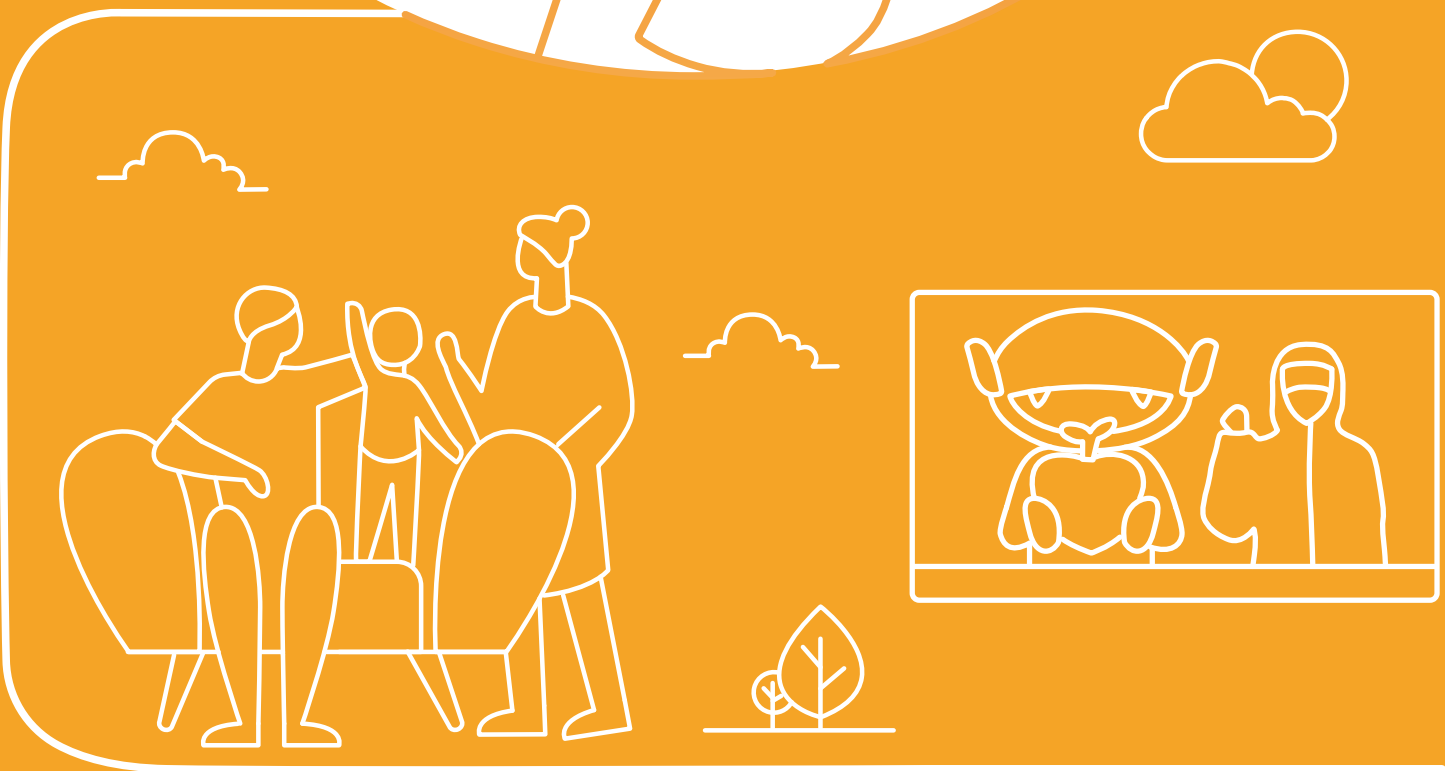


2020 ESG Report

Mango Excellent Media Co., Ltd.

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



About this report

Purpose

This report aims to communicate with various stakeholders frankly on the ESG concepts, practices and performance of Mango Excellent Media Co., Ltd., and systematically respond to the expectations and demands of stakeholders.

Reporting period

The reporting period is from January 1, 2020 to December 31, 2020. To improve the comparability and completeness of the report, some content may exceed the scope above.

Release cycle

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

Reporting data

The data used in this report is derived from the company's original operation data, internal statistical data, and public data of government departments and third-party agencies. RMB is the base currency for ledgers and this financial data of this report.

Reporting scope

The report covers Mango Excellent Media Co., Ltd. and its main subsidiaries (see "Into Mango Excellent Media" for details).

Abbreviations

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

- Hunan Happy Sunshine Interactive Entertainment Media Co., Ltd.: Happy Sunshine (Mango TV)
- Happigo Co., Ltd.: Happigo
- Shanghai EE-Media Co., Ltd.: EE-Media
- Mango Studios Culture Co., Ltd.: Mango Studios
- Hunan Mango Entertainment Co., Ltd.: Mango Entertainment
- Shanghai Mangofun Technology Co., Ltd.: Mangofun
- Hunan Happy Money Microfinance Co., Ltd.: KLTB

Preparation basis

- International Standard ISO 26000 Guidance on Social Responsibility 2010
- The United Nations Sustainable Development Goals (SDGs)
- The GRI Sustainability Reporting Standards (GRI Standards)
- GB/T 36001-2015 Guidance on Social Responsibility Reporting
- Guidelines on Corporate Social Responsibility Reporting for Chinese Enterprises (CASS-CSR 4.0) by the Corporate Social Responsibility Research Center, Institute of Economics of the Chinese Academy of Social Sciences (CASS)

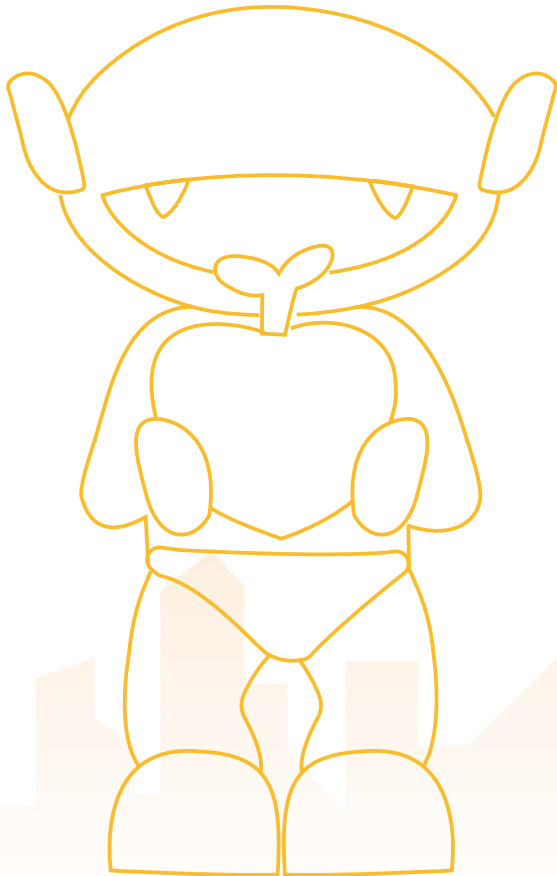
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Honors

2020

Honors of the Company



Mango Excellent Media



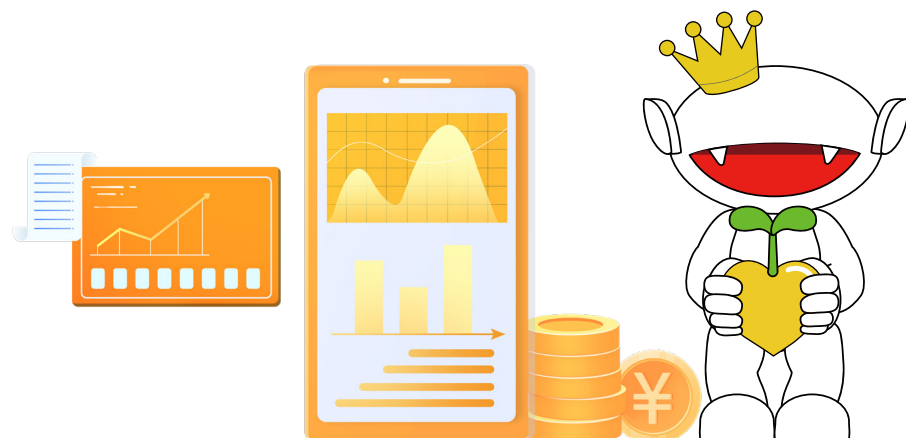
Mango Excellent Media was named one of the 12th Top 30 National Cultural Enterprises.

Mango Excellent Media was named as "Civilized unit of Hunan Province"

Awarded the "2019 Advanced Enterprise for National Radio and Television Media Convergence" by NRTA.

Awarded the "Social Responsibility Award", "Top 50 Valuable Brands on Growth Enterprise Market" and "Top Ten Growing Brands on Growth Enterprise Market" in the 14th China Listed Company Value Assessment event.

Being granted the "Best Investor Relations Award" and "Best New Media Operation Award" at the 11th China Investor Relations Tianma Awards event.



Mango TV

Mango TV won the "6th Hunan Provincial Governor Quality Award", which is the first dot-com in Hunan ever granted this honor.

Happy Sunshine was ranked 20th in 2020 China Top 100 Internet Enterprises for Comprehensive Competitiveness for the second time to hit this top 20 list.

Mango TV international version enters the "Key Task List of Chinese Culture Going Out in 2020" of the Publicity Department of the Central Committee of the Chinese Communist Party and the list of key projects of "Silk Road Film and Television Bridge Project" of NRTA.

The Day I Ran China won the 30th China Journalism Award (Second Prize of International Communication)



Happigo

The Mango Poverty Alleviation Cloud Supermarket was awarded the "Top Ten Outstanding Poverty Alleviation Cases of China's New Media in 2020" by the New Media Specialized Committee of All-China Journalists Association.



Honors

2020



EE-Media

A Land So Rich In Beauty is a key TV show on poverty alleviation in China, a cultural project funded by the Ministry of Finance, and a major cultural and artistic project of Hunan Province. The show is recognized as a Key TV Drama on Poverty Alleviation by the National Radio and Television Administration (NRTA), which is listed as one of the Third Batch of 2018-2022 Key TV series by the General Office of the National Radio and Television Administration.



Mango Studios

Being granted the 2020 "Cultural and Entertainment Impact - Producer of the Year" by Kuyun.

The TV series Steel Tempering is listed as one of the Third Batch of 2018-2022 Key TV series by NRTA, selected as a key TV show of the "Faith Makes Great" TV show creation project, an effort by NRTA in celebration of the 100th anniversary of the founding of the Communist Party of China, and is sponsored by the NRTA 2020 TV Dramas Guidance and Support Special Fund for Script Creation.



Mango Entertainment

"A Little Thing Called First Love" won the people's daily digital communication "melody of the times, feelings of home and country - 2019 Rongping communication priority"

"Refinement of Faith" by Mango Studios made the 2018 -2022 list of the third key TV series under planning by the General Office of the National Radio and Television Administration, the list of key TV series created to celebrate the 100th Anniversary of the Communist Party of China with Faith Makes Great by the National Radio and Television Administration, and the list of TV projects under special support in 2020 by the National Radio and Television Administration



Into Mango Excellent Media

Company profile

Mango Excellent Media Co., Ltd. (hereinafter referred to as "Mango Excellent Media" or the "Company") (stock code 300413.SZ) is a new media and capital operation platform under Hunan Broadcasting System. It plays a key role in implementing the strategy of the central government for the integrative development of media and building mainstream new media groups.

On June 21, 2018, Mango Excellent Media was approved by China Securities Regulatory Commission to acquire the relevant assets of Mango TV through issuing shares, becoming the first state-owned mainstream new media featuring integrated development in the A-share market.

In 2020, the Company resolutely implemented the decision of the Party Central Committee on accelerating the in-depth development of media convergence. Relying on its integrated media ecosystem, the Company has leveraged the advantages of content creation and industry synergy to build core competitiveness in creating high-standard long video. The Company focuses on mainstream content with Mango TV as the core, aspiring to achieve the unification of social benefits and economic benefits. It keeps improving the business presence and builds a complete industry chain featuring network which includes Internet video membership operation, advertising, IPTV operation, OTT operation, film and television and variety show production, artist brokerage, music copyright operation, interactive operation of games and IP content, and media retail. With high-quality mainstream publicity and works of positive energy, the Company has generated great social influence and brand effects. It actively upholds the socialist core values and promotes cultural and ideological progress, advancing the upgrade of operation and management capabilities.

Mango Excellent Media has been selected as one of the Top 30 Cultural Enterprises for two consecutive years. With Mango TV as the core, the Company works hard on high-standard long video, content and technological innovation and industrial derivatives. The goal is to control the entire industry chain and realize ecosystem synergy, building a mainstream new media group with strong competitiveness, communication effectiveness and influence. Mango TV has realized high revenue and profit growth for four consecutive years. It has become the only Internet long-term video platform with stable profitability in China. The Company has been selected as one of "China's Top 100 Internet Companies" for two consecutive years and is the only statecontrolled enterprise among the top 20.

Year 2020 is a decisive year for China to win a complete victory in the fight against poverty. The Mango Poverty Alleviation Cloud Supermarket project initiated by Mango Excellent Media won the the "Top Ten Outstanding Poverty Alleviation Cases of China's New Media in 2020" by the New Media Specialized Committee of All-China Journalists Association. The TV series A Land So Rich In Beauty is recognized as a Key TV Drama on Poverty Alleviation by the National Radio and Television Administration (NRTA). Mango Excellent Media is always ready to get involved in great causes that matter to China's development and prosperity.

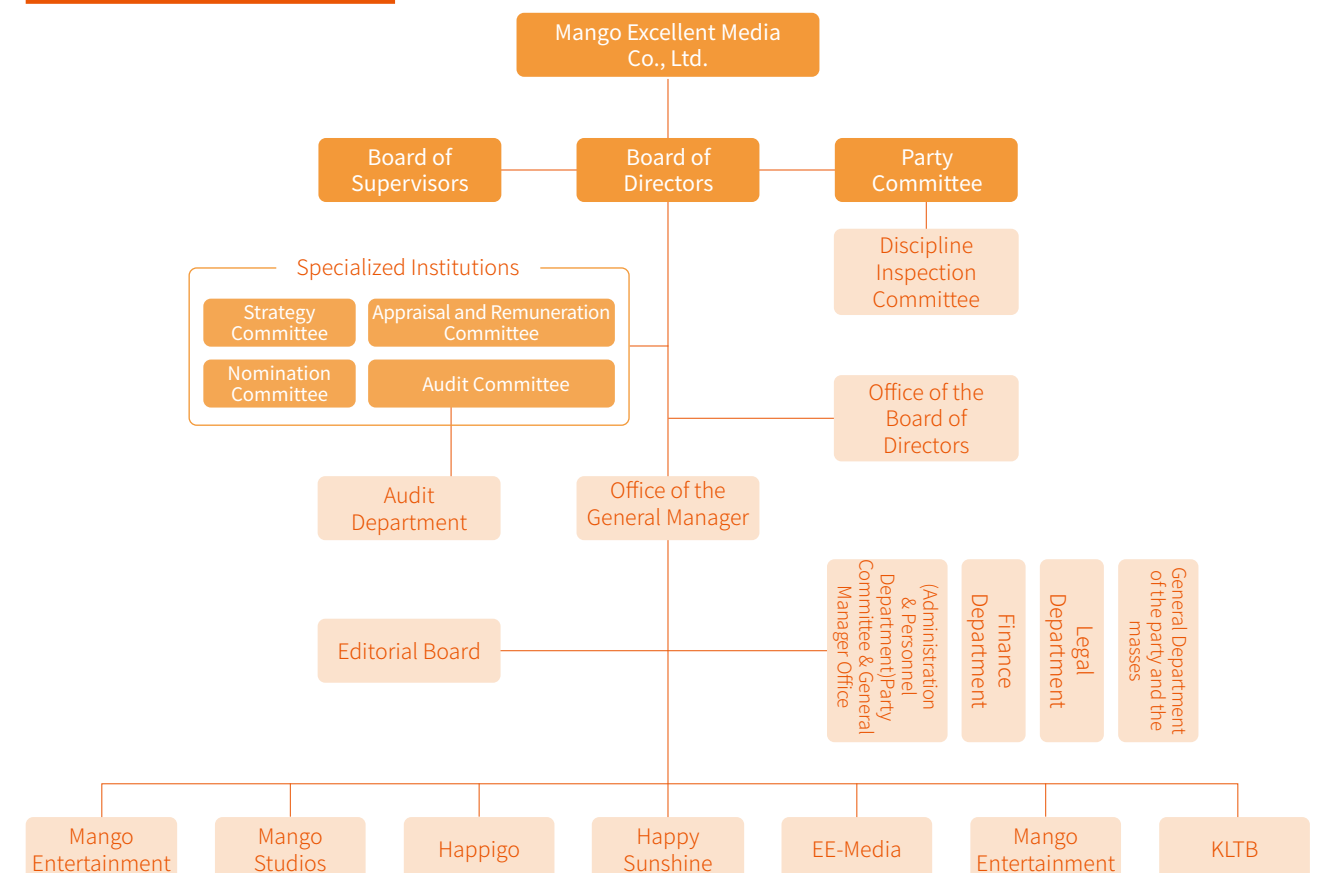


Development strategy

Year 2020 is the 100th Anniversary of the Founding of the Party and the first year of the "14th Five-Year Plan" period. Based on the new development stage, the company will adhere to Xi Jinping's socialist ideology with China's characteristics in the new era. To guide the party in carrying out the spirit of the 19th National Congress of the CPC and the second, third, fourth and fifth plenary sessions of the 19th Central Committee, keeping in mind the responsibilities and missions of the party media, leading new ideas with new ideas and strengthening Holding the main force as the leader position, striving to build a mainstream new media group, innovating and developing with great power and integrating communication, and warmly celebrating the 100th anniversary of the party building with practical achievements.

