks and water outages, natural disasters. Based on the Emergency Response Manual, regular inspections of the office premises and emergency drills are conducted, and regular fire safety training is provided for suppliers to minimize safety risks.

This year, the Company organized two first-aid training sessions, covering 98 employees. By blending practical drills with theoretical learning, employees were equipped with crucial first aid knowledge and skills such as cardiopulmonary resuscitation (CPR) and wound care. This significantly enhanced employees' self-rescue and mutual rescue capabilities in emergencies. As of the end of the reporting period, there are 497 employees at the Group certified in basic first aid.

Furthermore, the Company places great importance on food safety management in the company canteen, inviting quarterly inspections by third-party professional agencies and organizing related training to ensure employees' health and safety comprehensively.



Office Inspection



Stuck-in-the-Elevator Drill



Fire Drill



First Aid Training



Third-Party Safety Inspection

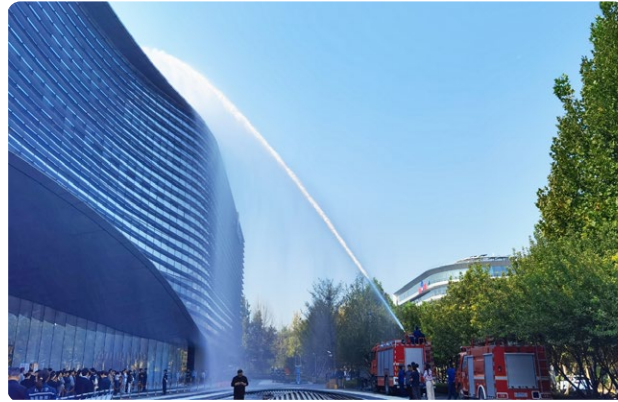


Third-Party Safety Training



A Fire Drill in Sina Plaza

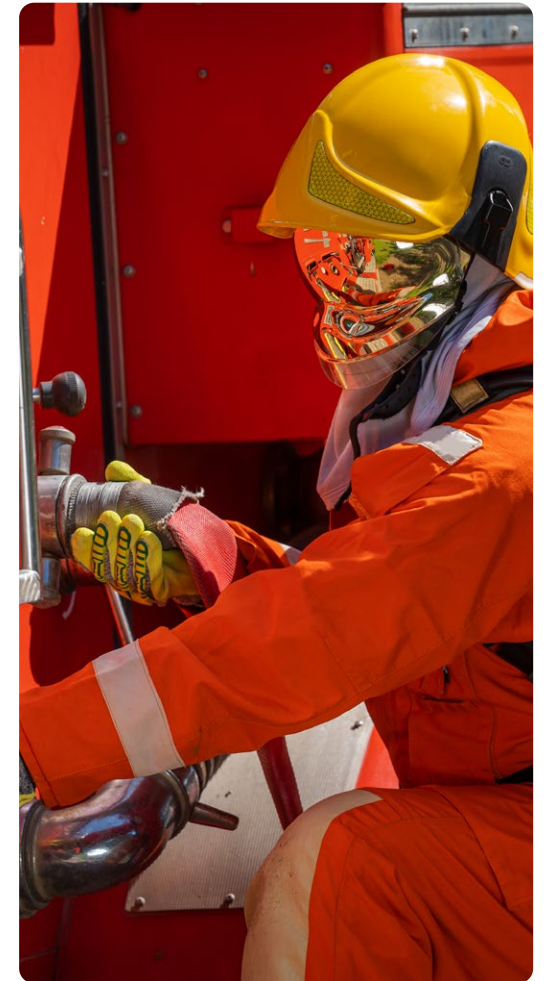
To ensure orderly responses emergency response work for sudden incidents such as fires and earthquakes, and to minimize casualties and property damage caused by such incidents, we conducted fire safety skill training and drills for all property staff and related employees in 2024, with a total of 579 participants. The drill included demonstrations of first aid procedures, explanations of fire equipment, displays of dressing skills, live fire suppression exercises, and smoke tent experiences for employees. These activities imparted them the knowledge of safe evacuation and enhanced their emergency response capabilities.



Water Discharge from the Fire Hydrant Station



In 2024, Weibo continued to carry out the creation of health enterprises, strictly implemented the construction norms of health enterprises, improve relevant systems and measures through the establishment of special groups, and convey the concept of health enterprises. In 2024, Sina Group, the parent company of Weibo, became one of the third batch of pilot units of the National Federation of Trade Unions to improve the quality of life of employees, creating a fair, just, healthy and safe workplace environment for employees.



4.2 Fostering Workplace Diversity

Weibo firmly believe that commitments to equity and diversity are crucial for our success. Weibo strives to foster a comfortable working environment and offers diverse welfare benefits to ensure that employees genuinely feel the warmth and support of the Organization.

4.2.1 Promoting Diversity, Equity, and Inclusion (DEI)

Weibo consistently foster a diverse, equal and inclusive workplace where employees feel respected, supported, thereby gaining support and inspiration to achieve both personal and shared corporate goals.

Diverse Governance and Management System

Weibo consistently integrates an equal and diverse corporate culture into its daily operations by formulating and issuing the *Commitment on Equity and Diversity*¹⁶ and the *Regulations on Equality, Anti-discrimination and Diversification Management*¹⁷. These policies outline the Company's diverse governance structure and management standards, with the ESG Committee as the highest authority. The Committee provides guidance on diversity policies, ensures policy implementation, monitors the achievement of diversity goals, and discusses the company's diversity execution status at ESG meetings to fully enhance the company's diversity performance.

Weibo actively aligns with 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 (ILO). To address potential human rights issues in the workplace for all employees (including part-time and outsourced employees), Weibo formulated the *Regulations on Human Rights Management*.¹⁸ These regulations reinforce our commitment to respecting and protecting human rights in all business activities, fostering a diverse and harmonious work environment.

¹⁶ [CommitmentEqualityDiversity.pdf](#)

¹⁷ [RegulationsOnEqualityAnti-DiscriminationDiversityManagement.pdf](#)

¹⁸ [RegulationsonHumanRightsManagement.pdf](#)

Diversity Policies and Training

In 2024, the Company provided diversity policy-related training for all employees (including part-time and outsourced employees). New hires were required to complete the training courses of the *Professional Ethics and Code of Conduct* and the *Diversity of Workplace Culture* online in the induction training. We send email alerts and encourage employees to participate in the training on the *Professional Ethics and Code of Conduct* and the *Diversity of Workplace Culture* through the "Sina Classroom" system every year. This year's diversity policy training amounted to 3,051 person-times, effectively conveying the Company's diversity philosophy and cultivating employees' diversity values.

The company strongly encourages any victim who has been subjected to unequal treatment, discrimination or (suspected) sexual harassment or any witness to such event to promptly complain to their superiors, HRBP or Labor Union or seek help whenever necessary.

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", "Anti-Gender Discrimination", and "Inclusive Work"

Special Training on Diversity Policies



Diversity Plans and Projects

The Company always respects employees from diverse backgrounds and provides equal opportunities and support for employees. Based on the promotion of diversity, the Company provides equal opportunities and material support for all types of employees. For employees with disabilities, the company strives to offer office conveniences, such as prioritizing the arrangement of company shuttles bus and allowing some disabled employees in content monitoring assistant positions to work from home. For employees from ethnic minority groups, the Company sets halal food stall in the company canteen to facilitate their dining needs and offers holidays for Eid al-Fitr to some minority employees.

Weibo values the rights of female employees and has established a Women's Federation to protect these rights. The company strictly implements the relevant regulations regarding maternity and has set up nursing rooms for breastfeeding employees. Additionally, a series of welfare measures have been prepared for female employees during pregnancy and maternity, including priority to apply for shuttle bus, parenting allowance, supplementary maternity insurance, and supplementary medical insurance for newborns over 30 days old. For female employees returning to work after maternity leave, Weibo will retain their former positions, and heads of the HR Department and Business Department will assist them in restructuring their job responsibilities and setting work goals based on their actual situation, providing strong support for women's return to the workplace after childbirth. In 2024, Weibo continue to focus on the physical and mental health and career development of female employees, empowering them to unleash their "Her-Power" As of the end of the reporting period, female employees accounted for 47% of STEM-related positions, 58% of revenue-generating business-related positions.

As of the end of the reporting period, female employees accounted for

53% of the total



"Her-Power" Sharing Session

In November 2024, Weibo held its third annual "Capital's Most Beautiful Women" event and "Her-Power" Career Sharing Session, celebrating women's excellence in the new era. These event promoted the outstanding demeanor of women in the new era, mobilizing the enthusiasm and creativity of Weibo's female employees. It encouraged these women to embrace challenges in the company's diverse development, showcase their greater contributions, and to demonstrate the remarkable spirit of women, thereby contributing indispensable "half-the-sky" strength to Weibo's high-quality growth.



"Her-Power" Sharing Session



4.2.2 Enhancing Employee Benefits

We cherish the contributions of each employee and provide comprehensive benefits for full-time, part-time, and outsourced employees. In addition to mandated benefits including but not limited to five major social insurances and housing provident fund as well as statutory holidays¹⁹ such as annual leave and sick leave, we offer a comprehensive range of non-statutory benefits or care programs covering various areas to enhance their sense of belonging and identity and nurture a win-win environment for employees and the Company to thrive together.



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 2024, we have successfully assisted 6 employees and their families, contributing a total of RMB 180,000 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 2024, there were 297 claims for parents' insurance, totaling 1 million yuan 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 free heating pads for food delivers, 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, running group, and volunteers activities

Additional Benefits Available

¹⁹ Statutory holidays: annual leave, sick leave, maternity leave, paternity leave, breastfeeding leave, childcare leave, parental carer's leave, marriage leave, bereavement leave, employment injury leave, etc.

In 2024, the Company continued the "Wave of Happiness" program and introduced the "Touching Moments" employee care initiative to enhance the employee happiness improvement system and promote a healthy work-life balance. Company integrate internal and external resources from employees' physical, mental, social and financial well-being perspectives to create a positive work environment through various activities, enhancing employee satisfaction and happiness.

For female employees, the Company organized events like International Women's Day festivities and "Pink Ribbon" breast health talks, fostering a diverse and inclusive corporate culture and value while enhancing their health awareness. Furthermore, the Company also provides financial support by hosting personal investment and financial management seminars led by financial experts, anti-fraud lectures, and activities aimed at improving financial literacy among all employees.

Mindfulness Courses: By organizing a series of psychology-related courses, we aim to alleviate employees' work stress and enhance their concentration and well-being.

Health and Wellness Rehabilitation Salon: Inviting Weibo Gold V Influencers to the house, sharing health tips to raise awareness, improve physical well-being, and enhance work efficiency and life quality among employees.

Sleep Quality Enhancement Program: Addressing those plagued by headaches and fatigue, this program explored the connection between migraines and sleep issues to promote well-being among employees.

21-Day Habit Challenge: This activity was designed to help employees build stable behavior patterns and good habits, and foster their sense of achievement.

"Liangma River Meets Seine" Event: Capitalizing on the Sino-French Cultural Tourism Year, we encouraged employees to share stories, photos, and videos of the two iconic rivers on Weibo, celebrating the cultural dialogue and exchange between China and France.

The "Touching Moments" Program

Weibo was committed to establishing a comprehensive and multi-layered employee care system, highlighting festivals like International Women's Day, Programmers' Day, Dragon Boat Festival, Children's Day, Thanksgiving Day, and New Year, among others, with interactive games, health competitions, and exclusive badges to foster a festive vibe. We conduct in-depth analyses of employees' work characteristics and address common health issues by inviting national authoritative experts to hold online and offline seminars, as well as regularly organizing free oral health checks to safeguard their overall well-being.

The Company cherished employees' highlight moments, from onboarding, marriage, childbirth, to retirement, and has thoughtfully designed a series of heartwarming celebration activities to convey care and warmth.

A Parent-Child Event Themed "Wings of Childhood Dreams Soar"

On Children's Day 2024, the Company hosted a parent-child event themed "Wings of Childhood Dreams Soar," featuring nearly 20 activities on site. These included the Nawa children's fitness challenge, the Nawa parent-child challenge, clown performances, fire drills, cake sharing, free oral health checks, free ophthalmic consultations, a flea market, and giant graffiti, among others. Over 200 participants from 50 families enthusiastically engaged in the event, bringing immense joy while significantly enhancing their sense of identification and belonging to the Company.