First, the company should thoroughly study and implement the spirit of the important speech of general secretary Xi Jinping at the party history study and education mobilization conference, conscientiously organize and carefully plan and carry out party history education. In fact, through the study and education of party history, we can gather the powerful energy of doing business, and plant the organizational advantages of party media state-owned enterprises into the competitive and development advantages of the company. Second, the company shall adhere to the principle of democracy, the army marched into the main battlefield in accordance with the party's media attribute of upholding integrity and innovation, the integrated appearance of matrix communication, the organizational form of China Taiwan empowerment, and the talent structure and link of the all media era, the blueprint of complete product cluster, advanced application technology and open and cooperative operation ecology is to strive to build a mainstream new media group. Thirdly, the company shall respect the market, revere the rule of law, the profession and the investors, build a good corporate governance ecology, and escort the business development. Fourthly, the company should actively practice the equity culture and keep the bottom line and become a responsible listed company that continue to optimize the return mechanism for investors and give back to investors with high-quality development. Fifthly, the company should abide by the principle of "content is king" and drive by content innovation. The core concept of platform development is to continuously promote the deep integration of mango TV, a new media platform, and Hunan Satellite TV, a traditional media platform, and actively explore and promote the co creation of two platforms sharing mechanism, digging the "moat" of long video competition. Sixthly, the company should speed up the planning and implementation of brand building in new fields and new formats, and constantly explore new formats and business opportunities to form a more complete product cluster and promote the iterative upgrading of "Mango mode".

Organization





Governance

Our philosophy

Effective corporate governance is conducive to improving the quality of business operation and development. Mango Excellent Media continues to optimize corporate governance and strengthen internal control and anti-corruption management. The Company actively assumes the social responsibilities as a mainstream media, promotes high-quality development through high-quality governance, and diligently fulfills its responsibilities as a corporate citizen.

Our actions

- Responsibility management
- Internal control and risk management
- Party building
- Anti-corruption
- Corporate governance

Our performance

In 2020, the Company held 3 General Meeting of Stockholders, 7 meetings of the Board of Directors, 8 meetings of the Board of Supervisors, and 8 meetings of the Specialized Committee under the Board of Directors. The Company was once again rated as A (top level) in the 2020 Appraisal Results of Information Disclosure of Listed Companies by Shenzhen Stock Exchange; and carried out rectification measures against "extravagance and waste, private coffer, and establishment of affiliated companies".

SDGs





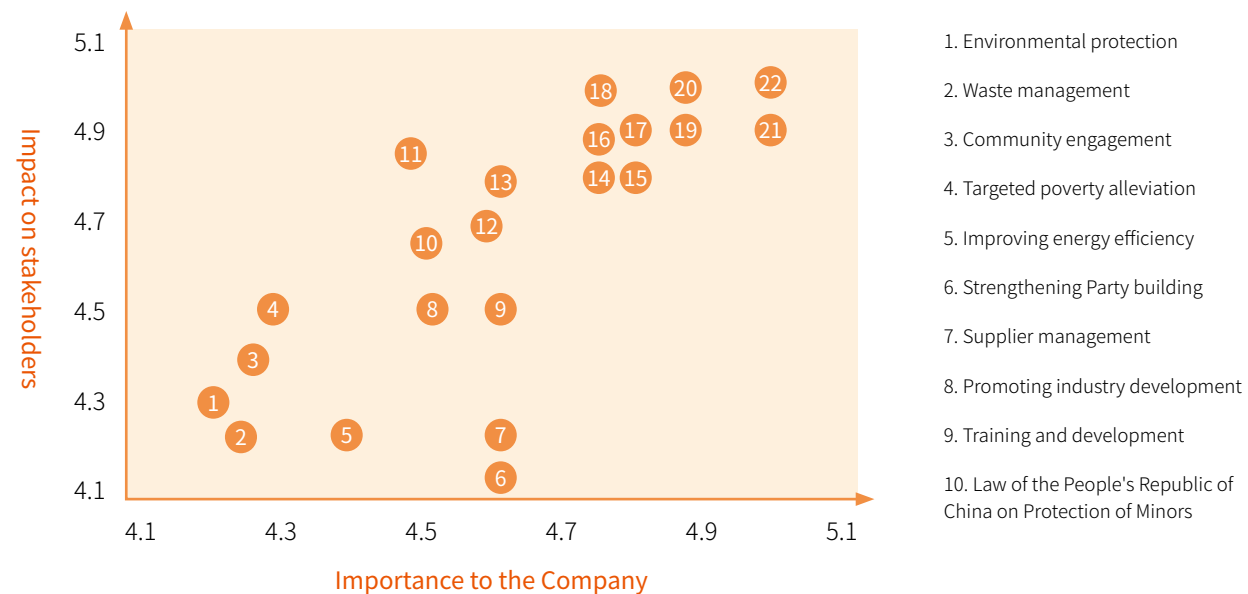
Responsibility management

◎ Governance

To align major decisions with basic ESG principles, the top management of Mango Excellent Media and its subsidiaries have participated in ESG decision-making. To promote the integration of sustainable development concepts, Mango Excellent Media has established an ESG management structure and hired a third-party consulting company to analyze the ESG status of the Company and its subsidiaries. Through field visits and questionnaire survey, the consulting company has proposed improvement suggestions to the existing ESG concepts, management and measures. Meanwhile, Mango Excellent Media has invited professional CSR consulting companies to carry out social responsibility training on staff so as to enhance their ability to perform CSR responsibilities.

◎ Materiality analysis

Mango Excellent Media has identified tasks and topics that have important impact on the Company and stakeholders. The following five actions have been taken: national macro policy guidance, domestic and foreign CSR standards research, industry benchmarking, stakeholder interview and research, and company development strategy planning. In 2020, the Company compiled the Questionnaire on Material Issues in Mango Excellent Media 2020 ESG Report, which prioritized substantive issues in the report according to their "importance to the Company" and their "impact on stakeholders", and further incorporated the content of the substantive issues into the content presented in this report.



- | | | | |
|--|--|-------------------------------|-----------------------------|
| 11. Employee rights and interests | 12. Playing the role as a mainstream media | 13. Providing quality service | 14. Content innovation |
| 15. Internal control and risk management | 16. Providing quality content | 17. Information disclosure | 18. User privacy protection |
| 19. Corporate governance | 20. Investor relations | 21. Anti-corruption | 22. Data security |

◎ Communication with stakeholders

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

Stakeholders	Expectations and demands	Communication and response
 Shareholders	<ul style="list-style-type: none">Compliance and legal operationStable growthProtection of shareholders' rights and interestsAdequate information disclosureSustainable development	<ul style="list-style-type: none">Legal operationImproving corporate governanceRegular and temporary information disclosureInvestor relations management
 Government and regulatory authority	<ul style="list-style-type: none">Compliance and legal operationMeeting regulatory requirementsResponding to national development policy	<ul style="list-style-type: none">Cooperative in regulatory inspectionsRegular and temporary information disclosureAnti-corruption management
 Users	<ul style="list-style-type: none">Protection of personal rightsImproving service qualityAdequate information disclosure	<ul style="list-style-type: none">Regular and temporary information disclosureProtection of user rightsInvestor education activitiesPrivacy and information security protection
 Employees	<ul style="list-style-type: none">Employment and rights protectionEmployee compensation and benefitsCareer development and training	<ul style="list-style-type: none">Protection of the rights and interests of employeesEmployee career developmentEmployee education and trainingColorful employee activitiesCorporate culture
 Communities and the public	<ul style="list-style-type: none">Social welfare involvementCreating jobs for the community	<ul style="list-style-type: none">Targeted poverty alleviationVolunteer and charity activities
 Environment	<ul style="list-style-type: none">Green operationEnvironmental protection	<ul style="list-style-type: none">Green developmentEnvironmental protection

Party building

2020 is the last year of building a moderately prosperous society in an all-round way and the last year of the "13th Five-Year Plan" period. It is also a critical year for the Company to hit its performance target. The Company insists on development through Party building and integrates Party building into the whole process of media convergence and business development. The Company keeps making achievements in Party building, and promotes the high quality development of the mainstream new media group via effective Party building. For more detailed information about Party building, please refer to The 2020 Social Responsibility Report of Mango Excellent Media Co., Ltd.

◎ Strengthening political development

The Party committee of the Company always puts the party's full leadership of state-owned enterprises in the first place and improves corporate governance capabilities so as to comprehensively strengthen the Company's political development. In 2020, the Company's Party committee convened 23 Party committee meetings. All major issues were discussed democratically and reviewed collectively by the Party committee. The goal is to exert the central role of the Party committee of state-owned enterprises to manage the overall situation and oversee implementation.

The Company's Party committee has thoroughly implemented the Provisions on the Principal Responsibility of Party Committees (Leading Party Groups) for Comprehensively and Strictly Governing the Party. Focusing on the key idea of "implementing the primary responsibility of building a clean and honest Party", the Party committee has improved the responsibility system of "the secretary being the first responsible person for the Party building work, the leader in charge the direct responsible person, and the other members of the team responsible for the grassroots Party building work within the scope of their responsibilities", and has put Party building work and business work together in their deployment, implementation, inspection and evaluation, with responsibilities passed level by level. The full-time Deputy Secretary of the Party committee in charge of Party building has convened regular meetings on Party building discipline inspection every month, and earnestly implemented the tasks of Party building at the grass-roots level, so as to promote the formation of a "great Party building" pattern featuring coordination between the upper and lower levels and joint management, and deepen the comprehensive and strict governance of the Party.

◎ Creating a learning-oriented Party organization

To build a learning-oriented Party organization, focusing on the main line of studying and implementing Xi Jinping Thought of Socialism with Chinese Characteristics for a New Era, the Company's Party committee has organized the Party committee theory study center group to study every month, with the contents covering Xi Jinping's new thoughts on governance, the Party Constitution, Party rules, Party discipline, and the spirit of meetings at higher levels. Led by the study of the Party committee theory study center group, Mango Excellent Media's Party organizations at all levels have carried out learning at all levels in the form of leading cadres giving Party lessons, centralized training, exchanges and discussions, knowledge contests, themed Party days and red education, etc., and have developed "Chao Mang Space", an information platform for Party building, by opening a WeChat Official Account for Party building, with an aim to achieve viewable, available, traceable, upgradeable and visible Party building, establish a long-term mechanism for normal education on Party building studies, guide Party members to foster the "four kinds of awareness" (awareness of political integrity, of a big picture, of leadership core and of keeping in alignment), the confidence in "four aspects" (the path of socialism with Chinese characteristics, theory, system and culture), and the act of maintaining the leadership core and maintaining the central Party committee position, embrace responsibility with passion, and implement the decisions and arrangements of the CPC Central Committee in a truth-seeking and pragmatic manner.

◎ Reinforcing management at primary level

The Company insists on "the cooperation between the Party branch and operation team", encouraging the involvement of the Party organization into business matters. The grassroots-level Party branches and the grassroots-level administration departments encouraged staffs to assume "overlapping roles" to improve the Party branches ability to make contributions. The Party branches should enhance its role as a cohesive force and a rallying point, and function effectively as a battle fortress.

In 2020, the Party branch of Mango Studios was upgraded to the general Party branch. The Party Committee of Happigo and the General Party Branch of Mango Entertainment further optimized the organization of the Party branches according to business needs. After two years of hard work, all 24 Party branches of Mango Excellent Media have designated "staff with overlapping functions". The Party branches continue to improve their ability to discuss and decide business matters and work better as a cohesive force and a rallying point. An increasing number of new members have been attracted to join the Party. In 2020, 122 new Party members were recruited, and the proportion of Party members increased to 22.85%.



Mango Excellent Media Party Committee Theory Learning Center - Special Study Session

◎ Strengthening supervision and discipline

In 2020, the Company established the Mango Excellent Media Commission for Discipline Inspection to comprehensively strengthen the organization and leadership of the discipline inspection and supervision work throughout the Company. The Company clarified the positioning and responsibilities of Discipline Inspection Commission as well as standardized daily supervision methods, providing adequate support for the comprehensive inspection and discipline work. Meanwhile, the Company organized staffs to fill out the Monthly Daily Supervision Report, Public Officials Integrity Information Report, Anti-corruption Risk Inspection, Prevention and Control Measures Report, Overseas Investment and Overseas Anti-corruption Management Work Report of State-owned Enterprises, Task Implementation Special Supervision Report for "Six Priorities" and Stability in "Six Areas". In addition, the Company has carried out rectification measures against "waste and extravagance" during holidays to identify and eliminate risks. The Company has strengthened the inspection on important positions, key procedures and major issues throughout the whole Company to ensure a clean political environment.

Structure of the Company's Party committee

Grassroots-level Party Committee

2

General Party Branch

2

Party Branch

24

Existing Party Members

782

Corporate governance

The Company continues to improve its governance system to ensure the standardized operation of the General Meeting of Shareholders, Board of Directors, Board of Supervisors and effectively guarantee the participation of small and medium shareholders in corporate governance. The Company discloses information timely and accurately, working hard to maintain investor relations, and safeguard the legitimate rights and interests of investors. The Company keeps improving the mechanism of standardizing internal control and anti-corruption management to enhance the effectiveness of the Company's internal control.

With outstanding governance and market performance in 2020, the Company was granted the "Social Responsibility Award", "Top 50 Valuable Brands on Growth Enterprise Market" and "Top 10 Growing Brands on Growth Enterprise Market" in the 14th China Listed Company Value Assessment event held by Securities Times as well as the "Best Listed Company on Growth Enterprise Market" in the 15th China Listed Companies Summit held by Chinese Securities Journal. Secretary of the Board of Directors of the company, Wu Jun, was awarded the 17th "NewFortune Golden Board Secretary".



In August 2020, the Company was awarded the "Social Responsibility Award" in the 14th China Listed Company Value Assessment event held by Securities Times.



In August 2020, the Company was awarded the "Top 50 Valuable Brands on Growth Enterprise Market" in the 14th China Listed Company Value Assessment event held by Securities Times.



In August 2020, the Company was awarded the "Top 10 Growing Brands on Growth Enterprise Market" in the 14th China Listed Company Value Assessment event held by Securities Times.

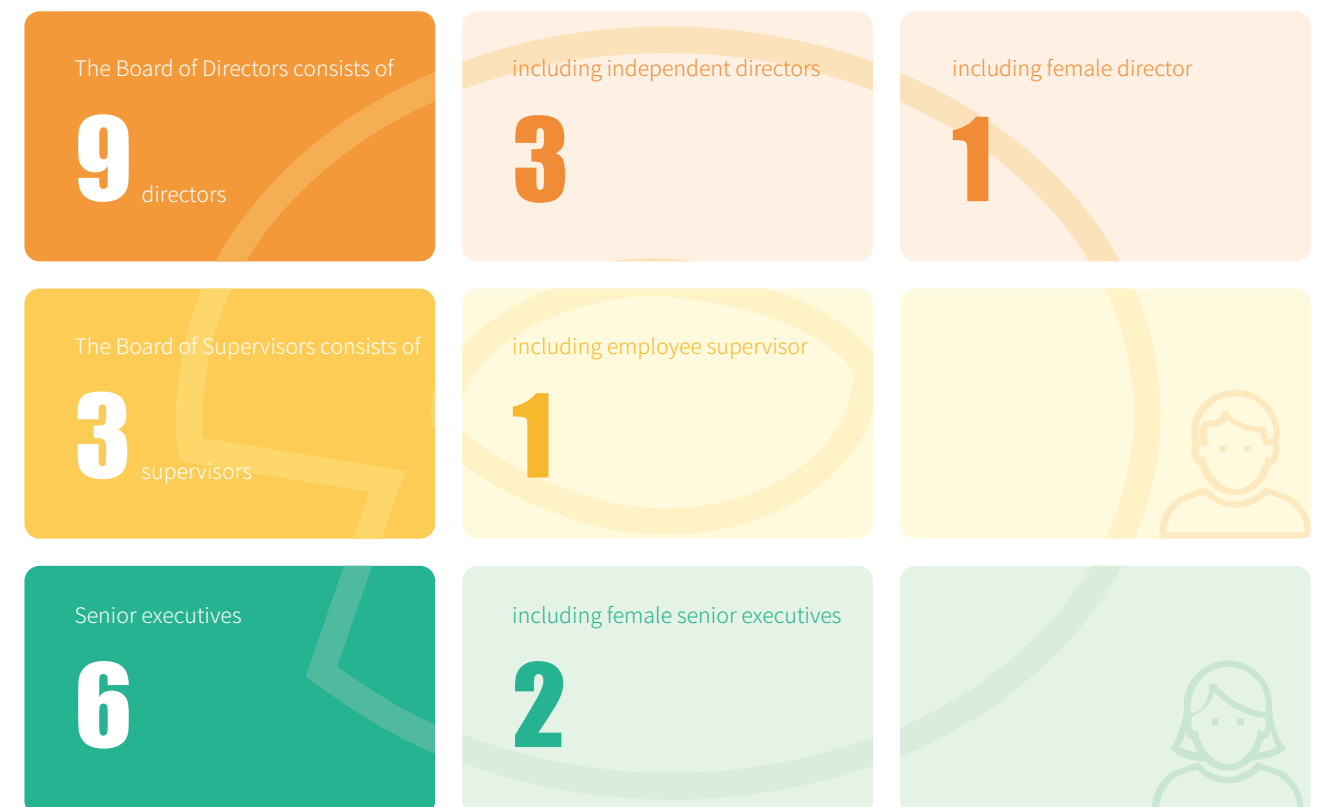


In October 2020, the company was granted the "Best Listed Company on Growth Enterprise Market" in the 15th China Listed Companies Summit held by Chinese Securities Journal.

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

The Company constantly improves the corporate governance structure according to the requirements of the Company Law of the People's Republic of China, Securities Law of the People's Republic of China, Governance Guidelines for Listed Companies, Rules Governing the Listing of Shares on GEM of Shenzhen Stock Exchange, and Guidelines of the Shenzhen Stock Exchange for Standardized Operation of Companies Listed on GEM. The Company has revised the corporate governance system with the Articles of Association as the core and complemented by specialized corporate governance systems such as the Rules of Procedure for the General Meeting of Shareholders, Board of Directors, Board of Supervisors. It continues to conduct in-depth rectification on internal standards and systems, promoting standardized operation and improving the level of corporate governance.

In 2020, the Company held 3 General Meeting of Stockholders, 7 meetings of the Board of Directors, 8 meetings of the Board of Supervisors, and 8 meetings of the Specialized Committee under the Board of Directors. All meetings were held in compliance with due procedures. In the middle of such meetings, the Company has provided full and detailed information to allow shareholders and directors to fully understand the issues to be considered; strictly complied with the notification time limit for meetings. In case of urgent meetings, proposals for exempting notification time limit would be submitted; issues on the General Meeting of Shareholders were voted both online and offline to effectively protect the legitimate rights and interests of all shareholders.



Information disclosure

The Company strictly complies with the Securities Law of the People's Republic of China, Rules Governing the Listing of Shares on the GEM of Shenzhen Stock Exchange, Information Disclosure Management System. It works hard to fulfill its obligations of information disclosure, and disclose information in a timely, truthful, fair, accurate and complete manner. To strengthen the management of information disclosure, the Company builds a mechanism for high-quality information disclosure to encourage innovation in information disclosure. With regular training programs, the Company continues to improve its information disclosure system to ensure that all shareholders have equal access to the Company's public information.

In 2020, the Company was once again rated as A (top level) in the 2020 Appraisal Results of Information Disclosure of Listed Companies by Shenzhen Stock Exchange (A-level companies accounted for 17.62%), and it has been rated as A for two consecutive years.



2020

Preparing and disclosing regular reports

4

Issuing temporary announcements

172

No penalties by regulatory agencies, no amended announcements, and no violation of information disclosure rules.

Investor relations

Building a good investor relationship is an important way to highlight the value of the company, an effective help to ensure the standardized operation of the company, and a powerful driving force to promote the ecological development of the company.

The company attaches great importance to investors, reveres investors, and strictly complies with the relevant provisions of China Securities Regulatory Commission and Shenzhen Stock Exchange, and conducts the management of investor relationship in a standardized and orderly manner to protect the legitimate rights and interests of the company's investors, especially minority investors. While ensuring that the information disclosed by the company is true, accurate and complete, the company gives full play to its media attributes and innovative advantages to continuously promote the upgrading and improvement of the company's investment and customs work.

In 2020, the company's investment and customs work has communicated with nearly 2,000 investors through various channels, such as teleconference, network interaction, on-site roadshow, and visiting experience of key project activities. It has disclosed the English version of the Annual Report of 2019 for the first time, and released the Social Responsibility Report for the first time, so as to understand the company's value for global investors. It provides authoritative information to convey corporate social responsibility.

International investment banks such as Goldman Sachs, HSBC Qianhai, Morgan Stanley, and UBS issued special research reports on the Company in 2020. The Company's shares held by the Shanghai-Shenzhen-Hong Kong Stock Connect increased from 1.8% at the beginning of 2020 to 3.3% at the end of the first quarter of 2021, with an increase of over 80%.

Through the standardized, meticulous, comprehensive and innovative investor relationship management, the company's value has been continuously recognized by the majority of investors. In 2020, the company's market value has successfully stood at 100 billion, with the highest exceeding 160 billion.



In 2020, the Company actively carried out various investor communication activities to allow investors to understand the Company's performance in a timely and accurate manner.



"Mango Excellent Media 2020 Semi-Annual Performance Report Meeting": 131 investors and brokerage media analysts participated in the meeting. Company leaders communicated and interacted with participants regarding the current development trend and key development projects.

August

"Mango Excellent Media Spring Teleconferencing with Investors": Over 830 people joined the event online, setting a new record for the number of participants in the Company's investor exchange activities. The event was spoken highly by the capital market.

February

April

"Mango Excellent Media 2019 Performance Report Meeting": 723 people joined the event. It provides investors with an efficient and convenient communication platform to have an in-depth understanding of the Company's annual performance results and long-term development plans.

Case study | Embracing the responsibilities as a Party media and building innovative investor education models

On August 10, 2020, under the guidance of the Hunan Securities Regulatory Bureau, the Company and the Securities Association of Hunan Province co-launched the opening ceremony of the Mango New Media Investor Education Base, Mango TV Investor Education Channel and a knowledge contest The Shareholders Are Coming in Changsha, Hunan.

Mango New Media Investor Education Base is the first mobile investor education base in China. Relying on the influence of Mango TV among the youth and the resource of the state-owned mainstream new media platform, the base provides an information access method preferred by young investors and increases target groups benefiting from the investor education. The base provides a full spectrum of professional financial news, scientific and diversified courses assessed by authoritative experts, helping investors to establish rational investment concepts. Fun activities on the new media platform break the limits of time and space restrictions, which focus on personalization and interaction to better enhance effect of investor education.

At the same time, the Company also won the Hunan Special Support Award, the Best Show Award for Investor Education, and the Excellent Media Contribution Award in The Shareholders Are Coming 2020 Investor Rights Knowledge Contest.



In August 2020, the Company and the Securities Association of Hunan Province co-launched the Mango New Media Investor Education Base to improve investor education.



In October 2020, the Company won the Best Show Award for Investor Education in the Shareholders Are Coming Investor Rights Knowledge Contest.



In October 2020, the Company won the Hunan Special Support Award in the Shareholders Are Coming Investor Rights Knowledge Contest.



In October 2020, the Company won the Excellent Media Contribution Award in the Shareholders Are Coming 2020 Investor Rights Knowledge Contest.



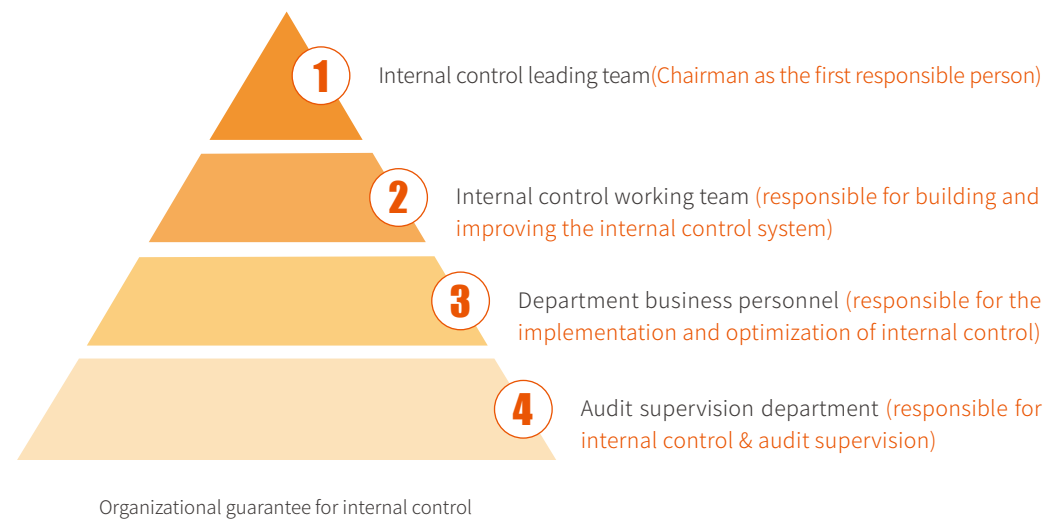
Internal control and risk management

To implement the compliance system, the Company has established an internal control organization system, and a PDCA cycle system and internal control guarantee system to improve governance capabilities through a combination of examination and evaluation. In May 2020, the Company engaged a professional consulting firm to check and improve the internal control system of all companies within the scope of consolidated statements of Mango Excellent Media. The firm revised the Company's Internal Control Application Manual, and specifically formulated the Internal Control Application Manual for each first-level subsidiary considering the diversity of the business forms of the Company's first-level subsidiaries, which further strengthened the Company's internal control system construction.

In the next step, the Company will establish a comprehensive risk management system to improve its ability to prevent and control strategic risks and promote its sustainable development.

◎ Organizational guarantee

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

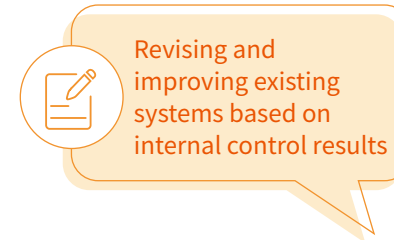


◎ Culture guarantee

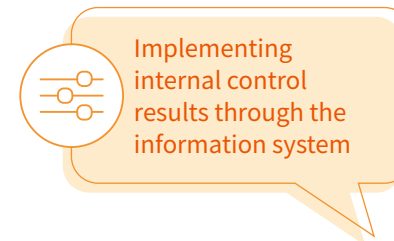
The Company promotes and implements its internal control management system through newspapers, magazines, and intranet. Holding regular internal control training and strengthening ideological publicity to further improve the compliance awareness of employees.

◎ System guarantee

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



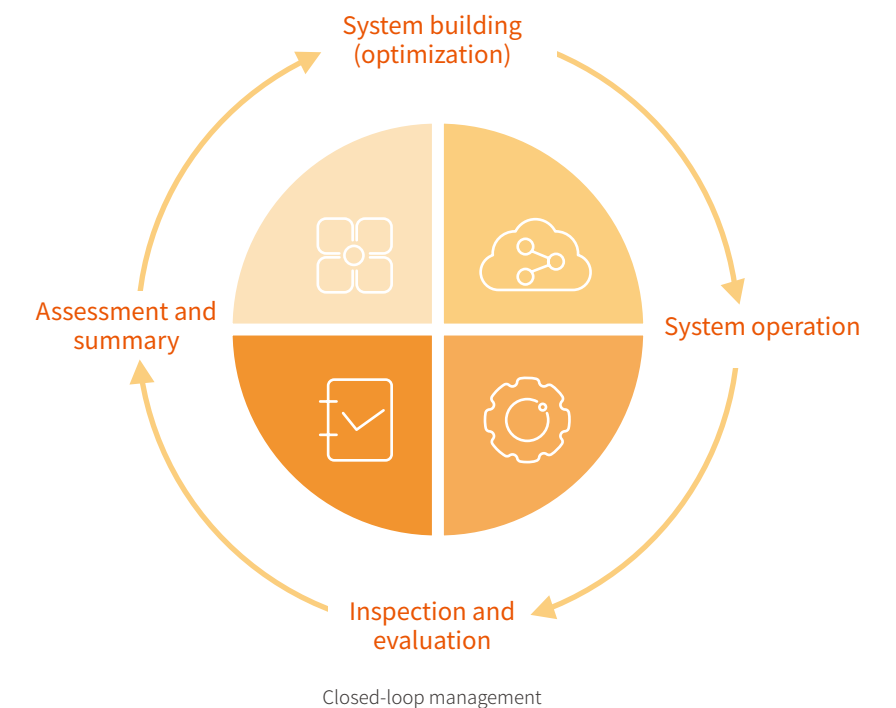
- Revising and improving company systems and system review forms according to internal control results.
- According to the inspection results of the project team on the implementation of systems, the Company will have an in-depth analysis of task failures, and provide support or design modification proposals for challenging businesses or processes.



- The information system should follow the principles of unified planning, building, architecture, and standards.
- According to the results of internal control, the Company shall review the overall information system, and implement reasonable and effective decision-making and approval procedures to improve the efficiency of approval while averting internal control risks.

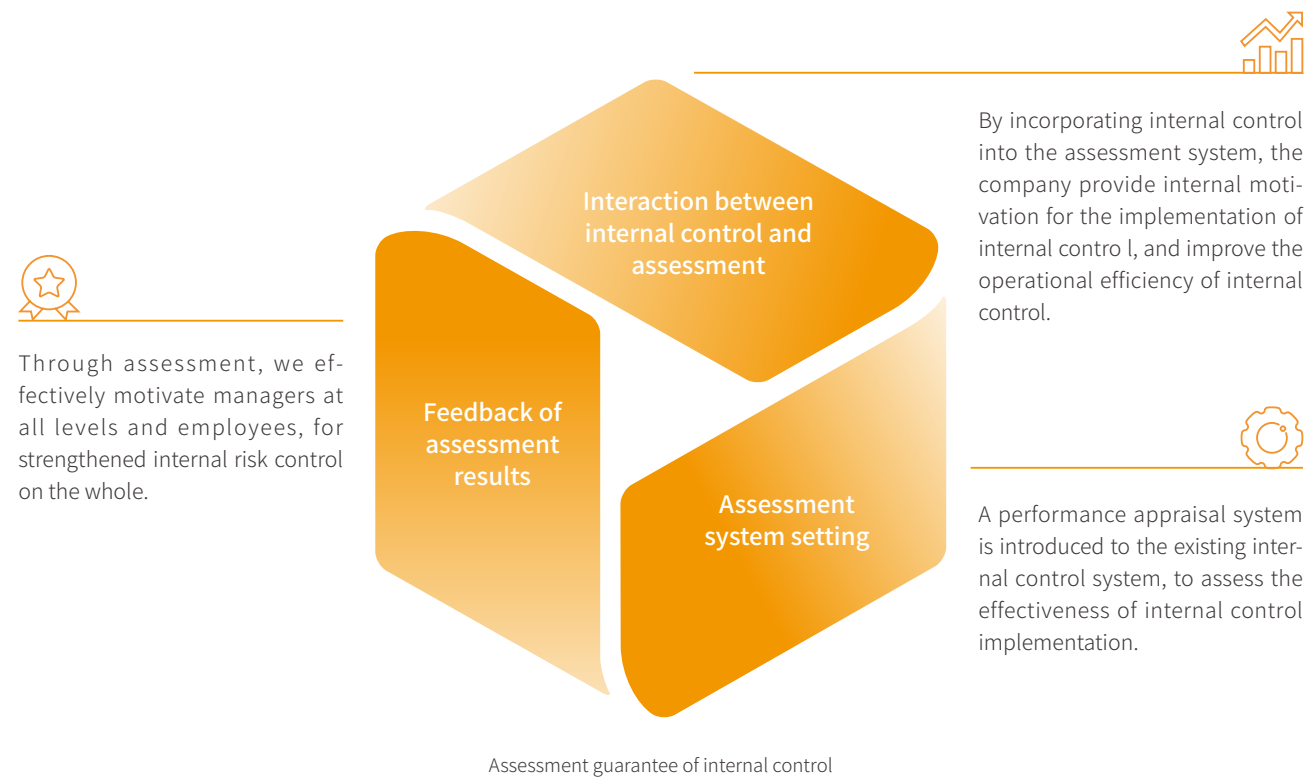
◎ Procedure guarantee

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



◎ Assessment guarantee

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



Anti-corruption

In 2020, the Company actively improved the anti-corruption mechanism, established the "CPC Disciplinary Inspection Committee of Mango Excellent Media Co., Ltd.", and formulated the "Work System of the CPC Disciplinary Inspection Committee of Mango Excellent Media Co., Ltd. (Pilot Version)" and the "Guidance Manual for the Daily Supervision Work of the Disciplinary Inspection Committee of Mango Excellent Media Co., Ltd." to effectively strengthen the construction of good conduct and political integrity, improve management, and prevent loopholes and political integrity risks. We also actively carried out daily supervision work, and strove to build a comprehensive anti-corruption mechanism. In accordance with the unified deployment of Hunan Radio, Film and Television Group (or "Hunan Broadcasting System"), we have established a leading team to combat "extravagance and waste, private coffer, and establishment of affiliated companies" with high quality and efficiency, thus ensuring the healthy development and operation of the Company.

With strengthened systems, make every effort to fight against corruption.



◎ Rectifying the chaos in "affiliated companies"

The Disciplinary Inspection Committee mobilized and organized the headquarters and seven major subsidiaries to vigorously promote the relevant declaration work of "business establishment by public employees and their relatives, and formed a special review team to conduct spot checks on each unit. The Disciplinary Inspection Committee organized a total of 4 surveys of "related transactions" in the headquarters and seven subsidiaries.

◎ Rectifying extravagance and waste

The Company actively carried out the check of "extravagance and waste" risk points, and comprehensively investigated the "extravagance and waste" risk points through data review, personnel interviews, on-site observation, and setting up report boxes. Each unit formulated rectification plans based on the problem points and proceeded as planned.

◎ Rectifying unauthorized coffers

In July 2020, the Company launched the special rectification work against "private coffer" through a combination of self-examination of each unit and re-examination of the headquarters, to check the financial and cash management of each unit. In 2020, no "private coffer" was found in the Company and its subsidiaries.



Intellectual Property Rights

The Company has consciously conformed to the requirements of laws and administrative regulations as well as the operating norms of listed companies, earnestly performed its social responsibilities of mainstream new media, and fought against unfair competition, commercial bribery, fraud and other illegal activities. In 2020, the Company continued to enhance its legal and compliance capabilities in all aspects of enterprise operation, especially in IPR protection of the Company's core assets. More attention were paid to protecting the Company's continuous compliance and innovation ability from the legal perspective, maintaining and increasing the value of its intellectual property rights, and actively maintaining the competitive order in the cultural market.

In 2020

The Company and its subsidiaries registered **2,371** trademarks, with **345** trademarks under application procedures

261 software copyrights have been registered

62 domain names have been put on record

more than **200** patents are under application procedures

204 copyrights have been registered

43 patents have been authorized

Major Achievements in Intellectual Property Rights



Copyright Protection

- For Internet copyright infringement, the Company organized special personnel and professional institutions to carry out real-time monitoring and safeguard rights through the combination of daily content clearance on the whole platform and special key IP 24/7 monitoring and clearance.
- Innovative copyright protection work. In view of the serious copyright infringement on the Internet, the Company successfully cracked down on the third-party illegal software by means of criminal rights protection, and took the lead in the whole film and television industry to fight against the "black industry chain of illegal third-party software pirated broadcasting".