On-site setup activities up to close

20

The event totals families

50

Number of participants

200



A Parent-Child Event Themed "Wings of Childhood Dreams Soar"

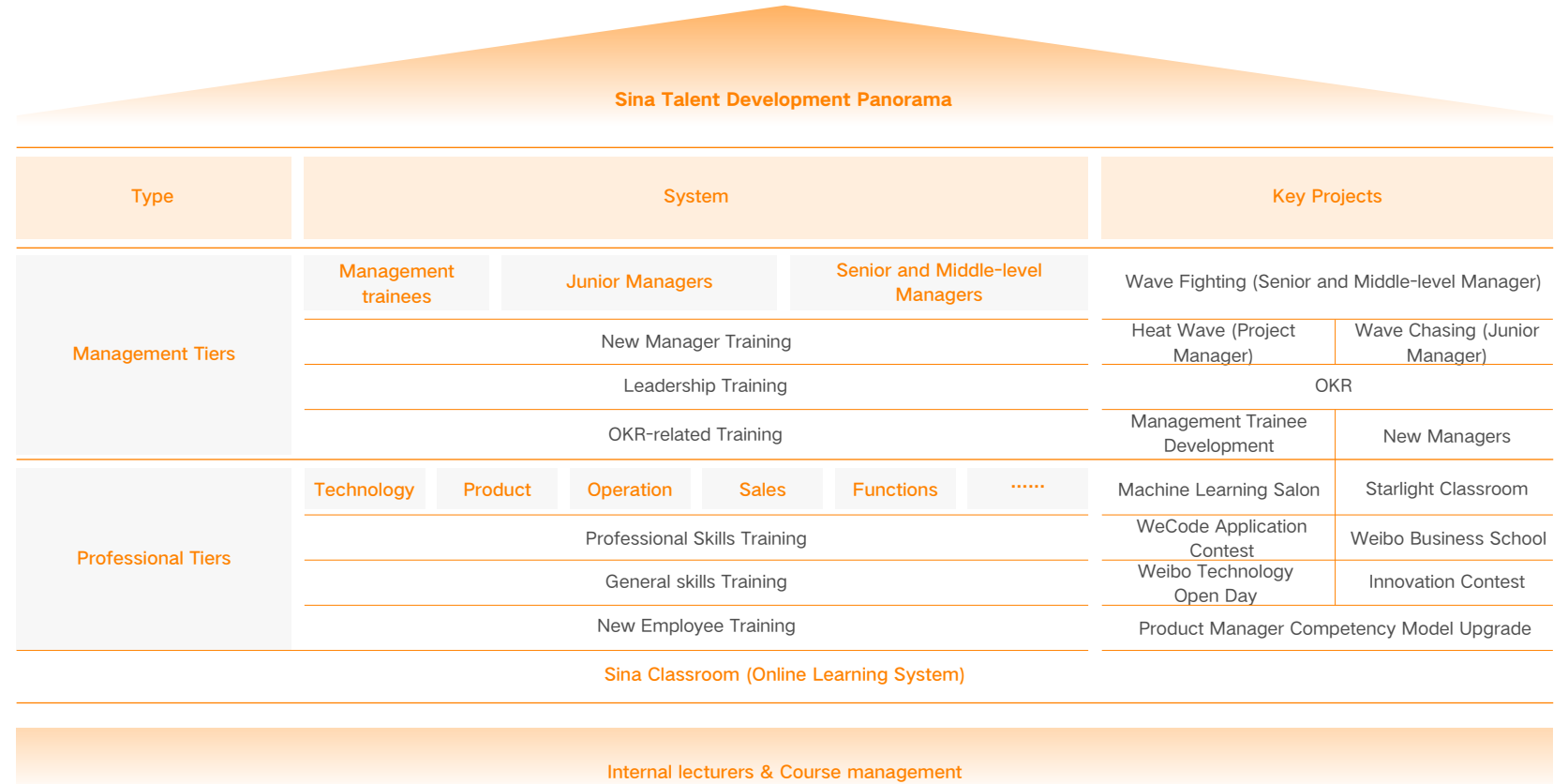
4.3 Empowering Employee Development

Weibo adheres to a forward-looking talent development philosophy, continuously enhancing the employee training system and performance evaluation mechanism. We offer employees broad career path, assist them to realize their value, and provide talent support for the Company's long-term development and sustained innovation.

4.3.1 Cultivating Outstanding Talent

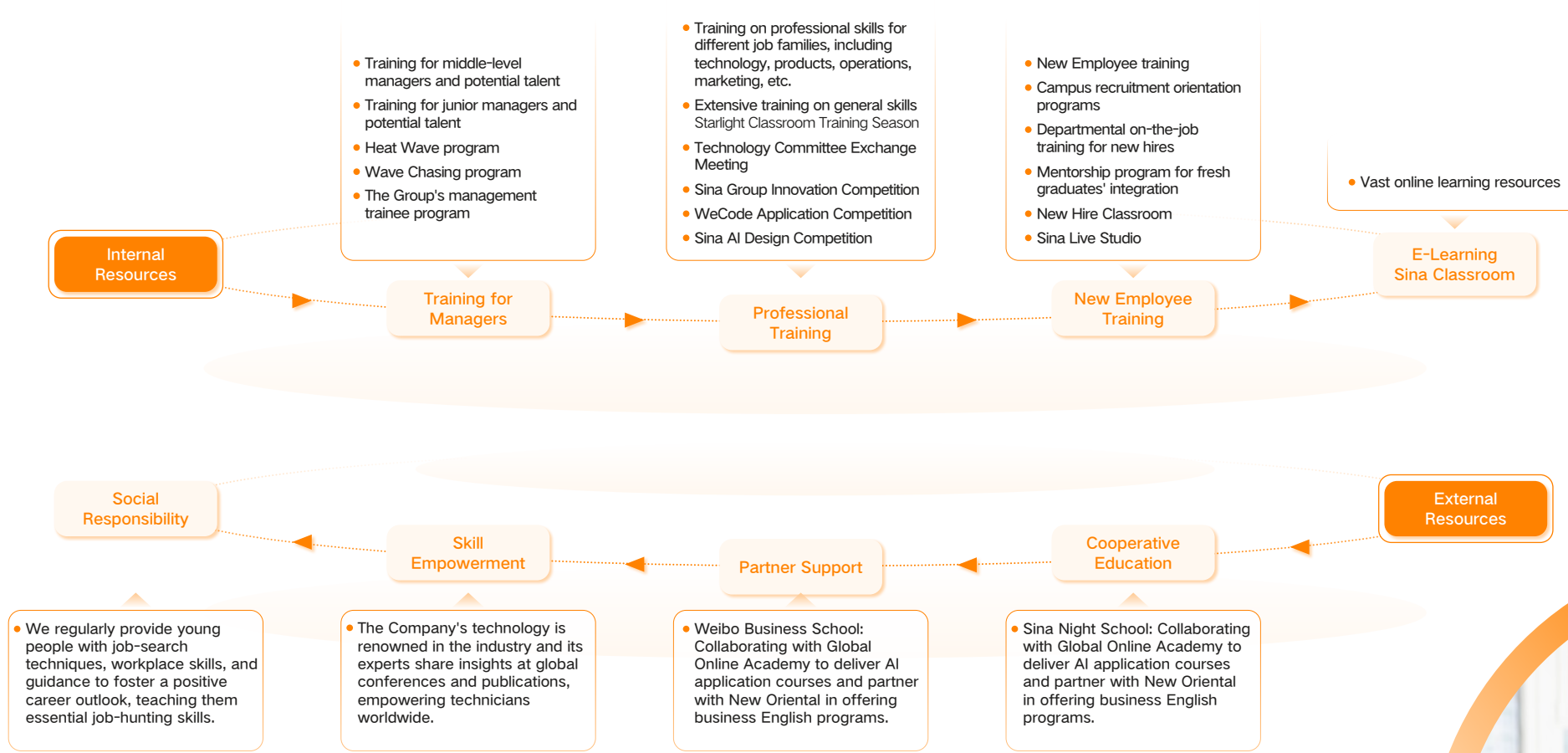
We have developed a comprehensive talent cultivation system, outlining a clear career path for employees. Tailored to management and professional tracks, the Company offers customized growth plans. For management tiers, programs such as Wave Fighting, Heat Wave, Wave Chasing and Management Trainee programs systematically groom future leaders at all levels. For professional tiers that covers professional field such as technology, product, operation, and marketing, special projects like Starlight Classroom, Machine Learning Salon, Innovation Contest, and Weibo Technology Open Day comprehensively enhance their expertise and practical skills, enabling career advancements.

In 2024, the Company align with the trend of online training, leveraging a learning platform to break the limitations of time and space, enabling employees to embark on their learning journeys anytime and anywhere, thus expanding the breadth and depth of employee learning and promoted fragmented learning. Additionally, the integration of AI technology revitalized the training system, accelerating employee growth through real-time Q&A and laying a solid foundation for their careers.



Weibo's Talent Development and Training System

We offer diverse learning resources to our all employees. Internally, the "Sina Classroom" provides extensive online courses for new hires, professionals, and managers. Externally, we partner with third-party educational institutions, industry peers, and technical experts to expose employees to cutting-edge knowledge and advanced ideas, broadening their perspectives and enhancing their overall competencies.



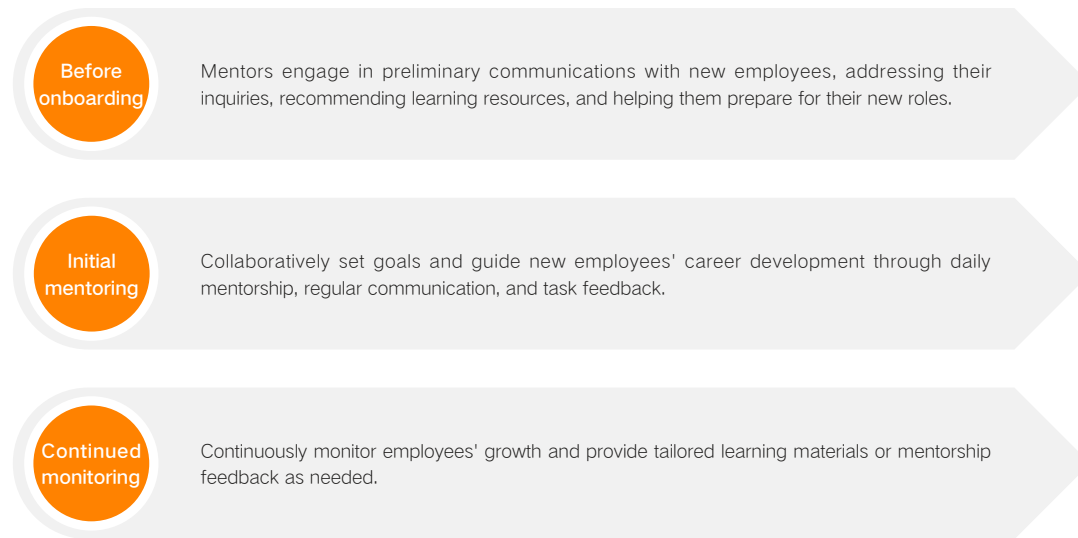
Weibo provides support for all employees (including part-time and outsourced employees) to pursue external degree courses and certificates, helping employees broaden their horizons and enhance their professional skills. We have formulated the *On-the-job Academic Degree Education Management Manual* to offer learning opportunities for core talents in management positions, bore relevant expenses for the learning, provided vacations and referrals to employees in need, and did our utmost to provide support for employees in obtaining external academic degrees. In 2024, the Company successfully provided support for an employee to obtain an EMBA degree from Tsinghua University.



Weibo's Training Resources

New Employee Training

In 2024, Weibo provide general training and business professional training for new employees, continuously improving training courses through methods such as pre-recorded live classes to help employees quickly understand the corporate culture and adapt to the work environment. Weibo has also established a mentoring system to ensure ongoing communication and guidance throughout key stages of new employees' onboarding.



We also provide training courses for interns, covering topics such as improving thinking and communication skills, time management, upward management, and project management. This multifaceted approach improve the interns' work capacity and professional quality, laying a solid foundation for their future career development while reserving high-quality and high-potential talents for the Company.