Trademark Protection

- The Company has raised trademark protection to the height of group strategy, and restructured its overall trademark strategy planning and trademark structure according to the future development strategy of Mango Excellent Media. Within the Company, two trademark matrices of "Mango" and "Happy" have been gradually formed.
- The Company has issued and continuously improved the Trademark Management Measures of Mango Excellent Media Co., Ltd., developed detailed guidance on trademark classification, designation, application, transfer, use, authorization and collection of evidence for use, and established a trademark information management system to realize real-time and intelligent trademark management.



Patent Protection

- The Company has established and improved the incentive mechanism to encourage patent development and application.
- As a high-tech enterprise, the Company has actively promoted technological innovation and patent protection. Currently, its patent applications cover various fields related to video industry, such as CDN distribution, data access, advertising, audio play and so on.



Protection of Special Intellectual Property Rights

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

In 2020

The Company initiated more than 500 cases on works rights protection, which accounted for more than **70%** of the total cases



In 2020

The number of trademark applications of the Company was about

700



- The Company has successfully completed the final acceptance of the special IPR strategy promotion project in Hunan Province -- The IPR Protection Project for E-commerce Platforms, as well as the acceptance of mid-term achievements in the trademark-intensive industry demonstration enterprise cultivation project in Changsha.
- Mango Studios has successfully completed the acceptance of mid-term achievements in the copyright-intensive enterprise cultivation project in Changsha.



Society

Our philosophy

We are committed to establishing a harmonious and co-prosperity relationship with stakeholders such as users, employees, partners, industries, and communities, and continuously enhance comprehensive communication and benign interaction with all parties. We obtain extensive support from all stakeholders by fulfilling corporate social responsibilities, thus realizing the mutual sustainable development of the Company and society.

Our actions

- Integrated development driven by innovation
- Ensuring data security with advanced technology
- Ensuring data security with advanced technology
- Protection of user privacy
- Upholding people-oriented culture
- Protection of minors
- Working together to gain win-win

Our performance

Mango TV's overall user satisfaction was 88.32%, and its overseas users reached more than 30 million. The Company's core business system once again passed the level-3 evaluation on national network security level protection. The Company invested RBM 1.79 million yuan in staff training, with training satisfaction of 95.80%.

SDGs

1 NO POVERTY	2 ZERO HUNGER	4 QUALITY EDUCATION	5 GENDER EQUALITY
8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	10 REDUCED INEQUALITIES	17 PARTNERSHIPS FOR THE GOALS



Integrated development driven by innovation

Mango Excellent Media is the product of the third round of reforms of Hunan Broadcasting System, and is also the fruit of the integrated development of media. In 2014, Hunan Broadcasting System implemented the "Mango Exclusive Broadcasting" strategy to concentrate the resources of the whole TV to build a new media platform: Mango TV. In 2015, the Company formulated the development strategy of "one cloud + multiple channels" to officially open the road to the Mango model of media integration. Since 2018, Mango TV has shifted from exclusive and unique broadcasting to original creation, forming its core competitiveness and becoming a video website with the largest scale of new media users in the radio and television system. In 2019 and 2020, Mango TV has been among the top 20 of "China's Top 100 Internet Companies" for two consecutive years, and is the only state-controlled company in the top 20.

In September 2020, General Secretary Xi Jinping visited Hunan. In Malanshan, he emphasized that "Hunan's cultural industry is very distinctive. The integration of culture and technology has given birth to new cultural formats, extended the cultural industry chain, and gathered a large number of innovative talents. The cultural industry is a sunrise industry with a bright future." What General Secretary Xi said was inspiring and pointed out the direction for Hunan Broadcasting System. First, the sunrise industry with a bright future has strengthened our confidence; second, the integration of culture and technology has pointed out the development path for us, and the development of new technologies such as 5G and 4K live streaming was bound to give birth to new media forms; thirdly, innovative talents are the support of our future business development, and the strong support for Hunan Broadcasting System to continue to grow bigger and stronger. Immediately afterwards the General Office of the Central Committee of the Communist Party of China and the General Office of the State Council jointly issued the "Opinions on Accelerating the Deep Integration of Media", outlining a clear timetable and roadmap for deep integration of media. In accordance with the requirements of the central government and in combination with the past media integration practices of Hunan Broadcasting System, Mango Excellent Media has determined the development goal of deep media integration: to build a mainstream new media group.



An innovative and loyal media under the leadership of the Party

Uphold the leadership of the Party with utter loyalty. Adhere to "content-centered" strategy, regarding long video, especially the mainstream value long video, as the core competitiveness.



Fusion of matrix propagation

Adjust the layout of new media channels as time changes, and build an open and diversified platform matrix with clear priorities and distinctive nuance.



Organizational structure enabled by the middle platform

Establish a strong and unified business middle platform through technical means, to realize the transformation of organization management, and improve the quality and efficiency of business processes, thus providing a supporting and enabling system for the scientific allocation and efficient use of operating resources.



Talent structure in the all-media era

Establish a new talent training plan to optimize the talent structure, consolidate the team advantages of content creative talents, and supplement new media and new technical talents in the fields such as software engineering, product R&D, content operation, and data operation and maintenance.



Product cluster with complete links

Launch the "Mango Monsoon Plan" and "Xiaomang E-commerce Plan" to extend the industrial chain and enlarge the industry value through high-value content service products.



Cutting-edge application technology

Explore the application scenarios of advanced technologies, transform research results, and take technological innovation as a new cornerstone to consolidate the digital economy and build a mainstream new media group.



Open and cooperative operational ecology

Develop SaaS products for ecological partners to enable social institutions, content creators, and technology companies to quickly and easily participate in the construction of the Mango's ecology; seize the opportunity of capital market reform, build a strong chain around the core business, increase the extension and control of the upstream and downstream ecological chains of the industry, and actively explore new paths for the development of the cultural industry.



On December 22, 2020, Mango TV was selected one of "The World's 500 Largest Media Companies" of 2020 (the 8th) jointly compiled by the World Media Lab and the World Executive Group for six consecutive years. It climbed 34 spots since the previous overall ranking and ranked among the top 10 in Asia in the field of Internet new media.



2020

Overall satisfaction of Mango TV users:

88.32%

◎ A valuable original brand

The Company insists on serving the audience with high-quality content, and produces a variety of film and television plays, variety shows, and gala programs to guide young people to shape the cultural values of youth, positivity, and optimism. We produced a lot of quality programs such as Great Escape 2, 21 Days Before the Wedding, Viva La Romance Season 4, Newborn Diary 2 and Sisters Who Make Waves.

A variety of exclusive popular variety shows



Sisters Who Make Waves



Focusing on the pursuit of dreams by 30 contemporary women of different personalities, ages and stages, Sisters Who Make Waves show the growth and transformation of those sisters in the process of pursuing dreams, encouraging more women to pursue their dreams and realize their values with a confident, positive, and hard-working attitude. The topic # literally, Making Waves in 2020 # jointly initiated by Mango TV and Sina Weibo received 690 million views, generating more than 50 trending topics. "Braving the winds and waves" has also become a positive spirit of the times, attracting the participation of all walks of life.

Fearless Whispers

Honor-produced by Mango Excellent Media, produced by Mango Studios, and premiered jointly by Mango TV, Fearless Whispers was broadcast on CCTV-8, Tencent Video, and Mango TV since November 2020. As one of the "Hundred Key TV Series 2018--2022" of the National Radio and Television Administration (NRTA), Fearless Whispers creatively incorporates the elements of youth, career, life, family, love, and spy warfare, and describes the growth, belief and perseverance of ordinary people in the age of turbulence in a young manner, achieving the success of mainstream works.

The TV series won high ratings, good word of mouth, and high popularity. The movie preview conference organized by the People's Daily and the seminar hosted by the Chinese Art Development Committee even took the play as a research object from the successful youthful expression of mainstream works. Dozens of mainstream media such as People's Daily, Guangming Daily, Xinhua News Agency, people.cn, Beijing News, Sanlian Lifeweek, and more than a dozen well-known experts in the industry published articles to evaluate the TV series, praising it for making new attempts to make breakthroughs in spy dramas and period dramas, and for new explorations in the youthful expression of major themes, as well as its active role and significance in inspiring and motivating contemporary youth to stand firm in their ideals and beliefs.



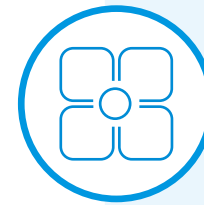
Wait In Beijing



Wait In Beijing, an urban topic drama self-produced by the Company, describes the struggle and growth history of new Chinese youths such as overseas drifters and Beijing drifters, setting a successful example of realism creation.



The youth program production team of the company tirelessly conveys the positive energy of youth, practices the core values of socialism, builds a youth brand with Mango characteristics to interpret the responsibilities of youth, thus winning praise from all walks of life. With the slogan of "Nature Youth", Mango TV has been adhering to its responsibilities under the leadership of the Party, and continuously creates high-quality content, expands the mainstream voice, and stays firm on the road of leading youth culture.



The company has also produced a series of popular variety shows based on positive energy/values, passing on the positive energy among young people. Among them, Sisters Who Make Waves, launched in 2020, presents the women's brave struggle process in the new era to encourages the public under the influence of the epidemic, and showcases the dauntless struggle scenes of all walks of life via social media, making the positive energy of the program sweep the world. In addition, the Company integrates youth elements into news blockbusters, and gives the main theme a more vibrant vitality of youth, thus realizing the efficient dissemination of mainstream values. The documentary film The Pretty War Flag released on July 1, sets off a wave of "tribute to Chinese soldiers" among young groups through the story of Chinese soldiers' dedication to the country. Pomegranate Blossom 2, focusing on poverty alleviation, tells a story of people of all ethnic groups working together to seek common development, making national pride arise spontaneously among Chinese people. The documentary China outlines the history of China, and was praised by the NRTA as the "the source of the power to explore the great rejuvenation of the Chinese nation from the depth of history".



The company group actively implements the "Mango Model" of media integration. Under the influence of the "Natural Youth" slogan, it sets out bravely towards the goal of "building a mainstream new media group". In 2020, Mango TV received 41 national praises from the Central Propaganda Department and the NRTA. The news documentary My Youth on the Belt and Road and The Day I Ran China won the China News Awards; Mango TV ranked among the top 20 Internet companies in China for two consecutive years, and became the first Internet company in the province to win the "6th Hunan Governor Quality Award", the highest quality honor in Hunan. A group of young leaders shined because of the collective honor. The Company's party committee secretary and president Cai Huaijun was recommended as a candidate of the 2020 "National Labor Medal", and the young employee Zhou Yifan was awarded the 2020 "National March 8th Red Banner Pace-setter" by the All-China Women's Federation.

◎ Promoting youth and positive energy

Leading the mainstream value

As a state-controlled Internet video platform, the Company is a propaganda position leading the mainstream value in the new media era. It gives full play to its advantages in policy research and judgment, content control, and value orientation, and selects outstanding programs that promote patriotism and heroes. Mango TV has been adhering to its responsibilities under the leadership of the Party, and continuously creates high-quality content, fully plays the role of mainstream media, and stays firm on the road of leading youth culture. On the basis of understanding the youthful expression, we actively integrate youth elements into news blockbusters, and give the main theme a more vibrant vitality of youth, thus realizing the efficient dissemination of mainstream values.



China

The documentary China, focusing on Chinese history and broadcast on Mango TV and Hunan TV, tells Chinese historical stories from the Spring and Autumn period to the Tang Dynasty in the first season, and explores the people and events that have a profound impact on China today, showcasing the great course of the evolution of Chinese civilization.

Mundane Glory

Guided by the External Promotion Bureau of the State Council Information Office and the Information Office of Hunan Provincial People's Government, and supported by the Internet Audio-Visual Program Management Office of the NRTA, Mundane Glory, a series of short videos focusing on those who work in China's emerging industries, is produced by Mango Excellent Media and Mango TV. It focuses on the Chinese people, from the unique perspective of the foreign experience guests, who are working in the fields of scientific and technological innovation, environmental protection, agricultural science, astronomy science, and foreign aid medical care, to tell the unique Chinese stories.



The Pretty War Flag

The Pretty War Flag, a special program produced by Mango TV and Hunan TV Urban Channel to celebrate the 93rd anniversary of the founding of the Chinese People's Liberation Army, selects 7 representative flags from 100 honor flags to tell the true stories of contemporary Chinese soldiers behind the battle flags, showing the selfless dedication and patriotism of Chinese soldiers in the new era.



My Youth on the Belt and Road

The My Youth on the Belt and Road series program, released by Mango TV and the Information Center of Hunan Broadcasting System, truly records the selfless devotion and struggle process of ten Chinese youths in the countries along the "Belt and Road", and tells the vivid youth stories in the great era, thus reflecting China's sense of responsibility as a responsible power in the world.



Living Toward The Sun

The play reviews the story of "Xiong Dun" and gives the "Xiong Dun spirit" a new definition. It strikes a chord with warmth and takes root in the soil of realism to describe the vicissitudes of life.

During the promotion period, it ranked No. 1 in the first-broadcast ratings among all provincial satellite TVs, and ranked No. 1 in the ratings of huan.tv for 35 consecutive days, with 58 trending topics on the whole network and 43 trending topics on Weibo. It scored 7.6 and 8.2 points in Douban and Zhihu respectively.



Qing Qing Zi Jin

The drama Qing Qing Zi Jin was broadcast on Hunan TV's Youth On March theater on August 17, 2020. Focusing on the growth story of a teenager, the TV series guides the current young people to establish the correct value orientation by describing the growth course of the protagonist.

Case | China's first innovative patriotism education class: "I am a successor - Cloud spring outing"

On the Lei Feng Memorial Day on March 5, 2020, the patriotism education class "I am a successor - Cloud spring outing", guided by the Hunan Provincial Department of Education and hosted by Mango TV, opened its first live broadcast at Hunan Lei Feng Memorial Hall. As the first innovative online live broadcast in China, the program extends the connotation of the online education brand of "I am a successor". Through the simultaneous live broadcast on Mango TV, Hunan IPTV, Mango Internet TV and Hunan Education TV Station, it enters the core cultural venues of Hunan to learn history, understand culture, and unlock new cloud learning method to create an innovative model of patriotic education, thus further strengthening the online education business card of Hunan Province, and setting a national example.

Enhancing international influence

Under the national strategy of "Media convergence" and "spread of Chinese culture overseas", the Company actively builds independent and self-controlled overseas new media platforms to continuously strengthen innovative exploration and practice in building international communication capabilities and promote Chinese youth culture to the world. At present, the Mango TV International app has covered 195 countries and regions around the world, with the number of overseas users over 30 million.

Mango TV has continuously developed new cooperation models to accelerate the full penetration of content. On one hand, it has reached cooperation with Singapore's Sky Vision Media on the overseas export of the Viva La Romance model, and worked with Discovery to produce the reality show The Day I Ran China, to deliver high-quality content and open up a cooperation model for excellence. On the other, it actively explores innovative cooperation channels to intensify propagation. While cooperating with YouTube, Facebook, Twitter and other platforms to build special sections, it has also reached a strategic cooperation with the Middle East Broadcasting Center (MBC), and opened up a Mango TV special section on the MBC network platform. In addition, the "Chinese Culture" special section and cultural channel are also set up on the Mango TV International app to realize targeted operations and continuously enhance international influence.



On February 27, 2020, the signing ceremony of the responsibility letter of the "Silk Road Film and Television Bridge Project" was held at the Mango TV headquarters in Changsha.

Exploring the future of technology

Facing the new waves of science and technology, the Company has continuously consolidated the foundation of technological innovation and collaborated innovation models to achieve the organic integration of the Company with enterprises, universities, and scientific research institutions. In 2018, Mango TV established an innovation research institute to conduct a forward-looking layout for cutting-edge technologies such as 5G, AI, and VR. In 2019, Mango TV worked with ShanghaiTech University to establish a joint laboratory to cooperate on research in fields such as intelligent image vision, light field technology, AR/VR, and 5G holography. In addition, Mango TV has also reached strategic cooperation with Migu Culture, Huawei and other companies to explore cooperation on 5G innovation.

In 2020, Mango TV actively built a Mango cloud technology and big data application center. Relying on the featured content resources and strong operational systems, and in combination with the underlying architecture of the Alibaba Cloud platform, we planned to build a multi-functional cloud application center with huge media attributes.



Case | Driven by technology and content, Mango TV brings innovative interactive products in the 5G Key Laboratory

On March 31, 2020, the inauguration ceremony of the NRTA 5G Key Laboratory of High-tech Video Multi-Scenario Application was held in Malanshan Video Cultural and Creative Industrial Park in Changsha, Hunan. This is the only laboratory of the NRTA for 5G and focusing on high-tech videos.

Mango TV unveiled the innovative 5G interactive video products, and introduced the representative technological innovation projects including the interactive program Prime Suspect, film and television interactive drama game "Memory

Reappearance", and Mango Cloud Technology and Big Data Application Center (referred to as "Mango Digital Cloud"). The interactive drama "Prime Suspect" launched by Mango TV, for example, overthrew the pattern of traditional film and television works with only one narrative thread, but adopted a multi-threaded method, allowing users to interact with the plot as detectives. The plot can develop in different directions according to a user's choices. Such complex interactions require the organic integration of content creators and interactive technologies, as well as continuous product iterations, to present the best experience to users.



Case | Refreshing the audience's New Year's Eve "cloud" experience with the support of 5G+

In order to support HNTV to organize its first New Year's Eve Gala after the opening of 5G in 2019, Mango TV fully leveraged 5G + high-tech means, such as VR, AI and AR, to set up a 5G interactive live room in the backstage of 2019-2020 HNTV New Year's Eve concert and innovate and upgrade the method of watching the New Year's Eve concert with multiple screens via 5G.