Leadership Training and Succession Planning

In 2024, Weibo continued leadership training programs such as Management Trainees, Wave Chasing, Heat Wave, and Wave Fighting, while also introducing new initiatives including Potential Manager Cultivation and Selection, Emerging Talent Training, Young Talent Training, and Young Manager Development. These programs and initiatives helped the Company reserve excellent young managers and successors for managers at all levels.

Leadership Training Programs	Training Content	Trainees
The Wave Fighting Program	By setting up experience collection, 360 online assessment and other methods, the program identified core managers' advantages and areas to be developed to help managers at a director level enrich their self-recognition.	Director-level managers
The Heat Wave Program	By setting up sales experience, embracing users, Top KOLs interviews, assessment and course support, the program effectively improved the strategic capabilities, business acumen and teamwork skills of its leaders.	Middle-level managers
The Wave Chasing Program	By setting up quality development, evaluation feedback, curriculum empowerment, management training camp and approaching users, the program helped our employees broaden their business horizons, strengthen their decision-making ability and develop a talent pool for future senior and middle-level managers.	Junior managers
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.	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.	Recent graduates with less than five years of work 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 Wave Chasing Program**

To accelerate the growth and development of young high-potential junior managers and cultivate reserved talents for the Heat Wave Program, we have launched the Wave Chasing Program for those demonstrate outstanding professional ability, exceptional management potential, and strong development will. This program helped junior managers enhance their management capabilities, promote innovative thinking, foster a stronger team spirit, and achieve all-round development through evaluation feedback, curriculum empowerment, management training camp and approaching users.



Opening Ceremony



Group Discussion

 **The Heat Wave Program**

In 2024, 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 was set up with sales experience, embracing users, Industry Influencer interviews, assessment and customized courses, effectively improving the management and teamwork skills of related employees.



Leadership Course



Industry Influencer Interview



Training on Professional Skills

To keep pace with rapid business growth, Weibo has tailored career development paths for employees in technology, products, and sales and other professional tiers, providing clear growth blueprints and corresponding learning resources. Additionally, the Company regularly organizes diverse skill-sharing and exchange activities to provide comprehensive support for employees' career advancement, helping them achieve continuous improvement in their professional capabilities.

Weibo Technology Exchange Activities

Technical Committee Exchange	Weibo has established a Technical Committee of leading experts across various fields to offer professional advice and foster talent growth. In 2024, the Company hosted an AI-focused Technical Committee Exchange, supporting AI-related decisions and accelerating AI application within the organization.
Innovation Contest	In 2024, Weibo held its eighth Innovation Competition, with nearly one-tenth of its employees participating. A total of over 40 projects were registered, and nearly 30 projects were implemented in actual business operations. The contest ignited creative passion, incubated innovative products, and fortified the Company's innovative culture, solidifying its foundation for growth.
Machine Learning Technology Salon & Weibo Technology Open Day	In 2024, Weibo hosted five Machine Learning Technology Salons and Technology Open Days respectively, inviting top AI experts and technical specialists from various fields to share their insights. These events sparked a surge of learning enthusiasm among all employees and effectively the technical proficiency of the teams.
WeCode Application Contest	WeCode, our signature AI-assisted coding tool, was promoted through the WeCode Application Contest, familiarizing all technical staff with it and boosting their coding efficiency.
AI Design Contest	Sina's AI Design Platform held an annual contest to acquaint staff with AI graphic/video tools, boosting their work efficiency and fostering creative, engaging content.

We have developed a training evaluation system that includes post-training performance surveys, behavioral change, long-term tracking, and instructor assessments. This scientific and systematic mechanism enhanced our training quality and boosted employee capabilities.

Third-Party Collaborative Training

The Company values diverse talent development and actively partners with educational institutions. By formulating joint training programs and conducting exchanges and cooperation with universities, Weibo aims to cultivate outstanding talents for the company and achieve win-win development in the industry.

Collaborating with Third-Party Educational Institutions New Oriental for Training to Empower Stakeholders Inside and Outside the Company

In 2024, the Company strengthened its talent development by partnering with New Oriental to provide training programs for employees. Leveraging its rich educational resources, cutting-edge teaching methodologies, and expert faculty, we boosted staff skills in business English, specialized English, nurturing an elite team. Additionally, we shared top-notch courses with the public to provide quality education and solutions and foster win-win development.



Starlight Classroom



Partnering with hqwx.com for AI Training to Build Top-Notch Technical Teams

In deep collaboration with hqwx.com, the Company has launched a long-term and multi-course AI training program focusing on universal AI application. Our elite teaching and technical team designed tailored content to help employees grasp AI principles and apply them flexibly in various scenarios.

- Development of the AI industry and Weibo's applications
- Analysis of Sora's key technologies
- Frontier technologies and applications of multimodal large models
- Large model technology trends and Weibo's applications
- High availability practices based on API gateways under ultra-high traffic conditions triggered by hot topics
- Weibo's "Zhiwei" large model and its applications

- Recommender systems meeting large models: mismatch and adaptation of capabilities
- Design and practice of Weibo's large model workflow orchestration engine
- Enhancing R&D efficiency with Weibo's code assistant WeCode
- Exploring AIGC business applications on Sina Weibo: boosting business efficiency with the AIGC application platform
- Boosting R&D efficiency with AI: the architectural practice of the WeCode assistant

Weibo AI Achievement Sharing Conference

In 2024, the Company actively shared its AI achievements at various external industry research conferences like the APSARA Conference, China International Big Data Industry Expo's roundtable, and China National Computer Congress (CNCC), demonstrating our technical strength and innovation capabilities in the field of AI, and boosting its industry profile and brand influence.

Furthermore, Weibo actively fulfills its social responsibility by providing numerous training programs for young talent, technical courses, and Weibo product courses, such as the industry-wide "Weibo Business School," a social marketing learning platform, fostering talent growth and industry advancement.

4.3.2 Shaping Future Career

Weibo prioritize employee growth, crafting tailored career paths for our staff. Through internal policies such as the *Employee Promotion Regulations* and the *Position Management Measures*, the Company improves the management system regarding employee promotions and ensures a clear and fair system for advancement and evaluation by establishing management tiers and professional tiers. Employees can select their growth paths based on skills and aspirations, fostering individual and corporate development alike.

In 2024, we enhanced the internal Live Water Program by offering diverse and effective job postings across multiple platforms, including the company intranet and emails. With targeted promotions and incentive programs, we boosted employees' awareness and enthusiasm for internal transfers and job changes, fostering optimal and reasonable talent allocation and company vitality. Furthermore, the company provides a third-party platform for employees to submit their resumes, actively responding to employees' requests for job transfers.



Upgrading of the Live Water Program

Performance Evaluation and Assessment

In 2024, the Company revolutionized its organizational performance management by forming a Target Management Committee with comprehensive guidelines, outlining principles and procedures for target setting, tracking, and adjustment. Key objectives were tiered and monitored weekly and bi-weekly. Quarterly reports to the CEO, coupled with performance scores based on employee contributions, have established a more rational, precise, and efficient evaluation mechanism. Meanwhile, in addition to the normal business assessment, the assessment of their management responsibilities has been added in 2024 for the Company's middle and senior managers, and the corresponding management objective responsibility letter has been signed.

For individual performance, the Company has implemented the Key Performance Indicators (KPIs) for all staff and the Objectives and Key Results (OKRs) for strategic project team members, enhanced by a point redemption scheme model for tailored and accurate evaluations. Following the *Performance Management System*, we adopted flexible evaluation cycles tailored to different function groups. Quarterly assessments were the mainstay, supplemented by semi-annual and annual reviews.

Weibo has established a comprehensive performance evaluation system that covers target setting, process guidance, evaluation feedback and improvement initiatives. This system ties individual performance directly to employee bonuses, salary adjustments, and long-term incentives, ensuring an objective evaluation and effective motivation of employee performance. In 2024, the Company integrated performance evaluation into its training programs, offering post-training feedback to all employees (including outsourced and part-time employees).



The Performance Evaluation Process

Weibo implements an Share Incentive Plan. Employees across multiple job levels (excluding senior executives) are granted long-term incentives, including restricted stocks, options, or performance shares. Furthermore, the Company reviews the granted incentives annually based on company's overall performance and employees' performance and job contribution, with additional incentives added as needed to foster mutual growth and a win-win outcome.



05

Green Development

With climate change escalating globally in 2024, a consensus on tackling it has emerged among governments, international organizations, and various sectors. As one of the leading enterprises in the internet industry, Weibo has fostered its green operations while actively promoting ecological awareness and green lifestyles, enhancing public environmental consciousness and advancing global climate governance.

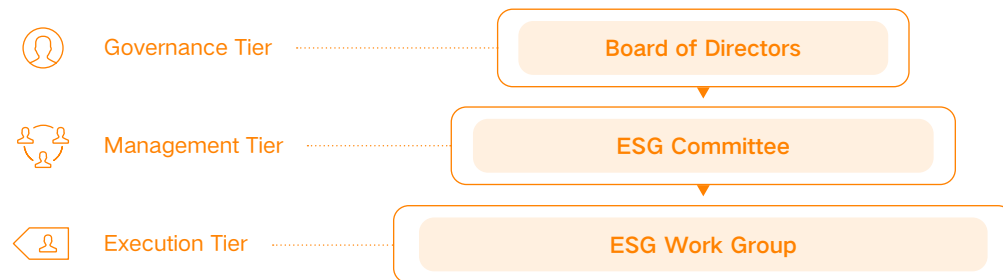


5.1 Climate Change Initiatives

With the reference of the Task Force on Climate-Related Financial Disclosures (TCFD), Weibo improves its identification, assessment, and management of climate change risks. The Company actively fulfills its corporate responsibility to address climate change and fully promotes its green and low-carbon transformation.

Governance

Weibo has set up a climate change governance structure, led by its Board of Directors that oversee and guide the Company's climate change-related efforts and ensure strategic directions in climate action. The ESG Committee, at the management tier, enhances climate management policies and mechanisms while the ESG Work Group, the execution arm, collaborates on risk identification and assessment, fostering a robust response and resilience to climate challenges.



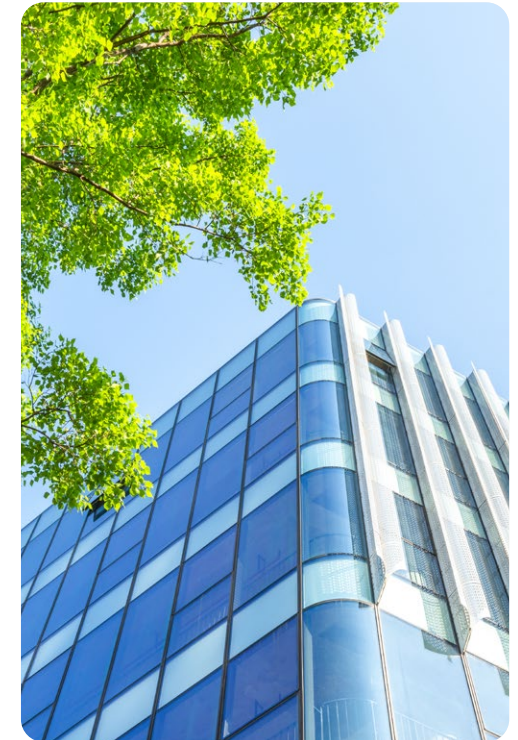
ESG Governance Structure

Strategy

Weibo has outlined a clear low-carbon strategy, embedding carbon reduction targets in its corporate development plan. It reduces emissions from key operations through optimized business layouts, sustainable data center operations, and increased clean energy use. In daily office operations, the Company integrates green office practices, enhances energy-saving technologies, and promotes green buildings to minimize its carbon footprint.

In early 2025, the Internet Society of China and the China Academy of Information and Communications Technology (CAICT) jointly launched the *China Internet Industry Green Computing Power Development Initiatives* (the Initiatives). As one of the pioneering internet firms to endorse it, the Company pledges to advance our low-carbon transition by bolstering green computing power, and to collaborate with peers in exploring innovative models and pathways for green computing power development in the internet industry.

Furthermore, leveraging its social media platform, the Company actively promotes environmental initiatives such as climate action and green development, raising public awareness and collaborating with all parties to contribute to global climate goals.



Risk Management

Weibo thoroughly analyzes and assesses climate change risks and opportunities, tailoring strategies and response measures accordingly.

Types 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"> Actively respond to the "East Data, West Computing" project, we built green and low-carbon intelligent computing data centers in Zhangjiakou and other regions, and continuously decommission outdated data centers for virtualization initiatives. 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 Green procurement trends and corresponding cost increases	<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. Enhance green procurement standards, actively seek sustainable green products, and build a low-carbon supply chain.

Types of Risk	Risk Description	Countermeasures
Transition 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. Increase communication with stakeholders and continuously collect regulatory bodies, investors and other stakeholders' opinions or suggestions on the Company's environmental management.
Physical risk	Acute risk Extreme weather events such as typhoons, floods, droughts, heat and cold	<ul style="list-style-type: none"> Enhance infrastructure resilience and refine emergency plans for potential climate risks. Take climate change risks into full account when selecting the locations of data centers, decentralize their layout, and regularly assess facility adaptability.
	Chronic risk Challenges related to persistent heat conditions and water scarcity	<ul style="list-style-type: none"> Using 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.

Indicator and Target

Weibo constantly carries out greenhouse gas emissions accounting to improve carbon emission data management and set up carbon emission reduction targets. We integrate the philosophy of energy-saving and emission reduction into our daily operations by strengthening resource management, improving energy efficiency, and promoting renewable energy sources to reduce greenhouse gas emissions and advance the Company's green and sustainable development.

Since our first ESG Report in 2021, Weibo has been actively promoting the reduction of carbon emissions, surpassing its 15% reduction target for two years running (2022-2023), and achieving a **39%** drop in Scope 3 emissions compared to 2021.

In 2024, Weibo embarked on relocating equipment comprising 48% of its total servers, expected to conclude in H1 2025. During the transitional phase involving both new and old data centers due to the allocation of intermediate resources during relocation, Weibo aimed to cut Scope 3 greenhouse gas emissions by 10% in 2024 compared to 2023. As of December 31, 2024, Scope 3 greenhouse gas emissions had fallen by **10%**, exceeding the target.

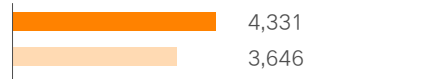
Key Performance Indicator

Scope 1 Greenhouse gas emissions



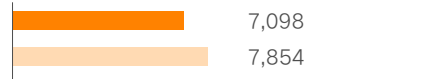
Unit: tCO₂e

Scope 3 Greenhouse gas emissions (purchased goods and services)²⁰



Unit: tCO₂e

Greenhouse gas emissions (Scope 1 + Scope 2)



Unit: tCO₂e

Scope 2 Greenhouse gas emissions



Unit: tCO₂e

Scope 3 Greenhouse gas emissions (leased assets)²¹



Unit: tCO₂e

Greenhouse gas emission intensity (Scope 1 + Scope 2)



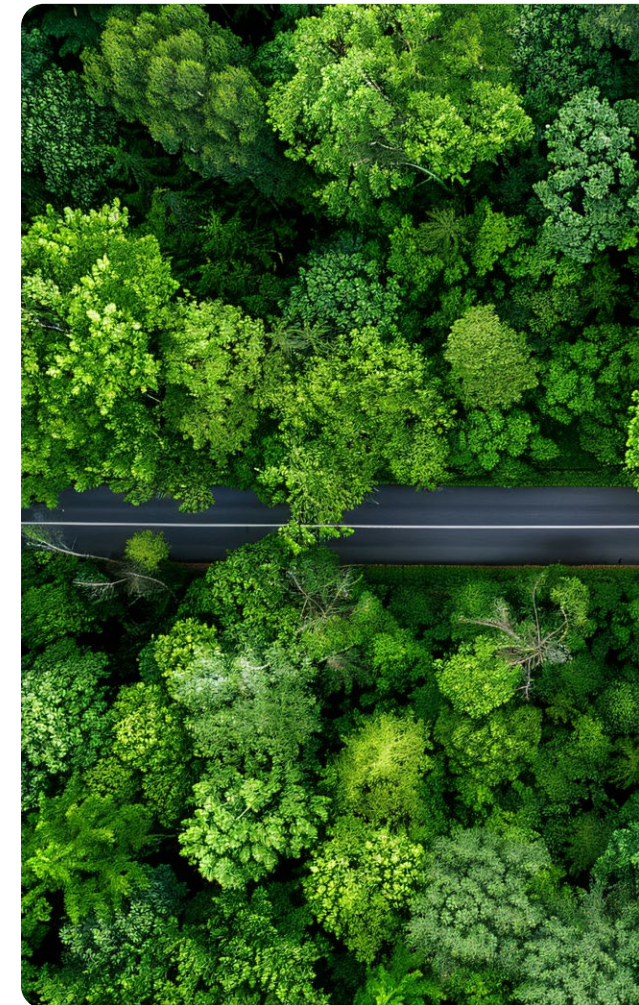
Unit: tCO₂e/million USD in total revenue

Greenhouse Gas (GHG) emissions (Scope 1, 2 and 3)

■ Data of 2024 ■ Data of 2023

²⁰ 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.

²¹ Scope 3 Greenhouse gas emissions (leased assets) mainly come from electricity-related emissions from leased data centers and public cloud servers. In calculating GHG emissions, we referred to the *Announcement of the Ministry of Ecology and Environment and the National Bureau of Statistics on the Carbon Emission Factor for Electricity in 2021* released by the Ministry of Ecology in April 2024. The average national electricity carbon emission factor is 0.5568kgCO₂/kWh.



5.2 Pursuing Green Operation

Weibo has integrated green operations into its core development strategy, enhancing operational efficiency through technological innovation and scientific management, and promoting energy conservation and emission reduction in data centers, daily office operations, and supply chains, to contribute to a greener future.

5.2.1 Green Data Centers

Weibo has continuously aimed to create energy-efficient data centers by refining green standards across the lifecycle of data center site selection, construction, operation, and upgrades to reduce carbon emissions during their operation. In 2024, under the *Data Center Management Regulations*, the Company established a Data Center Planning Team to ensure efficient planning, operation, and management of data centers. Additionally, Weibo included green indicators related to data centers in our annual performance evaluations for relevant responsible persons, such as carbon emission reduction and green power usage in server rooms. This accelerated the construction and transformation of the Company's green data centers.

This year, two of our data centers in the Beijing-Tianjin-Hebei region earned Grade A certification from the China Quality Certification Center (CQC) and DC-Tech's 4A Green Design rating.



Data Centers Certificate

Weibo persists in constructing a green, efficient and energy-saving system for data centers and adopts a variety of energy-saving and consumption-reduction measures. In 2024, the Company significantly boosted its self-built data center's PV generation, with renewable energy accounting for approximately 17.5% and an average Power Usage Effectiveness (PUE) below 1.35. Sina Plaza's data centers purchased 1,000 MWh of green power, accounting for 50% of total consumption.

Sustainable Site Selection

To accelerate carbon emission reduction, at the site selection stage, Weibo has incorporated energy-saving indicators into the data center selection evaluation, including the proportion of green electricity, PUE values, and energy-saving technologies, accounting for 10% of the total evaluation score. The company clearly requires that the proportion of green electricity in new data centers be no less than 50% and a PUE of no higher than 1.35. Under the premise of meeting basic requirements, the site with a better performance may be selected to promote the construction and operation of green data centers.

In 2024, the Company further expanded its data center network of the "East Data, West Computing" project, establishing server rooms in Zhangjiakou. Two data centers in the Beijing-Tianjin-Hebei²² regions boasted a PUE of 1.2 and 50% green power usage.

²² In 2024, Weibo initiated the relocation of servers, accounting for 48% of its total server infrastructure, with the project expected to be fully completed in the first half of 2025.



Green Electricity Transaction Certificate

- Two data centers in the Beijing-Tianjin-Hebei regions boasted a PUE of

1.2

and green power usage

50%

Virtualization Promotion

In 2024, Weibo continued to replace the existing physical servers, in an effort to scale up the degree of virtualization. By replacing the existing servers with private cloud virtual machines (VMS), the overall operational efficiency of the data center has improved, achieved rapid deployment, flexible expansion and green energy saving. As of December 31, 2024, Weibo had, through the self-developed private cloud platform delivery, decreased deployment of around 2,700 low-frequency servers, and thus saved about 5.3 million kWh of electricity annually compared with the traditional mode, equivalent to about 2,900 tonnes of carbon dioxide emissions.

Compared with the traditional mode, the deployment of ARM architecture and the use of AMD CPU were facilitated by the virtualization promotion, which helped save about 1.7 million kWh of electricity annually, equivalent to about 960 tonnes of carbon dioxide emissions. In addition, Weibo completed the retirement of approximately 5,800 low-efficiency servers through resource integration, saving about 11.2 million kWh of electricity annually, equivalent to a reduction of approximately 6,230 tonnes of carbon dioxide emissions.

The virtualization initiatives implemented in 2024 have reduced carbon dioxide emissions by approximately

10,090²³ tonnes

²³ Calculation : 10,090=2,900+960+6,230

Server and Data Center Migration

In 2024, the Company finalized the site selection for data centers in South China and begun the relocation process. The South China data center boasts a PUE of 1.25 and offsets 50% of carbon emissions through the purchase of green certificates. Upon relocation, emissions are expected to drop by at least 60% compared to the original server rooms. By relocating outdated server rooms to high-efficiency data centers year by year, the Company will effectively reduce carbon emissions in the coming years.

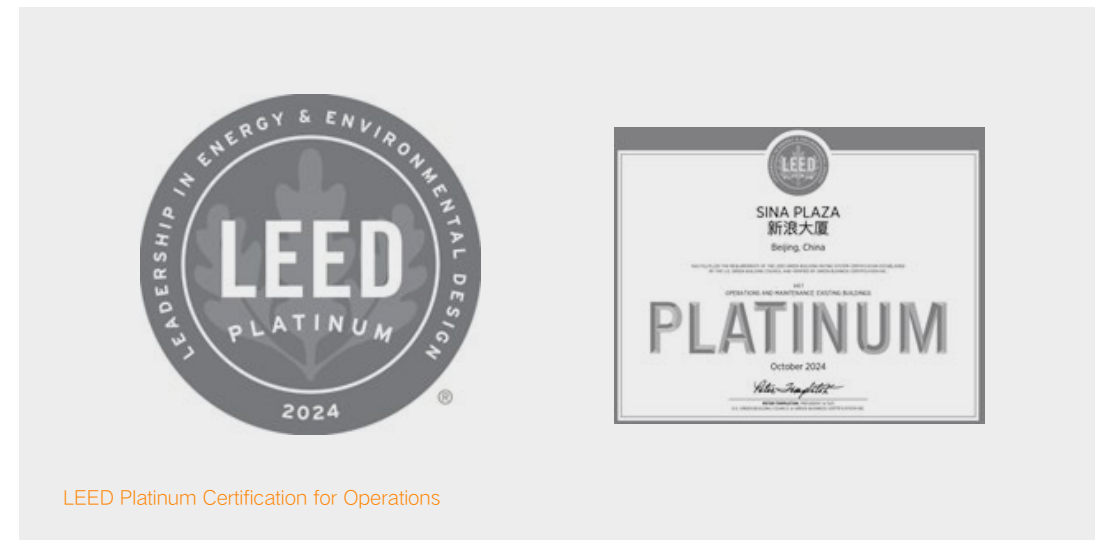
Application of Energy-saving Technologies

Weibo regards energy conservation in data centers as a key part in emission reduction. The Company actively applies advanced energy-saving technologies such as evaporative cooling, backplane heat pipe, DC power supply, and distributes power supply system to reduce energy consumption in server operation and promote green and efficient operations of data centers. In 2024, it launched the *Virtualized Cloud Storage Efficiency Optimization Project*, boosting storage utilization through dynamic adjustment and compression to further reduce disk demand and decrease energy consumption.

5.2.2 Green Office

Weibo integrates the concept of green office practices into daily operations, reducing our environmental footprint through energy-saving technologies and enhanced energy efficiency. We actively promote low-carbon initiatives, from energy-efficient equipment to standardized waste management, fully embracing our environmental responsibilities.


In 2024, Sina Plaza, the headquarters of Weibo, while obtained LEED Platinum-level green building certification obtained in construction phase, further gained LEED Platinum certification for operations by refining green management. It signifies that the headquarters has strictly adhered to the principles of green building and sustainable development throughout its lifecycle, from architectural design and construction to operational management, setting a new industry benchmark for green operations.