The 2020-2021 HNTV New Year's Eve Gala joined hands with China Mobile and Migu once again to introduce 5G+ interactive experience at the Internet video end, setting up 5 perspectives such as "main stage", "designated perspective" and "5G interactive live room". The audience could watch the show in real time on various platforms and ways such as China Mobile's Mobaihe, Mobile Cloud VR, Migu Video, Migu Music and other small and large screens and headsets. The innovative integration of content and technology not only presented the audience with a more enjoyable, immersive and interactive full-scene experience, but also raised HNTV New Year's Eve Gala to the top of the audience rating rank in all of the six networks.

Case | "Malanshan Cup" International Audio/Video Algorithm Competition

China (Changsha) Malanshan Video Cultural and Creative Industrial Park and Mango TV jointly held the first "Malanshan Cup" International Audio/Video Algorithm Competition from May 15 to June 15, 2020. The competition was organized to build a professional technical exchange platform and seek outstanding algorithm talents, and solicit innovative data mining methods and machine learning algorithms from the whole society, including universities, research institutes and Internet enterprises. A total of 1,294 teams from more than 20 countries and regions, including China, the USA, the UK and Australia, participated in the competition. Through 30 days and nights of competition, the algorithm talents raised the technical level of the following three topics to the industry-leading level.

- Specific point tracking in videos: The average point error reached less than one pixel (MSE of 0.588), and the tracking accuracy was significantly improved;
- Image quality damage repair: The weighted PSNR and VMAF scores of relatively lossless true value images were 88.503, showing significant subjective repair effect.
- Video recommendation: The recommendation evaluation index rose from 0.66 to 0.759, which means the prediction accuracy of the algorithm model was effectively improved.





Protection of user privacy

Attaching great importance to user privacy protection, the Company sorts out internal personal information in strict accordance with Information security technology - Personal information security specification (GB/T 35273-2020). We revised (formulated) the privacy policy from the perspective of the protection of personal information throughout its life cycle to protect personal information in all aspects and links including the collection, protection, use, entrusted processing, sharing, transfer and public disclosure.

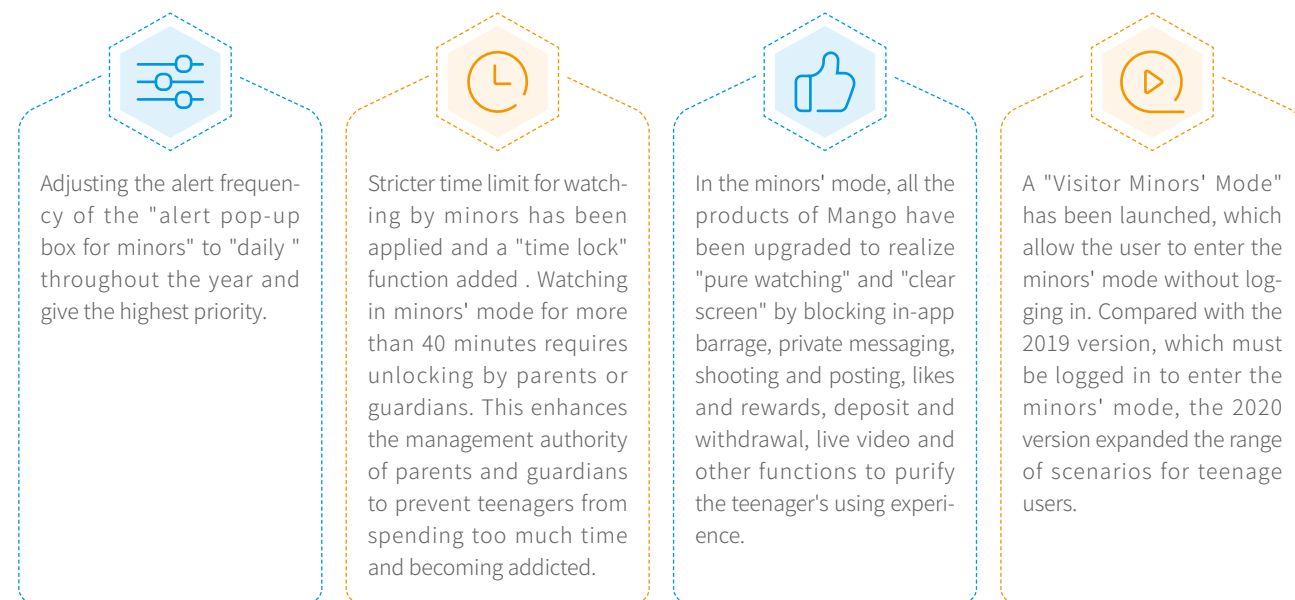
The company's Mango TV, Xiaomang, Happy go, Mangli, and Pinmi have formulated and released the "privacy policy", which has made detailed provisions on user privacy protection. We also publicized the information to inform users that under the various scenarios involved in using our products and services, we will follow the relevant laws, regulations and privacy policies. Deal with and protect user's personal information.

At the same time, the company has set up a hierarchical management system of privacy data, and set up the corresponding information access rights according to the division of staff functions. In 2020 Mango TV has become one of the first members of the "Zhuoxin chain" plan of the Ministry of industry and information technology of the people's Republic of China, and participated in the national standard "information security technology network audio and video service data" as the main participating unit Safety guide.



Protection of minors

The Company, in accordance with the requirements on the minors' model of online video platforms, started its work in various aspects such as running, governing and using online video platforms in a civilized manner, actively promoting the normalization of Internet civilization and the education and guidance of green Internet access for minors, so as to provide a green, healthy, civilized and harmonious Internet environment for the majority of Internet users, especially minors. We will make concerted efforts to create a good Internet environment, enhance the sense of responsibility, and escort minors to establish good values.



Mango TV upgraded the product technology of "minors" mode

The Company also continuously implements stricter review regulations for the content published on the Mango TV platform, selects excellent children's programs that promote patriotism and heroes, focuses on providing children with high-quality content such as teaching courses, calligraphy and painting, parent-child education, humanities and history, etc., and optimizes the exclusive content pool of Mango TV minors' mode.



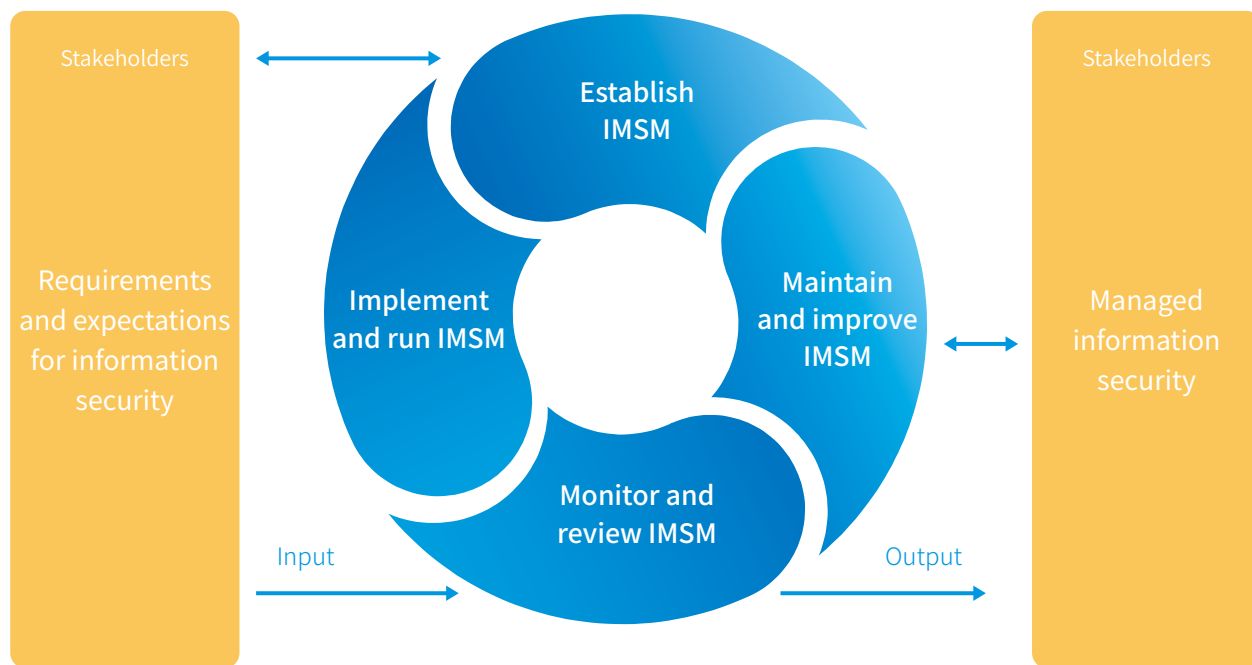
Ensuring data security with advanced technology

The Company strictly complies with the Cybersecurity Law of the People's Republic of China, Regulations of the People's Republic of China on Safety Protection of Computer Information Systems and relevant regulations related to national cybersecurity level protection to ensure safe broadcasting, implements cybersecurity responsibilities, improves cybersecurity prevention capabilities, and safeguards national security, social stability and the legitimate rights and interests of users. In 2020, the Company's core business system passed the assessment for Level 3 national cybersecurity protection once again and obtained the register certificate approved and issued by the Ministry of Public Security; Happigo passed the ISO 27001 "Information Security Management System" certification.

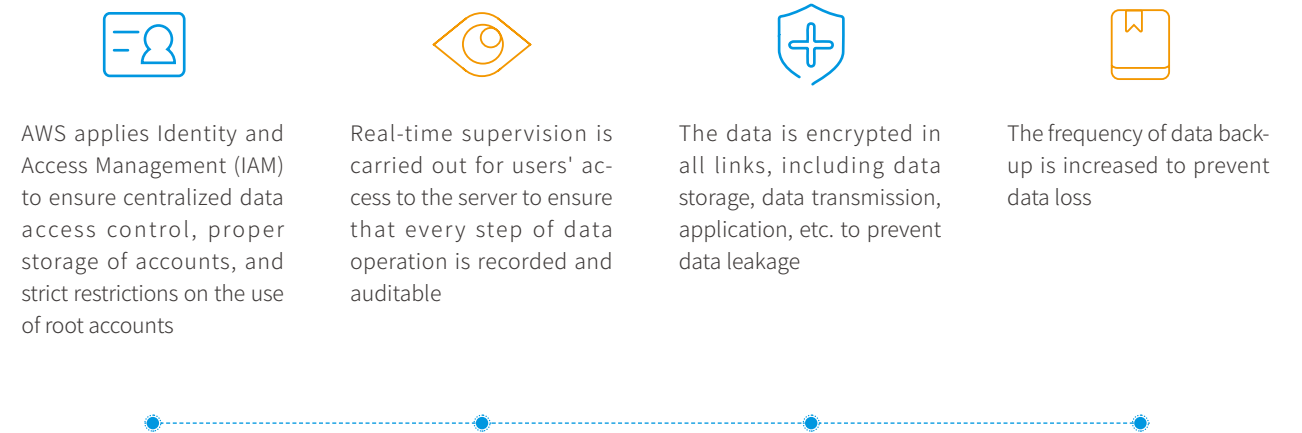
Mango TV has formulated management systems such as "Mango TV Network Security Manual" and "Mango TV Security Management System for Business System" according to the Information Security Management System (ISO/IEC 27001:2013); in addition, Mango TV has actively participated in competitions and experience exchanges to continuously improve its data security management level. In 2020, Mango TV participated in the 2020 "Huxiang Cup" cybersecurity emergency drill held by the Hunan Provincial Cyber-space Administration Office to improve its cybersecurity emergency response capability; in addition, Mango TV's data security management-related technicians won the first prize in the Hunan Provincial Security Technical Expert Competition and the third prize in the National Broadcasting Technical Expert Competition.

In 2020, Mango TV took part in the drafting of "Information security technology - Data security guidelines for online audio and video services" as the primary rapporteur. These guidelines set out the types and scope of data that can be collected, stored, used, shared, transferred, publicly disclosed, deleted and displayed by online audio and video services and the ways and conditions of such collection, storage, use, sharing, transfer, public disclosure, deletion, and display, and guide the data security protection work. These guidelines shall be adopted by online audio and video service operators to regulate data processing activities, improve data security management and personal information protection, and shall also be used for reference by competent regulatory authorities and third-party evaluation agencies to supervise, manage and evaluate the data activities of online audio and video services.





Process model of information security management system

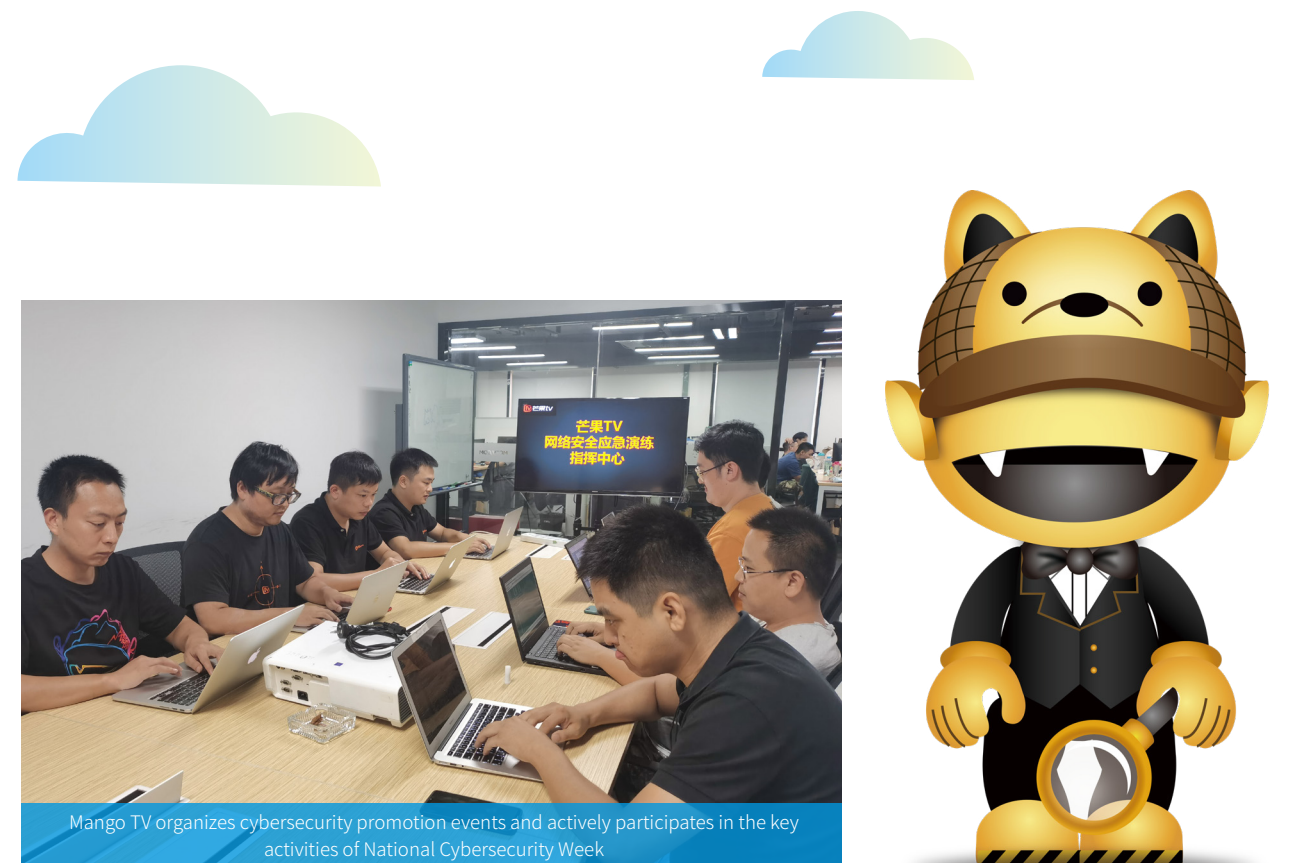


Mango TV has developed special plans to respond to data leakage incidents

- The Data Management Department controls the access to all company data and data output interfaces, reorganized the needs of each business line for data account in early 2020, and required that data accounts and permissions must be applied through the OA process.
- Data permissions, especially those for viewing and obtaining core data, are graded according to the level and role of each employee.
- Mango TV signed a shared responsibility agreement with AWS, based on which AWS is responsible for running, managing and controlling the physical security components from the host operating system and virtual layer to the facilities where the services are operated, while Mango TV is responsible for managing the guest operating system (updating and adding security patches), other related security applications, etc.