LEED Platinum Certification for Operations

Energy and Resource Usage Management


In response to the national circular economy strategy, the Company developed the *Old Computer Reutilization Policy* in 2023, aligning it with its cost reduction and efficiency enhancement initiatives. The policy was communicated to each business department, effectively enhancing the device recycling rate. In 2023, over 800 old devices were utilized, and in 2024, this number amounted to over 400, saving more than RMB 7 million in procurement costs. This initiative has achieved 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 kWh and an annual energy output of about 494MWh²⁴


 Material saving

- Reuse office desks, chairs, and filing cabinets
- 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

- Add 322 charging piles for electric vehicles to support employees' green transport
- Provide various parking spaces, including electric bicycle parking lot, bicycle parking lot, commuter bus, and scooter/balance car/unicycle parking spaces

Water Resource Management

Weibo implements diversified water-saving measures, effectively reducing water consumption and improving the recycling and utilization of water resources. In 2024, following the *Beijing Water Conservation Regulation* and the *Interim Measures for Planned Water Use and Quota Management of Non-residential Water Users in Beijing*, the Company aimed for an 8% reduction compared to 2023. By sourcing reclaimed water, freshwater usage was minimized, achieving a 9% surplus in water-saving targets by the end of the reporting period.

Management optimization

Recycling

- 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

- Recycle wastewater from water dispensers
- Recycle overpressure drainage in thermal power stations
- Water landscape areas manually and use reclaimed water in fountain pools
- Recycle rainwater



²⁴ Weibo's electricity consumption is approximately 426,353 kWh calculated based on its apportionment ratio of 86.24%.

Waste Management

Weibo has strictly implemented national and regional laws and regulations on pollutant discharge and formulated the *Garbage Sorting System* to stipulate the disposal methods and working procedures for wastewater, exhaust gas and solid waste pollutants. In 2024, the Company directly engaged and contracted with hazardous waste treatment units, ensuring the compliance of waste disposal management.



Wastewater

- 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

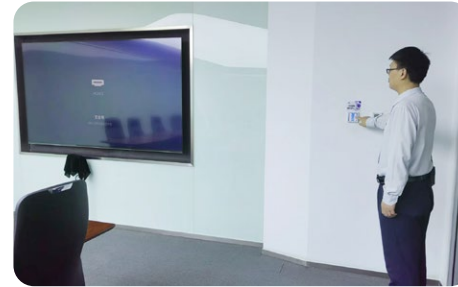
- The kitchen fumes are treated by UV photooxidation equipment and electrostatic filter. We installed online monitoring equipment to monitor the uptake flue, and shared connection with the Ecological and Environmental Protection Bureau of Haidian District.

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 schedule. 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 campaign, implement battery recycling bins, and encouraged employees to use rechargeable batteries to reduce harmful wastes.



Turn off Electrical Equipment in Unoccupied Areas



Promptly Turn off Water Dispensers



Encourage the Use of Natural Light



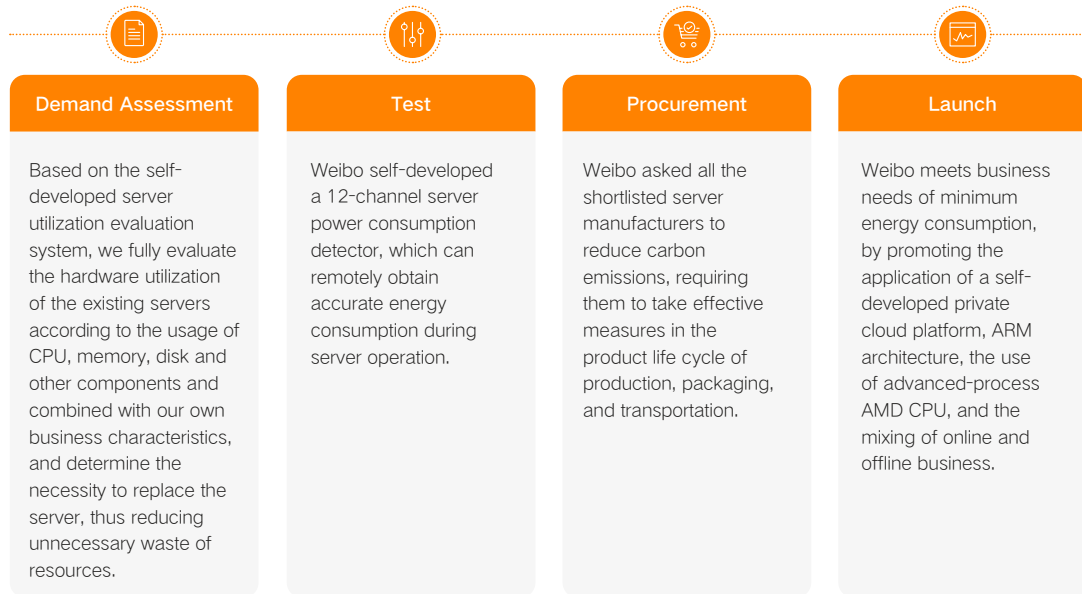
Check and Tidy up Electrical Equipment

5.2.3 Green Procurement

Weibo adheres to green procurement, reinforcing such requirements and extending resource conservation and environmental protection to upstream suppliers to foster a green supply chain.

Green Product Procurement

When purchasing large equipment, for example the server, Weibo requires suppliers to provide server environmental protection and energy-saving certification, life cycle assessment report, and greenhouse gas verification certification, aiming to promote low-carbon transformation across the entire supply chain lifecycle from production, transportation, packaging and all other aspects. We continuously adhered to the green philosophy and low-carbon operations throughout the server procurement and usage to achieve sustainability goals within our supply chain.



The Company requires vendors who provide office supplies (printers, laptops, home appliances, etc.) to obtain energy-saving certificates and green product certificates, with a preference to more low-carbon and sustainable products.

Optimized Logistics Transportation

During the logistics and transportation, we will inform the suppliers of our delivery and installation address, allowing supplier to choose the closest production plant and make one-time delivery to the designated location. In this approach, they can minimize the number of logistics transfers, thus reducing energy consumption and greenhouse gas emissions during transportation.



5.3 Promoting Green Philosophy

As a leading social media platform in China, Weibo is becoming the preferred channel for numerous environmental protection and public welfare organizations to voice their opinions externally. Leveraging Weibo's vast user base and highly engaged user community, diversified media formats such as images, texts, and videos, along with its trending topic and hot search products, Weibo has fueled an viral increase in the prominence of environmental protection and public welfare causes.

Boosting the Impact of Public Welfare and Expand the Reach of Ecological Awareness

Leveraging its platform influence, Weibo organizes diverse eco-themed events and education activities, fostering societal awareness of environmental protection and promoting harmonious coexistence between humans and nature.

#做自然的朋友# (#Be a Friend of Nature#) Series of Activities -- Offline Explorations of Populus Euphratica Forest and Journey into Ailao Mountains

Centered on national ecological civilization initiatives and environmental awareness, Weibo joined forces with non-profit organizations, media, and other societal stakeholders to launch the #Be Friends of Nature# IP activities. Featuring online topic discussions, offline explorations, and recruiting "Nature's Partners," the series of eco-themed activities garnered over 6 billion views and 45 million discussions by the end of the reporting period.

- In October 2024, the mysterious Ailao Mountains sparked widespread curiosity and heated discussions among netizens. To foster a deeper scientific understanding, @微博环保 (Weibo Environmental Protection) partnered with @微博政务 (Weibo Administration) to initiate the #走进袁牢山神秘生物世界# (#Exploring Ailao Mountains' Mystical Biodiversity#) topic activity. Together with over 10 environmental protection organizations, and expert industry influencers, they delved into the reserve's boundaries and rare species, substantially enhancing public awareness and sparking widespread interest in the Ailao Mountains' natural ecology.
- In November 2024, Weibo joined forces with @中国绿化基金会 (the China Green Foundation) and other organizations to initiate the #我有一片胡杨林# (#My Populus Euphratica Forest#) topic activity. Through field visits, participants witnessed the populus euphratica forest conservation and restoration efforts and shared the scenic beauty and scientific knowledge about the forest. The initiative encouraged public engagement in the "My Populus Euphratica Forest" charity project, bolstering ecological civilization construction.



#Be a Friend of Nature# Field-Visit Themed Activities



Weibo Charity Joins the "No Nets Left Behind Partner Program"

From September to November 2024, following the official announcement of the marine conservation docuseries No Nets Left Behind, @野生救援 (WildAid) joined forces with @微公益 (Weibo Charity), @微博纪录片 (Weibo Docuseries), and @微博环保 (Weibo Environmental Protection) to launch the #一网无弃我来助力# (#Support No Nets Left Behind#) topic activity. The initiative aimed to tackle discarded fishing gear and "ghost nets," urging netizens to safeguard marine ecology together.

@微公益 (Weibo Charity) has joined the "No Nets Left Behind Partner Program," collaborating with WildAid and others to support the *Capacity Building, Reduction Measures, and Green Recycling Utilization Plan for Discarded Fishing Gear and Nets in China*. They strived to "reduce ghost nets by 50% and discarded fishing gear by 80% along China's coastal areas within 10 years."



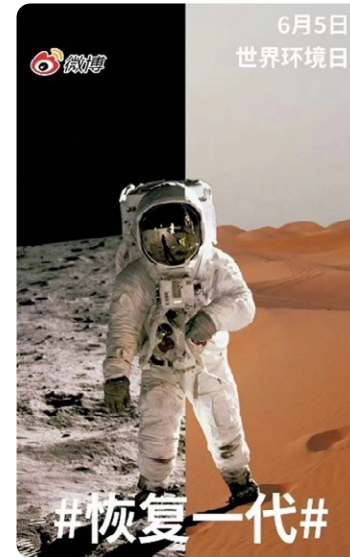
"No Nets Left Behind Partner Program" Activity

Leveraging Social Resources to Amplify Influence across Diverse Communities

In addition to its strong dissemination power, Weibo possesses rich social resources, encompassing celebrities, eSports athletes, (professional) vertical KOLs, and top enterprises. Leveraging our connectivity, we help environmental non-profit organizations and official accounts amplify their reach.

Experiencing the Power of Ecological Civilization on Weibo on the #六五环境日# (#World Environment Day#)

On the 53rd World Environment Day, Weibo partnered with @生态环境部 (Ministry of Ecology and Environment) and @联合国环境规划署 (United Nations Environment Programme) to jointly launch the series of topic activities including the #World Environment Day# and the #恢复一代# (#Generation Restoration#). Collaborating with environmental protection organizations such as @生态环境部 (Ministry of Ecology and Environment) and @WWF世界自然基金会 (World Wide Fund for Nature), Weibo hosted live streams centered around advocating for the comprehensive promotion of Beautiful China and marine conservation. @联合国环境规划署 (United Nations Environment Programme) has teamed up with numerous celebrities and their fan clubs to launch the prominent topic #Generation Restoration#. By exerting the influence of role models, they aimed to motivate fans to prioritize ecological conservation together.



#Generation Restoration# Topic Activity

August 15th National Ecology Day, Embracing and Protecting Nature

On the second National Ecology Day, Weibo partnered with @自然资源部 (Ministry of Natural Resources) to initiate the #生态日看自然# (#Embracing Nature On the National Ecology Day#) topic activity, including highlights like #从生态看生产全是故事感# (#Take an ecological view on Production#). Centered around "accelerating comprehensive green transformation in economic and social development," it urged netizens to join in supporting Beautiful China. Throughout the activity, the #Embracing Nature On the National Ecology Day# topic soared to the top 10 trends, garnering over 220 million views, effectively promoting ecological conservation discourse on Weibo.



Themed Activity of the National Ecology Day

A Chorus of Voices for Farmland Preservation themed with 625# 全国土地日 # (#National Land Day#)

On the 34th #National Land Day#, Weibo initiated the #一人一句为耕地发声# (#A Chorus of Voices for Farmland Preservation#) series of activities, uniting over 100 government and non-profit partners like @阿拉善SEE公益机构 (the SEE Conservation). They showcased land use insights and advocated for sustainability, attracting 300 million views with multiple trending topics and fostering public awareness on land conservation.