This is to maximize the security of the Company's data, and AWS has no access to customer data to avoid the risk of data leakage and the possibility of being used by third parties.
- All data access requests must pass user authentication first, and AWS can discover security vulnerabilities through log collection, abnormal behavior detection, visual analysis, and other means and improve the security level in a timely manner

Mango TV's measures to strengthen data security management



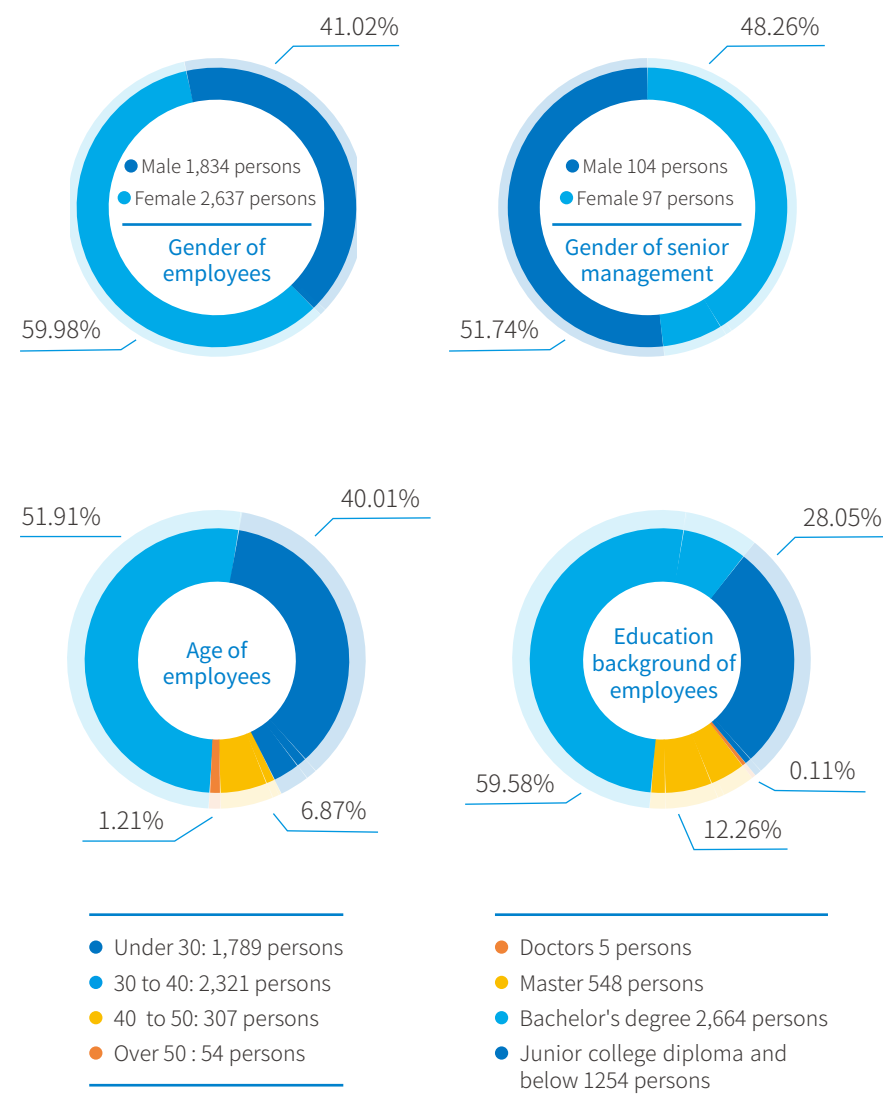
Mango TV organizes cybersecurity promotion events and actively participates in the key activities of National Cybersecurity Week

Upholding people-oriented culture

◎ Rights and benefits

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

The company has purchased supplementary commercial insurance for qualified employees, covering major disease insurance, intensive care day subsidy, disease outpatient and inpatient medical insurance, traffic accident insurance, etc.



Among the Company's existing employees

Employees

4,471

The percentage of female employees is

58.98%

The percentage of female senior managers¹ is

48.26%

Labor contract coverage

100%

Social insurance coverage

100%

Medical examination coverage

100%

¹ Senior management refers to the company's senior director level and above.

◎ Employment Compliance

The company has carried out campus recruitment, social recruitment, internal recruitment and other recruitment activities through multiple recruitment channels, and has standardized the recruitment process to ensure that the recruitment is conducted in a fair, open and just manner.

Case | The successful completion of Qingmang Internship Program II, with the proportion of graduates from prestigious universities reaching 97.16%

The opening ceremony of the special training camp "Mang Hao Wan" of Mango TV's Qingmang Internship Program II was held on July 21. Representatives from Tsinghua University and Peking University gave speeches at the ceremony, expressing that they would create value, create culture, create new knowledge and let the ideal grow. A total of 13 experience sharing meetings were held during the special training camp, and the Company's senior management, core backbone and seniors of Qingmang Program were invited to share their experience. In this season, Qingmang trainees would carry out their project design and accept the assessment from the four directions of business integration, content upgrading, revenue growth and innovation capabilities. Upon completion of the special training camp, Qingmang College will select positions through the double selection meeting, and trainees will officially enter the internship stage. Those who are outstanding in the internship assessment will have the opportunity to join Mango TV.



◎ Training and growth

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



Mango Academy of Sciences invited Chen Yunqing, a special trainer at Peking University and Tsinghua University, to give a lecture on "human resource management for non-HR managers" for Mango TV's managers, helping them to understand different personalities and traits of them and others, explore how to get along with each other, and effectively improve their management capabilities.

In 2020, the Company and its subsidiaries

carried out

264 training sessions

invested

RMB **1,790,000**

Employee training satisfaction reached

100%

Employee training coverage

94%

In November 2020, Mango Academy of Sciences invited Chen Hui, Vice President of Operations of Meitu Xiuxiu, author of the best-selling book Operation Strategy, to host a two-day special operation training camp for the Company's operation segment-oriented staff. Mr. Chen arranged "systematic methodology lecture + case study + practical exercises" for the energetic Mango employees to give them a deep understanding of operations during the special training camp.





In order to further improve the user labeling system, user insight platform and user operation platform, and fully explore and create the value of data assets and then transform it into commercial value, Mango Academy of Science held a user portrait sharing session, completing the effective dissemination of internal experience among more than 230 employees from more than 10 centers, such as Product Technology Center, Advertising and Marketing Center, Smart Screen, Platform Operation Center and Xiaomang E-commerce.



KLTB structured thinking and advanced Excel skill training camp

Case | The fifth "Mango Youth Talk" came to a successful conclusion

In May 2020, the fifth "Mango Youth Talk" officially started the registration procedures. It was the first "Youth Talk" competition coordinated by the headquarters of Mango Excellent Media, with the most extensive and the deepest participation, and the largest reward ever.

Themed on "In your prime, run towards your dream", the competition opened up a total of 3 events, i.e. main topic, reward-offering event and Qingmang selection, for nearly 4,000 people of the Company and its subsidiaries, and attracted nearly 1,000 contestants and 900 proposals. After four months of competition, 30 groups of contestants entered the final round of the championship.

On September 26, the final of the fifth "Mango Youth Talk" kicked off. 30 groups of contestants and 30 instructors from the Company's senior management formed "1+1" teams, and delivered keynote speeches from multiple dimensions including Mango cultural creation, e-commerce content creation, Idol brand IP and female theater, etc.

Since the first session in February 2018, "Mango Youth Talk" has been held for five sessions. Over the past three years, five sessions of Mango Youth Talk have received more than 2,000 proposals. Up to now, it has promoted the implementation of more than 20 projects, and has become a new TED platform for creative promotion within Mango Youth.



Democratic management

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

In 2020
Mango Excellent Media

received **2,494** opinions and suggestions from employees
The resolution percentage reached **100%**



Promotion and incentives

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

Mango Excellent Media has formulated such documents as the Trial Measures for the determination mechanism and management of total salary, the measures for salary management, the measures for performance management, the measures for welfare management, and the measures for rank management. Following the principle of "determining salary by post, one post for salary, salary changing with post, salary changing with post", it has established and improved the promotion and incentive mechanism.

Mango Excellent Media formulates employee recruitment plans every year according to the development needs of the Company and changes in the talent market to strengthen the construction of the work team and ensure its vitality and advancement. In addition, we attach great importance to the construction of a diversified talent team from top to bottom. In order to effectively recruit different types of talents, Mango established various talent recruitment channels covering school students, social talents, veterans and disabled persons, and carried out targeted publicity and channel deployment according to the characteristics of different types of talents.

Health and safety

Mango Excellent Media upholds the "people-oriented, safety first" concept as the core, always puts the safety of employees first, and strictly abides by the *Law of the People's Republic of China on Work Safety* and other laws and regulations. We have established a systematic safety management system and formulated the Work Cyber Security Inspection Report System to strictly control risks from various perspectives such as safety management system construction, hazard investigation and rectification, safety education and training etc., to prevent accidents and protect the lives of employees. In 2020, commercial insurance coverage reached 100% for Mango TV's employees, and new travel accident insurance and traffic accident insurance were added for frequent business travelers.

Activities and care

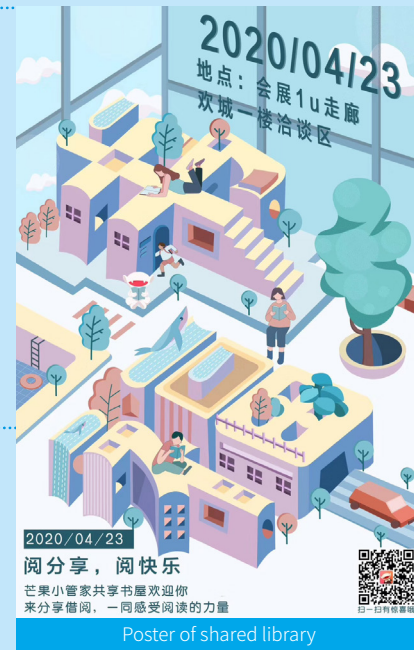
Mango Excellent Media actively cares for the physical and mental health of employees, pays close attention to the needs of employees in their lives, and organizes various activities on holidays and fun-themed birthday parties to enrich their spiritual world and enhance their happiness as "Mango people" and the sense of belonging to the Company. The Company has set up an "employee welfare day" and cooperates with neighboring merchants, who will visit the Company every Tuesday to provide convenient services, including dry cleaning, maintenance, dental care, etc. Employees can enjoy both the convenience of daily life services and the corresponding price discounts.



In November 2020, the Company invited a Chinese medicine doctor to provide voluntary medical consultation

Happy Sunshine Shared Library

The "Book · Happiness" Shared Library was set up on the World Book Day of 2020, i.e., April 23. The Company purchases books and opens the library to all employees free of charge. In addition, the Public Affairs Department and the Party Building Work Department are planning to upgrade the library. Through the WeChat public account platform of Mango Little Housekeeper, we mobilize employees to share books stored at home to the library. The organizer will realize everyone's book list wish based on their contribution, and also purchase more good books for the library.



Fitness experience class

Fitness experience class

In November 2020, Mango Excellent Media carried out "Fitness Experience Class" in the rehearsal hall on the second floor of the Company. A total of 25 female employees registered for the class, including 5 for jazz, 13 for yoga and 7 for zumba. In the class, everyone followed the teacher to complete the course successfully. The overall atmosphere was excellent, and obvious effect was achieved. The participants gave positive feedback with high satisfaction and strong willingness to participate again.

Basketball match

At the end of October 2020, the Company organized the Basketball Hero Challenge Match to give the employees a chance to relax and release their stress after busy work. The employees made friends through the basketball match to gain unity and friendship.



Group photo of basketball players



Mango Excellent Media's cocktail party for singles on September 21, 2020



Mango Excellent Media's badminton match in October 2020

Themed birthday party

In 2020, KLTB held a constellation-themed birthday party once a month to celebrate the birthdays of employees who had birthdays in that month. A total of 12 birthday parties were held in a year, and diverse and wonderful activities organized, including the birthday bazaar, moon cake DIY, super cooking skill show, Halloween party, etc., and the employees who had birthdays really enjoyed such arrangements.



Themed birthday party of KLTB employees



Themed birthday party of KLTB employees

"Programmers' Day" activity

October 24 is the Chinese Programmers' Day, which is a special holiday for Internet companies. To reflect the humanistic care of the Company, enhance team cohesion and enrich the life of employees in spare time, the Public Affairs Department, together with the Product Technology Center and the Party and Mass Work Department (Labor Union) of Mango TV launched a series of activities to celebrate the "1024 Programmer's Day", including online programmer chain game, online poster sharing to pay tribute to 2¹⁰, Programmers' Basketball Hero Challenge Match and programmers' party. The activities were held in a hot and passionate atmosphere.



"Programmers' Day" hot scene

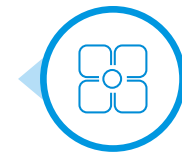
Working together to gain win-win

Win-win cooperation

In 2020, the subsidiaries of Mango Excellent Media reached strategic cooperation agreements with many excellent enterprises to work together for common development and win-win cooperation.

Mango TV · Ali

In 2020, Mango TV actively built a Mango cloud technology and big data application center. Relying on the featured content resources and strong operational systems, and in combination with the underlying architecture of the Alibaba Cloud platform, we planned to build a multifunctional cloud application center with huge media attributes.



Case Refreshing the audience's New Year's Eve "cloud" experience with the support of 5G+

In December 2020, the Academy of Broadcasting Planning of NRTA and Mango TV signed a strategic cooperation agreement in Changsha. Mango TV and the Academy of Broadcasting Planning of NRTA reached a strategic cooperation agreement to jointly discuss HD A/V business. In the follow-up period, the two parties will carry out extensive and comprehensive cooperation in various areas, such as formulation of national/industry/enterprise standards, evaluation of 4K ultra-high definition program quality, application of block chain technology in the field of A/V fusion and communication, development and application demonstration of smart soft broadcasting terminals, research on online A/V application (APP) test and evaluation, research and application of cybersecurity protection technology, and equipment, system and program test and evaluation.



Cooperation agreement signing ceremony

Case Mango TV established strategic cooperation with 10 universities

In 2020, Mango TV cooperated with 10 universities, including Peking University, Fudan University and Wu han University of Communication, to jointly launch a short video competition to select and support potential content creators. The first session received more than 4,000 entries, and more than 100 outstanding creators received certificates and prizes jointly awarded by the universities and Mango TV. In 2021, Mango TV will implement the 10+40 university strategy, continue to expand our cooperation with universities to explore talent growth paths and support young creators suitable for the media industry in the new situation.

Joining business forums

In 2020, Mango Excellent Media had been invited to many industry exchanges to share its core concept of development and strategic management system to promote the healthy and rapid development of the industry and contribute to the establishment of a better media industry atmosphere.



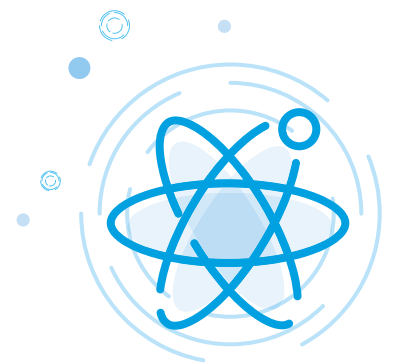
From October 13 to 14, 2020, the 8th China Internet Audio & Video Convention was held. Zhang Huali, Secretary of the Party Committee, Chairman of the Board and Editor-in-Chief of Hunan Broadcasting Film Group Co., Ltd. (Hunan Broadcasting System), and Secretary of the Party Committee and Chairman of the Board of Mango Excellent Media, delivered a keynote speech on Mango's Solution to Cope with the Long Video Crisis, comprehensively displaying Mango TV's achievements in terms of the platform ecological matrix, epidemic prevention and control, main theme and poverty alleviation, hot dramas and variety shows, strategic layout, etc.



Tips

The China Internet Audio & Video Convention is the largest and top national event in the A/V industry, known as the industry's annual "indicator of the trend".

In November 2020, Mango Super Media actively participated in the "Focusing on the New Generation & Empowering New Ecology" forum of the 2020 New Media Conference to lead the new mainstream aesthetics and the methodology and support system behind it, providing certain reference and inspiration for peers in the industry.



At the 2020 Qingdao Film and Television Expo in September 2020, Mango TV presented numerous 5G high-tech video technology products: AR interactive photo-shooting-with-celebrity system, interactive video platform, IMGU UHD video repair and enhancement platform, and Internet 4K UHD production and broadcasting platform.



Mango TV was invited to the Internet Summit of Shanghai International Film & TV Festival. Mango TV's variety shows "Who's The Murderer" Season 5 and "Welcome Back to Sound" were honored annual high-quality online variety shows.

In October 2020, Mango TV was invited to the "2020 National Mobile Application (App) Ecology Promotion Conference", which was guided by the Internet Society of China.



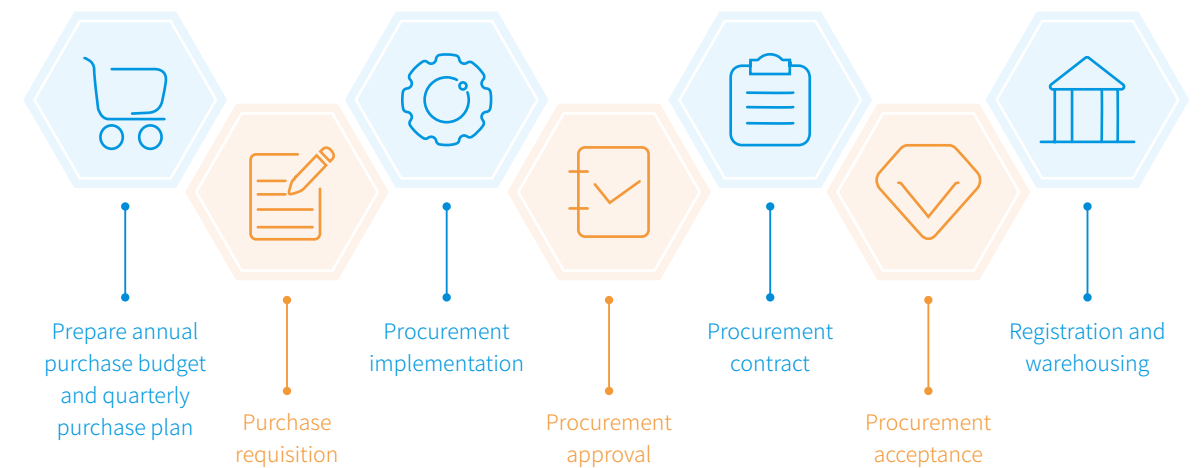
◎ Strict supplier management

Mango Excellent Media has always attached importance to the role of suppliers in the stable development of the Company. It has continuously improved the supplier management system, and constantly reviewed and revised relevant management policies and systems to enhance procurement efficiency, committed to establishing a stable and sustainable partnership with suppliers.

The company has established a supplier information database based on the Supplier Management System, comprehensively evaluated and scored suppliers in terms of enterprise qualification, communication feedback, contract terms, performance capabilities and implementation effect according to the Supplier Evaluation Form, and classified the suppliers into four categories by different scores, i.e. potential suppliers, qualified suppliers, unqualified suppliers and blacklisted suppliers for cooperation, so as to achieve the survival of the fittest suppliers, improve the quality level of suppliers, enhance users and customers' satisfaction, and realize win-win cooperation with suppliers.

In 2020, in order to establish a fair, just and good cooperation environment, the company set up a complete mechanism from access to exit in such aspects as supplier access, commodity submission, shelf sales, punishment for abnormal violations and hierarchical management, and developed corresponding system for it to make sure the suppliers meet various requirements in the standardized operation process, so as to achieve the full life cycle management of suppliers.

In order to standardize purchasing activities, the company has formulated a number of systems, including the Procurement Management System, Measures for Construction and Implementation of Supplier Information Database, Measures for Bidding Management and the Rules for Implementation of Procurement Bidding, following the principle of fair, open and just procurement, divided the purchasing activities into direct purchase, purchase by inquiry and comparison, competitive negotiation, bidding purchase, single source purchase and directional purchase, etc. according to the different amounts of purchase combined with the specific situations, and required the suppliers to sign the Supplier Honesty Commitment Letter to ensure the smooth progress of transparent procurement and create an efficient and healthy supply chain.



Supporting a harmonious society

◎ Contribution to targeted poverty alleviation

As a media enterprise with social responsibility, Mango Excellent Media has taken the initiative to undertake its responsibilities and created value for the society, determined to become a responsible and valuable mainstream new media group.

Case | Mango's poverty alleviation project, "Cloud Supermarket", has opened up a new market for farmers

The year 2020 was a decisive year for poverty alleviation. However, the COVID-19 epidemic has hindered the sale of agricultural products of many farmers, causing them to worry about sales, prices and livelihoods. With greater responsibility, Mango's poverty alleviation project "Cloud Supermarket" came into being at the right moment. Through the innovative launch of the e-commerce marketing model of "one-click store opening, one-click live streaming and one-click delivery", the project has built a "Mainstream Media + E-commerce" public platform to help farmers sell their featured agricultural products online in the most convenient and effective way. As a result, mobile phones have become a new agricultural tool and live streaming a new type of farm work. Online sales channels have also been set up to help the featured agricultural products from poor villages in Xiangxi, Hunan Province to be sold to the whole country. The Cloud Supermarket has set up a team of 5 training instructors, and has trained 16,459 new farmers offline in 42 counties and cities. A further 315,000 new farmers has Mango's poverty alleviation project, "Cloud Supermarket", has opened up a new market for farmers taken part in the online courses via live streaming. A total of 25 live streaming bases have been established to help farmers, new farmers, agricultural cooperatives, agricultural enterprises and live streaming influencers in the province to open 8,015 stores, with more than 30,000 types of agricultural products on sale. The whole network sales of poverty-alleviation agricultural products in the province reached RMB 2.92 billion yuan. In order to make the public platform of Mango's poverty alleviation "Cloud Supermarket" more effective, the company and the Group have unified deployment and dispatch, invested high-quality content and resources, and made every effort to promote publicity on poverty alleviation. Mango's poverty alleviation "Cloud Supermarket" was selected as "Top Ten Excellent Cases of China's New Media Poverty Alleviation in 2020".



Case | Help Yangmu Village alleviate poverty and fight against the COVID-19 epidemic

Since Happy Sunshine carried out the work of "partner assistance" in Yangmu Village, Yongshun, Xiangxi, it has assisted the village-based poverty alleviation team in securing funds at all levels of RMB 26 million yuan, and made precise efforts to promote the work of Yangmu Village. The village's infrastructure construction has been strengthened in an all-round way, public service guarantee has been significantly enhanced, industrial development has been fruitful, and the living environment has been dramatically improved. By the end of 2019, the household and village goal of poverty alleviation in Yangmu Village had been successfully achieved. On May 20, 2020, a visiting team from Mango TV came to Yangmu Village again to assist the village in epidemic prevention and control and poverty alleviation, with an aim to realize zero confirmed COVID-19 cases and ensure the safe and orderly production and living of the villagers.



Case | Pomegranate Blossoms II tells the stories of China, fully showing the national picture scroll

In October 2020, the documentary "Pomegranate Blossoms II" produced by Mango TV, which pays tribute to the year of the decisive battle against poverty, was launched simultaneously on Mango TV and Mango TV international APP. Focusing on representatives of eight ethnic minorities, including Tujia, Zhuang, Yi, Bai, Yugur, Man, Li and Hui, the documentary tells the stories of Party cadres taking root at the grassroots level, the first secretary going to the countryside to help the poor, and representatives of e-commerce live stream experiencing "new farm work", etc., shows the local customs and struggles of ethnic minority areas, and maps the progress of the nation and society to the ordinary life of individuals, so as to promote the "pomegranate spirit" of unity, progress and optimism, and foster the country's confidence, national confidence and cultural confidence.



Case | "Buy Now, Sisters!" poverty alleviation live stream

Mango TV and Happigo, together with Hunan Women's Federation, jointly launched "Buy Now, Sisters!" Hunan Women's Federation "July 1" Poverty Alleviation Live Stream, setting off a shopping boom to help the poor farmers in the province. On the night, 426,000 pieces of featured agricultural products were sold, with nearly 2.3 million views across the platform.

Mango Studios also actively responded to participate in the "Buy Now, Sisters!" Poverty Alleviation Live Stream, with a number of employees taking the initiative to participate in the activity called "literally, the honey and ganoderma lucidum are specially prepared for you" carried out by Hunan Broadcasting System to help Dongchonghe Village in Jianghua County of Hunan Province, in which they voluntarily buy and help sell the villagers' self-produced honey and ganoderma lucidum.



Case | Mango Studios and Mango V Foundation jointly published a public benefit picture book "Fearless Whispers"

Mango Studios, together with Mango V Foundation, China Social Welfare Foundation, planned and published a public benefit picture book "Fearless Whispers" as a tribute to the centenary of the founding of the CPC. Adapted from the TV series of the same name, with the rookie police Gu Yaodong as the protagonist, the book depicts Gu's pursuit of his dreams, who eventually becomes an outstanding member of the CPC. Through this picture book, the company hopes to illuminate the spiritual home of contemporary Chinese teenagers with the light of faith, realize the dialogue between two generations, and guide teenagers to establish correct values.



Mango Studios and Mango V Foundation jointly published a public benefit picture book "Fearless Whispers"

Case | Volunteer activity "Adopt a Tiny Wish to Light up a Child's Heart"

Mango Studios actively participated in the volunteer activity "Adopt a Tiny Wish to Light up a Child's Heart" in Dongchonghe Village, Dawei Town, Jianghua County, Hunan Province. The CPC members of the company adopted the wishes of more than 40 children to help them realize their dreams, and repeatedly donated toys, student supplies, lamps, etc. to the village, showing considerate love and care.



◎ Carrying out public welfare publicity

In 2020, the company actively organized its artists to participate in various public benefit publicity activities to show the social responsibility of young artists. At the same time, based on the dual influence of the company and the artists, the company accelerated the promotion of public benefit publicity activities, so as to drive more people to take part in public welfare and make a contribution to the construction of a harmonious society.

Ou Hao, an artist of EE-Media, in NetEase's public benefit project "One Screen", calling to help children in mountain areas to break the limitations of life and see more possibilities in the future.



Hua Chenyu's original charity single "You Have to Believe This Is Not the Last Day", through which he hopes to convey the idea that "the beauty of the world will never end, and the light of hope will never annihilate".



Zheng Wei, an artist of Mango Studios, et al. in the Hunan TV Weibo "Great Motherland, Well-off in An All-round Way" activity



Shi Jieru, an artist of Mango Studios, in the shooting of the public-interest ad "Xiaoxiang Letters" by Hunan TV and Hunan TV Drama Channel

In April 2020, Mango Entertainment artists Zhao Luoran and Wang Jiayu spoke out for women's safety through their influence to enhance women's awareness of self-protection.



Supporting the growth of children

"If the young are strong, wise and rich, the country will be so". Children are the flowers of the motherland, and the future of our country. Mango Excellent Media has focused on left-behind children and sick children, and carried out care activities to protect the healthy growth of children both physically and mentally.

Case | To care for left-behind children, Mango TV and Communist Youth League Committee of Hunan Province are in action

Mango TV responded positively to and cooperated actively with the "I Want to Grow Up -- 2020 Hunan Communist Youth League Public Welfare Action to Care for Left-behind Children", and vigorously supported the construction of sports facilities and cultural inheritance in poverty-stricken and remote areas through such programs as helping students in education, improving quality, protecting health and cultivating the soul. On July 1, the guests of the program "Sisters Who Make Waves" A Duo, Jin Sha, Xu Fei and Akini Jing came to Hengyang Qidong County Qihang School, and joined the kids of the Left-Behind Children Choir to find the "most beautiful sounds" in nature, bringing them the healing power of music.



Case | "Work together to Realize Their Dreams and Light up the City with Love" -- Mango TV supported the public welfare activity of caring for children with thalassemia in Changsha in 2020

On November 15, 2020, China Changsha Municipal Committee of Democratic Alliance, the United Front Work Department of CPC Kaifu District Committee and Mango TV jointly held the launch ceremony of "Work together to Realize Their Dreams and Light up the City with Love" 2020 Changsha Public Welfare Campaign of Caring for Thalassemia Children in Kaifu.

At the launch ceremony, Mango TV, China Changsha Municipal Committee of Democratic Alliance and the United Front Work Department of CPC Kaifu District Committee joined a number of charity organizations and enterprises to support the project of caring for thalassemia children, and organized donations from all sectors of society and raised more than RMB 5 million yuan, benefiting more than 500 thalassemia families in the province.

The activity will take Kaifu District of Changsha City as the newstarting point of caring for thalassemia children, and further increase the publicity of knowledge about thalassemia prevention in the whole city and the whole province, so as to enable more thalassemia families to get effective treatment and help, and arouse the respect, care and help of the whole society for thalassemia patients.

Tips
Thalassemia is a hereditary hemolytic disease, mostly manifested as chronic hemolytic anemia. Children with thalassemia are often more severe and do not survive to adulthood.



Case | The CPC party branch of KLTB carried out International Children's Day care activities

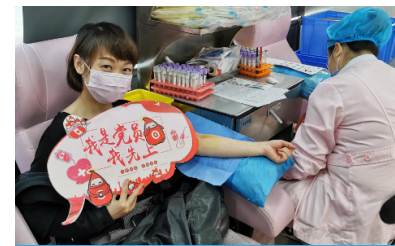
On the morning of May 30, led by the staff of Datong Community Work Service Center, the CPC party representatives of the company several comforted two children in difficult situations, and sent them consolation money, age-appropriate books, stationery, oil and rice and other daily necessities. During the visit, the representatives asked carefully about the children's daily study and life. In view of the phenomenon of being silent and timid of left-behind children, the candidate for the Party branch elaborately prepared books such as Impromptu Speech and Communication Skills to encourage the children to open their hearts, be confident and grow up healthily.



KLTB was awarded the honorary certificate of "Great Love without Boundaries to Help Students"

Volunteer activities

The company has gradually improved its volunteer service system, which takes the CPC party branch as the main body of implementation, with the party members taking the lead in mass participation. Adhering to the volunteer spirit of "dedication, friendship, mutual assistance and progress", the company has actively participated in various public welfare volunteer activities such as planting trees on the Arbor Day, caring for children with cerebral palsy and the elderly of no family, voluntary cleaning in street communities, voluntary blood donation and charity donation, helping to spread corporate humanistic care and develop a harmonious society.



The company actively responded to the "Young Blood, Love in Mango" voluntary blood donation activity launched by Hunan Blood Center, and encouraged its employees to participate actively and be the most loving practitioner, dedicator and guardian.



On March 26, 2020, Mango Studios organized a voluntary activity of blood donation

Visiting the lonely children in the welfare house



Group photo of participating volunteers & Certificate of "Excellent Compassionate Enterprise"



On January 15, 2020, under the joint initiative of the Party Affairs Office and the Trade Union of the company, Mango TV's volunteers and their families came to Changsha No. 1 Social Welfare Home. Following the successful launch of the public welfare activity "Walk into Welfare Homes" in 2019, this time Mango TV recruited nearly 30 volunteers to bring a wealth of New Year gifts as well as elaborately prepared talent shows to the elderly to welcome the New Year together.

Supporting publicity of the fight against COVID-19, showing corporate responsibility

Since the outbreak of COVID-19 in 2020, the company has kept in mind the mission of the CPC Party media, given full play to the advantages of new media, unswervingly implemented the decisions and arrangements of the CPC Central Committee, made every effort to carry out epidemic prevention and control, and created an atmosphere of public opinion in which all people are united in fighting the epidemic, thus gathering strong positive energy to overcome difficulties together. Mango Excellent Media's brave fight against the epidemic highlights the mission of mainstream media, which has been praised by the National Radio and Television Administration.

Case | Mango Excellent Media assisted in publicity of the fight against COVID-19

After the outbreak of the epidemic, Mango Excellent Media gave full play to the media channel resources to support the publicity of the fight against COVID-19, immediately launched a number of special programs including: "Let the Party Flag Fly High in the Front Line of the Fight Against COVID-19", "Strengthen Confidence and Work Together", "Scientific and Precise Measures for Prevention and Control", "We Are on the Front Line", "The Whole Province Is in Action", "Wuhan, Come on!" and "Dispelling Rumors about COVID-19", and went deep into the quarantine area to conduct interviews in the fever clinic, to deliver true stories and authoritative information to the audience.



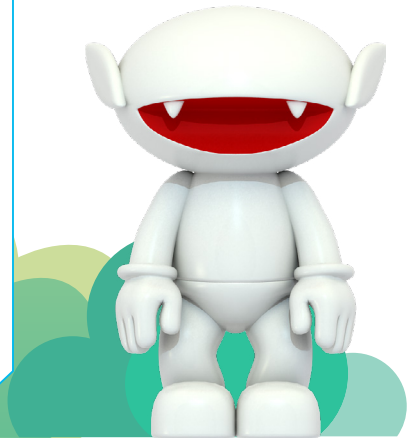
The Company's artist participated in the #Mask Wish # public benefit activity

Case | Staying on the front line of publicity on the epidemic prevention and control

After the outbreak of the epidemic prevention and control campaign, Mango TV immediately started the first-level response of epidemic prevention and control publicity, created a strong multi-channel reporting matrix, successively launched a series of special topics including "Control the Outbreak of Pneumonia Infected by Novel Coronavirus", and produced a number of original short videos on epidemic prevention and publicity, which were played on a 24-hour loop, reaching an average of 30 million users per day, and an accumulative value of promotion resources of up to RMB 1 billion yuan.

Case | "Prevention and Control of COVID-19, Start from Me", "Take Care", and other anti-epidemic publicity videos

In order to make the anti-epidemic publicity more impressive and close to the people, Mango TV cooperated with nearly 100 artists from EE-Media, Mango Entertainment and Mango Studios under Mango Excellent Media to shoot and produce the publicity video "Prevention and Control of COVID-19, Start from Me"; invited famous artists Nicholas Tse, Wang Junkai and Jam Hsiao to produce MV "Take Care"; worked with well-known hosts He Jiong and Xie Na to produce short videos to guide netizens to protect themselves scientifically.



Case | Fighting against COVID-19 with art and music

MV "Caring About You", originally released by Mango Studios, pays a deep tribute to the medical workers on the front line of fighting the epidemic, and conveys great love and warmth. The video has been played more than 650,000 times in a single day. The public welfare video "Prevention and Control of COVID-19, Start from Me", which was planned and produced by Mango Studios, calls on and reminds the audience to prevent the epidemic scientifically and start from trivial things. The video has been read nearly one million times on Weibo and viewed online, and won thumb up by netizens.



Song "Heroes in Harm's Way"

In order to express the deep condolences of the Chinese people of all ethnic groups to the martyrs and compatriots who died in the fight against COVID-19, a national mourning activity was held on April 4. Mango TV's anti-epidemic short play series "One Day We Will Win" was also launched on line on this special day, which reproduces touching stories on the front line of the fight against COVID-19, and pays the highest respect to the medical workers on the front line.



Five artists from EE-Media Music recorded the song "Heroes in Harm's Way" in several places to pay tribute to the fight against the epidemic. The song was highly praised on the first day of release, and was selected into the "Wuhan Song List" on NetEase Cloud and Tik Tok. Later, it was selected as the highly recommended song in the special campaign "Common Fight Against COVID-19", which was jointly launched by NetEase Cloud and the Communist Youth League. In addition, EE-Media Music completed the MV production of the song "Fiery" written by Wei Xun, a Hubei artist. "Fiery" has a bright rhythm, expressing the unyielding strength and courage of Wuhan people. The MV has been viewed over 220 million times on Mango TV, and Wuhan TV has made it its theme song, broadcasting it on its channels and new media client throughout the day.

© Fighting against COVID-19

On February 10, 2020, the company began to fully resume work, with more than 30 offices distributed in Changsha, Beijing, Shanghai, Shenzhen, Guangzhou and other places operating in good order. Two weeks later, the resumption rate reached 97.5%, and the production vitality was quickly restored in a safe environment. The company conducted monitoring and investigation on employees, involving 3,945 management and control personnel. No suspected cases were found.



Joint prevention and control mechanism

- On January 23, 2020, under the dispatch by Zhang Huali, Secretary of the CPC Party Committee and Chairman of the Board, in person, the company immediately established a leading group for prevention and control and quickly formed a working mechanism of grid-type joint prevention and control to pass on messages at any time. The leading group held a regular meeting at 8 o'clock punctually every night to ensure that the responsibility was firmly laid down.

Guarantee for the funds for epidemic prevention supplies

- In order to ensure the resumption of work and production, the company did not hesitate to increase the security of funds for epidemic prevention supplies, mobilized a special fund of RMB 800,000 yuan for epidemic prevention, organized the purchase of more than 200,000 masks and 18,000 jin (9,000 kilos) of alcohol and 84 disinfectant, creating a safe and reassuring environment for the resumption of work and production.

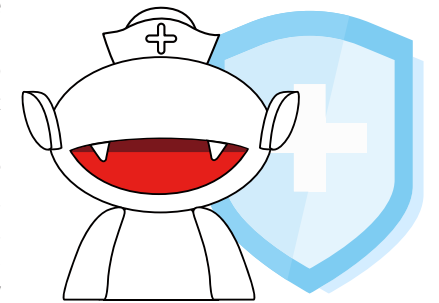
Supports to win the fight against COVID-19

Guarantee for the health and safety of employees

- The leading group designed a classified investigation form for "five groups of people". Starting from January 23, the staff information will be monitored and checked every day for more than 100 days.
- In order to make employees feel at ease, the company organized the preparation and release of such articles as "Manual for Prevention and Control of Pneumonia Infected by Novel Coronavirus" and "Seven Things to Start Work" to effectively enhance employees' self-prevention and control awareness.

Case | Mango TV held "May 12 International Nurses Day Activities" to pay tribute to the most beautiful heroes in harm's way

From April 17 to May 13, 2020, Mango TV and the Health Communication Working Committee of China Medical Doctor Association jointly launched a large-scale series of public welfare activities of "May 12 International Nurses Day", with the theme of "Let Me be the Guardian of the Heroes in Harm's Way", aiming to encourage users to participate in digging out touching stories in the fight against COVID-19. During the event, the total exposure outside the site exceeded 30 million, and the number of interactions reached over 600,000; Netizens were called on to contribute nearly 80 million times of views and 604,000 medical personnel responded to the call to join the fight against the epidemic; annual membership cards were also given to 43,000 medical personnel who had gone to Hubei for help, all of which highlighted the value and responsibility of Mango TV as a mainstream media.



On March 12, 2020, Mango TV's volunteer service team went to Gaoqiao City Appearance and Environmental Sanitation Management Institute to carry out the volunteer service activity "Fight the Epidemic Hand in Hand. We Are Together!", sending masks, alcohol disinfectant, hand sanitizer, gloves, rain boots, bread and other supplies to the sanitation workers on the front line to express our sincere greetings to them and contribute Mango TV's strength to winning the fight against the epidemic.



Environment

Our philosophy

General Secretary Xi Jinping has put forward the "five concepts for development" of innovation, coordination, green development, opening up and sharing, and made green development an important concept of China's overall development. As a listed company that adheres to high-quality development, Mango Excellent Media has firmly implemented this concept in the production and operation process, and actively practiced green development and low-carbon operation. At the same time, with the company's media resources and media integration advantages, the company has pursued sustainable development as a mainstream new media group.

Our actions

- Practice green operation
- Carry out environmental protection public welfare activities

Our performance

Energy Intensity: 6.04 Kilowatt-hour/ RMB 10,000 yuan of Revenue;
Energy Efficiency: 0.17 RMB 10,000 yuan of Revenue/ Kilowatt-hour;
Water Consumption Intensity: 0.03 Ton/RMB 10,000 yuan of Revenue;
Water Efficiency: 36.58 RMB 10,000 yuan of Revenue/Ton.

SDGs






Green operation

Mango Excellent Media focuses on the main business of media, so its impact on the environment mainly comes from the consumption and emission of energy and resources in the operation process. The company has strictly implemented the Environmental Protection Law of the People's Republic of China and other laws and regulations related to environmental protection, and there has been no violation of environmental protection laws and regulations or pollution accident disputes. In 2020, the company did not receive any administrative punishment for violating relevant laws and regulations on environmental protection.

The company has attached great importance to environmental protection. In daily operation, it actively promotes energy conservation and emission reduction, and advocates all employees to save electricity, paper and water; pushes for paperless office and calls for copy on both sides to save paper; uses recyclable tableware in the canteen to reduce the use of disposable tableware; requests the employees to turn off the lights and electricity after work to reduce the standby energy consumption of computers, printers and other equipment; turns on air conditioning as little as possible and strictly follows temperature control standards; makes efforts to enhance staff's consciousness to participate in and support waste sorting, and push forward the sorting of corporate household waste, reduction of waste at source, and recycling of materials. In 2020, Happigo saved RMB 931,600 yuan of electricity and water, with a reduction rate of 27.64%, realizing the protection of environment in the development of production and the promotion of production in the protection of environment.

Energy



Indicator	Unit	Year 2019	Year 2020
Electricity Consumption	Kilowatt-hour	8,987,525.60	8,458,814.54
Operating Revenue	10 thousand yuan	1,250,100	1,400,600
Energy Intensity	Kilowatt-hour/ RMB 10,000 yuan of Revenue	7.19	6.04
Energy Efficiency	RMB 10,000 yuan of Revenue/ Kilowatt-hour	0.14	0.17

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

Water Resource

Indicator	Unit	Year 2019	Year 2020
Water Consumption	Ton	45,158.45323	38,291.83358
Operating Revenue	10 thousand yuan	1,250,100	1,400,600
Water Consumption Intensity	Ton/RMB 10,000 yuan of Revenue	0.04	0.03
Water Efficiency	RMB 10,000 yuan of Revenue/Ton	27.68	36.58

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

Greenhouse Gas Emission

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

1. Indirect energy emission (category 2) refers to greenhouse gas emission resulting from the out-sourced electricity, heat, etc.
2. Indirect energy emissions are calculated according to the 2019 Baseline Emission Factors for Regional Power Grids in China.

Mango Excellent Media is a media enterprise, so its greenhouse gas emissions are mainly the indirect emissions generated by purchasing electric power.

In order to strengthen civilization construction and enhance employees' awareness of environmental protection, Mango Excellent Media and its subsidiaries have carried out publicity activities focusing on eco-environmental behaviors in such aspects as clothing, food, housing, transportation, office work and traveling. Through continuous activities such as "Clear Your Plate Campaign", "Environmental Protection Initiative", and "Garbage Sorting, No Littering and Garbage Picking", the company has guided the employees to start from daily trifles to protect the ecological environment, and fulfill the responsibility of ecological civilization construction.

In August 2020, Mango TV launched a one-month "Clear Your Plate Campaign" to advocate strict economy and oppose extravagance and waste, and reminded the employees through publicity videos to save food, which achieved remarkable results and reduced the amount of waste food in the canteen by nearly half



Environmental protection activities

Mango Excellent Media has made full use of its media resources and platform advantages, organized its artists to actively carry out and take part in public welfare activities for environmental protection, and meanwhile called on more people in the society to practice and spread the idea of environmental protection, so as to protect our beautiful homeland with practical actions.



KLTB's environmental protection action "Protect the Green, Embrace the Nature"

Case | 400,000 warm-hearted people helped, by cloud service, plant 2,000 seedlings

Since March 2020, Mango Excellent Media has actively organized its artists including Bai Jugang, Wei Xun, Zhang Xincheng, Dany Lee, Tong Mengshi, Qi Sijun and Lv Xiaoyu to creatively combine environmental protection and poverty alleviation, and launched the 2020 "Cloud Tree Planting" public benefit activity on Mango TV APP. All the users who are willing to help the poor households in Zaozila Village get rid of poverty can join the idols to donate fruit trees on Mango TV APP, making a contribution to helping the poor villagers overcome poverty. Every virtual tree planted online will actually be planted on the land of Zaozila Village, and will grow, blossom and bear fruit, which will then be sold to increase the real income of the poor villagers. During the "online adoption of fruit trees", the activity affected more than 400,000 people and successfully gathered 2,910 online users to donate for the planting. During the "cloud planting live stream", Mango Excellent Media organized a volunteer team to plant 2,000 small fruit seedlings in Zaozila Village for donor users.



"Cloud Tree Planting" public benefit activity by Mango Excellent Media and its subsidiaries

Case | "To Our Common Earth", conveying China's strength through the public welfare activities carried out by the youth of China

Mango TV and the Central Committee of the Communist Youth League jointly launched "To Our Common Earth", the first documentary focusing on international charity volunteers in China. The documentary tells the story of eight young Chinese volunteers who carry out public welfare activities around the world, shows the determination of China to work together with other countries to shoulder the mission of the era, share historical responsibilities and build a community with a shared future for mankind, and presents to the world a number of shining "business cards of China".

"To Our Common Earth" was simultaneously released in six languages in seven countries in Europe, the United States and the Asia-Pacific region, republished more than 390 times by 12 major media outlets including CBS, NBC and FX Networks, and praised by UNHCR as "showing the efforts and contributions of young Chinese people in international humanitarian assistance affairs".



Economic Performance

Operating Revenue/RMB 100 million yuan

2020

140.06

2019 125.01

2020 140.06



Net profit attributable to parent company/
RMB 100 million yuan

2020

19.82

2019 11.56

2020 19.82



Total Assets/RMB 100 million yuan

2020

192.66

2019 170.78

2020 192.66



Number of R&D Personnel/People

2020

622

2019 645

2020 622



Proportion of R&D Personnel /%

2020

13.91

2019 15.41%

2020 13.91%



Total R&D Investment/RMB 100 million yuan

2020

3.19

2019 2.80

2020 3.19



Amount of Tax Payable/RMB 100 million yuan

2020

3.82

2019 4.06

2020 3.82



Total shareholders' dividends / RMB 100
million yuan (plan)

2020

2.31

2019 1.78

2020 2.31



Social Performance

Total Number of Employees

Year 2020 **4,471**

By Gender/People

Male Employees	1,834
Female Employees	2,637



By Age/People

Age 30 and below	1,789
Age 30-40	2,321
Age 40-50	307
Age 50 and above	54



By Educational Background/People

College Degree and below	1,254
Bachelor's Degree	2,664
Master's Degree and above	548
Doctor's Degree	5



Gender Distribution of Middle and Senior Management/People

Male	104
Female	97



Employees

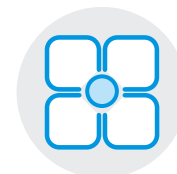
100 %

Labor contract coverage	100%
Social insurance coverage	100%
Coverage of Trade Union	100%



Number of Employee Trainings

Number of Trainings/Times	264
Investment in Training Cost/RMB 10,000 yuan	179



Society

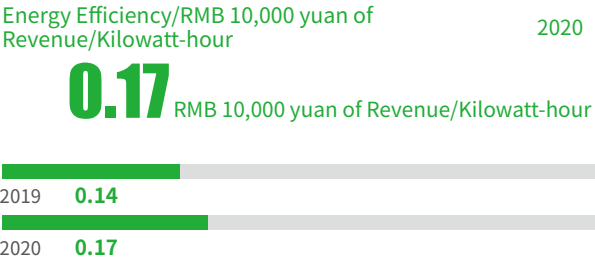
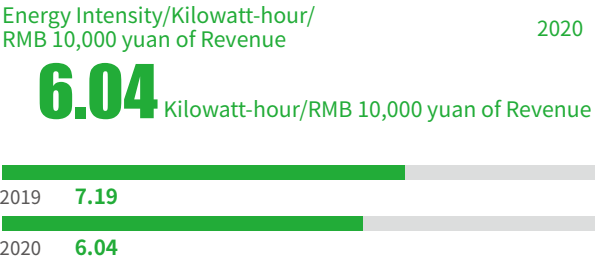
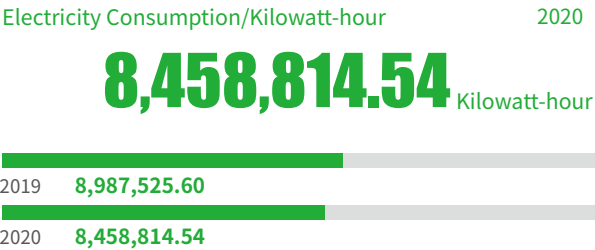
Number of People Participating in Voluntary Activities/People	1788
Expenditure on Public Welfare Activities/RMB 10,000 yuan	1509.64

(Note: RMB 14.8964 million yuan is the input amount of "The Mango Poverty Alleviation Cloud Supermarket" of Happigo during the reporting period.)



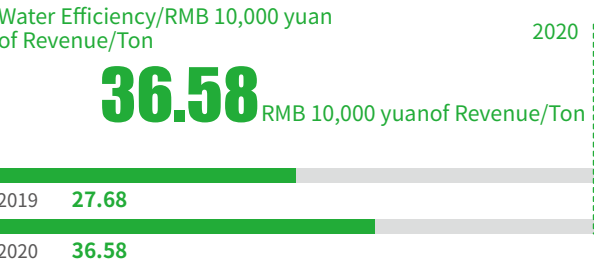
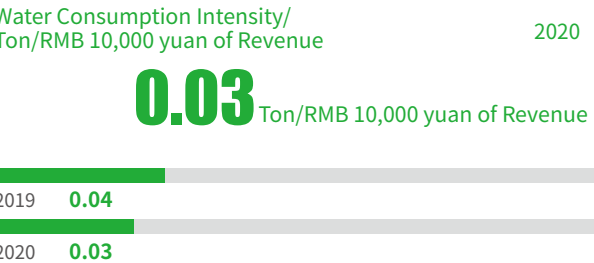
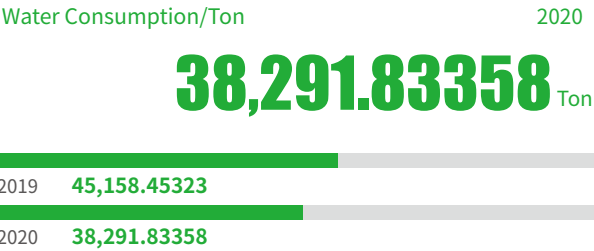
Environment Performance

Energy



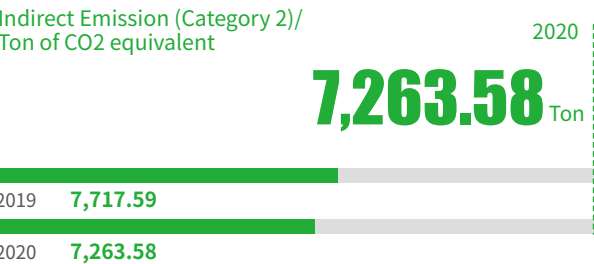
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2. Energy efficiency represents the revenue per kilowatt-hour of energy consumed. The larger the output value per kilowatt-hour of energy consumed, the higher the energy efficiency.

Water resource



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

Greenhouse gases emission



1. Indirect energy emission (category 2) refers to greenhouse gas emission resulting from the outsourced electricity, heat, etc.
2. Indirect energy emissions are calculated according to the 2019 Baseline Emission Factors for Regional Power Grids in China.

KPI index

Contents		SDGs	GRI Standards	CASS-4.0
Honors 2020	Honors of the Company		GRI 102 GRI 202	A3
	CSR Honors		GRI 102	A3
Into Mango Excellent Media	Company profile		GRI 102 GRI 202	P4.3 P4.4
	Development Structure		GRI 102	P4.1
	Organization		GRI 102	P4.2
Management and Governance	Responsibility management		GRI 102	G2.1 G6.1 G6.2
	Party building		GRI 103 GRI 205 GRI 415	M1.3 S1.1 S1.2
	Corporate governance		GRI 102 GRI 419	M1.1 M1.4 M1.5 M2.9
	Internal Control and Risk Management		GRI 102	M1.1
	Anti-corruption		GRI 205	M1.3

Contents		SDGs	GRI Standards	CASS-4.0
Society	Integrated development driven by innovation	        	GRI 102	M2.4
	Protection of user privacy		GRI 418	M2.13
	Protection of minors		GRI 416	M2.4
	Ensuring data security with advanced technology		GRI 416	M2.4 M2.13
	Upholding people-oriented culture		GRI 102 GRI 401 GRI 402 GRI 403 GRI 404 GRI 405 GRI 406 GRI 408	S2.1 S2.2 S2.3 S2.4 S2.5 S2.8 S2.10 S2.11 S2.12 S2.13 S2.14 S2.15 S2.16 S3.3
	Working together to gain win-win		GRI 414	M3.4 M3.6 M3.14
	Supporting a harmonious society		GRI 413	S4.6 S4.9 S4.10 S4.11 S4.12 S4.13 S4.14
Environment	Green operation	GRI 301 GRI 302 GRI 303 GRI 304	E1.5 E1.10 E2.3 E2.4 E2.8 E2.23 E2.25 E3.1 E3.2	
			E3.6	
	Environmental protection activities			
Key performance indicators (KPI)				S2.1 S2.3 S2.5 S2.15 S4.8 S4.11 E2.4 E2.25 E3.2 A2
KPI index				A5
Reader feedback				A6

Reader feedback

Dear readers:
Thank you very much for taking time out of your busy schedule to read the ESG Report 2020 of Mango Excellent Media Co., Ltd. In order to provide you and other interested parties with more valuable information, and effectively promote the company's ability and level to fulfill corporate social responsibility, we sincerely look forward to your comments and suggestions.

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

1. Your overall assessment of this report is:

☐ Very good

☐ Good

☐ Fair

☐ Poor

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

☐ Very good

☐ Good

☐ Fair

☐ Poor

☐ Very poor
3. What do you think of Mango Excellent Media's performance on environmental responsibility?

☐ Very good

☐ Good

☐ Fair

☐ Poor

☐ Very poor
4. What do you think of Mango Excellent Media's performance on social responsibility?

☐ Very good

☐ Good

☐ Fair

☐ Poor

☐ Very poor
5. What do you think of Mango Excellent Media's management and governance?

☐ Very good

☐ Good

☐ Fair

☐ Poor

☐ Very poor
6. Are the information, indicators and data disclosed in this report clear, accurate and complete?

☐ Very good

☐ Good

☐ Fair

☐ Poor

☐ Very poor
7. Do you think the content arrangement and layout design of this report are easy to read?

☐ Very good

☐ Good

☐ Fair

☐ Poor

☐ Very poor

Open Questions

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

Your Contact Information:

Name:	Work Unit:
Tel:	Job Title:
Email:	Fax:

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