#National Land Day# Topic Activity

Developing Diverse to Sustain Environmental Protection Momentum

By facilitating information sharing, enhancing social interaction, optimizing resource allocation, and establishing trust mechanisms, Weibo continuously stimulates innovation in environmental protection and public welfare, summarized a range of innovative approaches.

The "Voice of the Rangers" Visual Project

The World Wide Fund for Nature (WWF) initiated the "Voice of the Rangers" Visual Project, training frontline rangers in graphic design, videography, and editing. A special "Voice of the Rangers" column on Weibo allows these rangers to share their firsthand stories of ecological conservation with the public via text, photos, and videos.

As of August 2024, eleven rangers and four wildlife photographers have joined Weibo. The "Voice of the Rangers" topic amassed 74.342 million views and 1.592 million discussions within six months, gaining widespread attention across different social circles for its content on "field patrols in protected areas."



The "Voice of the Rangers" Visual Project

Recruiting "Nature's Partners"

In 2024, Weibo actively invited experts, scholars, science popularization KOLs, frontline rangers, and others in environmental protection to join as "a Friend of Nature". They shared insights on ecological and wildlife conservation through images, texts, videos, and live streams from multiple perspectives, enhancing public awareness. On occasions like International Snow Leopard Day and in response to hot topics such as the Ailao Mountains and wild animal encounters, they spoke up with expertise to preserve natural beauty.



"Nature's Partners" Recruitment Activity

06

Social Value

Weibo, as a social media platform with vast user community, actively upholds its social responsibilities and address social issues, leveraging platform's social attribute to disseminate social hot topics, promote charitable causes, and facilitate social harmony and sustainable development.



6.1 Social Welfare Initiatives

Since the launch of Weibo Charity Platform in 2012, Weibo has been continuously fostering innovative social welfare projects and approaches through Weibo Charity Platform. In 2024, in alignment with the revised *Charity Law of the People's Republic of China*, the Company updated and refined the *Charity Platform Operation Manual* and relevant policies. It adjusted the review standards for new projects to ensure compliance with legal requirements, developed templates for fundraising plans and project launch criteria, and enhanced transparency in philanthropic efforts.

As the end of the reporting period, the Weibo Charity Platform had cumulatively facilitated over 24,000 public welfare projects, garnering over 51 million donations from netizens with total fundraising over RMB 760 million.

- Review Process**
 - Implementing a multi-reviewer mechanism to mitigate individual bias and risks, thereby enhancing review accuracy.
- Project Review**
 - Under the strict reviewing process, further strengthening the review responsibility by mutual funds, implementing a review-communication-feedback mechanism to mitigate risks.
- Regulatory Rectification**
 - Stringently reviewing new projects before launch, periodically auditing existing projects, mandating risk rectification, and suspending or deactivating fundraising for those with ineffective rectification, to ensure standardized project management.
- Progress Disclosure and Review**
 - Compliant with regulation and law, to disclose project progress timely, enhance review of progress updates, disclose quarterly for long-term projects and every 5 days for short-term disaster relief projects, and follow the fundraising duration under the record-filing number for long-term projects to reduce risks.
- Upgrade and Enhancement of Backend**
 - Introducing a backend reminder for progress updates: Sending reminders to projects with overdue progress updates via technological tools, which monitors project operations with promptly updates and keep donors informed of the latest developments.
 - Adding a financial disclosure portal for organizations, where organizations conduct financial disclosures as required, ensuring clear cash flow and enhancing transparency in project funding.

2024 Highlights of Weibo Charity Platform



The concept of "Public welfare for all, participation by all" is deeply imbedded in Weibo's operation. In 2024, Weibo hosted the annual "Charity Festival", leveraging our diverse public welfare activities, to encourage a broader participation of all users to make their contributions.



Weibo Charity Platform

Ice Bucket Challenge

On the 10th anniversary of the "Ice Bucket Challenge", Weibo joined @病痛挑战基金会 (Illness Challenge Foundation) to launch the #冰桶挑战十周年# (#10th Anniversary of the Ice Bucket Challenge#) campaign, once again brought rare diseases like ALS to the public notice. The activity attracted many celebrities and other public figures to participate, showcase their care and support for patients with rare diseases in many ways.



2024 "Charity Festival for All" Activities

We Talk for Charity

In 2024, Weibo first debuted We Talk for Charity, a storytelling show highlighting positive energy and warmth through tales of philanthropic individuals.



Gathering Diverse Influencers

With the support of 400+ celebrities, 100+ sports and eSports athletes, 10,000+ KOLs, and 50+ compassionate businesses, the campaign amplified its call for social good. It successfully rallied over 1.35 million netizens to take part in the "Good Persimmon Tasks" on Weibo, promoting innovative and interactive ways to engage with charity initiatives and inspiring collective action for a better cause.



#久久做好柿# (#99 Together for Good#) IP Initiative

Weibo Charity and Tencent Charity have joined forces, leveraging the #99 Together for Good# IP initiative to harness celebrity influence for frontline charity work. This campaign, with over 200 million views, 9.51 million discussions, 14.83 million interactions, and 93,000 original posts, exemplifies their collaboration for win-win results and injects a strong impetus into the charity sector.



Good "Persimmon" Time Machine

Everyone can earn "good persimmons" by completing tasks and donate "good persimmons" to support public welfare projects. The topic Good "Persimmon" Time Machine a playful and interactive approach to public welfare, making it easy and fun for users to engage in the community.



Weibo Charity Exhibition

Through the power of art, this activity brings social good causes to life, encouraging more users to understand, engage with, and amplify the impact of charity efforts.



Since 2007, Weibo has carried out public welfare activities through the "Yangfan Program" platform, including school assistance and student support, to improve the educational ecosystem in underdeveloped areas. In 2024, the platform launched public welfare projects such as "Empowering Young Women through Technology", "Now Read with Me", and "Philanthropic Thousand-Seed Talent Training for Rural Art Teachers", comprehensively supporting rural education.

Empowering Young Women through Technology

In March 2024, the Siyuan-Sina Yangfan Charity Foundation collaborated with L'Oréal China to introduce the "Empowering Young Women through Technology" project. With the theme "One Generation Inspires the Next," the project provided direct communication channel with female scientists middle school girls, sparking their passion for science and encouraging them to embrace scientific learning, uphold the values of scientists, and contribute to China's technological innovation in the future.



Immediate Sailing Capacity-Building Training for Emergency Teams

In April and May 2024, supported by Alibaba Philanthropy, Tencent Charity's caring netizens, and the general public, we organized two "Immediate Sailing" capacity-building training sessions (focused on fire escape simulations), benefiting over 60 instructors. By December 10, 2024, over 300 fire escape simulations had been successfully held in 320 primary and secondary schools.



Immediate Sailing for Emergency Relief

In 2024, the Yangfan Program collaborated with 104 governmental entities, non-profit organizations, and frontline rescue teams to participate in post-disaster reconstruction in Qinghai Haidong and Gansu Jishishan, as well as summer flood relief, earthquake rescue in Xinjiang Aksu, and post-flood reconstruction in Zhuozhou, covering a total of 24 counties across 14 provinces.



Yangfan e+ Public Welfare Summer Camp

In 2024, the 16th Yangfan e+ Public Welfare Summer Camp operated 17 camps across 13 provinces, including Beijing, Hebei, Hubei, Hunan, Yunnan, Shandong, Guangxi, Gansu, Sichuan, Jiangsu, Jiangxi, Guangdong, and Guizhou, fostering exchanges between urban and rural children and families. In tough conditions, participants learned, supported, and grew together, benefiting a total of 1,164 individuals, including volunteers, instructors and others.



Yangfan Arts & Sports Enhancement Program

In 2024, the Yangfan Program deepened its aesthetic education initiatives, staying true to its mission of "fostering art to unlock wisdom." The program prioritized rural art education, aiding kids and teachers through aesthetic materials, art classes, and training. Specifically, the Yangfan Rural Aesthetic Teacher Training reached 16 provinces such as Anhui, Gansu, and Guangxi, benefiting 89 teachers who notably enhanced their aesthetic teaching philosophy and skills.



Charity Auction and Bazaar Themed "Nurturing Hearts and Building Homes for Children in Need"

In 2024, the Yangfan Program joined forces with Markor Furnishings on the innovative "Charity Auction: Building Homes for Children in Need" project, recycling and auctioning used furniture to fund art education in rural areas. Over six months, more than 300 caring members from seven cities across China actively participated in the charity auction, raising funds from over 100 donated items. This initiative revitalized rural schools, bringing warmth to 14 across the nation.



Within our organization, our employee volunteers have actively engaged in a variety of public welfare activities, embodying the spirit of dedication and responsibility through their actions. These figures reflect the genuine commitment and selfless contributions of our employee volunteers, with 217 employee volunteers participating and a cumulative service duration of 1,018 hours.

Weibo's Employee Volunteer Service in 2024

Number of employee volunteers Total employee volunteer service hours

217 person **1,018** hours

6.2 Social-Collaborative Network

Weibo utilizes its platform's unique social capabilities to establish a widespread and real-time social-collaborative network. During emergencies like pandemics, floods, and earthquakes, this network ensures swift information sharing, enabling rapid multi-stakeholder responses and coordinated actions. This forms a holistic emergency response system that combines awareness campaigns, actionable measures, and resource mobilization.

6.2.1 Emergency Relief

During natural disasters, Weibo allows swift responses with mobilizing multi-channels to disseminate early warnings, mutual aid guides, and real-time rescue updates. Weibo platform offers content on scientific explanations and precise response on public concerns, effectively aiding disaster prevention and mitigation. In 2024, in response to natural disasters such as typhoons and heavy rainstorms, Weibo fully leveraged its strengths by quickly launching an online help-seeking section and initiating offline rescue operations, promptly supporting emergency relief operations. This year, a total of 74 emergency relief projects were carried out, raising nearly RMB 1.86 million in funds from over 100,000 instances of donation.

In 2024

Carried out emergency relief projects

74

Total fundraising nearly

1.86 million

Number of participants in donations

100,000+



Typhoon Recovery Support: Facilitating Hainan's Business Resumption

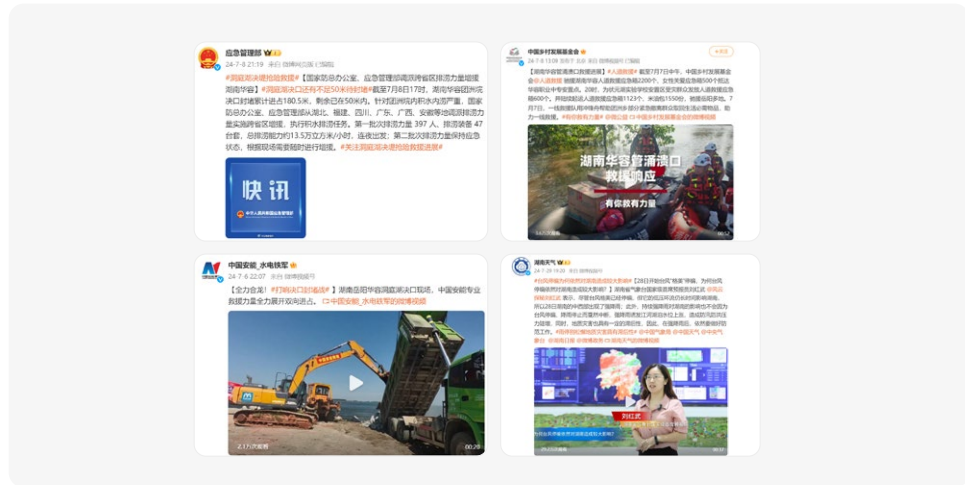
In September 2024, Typhoons "Yagi" and "Soulik" struck Hainan. Weibo quickly coordinated with government and Charity accounts to share rescue updates, weather alerts, and traffic information, meanwhile create related topic operations together with campaigns to support the Hainan situation. Over 60 government accounts, media, and KOLs participated, driving over 33 million additional topic views. Additionally, @ 微公益 (Weibo Charity) partnered with non-profit organizations to launch relief projects, raising and delivering emergency supplies, representing the collective solidarity and social responsibility during crisis.



Public Donation for Hainan Typhoon Relief Efforts

Heavy Rains in Southern China Leads to a Breach at Dongting Lake, Triggering Online and Offline Emergency Rescue and Disaster Relief Operations.

Since July 2024, Hunan, Chongqing, Beijing, Shandong, Taiwan Island, and China's southeast coast have faced floods and geological disasters due to heavy rains and Typhoon "Gaemi." The government's Weibo account swiftly responded by sharing flood prevention information, creating mutual aid channels, and collaborating with multiple departments for early warnings. The collaboration monitored the dynamic situation of the disaster and collaborated with over 100 government accounts, media outlets, non-profit organizations, and rescue teams, including @北京发布 (Beijing Release), @湖南消防 (Hunan Fire), @厦门天气在线 (Xiamen Weather), and @北京恒善公益基金会 (Beijing Hengshan Foundation), to update frontline rescue efforts. Through live streams and other means, they educated the public and engaged with netizens, attracting over 2.1 million views.



Official Media Releases Emergency Rescue and Relief Information

6.2.2 Social Care

Weibo supports mental health of users, and actively care about and take actions on suicide prevention, safeguarding lives and psychological well-being through dedicated initiatives. Weibo teamed a suicide prevention group that monitors and addresses at-risk content via our social-collaborative network, successfully intervening in multiple cases by working closely with relevant stakeholders. In 2024, Weibo monitored 130,902 daily posts and reported 1,285 suspected suicide cases.

In 2024

daily posts monitored and reported related to suicide

130,902

suspected suicide cases

1,285



6.3 Supporting Underprivileged Communities

Weibo actively fulfills its social responsibilities through concrete actions, and provides thoughtful assistance to underprivileged communities. From ensuring their basic living needs to offering emotional support, it conveys warmth and hope. It also helps people in difficult situations with warm-hearted care. By adopting a variety of measures and utilizing extensive resources, Weibo contributes to the building of a better society.

6.3.1 Caring for underprivileged communities

Weibo actively advocates for and engages in supporting underprivileged communities. In 2024, Weibo carried out several activities consecutively, including the #守护乡村孩子的梦想# (#Protecting Rural Children's Dreams#) and #微博春日读书会# (#Weibo Spring Reading Club#) initiatives, to deliver aid and warmth to those in need, realizing social value.



The # 大朋友请回答 # (#Elder Companions, Please Answer#) Topic Activity for International Children's Day

On and around the International Children's Day, Weibo initiated the #Protecting Rural Children's Dreams# charity activity, inviting celebrities, experts, KOLs, and eSports athletes to discuss around the # Elder Companions, Please Answer# topic, along with several charity funds and multi-field accounts, to answer questions for growth concerns of children in rural areas, meanwhile spread love and care. The campaign attracted vast participation on Weibo, with 68 million views and 1.37 million discussions, effectively supporting kids' development and safeguarding rural children's dreams.



Weibo's Splash Ad for Supporting Children in Need to Attend School

Weibo's # 给乡村孩子的一本好书 # (#A Recommended Book for Rural Children#) Topic Activity on World Book Day

On April 23, 2024, World Book Day, Weibo Charity, joined forces with Weibo Library and over 30 non-profit organizations, initiated the #Weibo Spring Reading Club# activity. Featuring topics such as #A Recommended Book for Rural Children# and #把故乡读给你听# (#Reading Hometown Stories#), the activity united over 200 celebrities, KOLs, institutional representatives, and fan groups to ignite rural children's dreams through reading and empower their growth. The topics garnered 70 million views and sparked 2 million discussions, collectively painting a vibrant world for rural children.



Weibo's #A Recommended Book for Rural Children# Campaign

6.3.2 Caring for People in Distress

Weibo harnesses trending topics and social media to shine a light on the vulnerable. By initiating public welfare related topics and activities, it enhances public awareness of their plight and needs, fostering a deeper commitment to public welfare and fostering a more inclusive society.

Weibo's World Autism Awareness Day Activity

On April 2, 2024, World Autism Awareness Day, Weibo initiated the #点亮星星守护你# (#Light up Stars to Protect You#) activity, joining forces with over 20 non-profit organizations and engaging 500+ government official accounts, media, celebrities, eSports teams, and KOLs to urge societal support for autistic children by sharing their stories and artwork, garnering over 330 million views and nearly 5.6 million discussions, fostering greater public empathy and understanding for the autistic.

Topic views

330million+

Discussions nearly

5.6million



Weibo's World Autism Awareness Day Activity

Weibo's Shear Madness Salon Charity Activity

In August 2024, Weibo Charity collaborated with Mahua Fun Age Tianjin and New Sunshine Charity Foundation to host a charity activity themed Shear Madness Salon. The proceeds from the show were donated to the New Sunshine schools to support the physical and mental well-being of children with leukemia. The activity-related topics attracted 10.55 million views and 42,000 interactions.



Weibo's Shear Madness Salon Charity Activity



6.4 Empowering Rural Revitalization

Weibo actively supports rural revitalization policies. During the reporting period, Weibo launched specialized account matrix, such as Weibo Rural Revitalization Advocates, leveraging KOLs' influence to bolster rural governance and advocate for the preservation of rural cultural heritage and rural tourism through online and offline activities. This year, the platform initiated over 1,000 topics related to poverty alleviation and rural revitalization, generating more than 20 billion views and 5 million discussions.

Weibo's #Intangible Cultural Heritage in Our Village# Charity Visit

Weibo partnered with @中国乡村发展基金会 (China Foundation for Rural Development) to initiate the #村儿里的非遗# (#Intangible Cultural Heritage in Our Village#) charity visit, inviting Rural Revitalization Advocates, public welfare partners, and multi-field KOLs to visit the benchmark project named "Bona Villa". The activity covered villages in Hebei and Guizhou, where participants engaged intimately with nearly 20 Intangible Cultural Heritage inheritors. The promotion of "Intangible Cultural Heritage + Rural Tourism" approach, boosted intangible skill and cultural inheritance while showcasing the beauty of rural areas, and thus contributing to rural revitalization.



Weibo's #Intangible Cultural Heritage in Our Village# Charity Visit

Weibo's #广式撑贵寻美山水# (#Guangdong's Support for Guizhou in Exploring Beautiful Scenery#) Topic Activity

In June 2024, Weibo partnered with the CPC Guangzhou Municipal Committee Network Security and Informatization Committee Office for the #Guangdong's Support for Guizhou in Exploring Beautiful Scenery# campaign, sending KOL Advocates to explore Bijie, Anshun, and Qiannan in Guizhou Province, revealing the region's tourism and Guangzhou-Guizhou collaboration outcomes. There were over 250 million views around the activity, with #织金苗族非遗蜡染有多绝# (#The Wonders of Zhijin Miao Batik: An Intangible Cultural Heritage Gem#) topic trending nationwide, garnering almost 13 million shares alone. This sparked widespread interest and discussions among the public about Guizhou's intangible cultural heritage.



Weibo's #Guangdong's Support for Guizhou in Exploring Beautiful Scenery# Topic Activity

Weibo's #你好村庄# (#Hey My Hometown#) and #记忆里的村庄变了样儿# (#My Hometown has Changed#) Topic Activities

During the National Day holiday in 2024, Weibo joined hands with @农民日报 (Farmers' Daily) to launch the topic activities #Hey My Hometown# and #My Hometown has Changed#, encouraging netizens to share the scenery of rural areas. The activities drew over 100 KOLs and garnered nearly 1 billion views. Furthermore, the #Hey My Hometown# 75th-anniversary video series by @农民日报 (Farmers' Daily) garnered over 15 million views. The series of activities effectively boosted the promotion of rural culture and enhanced rural images.



Weibo's #Hey My Hometown# and # My Hometown has Changed# Topic Activities

Weibo's National Online Lunar New Year's Shopping Festival

In January 2024, during the period of the national online Lunar New Year's Shopping Festival, Weibo collaborated with several government official accounts to initiate the topic activities #城市好物节# (#City Goods Festival#) for the Lunar New Year and the #你不知道的家乡土特产# (#Unknown Local Specialties from Your Hometown#), encouraging netizens to showcase local specialties and celebrate the Lunar New Year together. During the activities, the #Unknown Local Specialties from Your Hometown# topic surpassed 240 million views, featuring over 10,000 posts and 35,000+ interactions, and more than 300 KOLs shared original content. This successfully showcased local specialties, boosted consumption, and facilitated cultural dissemination.



Weibo's National Online Lunar New Year's Shopping Festival

Weibo's #大国丰收没你不可# (#Your Harvest, Our Nation's Glory#) Topic Activity

During the Chinese Farmers' Harvest Festival in September 2024, Weibo accounts @微博三农 (Weibo Three Rural Issues), together with other accounts, initiated the topic activity #Your Harvest, Our Nation's Glory#. Over 100 authoritative institutions, media, experts, and KOLs, as well as all users, shared their harvest joy and message, achieving over 1.5 billion views and almost 2 million interactions, showcasing a vibrant celebration of the harvest.



Weibo's #Your Harvest, Our Nation's Glory# Topic Activity

6.5 Promoting the Traditional Chinese Culture

Promoting traditional culture is pivotal for maintaining cultural diversity and national identity and fostering cultural inheritance and development. Weibo, with its swift information dissemination capability and broad user base, effectively promotes topics on intangible cultural heritage, contributing to the preservation of cultural diversity.

Weibo has collaborated with the Ministry of Culture and Tourism and various other parties to launch the S-level project #焕新非遗计划# (#Revitalize Intangible Cultural Heritage Plan#) starting from March 2024. This initiative united intangible cultural heritage inheritors, celebrities, KOLs, non-profit organizations, and businesses to explore new inheritance models. Over 100 inheritors and 200 multi-field KOLs joined, with the topic amassing over 1.8 billion views and generating more than 100 trending topics related to intangible cultural heritage, significantly promoting the distribution and development of these treasures.

● Focusing on organizing frequent and diverse online activities featuring intangible cultural heritage

Planning themed activities centered around festive occasions

Centering our efforts on key festivals like the Spring Festival, China's Cultural Heritage Day, and Torch Festival, we planned topics such as #非遗过大年# (#Celebrate Lunar New Year with Intangible Cultural Heritage#) and #彝族火把节已经是next level了# (#Torch Festival is Already Next Level#). We joined forces with cultural tourism authorities and heritage holders and partners to bolster the festive spirit and transmission of intangible cultural heritage.



Riding the wave of trending topics to kickstart events

We kept abreast of trending topics across the internet, such as "Black Myth: Wukong," the popularity of Gansu's cultural tourism, and the viral meme "city or not" to initiate topics like #中国超级IP孙悟空# (#Chinese Super IP Sun Wukong#), #甘肃非遗百科# (#Gansu Intangible Cultural Heritage Encyclopedia#), and #中国非遗city不city# (#China's Intangible Cultural Heritage is City or Not#). Intangible cultural heritage inheritors, celebrities, cultural tourism institutions, and KOLs were invited to participate in discussing around the topics, and boosting public awareness and interactivity of intangible cultural heritage through trending topics.



Continuously planning long-tail themed events

We regularly hosted monthly events themed around intangible cultural heritage, such as the Embroidery Month in June with the topic #一针一线织就中国非遗# (#Stitching China's Intangible Cultural Heritage#), and the Theatre Month from August to September with the topic #中国人的拿手好戏# (#Chinese Performing Arts#). Collaborating with local cultural tourism bureaus, intangible cultural heritage inheritors, celebrities, and KOLs we continuously disseminated China's intangible cultural heritage, thereby deepening public awareness and interest in intangible cultural heritage.



Weibo's #Revitalize Intangible Cultural Heritage Plan# Campaign

● Creating cross-vertical collaborations in the form of "Intangible Cultural Heritage + X" through Weibo's diverse ecosystem to expand the reach and influence of intangible cultural heritage

**Intangible Cultural Heritage + TV and Internet:
The Story of Pearl Girl × Intangible Cultural Heritage**

Weibo collaborated with documentaries and TV series like the China in Intangible Cultural Heritage and the Story of Pearl Girl to launch topic activities such as # 珠帘玉幕里的中国非遗 # (#China's Intangible Cultural Heritage in the Story of Pearl Girl#), showcasing the intangible cultural heritage through their plots. Cultural tourism bureaus and museums in the regions related to intangible cultural heritage were invited to publish educational content, significantly boosting the profile and impact of intangible cultural heritage.



**Intangible Cultural Heritage + Beauty & Cosmetics
Co-creating oriental makeup**

Weibo initiated beauty-related activities such as # 把非遗复刻在脸上 # (#Bring Intangible Cultural Heritage to Life on Faces#), inviting beauty & cosmetics KOLs and intangible cultural heritage inheritors to co-create oriental makeup. Techniques from intangible cultural heritage such as Suzhou embroidery and Tibetan textile embroidery were skillfully integrated into modern makeup, highlighting the beauty of intangible cultural heritage while fostering a blend of tradition and modernity. Topics such as # 女生让苏绣上的荷露成精了 # #四川嬢嬢用针线绣出了繁花 # (#Girls Animate Lotus Dew in Suzhou Embroidery# and #Sichuan Ladies Stitch Vibrant Blossoms#) have gained considerable attention.



Intangible Cultural Heritage + Game / eSports: Integrating tradition with modernity

Weibo link Intangible Cultural Heritage with the game and eSports verticals to launch the # 百位非遗传承人探访计划 # (#Hundreds of Intangible Cultural Heritage Inheritors Exploration#), exploring inheritors' stories behind the collaboration between games and intangible cultural heritage techniques. Concurrent events like # 我为夏决选手簪花 # (#Adorning eSports athletes#) leveraged eSports momentum, using intangible cultural heritage to cheer for athletes, thereby broadening its dissemination and integrating tradition with modernity.



● Collaborating with multiple parties to launch offline activities

我在京城学非遗 # (#My Journey of Learning Intangible Cultural Heritage in Beijing#)

Partnering with @青春北京 (Youth Beijing), we invited KOLs to explore the cultural and creative industry park, discover mortise-and-tenon craftsmanship, and experience traditional skills through an engaging topic interaction.



Weibo's Intangible Cultural Heritage Revitalization Ceremony - Tianfu Night

Co-hosted by the Sichuan Provincial Department of Culture and Tourism in Chengdu, the ceremony gathered diverse representatives to honor individuals and institutions with outstanding contributions to intangible cultural heritage. With 26 related topics trending, the event generated 680 million views and approximately 33 million live views, covered by over 80 media outlets and self-medias, showcasing Weibo's significant role in intangible cultural heritage preservation.



● Support for intangible cultural heritage inheritors' joining and partner KOLs' participation

Support for intangible cultural heritage inheritors' joining

Since March 2024, Weibo has continuously invited intangible cultural heritage inheritors to join the #Revitalize Intangible Cultural Heritage Plan#, introducing the "Intangible Cultural Heritage +" operational model. Leveraging its abundant resources, including celebrities, institutions, and brands, Weibo offered inheritors online exposure and offline collaboration chances. Furthermore, inheritors were honored at major offline events, boosting their influence and aiding the preservation and development of intangible cultural heritage.



汪氏皮影传承人汪海燕 (verified)

4.9万粉丝 8关注 1.3万转评赞

昨日阅读量小于1000 视频累计播放量13.1万

皮影雕刻技艺代表性非遗传承人 陕西省工艺美术大师

IP属地: 陕西



大理白族扎染非遗传承人张翰敏 (verified)

1.5万粉丝 412关注 4.8万转评赞

昨日发博1, 阅读量100万+, 互动数77 视频累计播放量74.8万

大理白族扎染非遗传承人 蓝染品牌创始人

IP属地: 云南

Support for intangible cultural heritage partner KOLs' joining

Since March 2024, Weibo has been actively recruiting intangible cultural heritage partners, engaging them in offline collaborations like #我在数字中轴线上看非遗焕新# (#Exploring the Revitalization of Intangible Cultural Heritage on the Digital Axis#) and #My Journey of Learning Intangible Cultural Heritage in Beijing#. These projects encouraged partners to explore local intangible cultural heritage, produce quality contents, and disseminate traditional Chinese culture. In addition, the platform honored exceptional partner KOLs at major offline events, leveraging their influence to broaden the reach of intangible cultural heritage across regions.



学霸课长 (verified)

495万粉丝 1144关注 1566.2万转评赞

2024微博旅行达人 微博跨域博主 V指数 教育 81.12分

微博乡村振兴助威团成员 微博新知博主 作者 微博公益合伙人 2023年微博年度青年影响力博主

已实名 IP属地: 北京



抬头看风景nono (verified)

603.3万粉丝 899关注 3489.3万转评赞

旅行摄影师, 环球旅行家, 旅行/时尚撰稿人

已实名 IP属地: 广西 合作机构: Realchi

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
	Management Trainees Management Manual
	Sina Group Staff Promotion Management Regulations

Category	Title of System
Social	Sina Group Position System Management Approach
	Long-term Incentive Management Regulations
	Internal Referral Management Regulations
	Business Titles Management Regulations
	Information Security Management System
	Cyber Security Management
	Information Security Risk Management Measures
	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
	Sina Disaster Recovery Procedures
	Personal Information Security Incident Contingency Plan
	Information Security Incident Management
	Personal Information Data Security Management
Weibo Privacy Policy	
Personal Information Collection List	
Data Protection Agreement	

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

Key Performance Table

Environmental Key Performance Table

Key Performance Indicator	Items	Unit	Data of 2024	Data of 2023	
Indicator	GHG emissions	Scope 1 Greenhouse gas emissions	tCO ₂ e	107	126
		Scope 2 Greenhouse gas emissions	tCO ₂ e	6,991	7,728
		Scope 3 Greenhouse gas emissions (purchased goods and services) ²⁵	tCO ₂ e	4,331	3,646
		Scope 3 Greenhouse gas emissions (leased assets) ²⁶	tCO ₂ e	45,457	51,864
		Greenhouse gas emissions (Scope 1 + Scope 2)	tCO ₂ e	7,098	7,854
		Greenhouse gas emissions intensity (Scope 1 + Scope 2)	tCO ₂ e/million USD in total revenue	4.05	4.46
	Waste	Hazardous waste-disposed fluorescent lamps	Piece	333	677
		Hazardous waste-waste batteries	Piece	780	1,024
		Total amount of non-hazardous waste	Liter	45,951,101	56,458,109
		Office waste	Liter	1,307,455	1,329,905
	Kitchen waste	Tonne (s)	118	119	

Key Performance Indicator	Items	Unit	Data of 2024	Data of 2023		
Indicator	Waste	Paper (used in offices)	Piece	2,133,195	2,340,691	
		Recyclable waste	Tonne (s)	8	9	
		Total sewage discharge	Tonne (s)	44,470	54,962	
		Total sewage discharge intensity	tCO ₂ e/million USD in total revenue	25.34	31.23	
Resource use	Energy	Natural gas ²⁷	Cubic meters	17,623	25,944	
		Natural gas consumption	Liter	31,138	32,172	
		Total electricity consumption	MWh	8,428	9,132	
		Consumption of direct energy	tce	65	76	
		Consumption of indirect energy	tce	1,749	1,904	
		Total energy consumption	tce	1,814	1,980	
		Energy consumption intensity	tce/million USD in total revenue	1.03	1.12	
	Water	Water	Total municipal water supply consumption	Tonne (s)	60,372	59,270
			Reused reclaimed water	Tonne (s)	1,014	1,108
			Reused rainwater	Tonne (s)	2,794	1,643
Water consumption intensity			tCO ₂ e/million USD in total revenue	34.41	33.68	

²⁵ 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.

²⁶ Scope 3 Greenhouse gas emissions (leased assets) mainly come from electricity-related emissions from leased data centers and public cloud servers. In calculating GHG emissions, we referred to the *Announcement of the Ministry of Ecology and Environment and the National Bureau of Statistics on the Release of the 2021 Electricity Carbon Dioxide Emission Factors* published in April 2024. The average emission factor of the national power grid is 0.5568kgCO₂/kWh.

²⁷ The natural gas usage data only includes information from the Weibo Beijing office.

Social Key Performance Table

Key Performance Indicator	Unit	Data of 2024	Data of 2023
Employees ²⁸			
Total number of employees	person	4,982	5,268
Number of new employees	person	769	801
Number of non-contract employees	person	415	452
Percentage of internally transferred employees	%	25	22
Number of employees by gender	Male	2,353	2,545
	Female	2,629	2,723
Number of employees by age	30 and below	1,998	2,401
	31-40	2,449	2,425
	41 and above	535	442
Number of employees by region	Mainland China	4,968	5,250
	China's Hongkong, Macao and Taiwan regions	5	7
	Overseas	9	11
Number of employees by rank	Senior management	28	31
	Middle management	113	118
	Junior management	256	281
	General staff	4,585	4,838
Employees from ethnic minority groups	person	279	285
Number of employees with disabilities	person	44	43

Key Performance Indicator	Unit	Data of 2024	Data of 2023
Employee turnover	%	18	27
Voluntary employee turnover rate	%	9	11
Involuntary employee turnover rate	%	9	16
Employee turnover rate by gender	Male	18	26
	Female	17	27
Employee turnover rate by age group	30 and below	23	32
	31-40	19	22
	41 and above	10	19
Employee turnover rate by region	Chinese mainland	18	27
	China's Hongkong, Macao and Taiwan regions, as well as overseas	26	47
Proportion of female employees	%	53	51.7
Proportion of female employees by rank	Senior manager	21	23
	Middle manager	46	44
	Junior manager	42	43
	All managerial positions	42	/

²⁸ The data on employee diversity, number of the newly recruited, turnover, training is consistent with the data in our annual report.










Key Performance Indicator		Unit	Data of 2024	Data of 2023
Proportion of female employees by position category	STEM-related positions	%	47	44
	Revenue-generating management	%	58	57
Proportion of employees trained		%	100	100
Proportion of employees trained by gender ²⁹	Male	%	47	48
	Female	%	53	52
Proportion of employees trained by position category	Senior management	%	0.56	0.60
	Middle management	%	2.27	2.20
	Junior management	%	5.14	5.30
	Ordinary employees	%	92.03	91.80
Average training and development investment per full-time employee		RMB	823	/
Total training hours of employees		Hour (s)	138,722	179,243.60
Average hours of training received per employee		Hour (s)	28	34
Average hours of training received per employee by gender	Male	Hour (s)	25	35
	Female	Hour (s)	30	33
Average hours of training received per employee by position category	Senior management	Hour (s)	5	24
	Middle management	Hour (s)	18	28
	Junior management	Hour (s)	24	30
	General staff	Hour (s)	28	34
Work-related fatalities in the last 3 years		person	0	0
Proportion of work-related fatalities out of total employees in the last 3 years		%	0	0

²⁹ Percentage of male employees trained = male employees trained/total employees trained; Percentage of female employees trained = female employees trained/total employees trained.

Key Performance Indicator		Unit	Data of 2024	Data of 2023
Lost days due to work injury		Day (s)	242	629
Percentage of employees receiving regular performance reviews and career development reviews		%	100	100
User satisfaction rate		%	94	97.87
Annual number of patents	Patent applications	Piece (s)	59	73
	Patent grants	Piece (s)	40	53
Total number of patent authorizations		Piece (s)	352	310+
Total number of trademark authorizations		Project	820+	790+
Total number of copyright authorizations		Project	680+	590+
Total number of customer complaints		/	147,386	139,534
User complaint rate		%	4.65	7.33
Customer service response rate		%	100	100
Customer complaint resolution rate		%	100	99.99
Average time to resolve issues		Hour (s)	0.29	0.31
Integrity training rate		%	100	100
Signing rate of the <i>Honesty and Integrity Agreement</i> by suppliers		%	100	100

ESG Index

Disclosure	HKEX	GRI	SDGs
1. Governance			
1.1 ESG Governance	B7; B7.1; B7.2; B7.3	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 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	
4. Human Capital			
4.1 Safeguarding Employees' Rights	B1; B4; B4.1; B4.2	408-1	 
4.2 Fostering Diversity	B2; B2.3	403-6;403-7;403-10;405-1;406-1	
4.3 Facilitating Employee Development	B3	404-2	  

Disclosure	HKEX	GRI	SDGs
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 Pursuing Green Operation	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 Promoting Green Philosophy	A3	304-2	
6. Social Value			
6.1 Practicing Public Welfare for All	B8; B8.1	413-1	
6.2 Social -Collaborative Network	B8.1	413-1	 
6.3 Helping the Needy and Spreading Warmth	B8.1	/	 
6.4 Empowering Rural Revitalization	B8.1	413-1	 
6.5 Promoting the Traditional Chinese Culture	B8.1	/	

Readers Feedback Form

Dear readers,

Thank you for reading our Environmental, Social and Governance (ESG) Report 2024. 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.

Please be specific on your comments:

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:

