



2024

ESG & CSR Report

Mango Excellent Media Co., Ltd.

About This Report

The 2024 ESG & CSR Report of Mango Excellent Media Co., Ltd. is the sixth ESG/social responsibility report published by Mango Excellent Media Co., Ltd. since its listing. The report aims to communicate with various stakeholders frankly on the ESG concepts, practices, and performance of the Company, and systematically respond to the expectations and demands of stakeholders.

Reporting period

The reporting period is from January 1, 2024 to December 31, 2024. To improve the comparability and forward-looking nature of the report, some contents have been extended moderately to the previous and subsequent years.

Release cycle

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

Reporting data

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

Reporting scope

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

Abbreviations

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

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

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

Preparation basis

- Guidelines No. 17 for Self-Regulation of Listed Companies - Sustainability Reporting (Trial)
- The United Nations Sustainable Development Goals (SDGs)
- GRI Sustainability Reporting Standards (GRI Standards)
- Guidelines on Sustainability Reporting for Chinese Enterprises (CASS-ESG 6.0) issued by the Chinese Academy of Social Sciences (CASS)
- GB/T 36001-2015 Guidance on Social Responsibility Reporting
- International Standard ISO 26000 Guidance on Social Responsibility 2010

Report version and access

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



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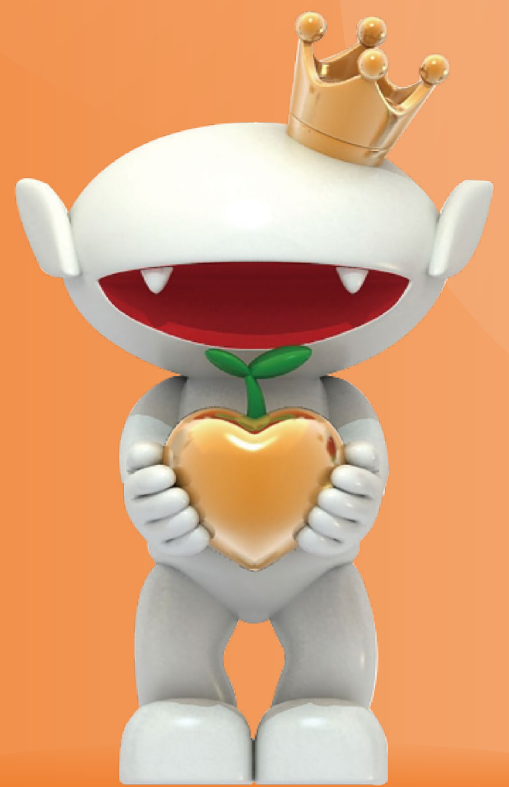
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Message from the Secretary of the Party Committee



Gong Zhengwen

Hunan Broadcasting Film Group Co., Ltd.
(Hunan Broadcasting System)
Party Committee Secretary, Chairman,
President, and Editor-in-Chief

Mango Excellent Media Co., Ltd.
Party Committee Secretary



As time passes and the seasons change, each day brings forth new milestones. The scroll of time has gradually unfolded to 2024. We have witnessed one inspiring Mango narrative after another, taking on significant responsibilities with unwavering dedication.



Holding high the banner and staying true to our original aspiration, we continuously enhance our commitment to fulfilling the mission as a mainstream media.General Secretary Xi Jinping has bestowed upon public communication and culture workers in the new era a new cultural mission: to anchor the goal of building China into a leading country in culture and to continually push ahead with the building of a cultural sector with Chinese characteristics. As a Party media and a state-owned enterprise inheriting the red gene, Mango is destined to be a value-driven media and mission-oriented group. Mangoers are a group of people with a sense of mission and responsibility. We bear the ambition of advancing the cultural sector in mind and consciously align ourselves with the strategic goal of building China into a leading country in culture, considering the ideas of "following where the Party directs and pursuing what is paramount for the nation" as part of our very being. Under the theme of "Brightness Action for Chinese Modernization", we strive to be advocates of mainstream values and trendsetters in social customs. Five of our works were awarded the Best Works Award by the Publicity Department of the CPC Central Committee. We have heeded the call of our mission, becoming a main force and a vanguard in building a leading country and province in culture.

Through mutual support and empowerment, we actively fulfill our people-centered social responsibilities.In the modern business environment, the value of a company is not only determined by profits but also by key ESG indicators. We continue to strengthen investor confidence by disclosing our corporate social responsibility report for six consecutive years, establishing a positive corporate image and value trend in the capital markets. We empower the growth of our employees by providing diverse career development paths. Activities such as Mango Youth Talk and the 1% Creative Election allow young people to stand at the forefront. Moreover, we have dedicated ourselves to diversified public welfare practices, such as rural revitalization, public welfare, education support, and ecological protection. Through the Mango Public Service Platform, we have created an "Internet + Public Welfare" ecosystem, launching a total of 105 charity projects, and were selected as one of the "2024 Top 10 Outstanding New Media Public Service Cases in China". For us, as a Party media and a state-owned enterprise, regardless of the scale or scope of our work, caring for our users, employees, and society is always a fundamental responsibility and the cornerstone of our value.

Like spring breeze and rain gently nourishing the heart, we deeply care for the diverse emotions of the public.As a media of the people, we are committed to producing high-quality audiovisual content that resonates with both refined and popular tastes. We actively respond to

social emotions and sincerely listen to the voices of the public. Works such as Romance in the Alley, The City of Sunlight, and Begin Again delicately portray the ordinary people who strive in the grand era. Singer 2024 brings a fresh wave to the music variety show landscape, while Ride The Wind 2024 and Call Me By Fire S4 further promote healthy and positive pop culture. We strive to forge a reciprocal synergy between culture and technology, where each enhances the other. Documentaries like Admonitions to Officials in China and Mawangdui's Immortal Years interpret new aesthetics with new quality productive forces and empower new ways of communication, allowing the audience to engage in a cross-temporal and spatial dialogue through immersive virtual experiences. We deeply understand that the people-centered creation orientation is not only a spiritual totem deeply embedded in every Mangoer but also the key to the Company's solid foundation and long-term success.

Expanding beyond borders and undertaking a cultural odyssey, we emphasize the global value of our external communication from a multi-faceted perspective. We embrace the national mission and take the promotion of cultural exchange globally as one of our key development strategies. With a global vision, we have built a communication ecosystem and actively drive the implementation of the "Double Growth Plan" to achieve substantial results. The Mango TV International App has undergone a technological upgrade, achieving 271 million cumulative downloads and covering 195 countries and regions worldwide. With cultural confidence as our foundation, we have created breakthrough content with global appeal. Iconic IPs like The Chinese Restaurant and Divas Hit the Road have set sail internationally, introducing Eastern aesthetics and the Mango brand to global audiences. Through localized operations, we have broken cultural barriers and collaborated with local media and institutions in countries such as Vietnam, Singapore, and Malaysia. Through the "Overseas Super Partner Program", we have fostered cross-national resonance as an old Chinese saying goes, "True friendship brings people close however far apart they may be." Our programs have received praise from UNESCO, world leaders, and embassies and consulates in China.

Even the highest mountain is conquered step by step.With our eyes on the future, we will remain steadfast in implementing Xi Jinping Thought on Culture. Driven by a strong sense of urgency and unwavering perseverance, we will press forward in high spirits and join hands with our audience and partners to embark on the journey of building China into a leading country in culture in the new era.



Message from the Chairman



Cai Huaijun

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

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



2024 was an extraordinary year. This year, Mangoers united under this mission, moved with determination and vigor, and strengthened the dual engines of "content + technology", accelerating the integrated development of culture and technology. Mango Excellent Media was honored for the fifth time as one of the "Top 30 Cultural Enterprises in China" and ranked 19th among "2024 Top 100 Chinese Internet Companies by Comprehensive Strength"—the only state-controlled enterprise among the top 20.



Over the past year, we held aloft the torch of thought, advancing mainstream communication with depth and substance. As a Party-affiliated media organization, we maintained absolute loyalty and focused on fulfilling our new cultural mission in the new era. We gave prominence to ideological guidance by deepening the top story project, featuring "Xi's Moments" at the top of the homepage of Mango TV. Throughout the year, we completed 150 publicity projects and 228 special features on key topics and narratives, strengthening mainstream ideological discourse. Remaining true to our content-driven mission, we produced high-quality mainstream works and won 255 awards for our content across mainstream categories, achieving a "grand slam" of major honors, including the Best Works Award, Flying Apsaras Award, Golden Eagle Award, Magnolia Award, and Starlight Award.

Over the past year, we built a stronghold for quality content, creating programs that captivated audiences and stood out in the market. We upheld fundamental principles while breaking new ground, continually explored optimal models for content production and organization, and worked harder to establish a new ecosystem encompassing long, medium, and short video content. We introduced an innovative "Track Leader" mechanism and launched 160 variety shows throughout the year, maintaining our industry-leading position in effective viewership and holding five spots among the top ten variety shows. Mango TV drama productions like Romance in the Alley and Flourished Peony garnered acclaim. Among Douban's top ten highest-rated Chinese-language dramas, three were Mango productions. We also established a Micro-Innovation Center and our 10 micro-dramas, including The Story of Suzhou, were selected by the National Radio and Television Administration for its "Travel with Micro-Dramas" campaign.

Over the past year, we actively explored the integration of culture and technology, achieving tangible results through practical innovation and effective solutions. We spared no effort to respond to the imperative of culture-technology integration. As a leading cultural enterprise in Hunan Province, this is both our conscious responsibility and the only way to leverage our strengths in content and technology, seize strategic opportunities to empower the cultural industry with the momentum of emerging technologies, and cultivate new growth drivers for high-quality development. The Mango LLMS became one of the first in China's broadcasting industry to be officially approved by the Office of the Central Cyberspace Affairs Commission, laying a foundation for future AI development. This year, over 70 innovative applications from the "Mango Intelligent Agent Platform" were successfully deployed. Among them, the AI director "AIM" received recognition from the Publicity Department of the CPC Central Committee; and several of our projects, including the Supercomputing Power Cloud Production Platform, were selected as exemplary cases of the audiovisual system by the Ministry of Industry and Information Technology. With technology as the brush and culture as the

ink, we wrote a new chapter in innovation, positioning ourselves as a source of key technologies, a cradle for groundbreaking achievements, and a gathering place of application scenarios in the integration of culture and technology.

Over the past year, we focused on resource integration, strengthening ecosystem synergy to expand new frontiers.Building a new Mango ecosystem is not only a necessary passage toward achieving high-quality development but also an essential choice in fulfilling our new cultural mission. Mango TV's membership reached 73.31 million, with membership revenue surpassing the RMB 5 billion mark for the first time. Xiaomang E-Commerce achieved a compound annual growth rate (CAGR) of 125% in GMV over four years. Golden Eagle Cartoon's premium study tour brand "Super Star of Mango" engaged 120 million youths. EE-Media brought Mango's starlight to the National Stadium (Bird's Nest), Victoria Harbour, and Macao Tower. Happigo focused on the silver economy, achieving breakthroughs in strategic transformation. The Mango ecosystem continued to evolve with enriched offerings. Each platform supports and complements one another, thereby gradually forming a closed-loop ecosystem featuring strong platform-driven traffic, full coverage of vertical platforms, and commercial platforms as the safety net.

Over the past year, we enhanced corporate governance, ensuring standardized operations and bringing together collective momentum and strength. We continued to implement the "two unwavering commitments"—upholding the Party's leadership over state-owned enterprises and improving the modern corporate governance system with Chinese characteristics. We enhanced scientific and standardized decision-making at the board level, laying a solid governance foundation for sustainable high-quality growth. We have been consecutively recognized by the China Association for Public Companies as an "Excellent Case of the Board of Directors of Listed Companies". With a focus on investor-centricity, we formulated and implemented a "dual improvement" action plan to boost both quality and returns. For six consecutive years, we have received the highest rating in information disclosure assessments from the Shenzhen Stock Exchange. We also advanced sustainable development and gradually integrated ESG principles into our corporate governance system. Our efforts earned us an AA rating from the CSI Index in terms of our ESG performance.

With the tide rising and the wind in our sails, we are poised to set forth. As the 14th Five-Year Plan draws to a close and the 15th begins to take shape, Mango Excellent Media stands at a pivotal juncture—a year of opportunity, transformation, and advancement in pursuing the integration of culture and technology. We will continue to leverage the synergy of "culture + technology", decode the broadcasting DNA, innovatively reconstruct our digital blueprint, and forge ahead as a trailblazer in culture-technology integration, writing a new chapter of high-quality development for Mango in the years to come.



The Mango's Practice in the Integration of Culture and Technology



▶ General Secretary Xi Jinping's Four Important Instructions on the "Integration of Culture and Technology"

General Secretary Xi Jinping during an inspection of Malanshan Video Cultural and Creative Industrial Park, September 2020

"The integration of culture and technology not only fosters new forms of cultural business and extends the cultural industry chain but also attracts a wealth of innovative talents. It is a sunrise industry with a promising future."

General Secretary Xi Jinping during his visit to Hunan Province, March 2024

"We should explore effective mechanisms for the integration of culture and technology, expedite the development of new forms of cultural business, transform and upgrade traditional ones, and foster more new growth drivers in this sector." "We should leverage digital technology to innovate cultural expression forms and dissemination methods, enhancing the appeal, influence, and reach of our culture."

Resolution of the Central Committee of the Communist Party of China (CPC) on Further Deepening Reform Comprehensively to Advance Chinese Modernization adopted at the third plenary session of the 20th CPC Central Committee, July 2024

"We will refine the systems for cultural industries and markets as well as economic policies concerning the development of the cultural sector. We will explore effective mechanisms for integrating culture with science and technology and step up our efforts to foster new forms of cultural business."

The 17th group study session of the Political Bureau of the CPC Central Committee, October 2024

"Efforts should be made to achieve cultural development and transformation through digitalization and informatization by exploring effective mechanisms for integrating culture with science and technology, turning our strengths in cultural resources into cultural growth advantages."



▶ Actively Exploring a Path for Deep Integration of Culture and Technology with Hunan Characteristics

学习宣传贯彻党的二十大精神

习近平总书记2022年10月23日在湖南考察时指出：“文化和科技融合，激活了新的文化业态，延长了文化产业链，又集聚了重要创新人才，是湖南‘三高四新’的重要支撑。”今年3月，习近平总书记到湖南考察期间再次强调：“要重视文化和科技融合，激活了新的文化业态，延长了文化产业链，又集聚了重要创新人才，是湖南‘三高四新’的重要支撑。”

湖南深入贯彻落实党的二十大精神，全面加强党的创新理论武装，深入开展“四下基层”活动，推动党的二十大精神深入人心、落地生根。湖南省委、省政府高度重视文化和科技融合，将其作为推动高质量发展的重要抓手，出台了一系列政策措施，为文化和科技深度融合提供了有力保障。

湖南省委、省政府高度重视文化和科技融合，将其作为推动高质量发展的重要抓手，出台了一系列政策措施，为文化和科技深度融合提供了有力保障。

积极探索具有湖南特色的文化和科技深度融合发展之路

湖南省委书记、省委科技委员会主任 沈晓明

习近平总书记2022年10月23日在湖南考察时指出：“文化和科技融合，激活了新的文化业态，延长了文化产业链，又集聚了重要创新人才，是湖南‘三高四新’的重要支撑。”今年3月，习近平总书记到湖南考察期间再次强调：“要重视文化和科技融合，激活了新的文化业态，延长了文化产业链，又集聚了重要创新人才，是湖南‘三高四新’的重要支撑。”

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Shen Xiaoming, Secretary of the CPC Hunan Provincial Committee and Director of the Scientific and Technological Commission under the CPC Hunan Provincial Committee, excerpted from a signed article titled "Actively Exploring a Path for Deep Integration of Culture and Technology with Hunan Characteristics" published on the front page of Science and Technology Daily

Stepping up innovative efforts in forms of business and working hard to foster and develop new quality productive forces in the cultural sector

Relying on its profound cultural heritage and the vigorous waves of technology, Hunan is concentrating efforts on key areas such as audio-visual content and equipment, digital cultural heritage, animation and gaming, digital and intelligent publishing, fusion of culture and tourism, and digital cultural trade. By transforming and upgrading traditional forms of cultural business in a coordinated way and fostering and expanding new forms, the province aims to cultivate new drivers for high-quality development through deep integration of culture and technology.

Strengthening the guarantee of factors to vigorously attract and nurture high-quality talents and enterprises

Hunan is rolling out and refining policies and measures to support culture-technology integration, further optimizing industrial, R&D, and financial ecosystems, and extensively attracting enterprises, talents, and cutting-edge technological forces committed to promoting the integration of culture and technology from across China and beyond to Malanshan. With these efforts, the province aims to position Malanshan as a source of key technologies, a cradle for groundbreaking achievements, and a gathering place of application scenarios in the integration of culture and technology.

Enhancing mutual empowerment to elevate the quality and effectiveness of civilizing the people through cultural development

The deep integration of culture and technology significantly enhances cultural creativity, expression, and dissemination, forging a reciprocal synergy between technological innovation and cultural development. Hunan is committed to taking advantage of science and technology and fully leveraging digital technology to promote the creative transformation and innovative development of fine traditional Chinese culture.

Deepening reform and innovation to refine systems and mechanisms conducive to the integration of culture and technology

The integration of culture and technology is, at its core, a process of reform and innovation that requires breaking barriers, unlocking potential, and strengthening guarantees through reform-based thinking and approaches. Hunan is advancing research on integration strategies and innovations in science and technology systems and enhancing the coordinated and interconnected mechanisms across publicity, culture, education, science and technology, industry and information technology, finance, and other departments to pool province-wide efforts for the integration of culture and technology on a broader scale.

▶ "The Integration of Culture and Technology"—A Shared Vision at Mango

If we fail to seize the immense opportunities brought by science and technology in promoting cultural communication, we will lose our grasp on the future. We recognize that, on the one hand, the broadcasting and audiovisual industry, beyond its role in news dissemination, relies on cultural creativity to stand out and lead the way. On the other hand, the radio and television industry is born from and propelled by technology, with the rise of the Internet and new media fundamentally rooted in technological advancements. This dual nature—both cultural and technological—is embedded in the DNA of the industry. Therefore, we should firmly anchor ourselves in the "integration of culture and technology" as the guideline and drive content, platform, and industry upgrades through new quality productive and communicative forces. This is not only a great question presented by General Secretary Xi in this new era but also the only path to high-quality development."

—Gong Zhengwen, The Mango's Practice in the Integration of Culture and Technology



—Cai Huaijun, Solving a More Valuable "Comprehensive Question"





The integration of culture and technology has become a common consciousness and shared vision at Mango

The Hunan Broadcasting System has redoubled efforts to build a mainstream new media group that integrates culture and technology while achieving both social and economic benefits. Firmly anchoring ourselves in the "integration of culture and technology" as the guideline, we have been driving content, platform, and industry upgrades through new quality productive and communicative forces.



Overall Strategic Objective

- To build a mainstream new media group that integrates culture and technology while achieving both social and economic benefits

Three Sub-Strategies

- Deep integration of culture and technology
- Deep integration of traditional and new media
- Deep integration of culture and tourism

Among them, the "integration of culture and technology" is at the core.



Mango Excellent Media is the pioneering flagship new media enterprise in the Mango ecosystem of the Hunan Broadcasting System in practicing the integration of culture and technology

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

Actively responding to the call for culture-technology integration is not only a conscious initiative by Mango Excellent Media as a leading cultural enterprise in Hunan Province, but also an inevitable move to leverage its strengths in content and technology to seize emerging strategic opportunities brought by new technological trends to the development of the cultural industry and to foster new drivers for high-quality development.



2024 marks a decisive and critical year in Mango's journey toward the integration of culture and technology. The Company has thoroughly studied and understood General Secretary Xi Jinping's important speeches and instructions on cultural development during his visit to Hunan and focused on building a dual-engine model of "content + technology" by firmly securing the decisive edge of "culture + technology".





A Powerful Platform: The "Decisive Factor" in High-Quality Development
—Building a Super Digital and Intelligent Communication Platform
Integrating "Long, Medium and Short Video Content"

The future belongs to those who own powerful platforms. In 2024, Mango Excellent Media fully concentrated on building a super digital and intelligent communication platform with powerful functions, economies of scale, data elements, and leading technologies and establishing a platform matrix with Mango TV as its flagship, featuring a multi-faceted layout and an integration of long, medium, and short video content while balancing technological innovation with commercial value. With these efforts, Mango Excellent Media has secured a decisive edge in the high-quality development of a mainstream media group.

Case **Mango TV—Top 1 among State-Controlled Internet Long Video Enterprises**

Mango TV, the core brand, resource and competitiveness of Hunan Broadcasting System, serves as the flagship of leading digital and intelligent communication platforms. After a decade of development, Mango TV has become one of the top three in the long video industry and ranked first among state-controlled Internet enterprises. It has been recognized multiple times as a National Cultural Export Key Enterprise and is the first long video website in China to achieve profitability, remaining profitable for seven consecutive years. Currently, Mango TV is actively implementing its "Leap Forward Plan".

In 2024, Mango TV reached 73.31 million active paid subscribers, a new record. The Mango TV International App's "Double Growth Plan" also delivered remarkable results, doubling its annual downloads and overseas revenue. Mango TV continued to solidify its leadership in variety shows, with flagship programs following the formula of a mega-hit. According to Yunhe Data, Mango TV secured five of the top ten spots in the 2024 nationwide rankings for online variety shows, including See You Again S4, Ride The Wind 2024, Who's The Murderer S9, Divas Hit The Road, and Call Me By Fire S4. Among the Top 10 most-watched TV variety shows, Mango TV secured four positions, including Singer 2024, Hello, Saturday 2024, The Chinese Restaurant S8, and Run for Time · Duel Season. Moreover, Mango TV actively expanded the reserve of film and television dramas, with TV drama investments gradually entering the production cycle. In Douban's 2024 rankings of the top ten highest-rated Chinese dramas, Mango TV secured three spots with Romance in the Alley, The Forerunner, and The City of Sunlight. With high-quality long video content, Mango TV's membership business saw both volume and revenue growth, surpassing RMB 5 billion in annual revenue for the first time, an 18% year-on-year increase.



Case **Xiaomang E-Commerce—The Leading Trendy Shopping Hub for Young Consumers**

Xiaomang, a content e-commerce platform, is a strategic deployment by Hunan Broadcasting System based on closed-loop IP monetization and also serves as a key link in the commercialization and monetization of the entire Mango ecosystem's downstream operations. The platform aims to extend the Mango industry chain and further commercialize the value of its content and brand. After four years of development, Xiaomang has precisely positioned itself in the youth market, showing strong platform growth. In 2024, Xiaomang continued to race ahead in the content e-commerce track. The annual Gross Merchandise Volume (GMV) exceeded RMB 16 billion, with a four-year compound annual growth rate (CAGR) of 125%. The platform has introduced integrated innovative products such as immersive shopping experiences, super live-streaming rooms, and digital shopping guides, and launched cross-platform and cross-IP collaborations such as "Mango Broadcast", with No. 1 fashion brand, traditional Chinese mecha collectibles, and IP-themed collectible cards ranking among the top in their respective segments. "IP Derivative Youth Innovation Lab" was established by the platform to expand into cultural and creative derivatives and offline retail sectors.



Xiaomang continues to innovate business models by integrating self-developed technology platforms, original content placement, and long video platform membership conversion. The platform is now fully connected with Mango TV's user system, enabling seamless "watch-and-buy" experiences. Since launching external financing, Xiaomang has gained significant attention from capital markets. Investors widely believe that Xiaomang leverages the Mango ecosystem's advantages to create emotionally appealing products and services, seizing the new trend of emotion-driven consumption. Xiaomang has successfully secured an A1-round capital increase in its external financing and is now preparing for the A2 round. Subsequently, Xiaomang plans to initiate its B-round financing to further integrate with the "culture + technology" strategy by leveraging rich industrial resources in the capital market, aiming to establish itself as the third major growth pillar of the Mango ecosystem and the most commercially valuable platform of the next decade.

Case Mango TV International App—"Mango Globalization 2024" Initiative

Under the "Mango Globalization 2024" initiative, the Mango TV International App has achieved "double growth" in both user base and revenue. With "Mango TV" (Mango TV International App) as the main platform, Mango TV adheres to the international product philosophy, i.e., "local experience, global reach". By upgrading platform technology, leveraging self-developed China-standard ultra-HD technology, and ensuring localized infrastructure deployment, Mango TV has undergone a comprehensive platform transformation, achieving a global leap from traditional content export to full-scale platform globalization.



The Mango TV International App has accumulated 271 million downloads and supports seamless switching between 8 interface languages and 17 subtitle languages. An Arabic interface is set to launch soon, expanding its reach to 195 countries and regions worldwide. The top five countries and regions with the biggest number of active users are Malaysia, Indonesia, the United States, Taiwan (China), and the Philippines. In terms of user demographics, the platform is particularly popular among young users globally, with those aged 18–24 accounting for 58.7% of the user base. In October 2024, the Mango TV International App underwent an intelligent upgrade with the product philosophy of "global design, localized experience". The upgrade focused on technological innovation and user experience optimization, introducing 3D spatial audio and Vivid picture technology to significantly enhance audio-visual quality. The content sections feature a minimalist design for instant access, while the immersive player operates smoothly and seamlessly, enabling global users to navigate the platform effortlessly and engage with content quickly.



The "Overseas Super Partner Program" has successfully completed the strategic signing of a China-Vietnam joint venture, pioneering innovative cultural dissemination initiatives. Additionally, strategic cooperation agreements have been signed with Tourism Malaysia and the Singapore Tourism Board, fostering all-around collaboration in areas such as content co-creation, cultural and tourism development, and integration of business forms.



Comprehensive Upgrade of Mango TV International App

- Enhanced home page for a more "direct" browsing experience for international users
- "Localized" content on the playback page to reduce barriers for non-Chinese-speaking audiences
- "Integrated" search library to maximize content discoverability
- Completed a globalized transformation and upgrade of the entire core user journey of "Home – Playback – Search – Profile"
- Introduced self-developed China-standard technologies such as "Dual Vivid" ultra-HD technology and "LingoSail" multilingual management system internationally





Case Golden Eagle Cartoon—The Most Influential Children's Media Platform in China

Golden Eagle Cartoon, as the most influential children's media platform in China, has leveraged resources in the Mango ecosystem to produce blockbuster variety shows and animated IPs across both big and small screens and has successfully expanded into offline industrial business forms such as theme parks, study tours, children's competitions, and derivatives. Golden Eagle Cartoon has developed a new multidimensional promotional model that integrates both online and offline channels, reinforces Mango Excellent Media's parent-child content ecosystem, and is evolving into a comprehensive parent-child complex with a fully integrated industry chain. The platform reaches 420 million family users, covering 106 million children aged 4–14 and 216 million women aged 25 and above, making it a top-tier platform that caters to both children and mothers.



Golden Eagle Cartoon has established China's No. 1 parent-child variety show IP, Crazy Maiji, and created a super industrial IP program with the model of "IP + theme park + collectible cards". Additionally, the platform has produced a series of outstanding animated projects, including Maiji and His Friends, Sunny Girl No. 23, and Little Culture Guardians. Golden Eagle Cartoon also holds exclusive first-broadcast and sole-distribution rights for China's top three animated IPs, including Boonie Bears, Pleasant Goat and Big Big Wolf, GG Bond, and Pipilu & Luxixi. With over 80% of nationwide first-run broadcasts, Golden Eagle Cartoon has set the highest record among similar platforms and maintained its leading position as the premier broadcaster in China's television animation. It has secured the top spot in CSM's nationwide provincial satellite TV and similar channels for the same time slot across all-age viewership, demonstrating absolute big-screen dominance and a forward-looking vision. In 2024, Golden Eagle Cartoon launched "Super Star of Mango", a premium study tour brand focused on high-end artistic educational research tours, reinforcing its positioning as a high-end study tour brand in the Mango ecosystem. Six study tour programs have been developed, with the "Direct to Mango", "Tech Study Tour", and "Culture & Tourism Study Tour" series successfully launched.



Case Happigo—Leading the Silver Economy Market

Happigo, as one of the most comprehensive media retail platforms in China, operates across multiple sales channels. Positioned as a "media retail and e-commerce" platform, Happigo is committed to cross-industry, cross-media, and cross-regional development and has grown over the past twelve years into a leading player in China's new-generation home shopping industry. Through the Happigo App and its "Gou Xiao Er" WeChat service account, the platform enables users to shop anytime, anywhere on their mobile terminals in an entertaining and socialized environment.



In 2024, Happigo intensified its focus on the "silver economy" by targeting the "active seniors" and reshaping its brand image centered around the health, quality of life, and daily interests of the elderly. The platform now offers 1,572 types of nutritious food, 308 types of health food, 244 health products, and 1,717 clothing products tailored for older consumers, catering to the growing demand for diversified and high-quality consumption of the aging population. Additionally, the platform has partnered with universities for the elderly, organized community networking activities, and developed specialized travel packages, all aimed at fostering deeper interactions and connections with elderly consumers by providing fresh consumer services, leading innovative consumption patterns, and building new consumer confidence. Furthermore, Happigo has continued to increase efforts to develop and provide health-related SKU offerings, integrate outbound calls and private domain operations, and focus on long-term member engagement, with a significant increase in the membership repurchase rate. The platform has also actively sourced and explored new suppliers and strengthened negotiations to improve efficiency. With these efforts, Happigo has continuously optimized customer experience, enhanced operational quality, and empowered business growth with technology.

Case Mango Ecosystem Expansion Conference Held

The Mango Ecosystem Expansion Conference brought together six major innovation platforms and introduced seven track leaders, unveiling over 300 new content projects. Subsidiaries across the ecosystem participated in forming a new Mango ecosystem that integrates long, medium, and short video content, enhances audio-visual synergy, and enables multi-directional resource flow. Meanwhile, a platform matrix featuring "strong platform-driven traffic, full coverage of vertical platforms, and commercial platforms as the safety net" has also been built. At the conference, the Company introduced an upgraded "Track Leader" mechanism for content teams. By integrating innovative products such as "story-driven advertising", "IP-based dramas and variety shows", and "downstream monetization", the Company aims to foster richer commercial scenarios of content, more diverse channels, and more multidimensional communication.



Mango Ecosystem Expansion Conference



Premium Content: The "Moat" for High-Quality Development
—From Online to On-Site, Advancing the Production and Dissemination of New-Quality Content

Mainstream media serves as the ballast of high-quality development. As a leading mainstream media enterprise, Mango Excellent Media considers strengthening and expanding mainstream ideology and public opinion its primary responsibility and business, foundation, and source of value. In response to the "Brightness Action for Chinese Modernization" initiative, the Company remains committed to actively advancing its top story and pinned content projects, leveraging new technologies to amplify mainstream media outreach, spreading fine traditional Chinese culture, and commemorating the 75th anniversary of the founding of the People's Republic of China through the innovative creation of premium content that seamlessly integrates social and economic benefits.

Case Advancing the Top Story and Pinned Content Projects

Mango Excellent Media has made the promotion of General Secretary Xi Jinping's thoughts and image a fundamental mission, ensuring that the coverage of his ideas and activities remains visible on Mango TV every day with fresh updates. The "special section for General Secretary Xi Jinping's important reports" on Mango TV's homepage has amassed over 6.1 billion views.



Special Section for Important Reports

During the third session of the 14th National Committee of the Chinese People's Political Consultative Conference and the third session of the 14th National People's Congress (known as the "two sessions"), a comprehensive all-media publicity matrix with Mango TV as the main force, following the "Brightness Action for Chinese Modernization" initiative, fully leveraged its advantages in the integration of advanced technologies and media to focus on the major agendas of the two sessions, vividly exhibit the elegance of NPC deputies and CPPCC National Committee members, and better tell the stories of Chinese governance and Hunan's contributions. As part of this effort, the Press Center innovatively produced a main promotional film for the coverage of the two sessions, "Brightness Action for Chinese Modernization", along with eight AI-powered promotional films, all widely disseminated through the whole media matrix in a high-frequency, concentrated manner. These promotional films featured the original audio excerpts from General Secretary Xi Jinping's speeches and utilized AI generation technologies to create a more dynamic and youthful visual presentation. By incorporating DeepSeek, the film Ne Zha, Unitree Robotics, and other elements of new quality productive forces, the promotional films intend to highlight the splendid future and transformative power of Chinese modernization.



Brightness Action for Chinese Modernization





Case Cultural Documentary "Admonitions to Officials in China"

Admonitions to Officials in China is a cultural micro-documentary series produced by Hunan Satellite TV and Mango TV under the guidance of the National Radio and Television Administration. The documentary explores traditional Chinese maxims of official conduct throughout the ages and traces their origins and significance across seven key themes: self-cultivation, academic diligence, family governance, people-centric governance, integrity, prudence, and dedicated governance. By delving into the exemplary codes of conduct embedded in traditional Chinese culture, the documentary contributes to the promotion of a clean governance culture in the new era.



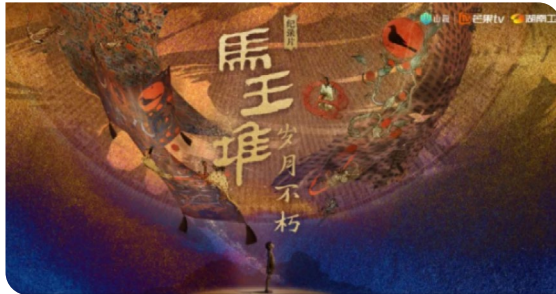
Admonitions to Officials in China

In terms of production techniques, Admonitions to Officials in China takes an innovative approach by deeply integrating modern technology with traditional Chinese admonitions to officials. Combining location shooting with AI technology, the documentary delivers an immersive experience that goes beyond textual narratives. Admonitions to Officials in China S2 pioneers the use of AI-generated content (AIGC) and the "Dual Vivid" ultra-HD technology matrix, creating breathtaking visual effects that seamlessly blend culture and technology in the digital realm. By leveraging the "Dual Vivid" cloud-based ultra-HD production and broadcasting technology, the technology team significantly enhanced image and audio quality. "The 'Dual Vivid' cloud-based ultra-HD production and broadcasting technology greatly reduces post-production costs associated with upgrading to ultra-HD infrastructure, improves production efficiency, enhances the clarity and depth of visuals and sound, while creating a sense of spatial immersion, allowing the audience to truly experience a 'cross-temporal journey'."



Case Mawangdui's Immortal Years—Unearthing Cultural Treasures and Bringing Artifacts to Life

The documentary Mawangdui's Immortal Years has been highly acclaimed in a review by the Publicity Department of the CPC Central Committee, which recognized its pioneering efforts in revitalizing ancient artifacts through the deep integration of "culture + technology". Following its premiere on Hunan Satellite TV and Mango TV, the documentary ranked first among all non-drama programs airing in the same time slot across provincial satellite TV channels, as measured by CSM National Network, CSM 71 Cities, huan.TV, and ky.live. With a positive rating of 99.86%, the documentary received official media recognition from China Mainland Media Research Co., Ltd. (CMMR), describing it as "being widely praised by netizens and attracting countless new fans". The documentary garnered over 176 million related topic views of social media, with more than 600 articles published by over 300 mainstream media outlets, including People's Daily, Xinhua News Agency, and Guangming Daily. The English version of the documentary was released via the Mango TV International App, reaching 195 countries and regions, and was simultaneously broadcast on TV networks across North America, Singapore, and Malaysia. From domestic to international audiences, the documentary has successfully brought ancient artifacts to life and sparked widespread discussions on traditional Han culture among young people, presenting the magnificent heritage of Chinese civilization through a global lens.



Mawangdui's Immortal Years

Through time-space intertwining and virtuality-reality combination, the documentary leads audiences onto an elevator towards the Mawangdui Han Dynasty Tombs (the narrative subject) and the Mawangdui exhibition at the Hunan Museum (the narrative space). As the elevator ascends, the bustling world of the early Han Dynasty emerges, seeming to transcend the barriers of time and space and intertwine with modern space while guiding the audience to the grand trajectory of Chinese civilization. With the awe of tourists and the narration of professional guides, a vivid scene of history colliding with reality and tradition conversing with modernity unfolds before the audience.

With cutting-edge CG effects, the documentary spectacularly recreates the breathtaking moment when the four-layered coffin was opened. The coffin of Lady Xin Zhui, a priceless artifact traditionally confined to static museum displays, is also faithfully restored with intricate and clearly visible patterns and carvings. The documentary also resurrects the grand banquets of the Xin Zhui family and the elegant lacquerware that defined their refined lifestyle, providing an immersive experience of daily life and aesthetics in the Western Han Dynasty. Through these efforts, audiences are transported back in time, witnessing firsthand the grandeur and prosperity of the Han Dynasty.



New technologies have become deeply embedded in the foundational logic of content creation and dissemination, expanding the cognition boundaries of innovation and creativity while providing support for Mango Excellent Media in continuously forging high-quality super productions and high-impact super communication driven by the integration of culture and technology. In 2024, the Company achieved remarkable success in content and communication, with outstanding performances across long, medium, and short video content. Representative programs emerged across various genres and categories, yielding both high social recognition and great market benefits.

Case Singer 2024—A Triumph of Self-Developed Technology and Content Co-Creation

Singer 2024 delivered a groundbreaking experience with live broadcasting, an international lineup, diverse musical styles, and a transparent competition format. The season featured 13 large-scale live broadcasts, representing a comprehensive test in various capabilities—from broadcast control to audience interaction, from signal coverage to transmission, and from traditional techniques to cutting-edge AI applications. Beyond presenting audiences with high-quality music, positive values, and an engaging cultural exchange between China and the world, the program also infused the radio and TV industry with new vitality. Singer 2024 set a new benchmark in variety show communication, amassing total views of 159 billion across all online platforms and significantly boosting Hunan Satellite TV's ratings and Mango TV's online peak traffic. It not only elevated the Friday night viewership across all provincial satellite TV channels, with a 10% month-over-month increase in total viewership but also became a certified blockbuster on Weibo and TikTok after just half a season. On a global scale, Singer 2024 drove a 10.6 million increase in new users for the Mango TV International App, achieving over 23.17 million overseas views and reaching 129 million global users. Singer 2024 exemplified Mango's successful practice of enhancing China's

international media influence with high cultural consciousness. Amidst a complex global landscape, Singer 2024 stayed true to the important mission that "contemporary Chinese literature and art should look beyond China", giving full play to the vital role of literary and artistic works in conveying modern Chinese values and notions and reflecting the common values and pursuits of all humanity. The program resonated widely upon broadcast, achieving record-breaking viewership, online engagement, and social media buzz. It also garnered official recognition and recommendation from multiple diplomatic and international institutions, including the Department of Latin American and Caribbean Affairs of the Ministry of Foreign Affairs of the People's Republic of China, the Embassy of the People's Republic of China in the United States of America, the Embassy of the People's Republic of China in the Republic of Estonia, the United Nations Educational, Scientific and Cultural Organization (UNESCO), and the Embassy of Canada to China. Singer 2024 has established itself as a widely popular annual TV sensation winning over audiences worldwide.



Singer 2024



Singer 2024 is a triumph of self-developed technology and content co-creation. By adopting a live broadcast format, coupled with the innovative "true live, true broadcast" concept, the show invited top-tier domestic and international vocalists and provided them with a larger creative space, delivered an unprecedented musical experience to audiences, and offered music lovers worldwide a more diverse and inclusive musical form. Through deep integration of culture and technology, Singer 2024 adopted a dual-screen model by combining Hunan Satellite TV's large-screen viewing experience and Mango TV's small-screen interactive engagement, transforming viewers into active cloud-based participants. Audiences became essential co-creators in the production process, engaging in real-time discussions and reactions through immersive live streaming. As a result, Singer 2024 led to a 60% increase in average live-stream viewing duration per user. By introducing a groundbreaking innovation centered on live TV broadcasts, Singer 2024 has further expanded its reach through cutting-edge audiovisual technologies on digital platforms, amplifying the social cohesion and influence of live broadcasting, greatly elevating the artistic impact and expressive depth of the competition-based performance, and setting a new benchmark for the quality of music variety shows in China once again.

Cloud Director & Multi-Screen Viewing

This feature allowed Mango TV members to become "virtual directors", freely switching between camera angles in real time. The program adopted the "1+3" screen combination mode for the first time, delivering a seamless multi-screen, immersive live-streaming experience.

Special Live-Streaming Bullet Comment Engine

This feature ran throughout the whole season, offering users a unique and engaging real-time experience during critical moments of Singer 2024, allowing audiences to witness and celebrate moments of glory of the singers together with millions of viewers, and creating a synchronized interactive experience between the "physical" and "digital" worlds.

Unique Innovative Technologies in Singer 2024

Innovative Nationwide Prediction

This feature enabled users to rank their favorite singers in real time through the "Nationwide Prediction" section on Mango TV, offering an unmatched level of immersive participation in the competition.

L-ISA Sound System

This marks the debut of the immersive sound system in a TV music show. The use of the L-ISA sound system ensured uniform and top-tier audio experiences across all audience seats in the live venue. This technology also provided a high-quality musical experience for television and online viewers, allowing them to fully appreciate the voice of each singer.



Case

Ride The Wind 2024—Showcasing the Beauty of Oriental Culture and the Style and Strength of Women

With the theme "Beautiful China, Inspiring Aspirations", Ride The Wind 2024, an international female cultural exchange and music competition variety show independently produced by Mango TV, has remained committed to portraying the character and brilliance of women in the new era. Now, in its fifth season, the show continues to highlight the spirit and strength of women through their stage presence and the growth of female participants of all ages from around the world. The exceptional performances jointly presented by outstanding women from different regions and industries and their cultural exchanges have been widely recognized by over 50 institutions and mainstream media outlets, including the National Radio and Television Administration. Notably, the stage performance of Chen Lijun, one of the participants, was praised for "vividly showcasing the valiant and graceful image of Chinese women". The interactions and collaborations between participants from various countries in the program also received acclaim for "transcending language barriers, allowing women from different regions and professions to exchange cultures through cooperation, and creating a dazzling synergy". People's Daily further acknowledged that female participants of all ages from countries around the world presented diverse stage performances with different styles on Ride The Wind 2024, showcasing the spirit and strength of women while promoting global cultural exchange and mutual appreciation.



Ride The Wind 2024

The global impact of Ride The Wind 2024 was further validated, with over 1,400 reports from major global media outlets such as The Associated Press, CNN, and The Financial Times, describing the show as "a platform where cultures from around the world converge and blend" and "a bridge for cultural exchange built through music". Famous French chanson singer Joyce Jonathan's participation in the program attracted widespread attention, with French Prime Minister Gabriel Attal sending a video message to congratulate her, which received 10 consecutive recommendations from the Chinese Embassy in France and the French Embassy in China. Joyce, along with fellow contestant Shang Wenjie, also visited the Centre Culturel de Chine à Paris with Nicolas Pillere, Minister Counsellor of the French Embassy in China, where they engaged in discussions on Sino-French cultural exchange. In celebration of the 60th anniversary of China-France diplomatic relations, Joyce and Shang performed "Let Light Meet Light", a collaborative song produced by CCTV News and Mango TV, showcasing the fusion of Chinese and French cultures with music as a medium. After earning a finalist seat on Ride The Wind 2024, Joyce's performance and experience on the show were featured on French television, with the Chinese Embassy in France issuing an official congratulation on her victory once again.



The platform production and research team of Mango TV's Platform Technology Center, in collaboration with Ride The Wind 2024 and other blockbuster variety shows, integrated the Cocos game engine and advanced dynamic effect technology, creating an immersive "3D Breakthrough System" and the "Manghe" bullet screen engine. These innovations allowed users to be fully immersed in the show, from homepage exploration to video viewing, fostering an interactive experience between users and the content and offering a visually and sensorially immersive spectacle with special effects.

Case

Time Concert S4—Introducing an Interactive Product "Mango Glee Club"

On Time Concert S4, five generations of Super Girl contestants reunited for a grand choral performance for the first time. Meanwhile, Mango TV introduced an innovative interactive product "Mango Glee Club" for music variety shows with a focus on the new concept of "creating, watching and singing together". Featuring "Singing with the Singer" and "Bullet Screen Singing with Others", the Mango Glee Club was launched alongside Time Concert S4, allowing users to immerse themselves in the choral experience and attracting hundreds of thousands of participants, with the highest single sharing rate reaching 80%.



Time Concert S4

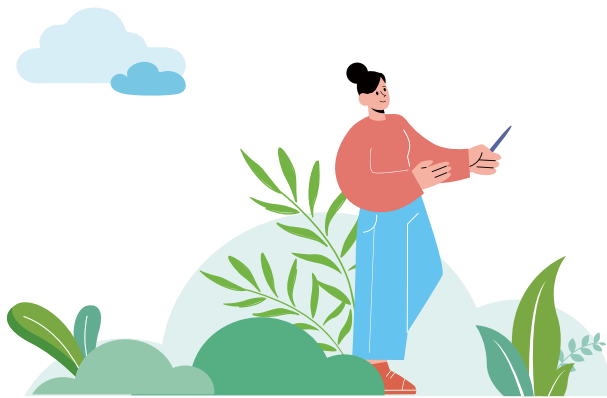
The Mango Glee Club innovated a dual-performance mode featuring "Singing with Him/Her" and "Singing with Others". Supported by intelligent AI-powered sound mixing and multi-audio synchronization technology, users can be seamlessly involved in a chorus, transforming their viewing experience into a "large-scale virtual KTV" experience. With just a tap on the screen, users can sing alongside the guests and enjoy the fun of interactive performances. Users can also select iconic singers or classic songs from an extensive Mango IP music library, fulfilling the dream of performing on stage with their idols. The AI-powered intelligent audio technologies, such as intelligent scoring algorithms, can intelligently separate the original vocals and accompaniment and utilize a multidimensional scoring algorithm that evaluates intonation, emotional change, and other factors for comprehensive intelligent scoring, ensuring precise control over the audience's vocal quality. The integration of the AI-powered sound mixing algorithm seamlessly blends choral vocals with the accompaniment, enhancing the quality of every choral performance. With a variety of AI audio effects, users can create their own unique vocal tones, allowing program audiences to effortlessly sing along with millions.





Case Call Me By Fire 2024—Breathing New Life into Music and Culture with a Burning Passion

Mango TV's all-encompassing music competition show, Call Me By Fire 2024, breathes new life into music and culture with a burning passion. Among 86 performances in this season, the performance "Under the Sea" was dedicated to raising awareness for depression patients and other vulnerable groups, and performances "Iron Armor" and "Beyond Reach" paid homage to Chinese intangible cultural heritages, lion dance and the "Guan Jiang Shou" (divine general performers) folk tradition.



Call Me By Fire 2024

By exploring diverse stage formats and musical styles, Call Me By Fire 2024, through innovative adaptations, enriched the emotional expressions of music on family, love, and friendship while offering new observations and thinking about the world and life. Throughout the season, the show consistently delivered high-caliber performances and heartwarming interactions between contestants, sparking extensive audience attention and discussions. The program was recognized at the Weibo TV & Internet Video Summit 2024 as one of the "Outstanding Works of the Year".



Mango TV's technology team remains at the forefront of innovation, having successfully completed a full-scale upgrade of the 4K ultra-HD production workflow for Call Me By Fire 2024. With exceptional image clarity and high-fidelity color rendering, the program combined self-developed HDR Vivid full-link technology and ultra-HD content-aware encoding technology to provide viewers with an unparalleled visual experience.

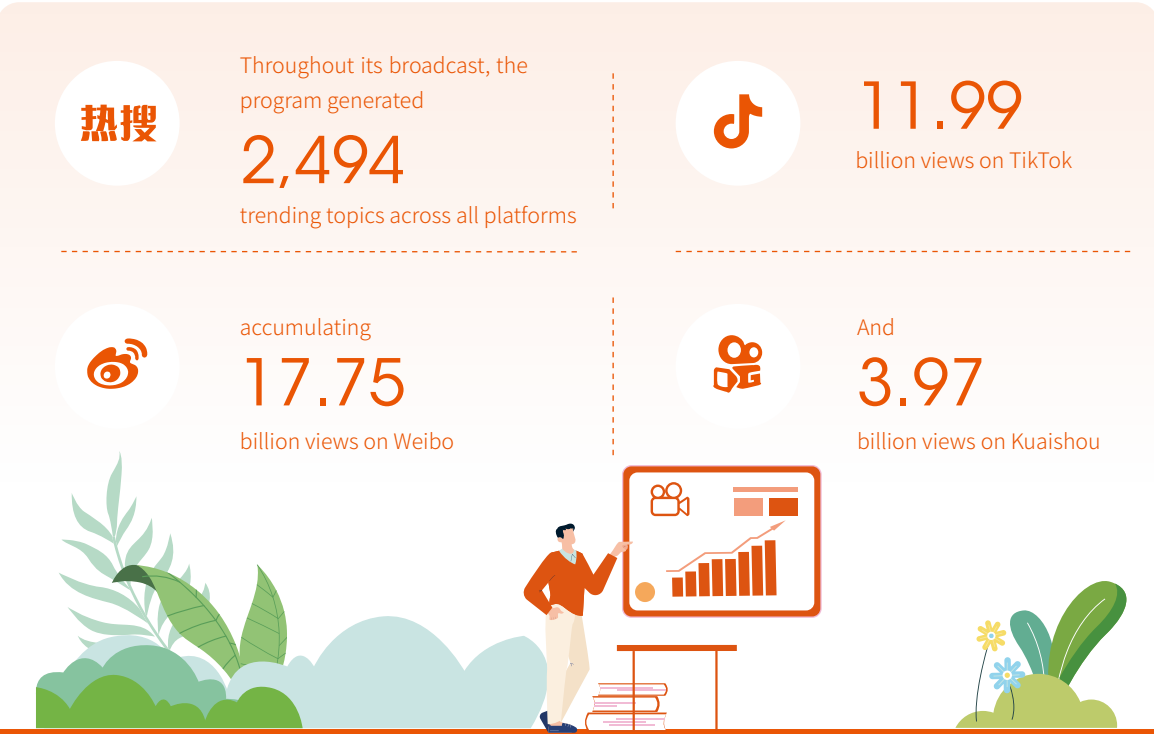
Case Infinity and Beyond S4—A Wave of Cantonese Music, An Echo of Love

Infinity and Beyond S4 is a music and cultural program produced under the special guidance of the Network Audiovisual Department and the Hong Kong, Macao and Taiwan Affairs Office under the National Radio and Television Administration as well as the Department of Publicity, Culture and Sports of the Liaison Office of the Central People's Government in the Hong Kong S.A.R. This season brings a fresh perspective by focusing on the cultural characteristics of the "9+2" urban cluster in the Guangdong-Hong Kong-Macao Greater Bay Area, showcasing the rich legacy of Cantonese music and its modern evolution through 114 creatively curated stage performances. By bringing veteran artists and emerging musicians together on stage, the program blends classic hits with innovative compositions, highlighting the intergenerational inheritance and innovative development of the region's musical culture. In terms of musical exchange, Infinity and Beyond S4 employed a documentary-style approach to vividly capture the cultural and humanistic landscape of the Greater Bay Area. Hong Kong singer Joey Yung praised the show for serving as an emotional bridge between audiences in the Chinese mainland, Hong Kong, and Macao, offering a compelling portrayal of the "one-hour life circle" concept of integrated development in the Greater Bay Area.



Infinity and Beyond S4

From Hong Kong to the Greater Bay Area, Infinity and Beyond S4 acts as a cultural bridge that expresses the shared cultural lineage of Guangdong, Hong Kong, and Macao through the art of music, fostering the creative transformation of traditional Chinese culture.





Case Flourished Peony—Inheriting Traditional Chinese Culture with "Flowers" as the Mainline

With "flowers" as its mainline, the TV drama Flourished Peony focuses on the inheritance of traditional Chinese culture, female growth, and patriotism. Since its premiere, Flourished Peony has captured immense attention. With outstanding viewership, online engagement, and commercial value, the series not only led across all metrics but also garnered widespread acclaim for the meticulous craftsmanship from its production team. Keywords such as "Chinese aesthetics", "exceptional production quality", and "cultural splendor of Tang Dynasty" have sparked nationwide discussion.

From its debut, Flourished Peony saw a continuous rise in viewership, ranking first in its time slot across provincial satellite TV channels according to CSM average ratings. It maintained the highest viewership ranking positions in its time slot among provincial satellite TV channels and online platforms many days on ky.live, secured first place in the same time slot for satellite TV drama viewership on huan.TV, and dominated the Yunhe Screen Dominance Chart. The series amassed 6,743 trending topics across all platforms, with 4,212 Weibo trending topics, while its main topics on TikTok amassed 14.73 billion views, with related topics exceeding 29.6 billion views. Data rankings across Dataprox, Maoyan, VLinkage, Guduo, Dengta, and Blue Eagle consistently placed the series at the top. The series also contributed to cultural and tourism consumption in areas such as Hunan, Heze in Shandong, and Luoyang in Henan, establishing itself as an influential cultural TV sensation at the start of 2025. Its influence has extended beyond China's borders, making it a shining emblem of Chinese culture on the global stage and offering international audiences a window into the allure of splendid traditional Chinese culture.



Flourished Peony

Case Romance in the Alley—Encapsulating the "Essence of the Chinese Spirit" with Vibrant Depictions of Daily Life



Romance in the Alley

Mango TV's period drama Romance in the Alley embraces a documentary-style aesthetic and depicts the heartwarming, deeply emotional everyday lives of ordinary citizens through many real-world scenes. As a cultural and artistic medium that fulfills the public's spiritual and cultural needs, TV dramas not only offer a more nuanced and heartfelt cultural memory than historical records but also establish emotional bonds among ordinary people, fostering a shared spiritual home. Through various explorations in narrative and expression, Romance in the Alley captures the resonance between individuals and the times and draws a collective portrait of ordinary people and their lives, encapsulating the "essence of the Chinese spirit".

With detailed pictures of period settings, multidimensional characters, and vibrant depictions of daily life, Romance in the Alley achieved remarkable success in both popularity and word-of-mouth. The drama ranked No. 1 in its time slot across provincial satellite TV channels on CVB, CSM, huan.TV, and ky.live. The main topic "Romance in the Alley" on TikTok accumulated over 15.5 billion views, making it the most-viewed main topic on TikTok among family-themed period dramas this year. On Mango TV, it held the top spot on the platform's drama ranking for 25 consecutive days, while securing first place across major authoritative charts, including Douban, Yunhe, Maoyan, VLinkage, Dataprox, and Dengta. The series achieved a Douban score of 8.2 and a Weibo score of 9.2, making it the highest-rated period drama of the year. Romance in the Alley also garnered support from various sectors, with influential accounts from culture and tourism, colleges and universities, gastronomy, law, reading, and fashion actively sharing stories from the drama, attracting audiences from all walks of life to participate in interactions.

Case Sunrise on The River—Lucid Waters and Lush Mountains Are Invaluable Assets

Sunrise on The River, starring Huang Zhizhong, Mei Ting, and Jiang Wu, aired on Hunan Satellite TV and Mango TV, depicting the efforts of Zheng Hanjiang and his team to restore the ecological environment in Qijiang City. Through multi-dimensional storytelling, the drama presents China's exploration and practices in ecological civilization development and aims to evoke deep audience reflections on the principle that "lucid waters and lush mountains are invaluable assets" with scenes of everyday life and the diverse realities of the people.

By innovating new ways to tell environmental stories and forging a fresh communication model with the superior publicity department, Sunrise on The River received widespread acclaim and impressive public response after broadcast. It maintained the top spot in all-day ratings among provincial satellite TV channels on CSM for multiple days, accumulated over 100 trending topics across all platforms, and topped the main trending list multiple times. Within 15 days of its release, the drama's main topic on short-video platforms amassed over 6 billion views, with a single-day increase of 447 million views on TikTok alone, consistently ranking No. 1 across industry charts such as TikTok, Maoyan, Yunhe, and Dataprox. The National Radio and Television Administration and its matrix accounts praised the drama for "effectively conveying the determination and wisdom of the Party, the state, and the people in safeguarding blue skies and clean waters". Xinhua News Agency noted that the drama's "engaging storytelling resonated deeply with audiences". Guangming Daily highlighted that "the drama seamlessly integrates pressing environmental issues, such as water and air pollution, into its narrative, offering an immersive audiovisual experience while raising awareness for ecological governance." China Environmental News further commended the series for "capturing a critical snapshot of China's rapid yet sustainable development process". Additional coverage from China Daily, Workers' Daily, China Youth Daily, and Global Times recognized the series as "a vivid portrayal of China's environmental protection efforts in the new era".



Sunrise on The River

Case The City of Sunlight—A Youthful Tribute to the New Era on the Tibetan Plateau



The City of Sunlight

The City of Sunlight is a key drama in the TV series exhibition and broadcasting campaign to celebrate the 75th anniversary of the founding of the People's Republic of China themed "Walking with the Times, Standing with the People". The drama was produced with the support of the National Radio and Television Administration and co-produced by the Publicity Departments of the CPC Hunan Provincial Committee and the CPC Tibet Autonomous Regional Committee, along with CCTV, Hunan Broadcasting Film Group Co., Ltd. (Hunan Broadcasting System), and Mango TV. The series follows six young individuals, led by Suolang, as they chase their dreams and realize their self-worth in Tibet, showcasing the positive attitude towards life and values of the Tibetan people amidst the intersection of tradition and modernity, as well as the deep bonds of unity among China's diverse ethnic groups forged in Tibet's development.

Since its broadcast, The City of Sunlight has garnered a cumulative audience of over 223 million viewers. Major media outlets such as Xinhua News Agency, People's Daily, Guangming Daily, and China Daily published more than 300 articles praising its portrayal of youth on the Tibetan plateau and its uplifting depiction of life. The series sparked a viral trend on social media to "explore Tibet following The City of Sunlight". According to Lhasa Release, the popularity of The City of Sunlight contributed to a surge in tourism during the National Day holiday, with the city welcoming 1,989,100 visitors, a 7.45% year-over-year increase, and generating RMB 951 million in tourism revenue, a 6.73% year-over-year growth.



Case

Northwest Years—A Great Tribute to Revolutionary Spirit, Empowered by Comprehensive Intelligent Content Review

Northwest Years is a powerful artistic work that draws from the Party's history to vividly depict the revolutionary struggles in northwest China. Through compelling storytelling, the TV series portrays the lofty ideals, steadfast faith, heroic sacrifice, and unrelenting exploration of veteran proletarian revolutionaries such as Xi Zhongxun, who dedicated themselves to the Party's cause and the people's interests. From single sparks of revolution to a sweeping blaze in northwest China, these veteran revolutionaries defended the last remaining revolutionary base areas and went on to overthrow the collapsing Kuomintang regime. Throughout this arduous journey, they remained committed to the principles of seeking truth from facts and relying on the people, ultimately culminating in the founding of the People's Republic of China. This production serves as a stirring tribute to the revolutionary spirit and moral integrity of Chinese Communists, offering profound ideological strength and spiritual inspiration for advancing Chinese modernization in the present age. In addition to filling a long-standing gap in televised depictions of the revolutionary history of northwest China.



Northwest Years

Case

Begin Again—Celebrating the 25th Anniversary of Macao's Return to China

Airing on CCTV-1, Mango TV, and Hunan Satellite TV, Begin Again weaves together a collection of romantic or heartwarming encounter stories, showing the unique cityscape and cultural charm of Macao through warm and fervent color aesthetics. Released in commemoration of the 25th anniversary of Macao's return to China, the series offers a vivid and realistic cinematic portrayal of the city, sparking a surge in cultural tourism, capturing the youthful spirit of contemporary Macao, and evoking widespread emotional resonance. As a key drama supported by the National Radio and Television Administration, Begin Again was directed by Mango TV's contracted filmmaker Li Mo, co-directed by Xu Weikuan, and led by a star-studded cast featuring Zhong Chuxi, Sun Yang, and Chen Haoyu, with Han Dongjun in a special starring role.

Since its premiere on December 18 during CCTV-1's primetime slot and on Mango TV, the series has maintained the No. 1 spot on China Video Big Data (CVB)'s daily rankings of primetime drama for eight consecutive days and also topped the Maoyan's Urban Drama Popularity Chart. Since its debut, online searches for "Macao" across relevant platforms have skyrocketed, with Baidu searches increasing by 112% year-over-year and WeChat searches surging by 79 million queries. The series has been officially recommended by the National Radio and Television Administration, the Liaison Office of the Central People's Government in the Macao S.A.R., and the Macao Government Tourism Office. Local Macao media have published over eight feature reports acknowledging the drama's "authentic portrayal of Macao's laid-back urban atmosphere and diverse urban appearance".



Begin Again



Case

Mango Micro-Dramas—"Content + Data + Creativity"

Supported by the "Network Audiovisual Program Quality Creation and Communication Project" of the National Radio and Television Administration, the micro-drama The Story of Suzhou focuses on Suzhou's ancient fan-making craftsmanship, contributing to the promotion of intangible cultural heritage while bolstering local cultural and tourism industries. Adopting a director-centric cinematic approach during creation, the drama highlighted the cultural tourism of Suzhou's historic Pingjiang Road and the inheritance of Suzhou embroidery as an intangible heritage to enhance the depth of its storytelling and boost local cultural and tourism industries. The drama's scene settings featured the Pingjiang Road historical and cultural block as its main shooting location, along with Internet popular tourist destinations, such as Panmen Scenic Area, Tang Yin's Former Residence, the Gate of the Orient, Jinji Lake, Dushu Lake, and the Suzhou Radio and Television Station Building, showcasing new perspectives, new scenes, and new looks of Suzhou that blend historical charm with modern vibrancy.

The premium micro-drama Rival Love was jointly broadcast on Hunan Satellite TV and Mango TV's "Mango Micro-Drama" platform, injecting fresh momentum and creativity into the "high-quality production" of micro-dramas. Through TV-network collaboration, Rival Love made a powerful breakthrough with premium content, further promoting the high-quality development of the micro-drama industry and fulfilling the responsibility and mission of mainstream media.



Mango Micro-Dramas





Innovative Technologies: The "Accelerator" for High-Quality Development
—Enhancing "Quality" Through "Intelligence" to Build a Strong New Technological Foundation

Mango Excellent Media remains steadfast in its commitment to technological innovation as the driving force behind deep media integration, aligning closely with the core principle of "culture + technology" while continuously reinforcing its technological foundation. By positioning interdisciplinary talents with expertise in both "content and technology" at the forefront, the Company empowers its entire value chain, including content production, distribution, and operations, to achieve comprehensive upgrades. With a strategic focus on future media competition, the Company continues to increase its input in research and development, attract top-tier technology professionals, and provide strong support for premium content creation, user experience optimization, and business model innovation.

Case Building a Hub for New Interdisciplinary Talents in the Integration of Culture and Technology

Mango's next-generation technology professionals are rapidly growing into a formidable force, exemplifying the Company's philosophy that "new talents keep emerging at Mango". The Company firmly believes that young professionals are the most adept at innovation and the most skilled in leveraging cutting-edge technology. With an inclusive workplace and the most attractive benefits package, Mango has established a comprehensive talent system encompassing "selection, training, deployment, and retention", fostering a team that takes the lead in both "creativity and technology". This ensures that both culture and technology take center stage and that new professionals excelling at both "content and technology" emerge and thrive.

The Company has consistently implemented talent innovation initiatives such as the Mango Young Talent Program and the Qingmang Program and created platforms like "Mango Youth Talk" and "Young CEO Club" to showcase the power of young talents. The Company has also hosted the "International Audio and Video Algorithm Competition" for five consecutive years, attracting over 30,000 teams worldwide and recruiting more than 100 algorithm engineers, who have become the "dream builders" and "architects" shaping the integration of culture and technology. Currently, 80% of Mango's workforce consists of interdisciplinary professionals skilled in both "content and technology". Guided by the philosophy of "driving platform development through new technologies", Mango's technology team has won over 20 prestigious technology awards and obtained more than 100 authorized invention patents.



A Group Photo of More than 700 Technical Engineers at Mango



Part of Awards and Prizes Obtained by Mango's Technology Team



Case China's First AI Variety Show Director "AIM"

AIM, the first AI director in China, was developed based on the Mango LLMS. AIM integrates multiple directorial capabilities, including storyboarding, prop management, scriptwriting, on-camera direction, and music direction. Beyond enhancing the creative and experimental aspects of the program, AIM is designed to align with emotional needs of human, bringing more creativity to content creation.



AI Variety Show Director "AIM"

AIM made its debut in the variety show Our AI Journey and participated in real-time ranking predictions for Singer 2024, achieving 100% accuracy in the finale and being recognized as a "new species" in Chinese variety shows. The AI director "AIM" received official commendation from the Publicity Department of the CPC Central Committee and won the third prize in the Science and Technology Progress Award of the China Society of Motion Picture and Television Engineers. Moving forward, AIM will expand its capabilities into program planning, intelligent casting, game design, proposal presentations, artist interviews, and storyboard scripting, aiming to provide on-site filming assistance while fostering broader engagement with global audiences.





Case "Mango LLMS" Approved by the Office of the Central Cyberspace Affairs Commission

Mango LLMS—The "Mango LLMS" has officially passed the approval for generative AI (large language models) of the Office of the Central Cyberspace Affairs Commission. Previously, Mango TV had already received algorithmic approvals from the Office of the Central Cyberspace Affairs Commission for its deep synthesis services, personalized pushing, search filtering, and other technologies, laying a strong foundation for Mango TV's continued efforts in all-scenario algorithm innovations and applications. Built upon broadcasting industry data, knowledge and experience in program content creation, and other special features, the Mango LLMS is designed as a trustworthy, controllable vertical application large model that is easy to manage and use and is tailored for media, culture and entertainment sectors. It supports a wide range of industry applications, including program ideation, content creation and generation, anthropomorphic dialogue of character, and generative content recommendations.



Mango LLMS

Case "Shanghai Research Institute" Specializing in Video Generation

"Shanghai Research Institute"—The "Shanghai Research Institute", a newly established R&D and implementation team by Mango TV, focuses on image and video generation and understanding models. To meet the needs of practical business scenarios, the Shanghai Research Institute focuses on image generation and editing, controllable video generation, and image-video structural understanding, and has deeply studied the underlying algorithms for the large model of image and video generation, aiming to improve AI-driven creation efficiency and creating the industry's leading vertical large model of image and video generation. It has successfully self-developed the "AI Smart Script Selection" to increase the quantity and improve the quality of micro-dramas and double the efficiency of script evaluations, increasing creation efficiency by 40%. Additionally, a "Mango Parallel Universe" has been established, allowing intelligent NPCs to guide users through immersive digital environments and truly realizing a world where "everyone can co-create content".

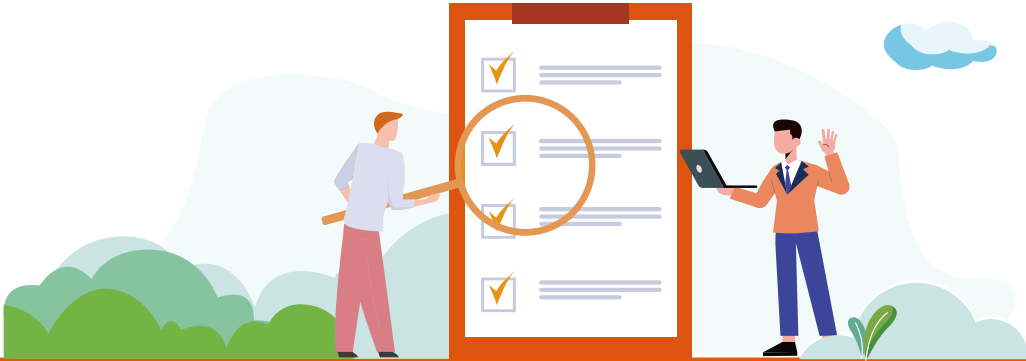
Case "Malanshan Cup" International Audio and Video Algorithm Competition

The fifth "Malanshan Cup" International Audio and Video Algorithm Competition attracted 21,273 teams, including international participants from the United States, the United Kingdom, Australia, and other countries. Competitors hailed from over 100 leading enterprises, including Google, Alibaba, Tencent, and Huawei, as well as over 100 top universities such as Columbia University, the University of Sydney, Tsinghua University, and Peking University.



"Malanshan Cup" International Audio and Video Algorithm Competition

The competition featured live demonstrations of innovative AI applications and interactive experiences across multiple fields, making it a blockbuster event that has captured widespread attention. This year, a special AIGC Innovation Challenge focusing on the cultural heritage sector was held, aiming to prioritize digital creations and drive the protection and inheritance of cultural heritage through science and technology. Over the past five years, dozens of participants have been recruited through the competition, collectively filing 44 patents, publishing 4 academic papers, and winning first and second places in 8 domestic and international competitions, making significant contributions to the rapid evolution of the algorithmic field.





Case The First "Malanshan Cup" Mini-Game Innovation and Entrepreneurship Competition

In response to General Secretary Xi Jinping's directives on "integrating culture and technology", Mango TV launched the "Malanshan Cup" Mini-Game Innovation and Entrepreneurship Competition, following the success of the "Malanshan Cup" International Audio and Video Algorithm Competition. This initiative aims to expand the Company's layout for the "integration of culture and technology" and encourage more outstanding young people to be engaged in innovation and entrepreneurship. The first "Malanshan Cup" Mini-Game Innovation and Entrepreneurship Competition has been started.



The First "Malanshan Cup" Mini-Game Innovation and Entrepreneurship Competition

Case Mango TV-Vision

The Mango TV-Vision app officially went live on AppStore, becoming the first native application in China's long video industry designed for Apple Vision Pro headsets. After more than six months of development and design, the app delivers a "3D-depth design, immersive viewing experience, ultra-HD display for exceptional visual impact, immersive spatial bullet comments, and multiple interactive features" to explore. With Mango TV-Vision, users can select popular movies using hand gestures and experience a cutting-edge blend of 4K, HDR, high frame rate, and 3D sound ultra-HD technology, enjoying an unparalleled immersive viewing experience.



Mango TV-Vision

Mango TV-Vision's launch lineup includes eight high-quality ultra-HD 4K titles, including the documentary China, the films The Captain and The Sacrifice, the dramas Royal Feast and Hunter, and variety shows like Ride The Wind 2023, The Chinese Restaurant, and Call Me By Fire. Meanwhile, Mango TV is continuously enhancing the user experience of the VR headset by improving visual quality, reducing latency, and enhancing interactivity. Mango TV-Vision's unique immersive 3D bullet comments presented in three-dimensional space allow users to engage in real-time interactions without obstructing the video content. With the "eye-tracking interaction" feature, users can simply capture the bullet comments they are interested in by "fixing their gaze" and effortlessly engage in interactions. Future updates will include hand gesture recognition, voice input, and 3D video support, further improving user engagement and interactivity.

Case Mango's Mini-Series Evacuate from the Cyber Century—Exploring the New Form of Micro-Dramas with Virtual Production Technology

Evacuate from the Cyber Century, the first vertical screen micro-drama of virtual production (VP) produced by Mango TV and Mango Theater, has officially started production. Evacuate from the Cyber Century is an innovative Mango mini-series with new looks, themes, and technologies. Upholding the strategy of "culture + technology", Mango TV has incorporated virtual reality, artificial intelligence, virtual production, and other technological means into micro-drama production, thereby improving production efficiency and content creativity and ultimately achieving technical empowerment. With Evacuate from the Cyber Century as a starting point, the Virtual Reality Department and the Intelligent Algorithm Department of the Mango TV Intelligent Research Center, together with the Shanghai Research Institute, will collaborate on further technological integration to support high-quality content production.

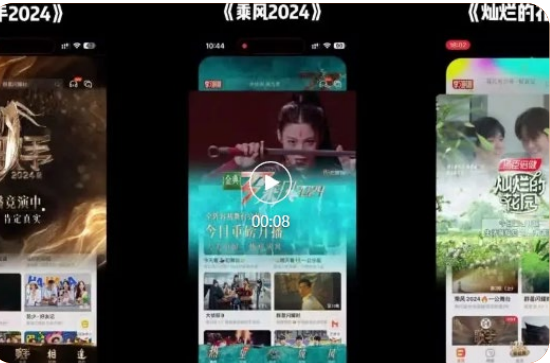


Evacuate from the Cyber Century



Case Immersive "3D Breakthrough System" and "Manghe" Bullet Screen Engine

The platform production and research team of Mango TV's Platform Technology Center, in collaboration with Singer 2024, Ride The Wind 2024, and other blockbuster variety shows, integrated the Cocos game engine and advanced dynamic effect technology, creating an immersive "3D Breakthrough System" and the "Manghe" bullet screen engine. These innovations allowed users to be fully immersed in the show, from homepage exploration to video viewing, fostering an interactive experience between users and the content and offering a visually and sensorially immersive spectacle with special effects.



🌀 "3D Breakthrough System" and "Manghe" Bullet Screen Engine

By combining 3D effects with interactive sensing technology, the revolutionary "homepage zoom interaction", complemented by IP-customized "3D Breakthrough Effects", has delivered a deeply engaging content experience, allowing users to fully experience the vibrant atmosphere of Mango TV programs. The "3D Breakthrough System" has been successfully implemented in multiple S-tier variety shows, including Singer 2024 and Ride The Wind 2024. This technology has achieved an over fourfold increase in the promotional efficiency of TV series and variety shows, significantly boosting program influence and audience viewing enthusiasm.

The platform production and research team of Mango TV independently developed the "Manghe" Bullet Screen Engine, which integrated with the Cocos game engine and introduced an extensive range of dynamic effects, including colorful bullet comments, multi-dimensional lighting, physical collisions, and motion trajectory alterations, embodying the innovative concept of "an IP-customized bullet screen for a program". First applied in Ride The Wind 2024, the three IP-customized bullet screen styles have redefined content-user interaction, maximizing the audience's emotional resonance during viewing. To date, this exclusive bullet screen feature has attracted millions of users, tripling the interaction rate and reaching the top of the platform's interactive features ranking. The feature has significantly enriched audience participation while sparking greater interest and exploration in the fusion of interaction and technology.

Based on the 3D Breakthrough System and the "Manghe" Bullet Screen Engine, the platform production and research team of Mango TV's Platform Technology Center has filed three design patents and one invention patent, making the integration of creativity and technology more forward-thinking and professional. Moving forward, Mango TV will further explore Mango-style special effects, ensuring a sustained synergy between technology and sensory experience.



Case The Application of Mango's Cloud-Based Ultra-HD Production and Broadcasting Platform

Leveraging cloud computing, AI, and other new technologies, Mango TV has developed a high-efficiency, resilient, and cost-effective ultra-HD production solution that covers the full process and integrates offline proxy-based production, cloud-based synchronization, and intelligent transformation. This platform significantly lowers the barriers to 4K ultra-HD video production and broadcasting and overcomes the bottleneck of 4K project implementation. Meanwhile, it features high security, robust data backup mechanisms, and streamlined resource management. Compared to traditional methods, the platform has improved production efficiency by threefold, with the composite production cost only 1.3 times that of HD content, saving more than RMB ten million yuan in ultra-HD hardware investments. This technology has been successfully applied to S-tier variety shows in 4K ultra-HD production. The "Mango TV Dual Vivid Ultra-HD Production and Broadcasting Full-Link Platform" project won the first prize in the 2024 Science and Technology Progress Award of the China Society of Motion Picture and Television Engineers. Additionally, the Ultra-HD transformation technology, built upon unmanned video restoration and enhancement algorithms, has achieved large-scale HD-to-UHD restoration and enhancement. It restored over 100 films and TV programs, including Beginning of The Great Revivals, reduced post-production costs by 80%, and improved efficiency by fivefold for multiple native 4K programs such as Ride The Wind and Infinity and Beyond.



🌀 The "Mango TV Dual Vivid Ultra-HD Production and Broadcasting Full-Link Platform" project won the first prize in the 2024 Science and Technology Progress Award of the China Society of Motion Picture and Television Engineers





Case

Mango TV "Cloud Director"—Redefining Live Streaming with Next-Generation Audio-Visual Technology

Mango TV has revolutionized traditional live streaming models with its innovative "Cloud Director & Multi-Screen Viewing" feature, which attracted over 10 million users within two months of launch. Debuting alongside Singer 2024, this feature enables "real-time multi-screen synchronization of main performances and behind-the-scenes reality show content". The Cloud Director has reshaped the art of live broadcasting for the industry and has been reported by People's Daily, China Business News, and other mainstream media outlets.



Cloud Director & Multi-Screen Viewing



National Music Variety Show
Singer 2024, Live Streaming
Meeting Reality Show

The program enables audiences to simultaneously view both main stage performances and real-time reactions of other singers, filling a critical gap in traditional live streaming of variety show. Audiences can capture the subtle expressions of other singers in real time while enjoying musical performances, significantly enhancing interactivity and expanding new dimensions of interesting interactions between the singers and audiences.



Slow Live Streaming of National Treasures
"Panda's Live-Steaming Room", Enjoying a
360° Multi-Screen Viewing Experience

During the slow live streaming, audiences can not only enjoy heartwarming moments with Panda but also explore Panda's world from multiple angles simultaneously through the multi-screen viewing mode in the livestreaming room, achieving a truly immersive experience. This multi-screen viewing mode has attracted participation from nearly half of the live-streaming audience, earning widespread praise for its immersive and pleasant viewing experience.

Case

AI-Empowered 2024 Youth Mango Festival—Forging a New Paradigm of Integration of Culture and Technology

Mango TV hosted the 5th Youth Mango Festival based on a profound understanding of General Secretary Xi Jinping's instructions during his visit to Hunan. With a focus on the deep integration of technology and culture, the event highlighted Mango Excellent Media's commitment to fostering "new quality productive forces" in the cultural industry. Revolving around AI technology, this year's festival organized colorful activities in combination with unique IP content and in collaboration with China Mobile, including the "2024 Unlimited AI (Love)" Youth Mango Eve & M-Zone Mango Card Anniversary Music Gala, "2024 M-Zone Mango Card Youth Party Music Festival, and Love for Mango Tour: A Mango Travel Guide. The festival appeared on trending lists 420 times across major online platforms, with 17 instances ranking top 1. On Weibo, it trended 39 times on the main list and 82 times across both main and sub-lists. On TikTok, 71 videos received over 10,000 likes. Related topics amassed over 7.78 billion views across the Internet, with coverage from 18 major media outlets, including People's Daily, Guangming Daily, China Youth Daily, and Xinhua News Agency.





Case

AI technology introduced to elevate operational efficiency and China's AI Study Tour and Talent Center for Youth Established by Golden Eagle Cartoon

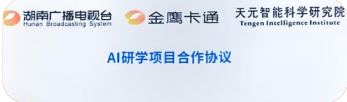
By introducing AI technology and continuously optimizing equipment automation, Golden Eagle Cartoon has greatly improved the "per employee productivity ratio" of store operations and the operational efficiency of store projects. When designing the project "Crazy Maiji Tech Fantasy Escape Room", Golden Eagle Cartoon introduced technology-driven and AI-powered escape rooms, effectively reducing operational costs, increasing room capacity, and boosting revenue generation.

Golden Eagle Cartoon has entered a strategic partnership with Tengen Intelligence Institute to advance the integration of AI technology and the study tour industry. The two parties signed a cooperation agreement on this key project. Their first joint project, "Super Mango AI Future Camp", is also a flagship technology-driven study tour product launched under "Super Star of Mango", a premium study tour platform of Golden Eagle Cartoon.

Golden Eagle Cartoon conducted AIGC training sessions by organizing teenagers to visit leading tech enterprises, thereby facilitating their direct contact with cutting-edge technologies and laying a solid foundation for the establishment of China's AI talent center for youth. This initiative aims to blaze a professional trail for youth to engage with future technologies, further expand a new sector for youth tech study tours, and create pioneering Mango products for tech study tours.



Introducing AI technology by Golden Eagle Cartoon



Strategic Partnership with Tengen Intelligence Institute

Case

Happigo's Technological Upgrade—Offering Automated, Intelligent Digital Employee Assistants

Happigo has strategically leveraged the Mango ecosystem to drive cloud service costs to historic lows. By incorporating Huawei Cloud Service resources and restructuring its application systems to align with Huawei Cloud Service resources, Happigo is projected to reduce annual cloud service expenses from RMB 565,000 in 2023 to RMB 298,000 in the next two years through data migration, marking a cost reduction of RMB 267,000, or 47.3%.

Happigo has introduced intelligent digital employee (bot) assistants. In the private domain operation scenario, these digital employees provide automated assistance in processing private domain tasks, such as messaging, client management, group management, and marketing notification pushing. This initiative enables the centralized management of dozens of digital employees (bots) without manual intervention, freeing human employees from tedious work.



Digital Employee Application Performance

1V1 bots have been equipped, engaging with 20,000 customers per day and sending 30,000 messages daily.

Group messaging bots have been equipped, sending messages to around 200 groups six times per day, with a total of 6,000 group messages per day.

In the group management scenario, the daily message-sending frequency has increased, boosting the group activity rate by approximately 3-5%.

In the 1V1 interaction scenario, the number of messages sent per session has increased, increasing 1-2 daily interactions per customer, which helps promote purchases.

Case

Mango TV and Huawei Smart Cockpit Launching Native HarmonyOS Application Pioneer Development Plan

Mango TV and Huawei Smart Cockpit successfully held the signing ceremony for their cooperation on native HarmonyOS cockpit applications in Changsha. Both parties have strengthened their collaboration in the in-car audio-visual entertainment sector and officially launched the Native HarmonyOS In-Car Operating System Application Pioneer Development Plan based on HarmonyOS NEXT. Looking ahead, Mango TV will debut a three-dimensional audio content experience in the HarmonyOS in-car system. The two parties will deeply integrate their efforts and jointly innovate in both technology and experience in the in-car audio-visual entertainment sector. At the same time, they are committed to developing native HarmonyOS applications and will work together to strengthen the ecosystem of native applications for the HarmonyOS in-car system, jointly leading the innovative development of the smart automotive industry. We look forward to the implementation of the collaboration results and believe that, in the near future, a brand-new and exciting in-car audio-visual journey will be launched for users of smart cars.



Case

"At Mango" Self-Developed Information System Platform

Mango Excellent Media has developed "At Mango", an intelligent collaborative office management platform that integrates real-time communication, audio-video conferencing, document management, email, and other office collaboration suites through self-developed technologies, achieving integrated collaborative working at Mango. By deeply incorporating finance, HR, business, and asset management, the platform harmonizes business workflows with collaboration processes and makes business processes more automated and intelligent by deepening internal and external connectivity, enhancing business empowerment, and upgrading product interaction experience, thereby increasing the per employee productivity ratio.



"At Mango" Self-Developed Information System Platform

With a microservices architecture, the platform ensures scalability, maintainability, and fault tolerance. Distributed deployment enables load balancing and high availability, ensuring system stability and reliability. The end-to-end encryption technology effectively protects user data security, guaranteeing security and privacy during data transmission. Multi-layered security defense measures, data encryption and backup, and other technologies help prevent data breaches or loss. The system is now available across major application markets for the use of external enterprises, which can be applied in instant communication, remote conferencing, and customer service and support.

About Mango Excellent Media

Development Strategy

"Those who understand the trend are wise; those who ride the trend succeed." Guided by Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, we thoroughly implement the guiding principles of the 20th National Congress of the Communist Party of China (CPC) and the second and third plenary sessions of the 20th CPC Central Committee, Xi Jinping Thought on Culture, and General Secretary Xi Jinping's important speeches and instructions during his two visits to Hunan. Firmly anchoring ourselves in the "integration of culture and technology" as the guideline, we leverage new quality productive forces to build new quality communication capabilities, driving upgrades in content, platforms, and industry. On this new journey to build a large-scale state-owned cultural platform with strong communication power, influence, and competitiveness, we will make sustained efforts to write a new chapter in Mango's high-quality development.

ESG Management

ESG System Building

The Company has set up an ESG work team under the leadership of the board of directors to build an ESG management structure and invited professional institutions to investigate the ESG status quo of the Company and its subsidiaries through field visits and questionnaire surveys, sort out their existing awareness, management, and measures, put forward corresponding improvement suggestions, and regularly carry out relevant training. During the reporting period, the Company won the "18th Awards of the Value of Listed Companies in China: Top 100 Chinese Listed Companies by ESG Performance" and was rated AA by CSI Index in terms of our ESG performance.

Key Performance

The Company won





ESG Ratings and Honors of the Company



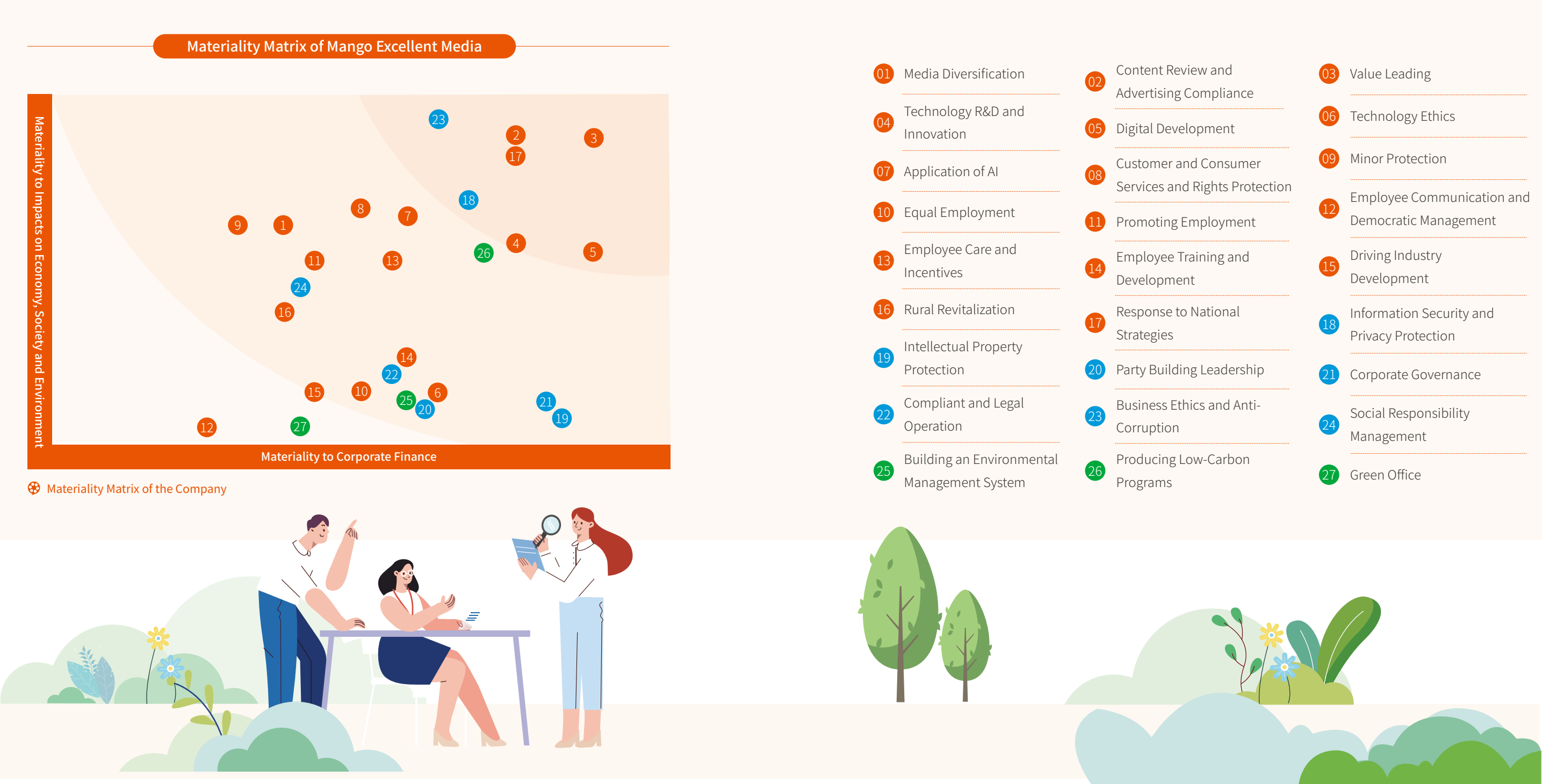
Communication with Stakeholders

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

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

Materiality Assessment

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





Honors of the Year

Mango Excellent Media

Name of Honor	Issuer
2024 Excellent Case of the Board of Directors of Listed Companies	China Association for Public Companies
Ranked 19th among "2024 Top 100 Chinese Internet Companies by Comprehensive Strength"	Internet Society of China
Top 30 Cultural Enterprises in China	Guangming Daily Press and Economic Daily Press
The Company has been rated as Grade A in the annual information disclosure assessment by the Growth Enterprise Market (GEM) of Shenzhen Stock Exchange (SZSE) for six consecutive years.	Shenzhen Stock Exchange

Mango TV

Name of Honor	Issuer
The Forerunner, Meet Yourself, China S3, Infinity and Beyond 2023 and Dream Under the Rice Panicle won the 17th Best Works Award	The Publicity Department of the CPC Central Committee
The Forerunner and Meet Yourself won the Outstanding TV Series award at the 32nd China TV Golden Eagle Awards; Infinity and Beyond 2023 received the Best TV Variety (Arts) Program award at the 32nd China TV Golden Eagle Awards	China Federation of Literary and Art Circles, China Television Artists Association
The Forerunner, Meet Yourself and The Long River were awarded the "Outstanding TV Drama" at the 34th Flying Apsaras Award; Infinity and Beyond 2023 and The Past Decade were awarded the "Outstanding TV Variety Show" and the "Outstanding TV Cultural and Arts Program" respectively at the 28th TV Art Starlight Award	National Radio and Television Administration
The Forerunner won the Jury Prize at the Magnolia Awards; and Divas Hit The Road won the Best Variety Program at the Magnolia Awards	National Radio and Television Administration, Central Radio and Television Station and Shanghai Municipal People's Government
Ride The Wind 2024 was awarded the Excellent Online Variety Show in the Selection Campaign for Outstanding Internet Audiovisual Works (Second Quarter); The Warrior, We Shall Meet Again and Hard to Find were awarded the Outstanding Online Micro-Drama; Painting a New Era was awarded the Outstanding Short Video; and Warm China: Stories of Urban Public Service was awarded the Outstanding Online Public Service Short Film	National Radio and Television Administration
Infinity and Beyond 2023, Divas Hit The Road and A Guide to the Good Life were awarded the "2023 Annual Innovation and Excellence Program in Radio and Television"	National Radio and Television Administration
The 2025 Hunan Satellite TV and Mango TV Spring Festival Gala (variety gala), Infinity and Beyond S4 and Gold Rush 2025 (variety programs), Admonitions to Officials in China S2 (documentary), Little Culture Guardians (animated series), as well as Begin Again and Flourished Peony (TV dramas) were awarded the Outstanding TV Program for the 2025 New Year and Spring Festival by the National Radio and Television Administration	National Radio and Television Administration

Name of Honor	Issuer
Mango TV was awarded as an "Annual Online Platform" at the 30th Chinese Documentary Festival	China Television Artists Association
The Forerunner, Divas Hit The Road, When Marx Met Confucius and New Great Changes in the Countryside were awarded the "Online Audio-Visual Work Spreading Positive Energy" in the 2nd Collection and Broadcasting Exhibition Campaign for Top Ten Online Works Spreading Positive Energy in Five Categories; and Amid Lucid Water and Lush Mount was awarded the "Online Special Column Spreading Positive Energy"	Office of the Cyberspace Affairs Commission of the CPC Hunan Provincial Committee
The 2023-2024 Hunan Satellite TV and Mango TV New Year's Eve Gala won the Best General Entertainment Programme at the Asian Academy Creative Awards (AAA)	Infocomm Media Development Authority (IMDA) and Singapore Media Festival
A Guide to Answering Life's Big Questions won the Gold Prize of the Public Service Advertisement Grand Prix 2024; and My "Clumsy" Mom and When You Were Young won the Silver Prize	China Advertising Association

Golden Eagle Cartoon

Name of Honor	Issuer
General Yang was shortlisted for the "Outstanding TV Animation Program" category at the TV Art Starlight Award	National Radio and Television Administration
Cartoon Little Culture Guardians	National Radio and Television Administration
Golden Eagle Cartoon was recognized as an Outstanding Broadcasting Agency	National Radio and Television Administration
General Yang (Part 2) was awarded the "2023 Outstanding Domestic TV Animation"	National Radio and Television Administration
Three-Child Family S2, a marketing collaboration case between Yeeper and Golden Eagle Cartoon, won the "Outstanding Case Award" at the 3rd National Radio and Television Integrated Media Marketing Innovation Competition; and Find Your Music Buddy, a marketing collaboration case between Readboy and Golden Eagle Cartoon, won the "Silver Case Award" at the same competition	China Advertising Association
"Know the Risks, Avoid the Dangers – Safe Journey for Children" and "Refreshing Words for Grown-ups" won the Bronze Award and Outstanding Work Award of the Public Service Advertisement Grand Prix respectively at the 31st China International Advertising Festival	China Advertising Association
Three-Child Family S2 won the Best Children's Programme at the Asian Academy Creative Awards (AAA)	Infocomm Media Development Authority (IMDA) and Singapore Media Festival

Xiaomang E-Commerce

Name of Honor	Issuer
A Journey for No. 1 S2 was named an Outstanding Program at the 16th China Tourism TV Week held in Yangzhou	China Television Artists Association
A Journey for No. 1 S2 won the Best Branded Programme at the Asian Academy Creative Awards (AAA) in 2024	Infocomm Media Development Authority (IMDA) and Singapore Media Festival
Xiaomang E-Commerce was recognized as a "Radio and Television Media Integration Pioneer Unit in Hunan Province"	Hunan Radio and Television Administration
A Journey for No. 1 S2 won Second Prize at the 9th Hunan Online Original Audio-Visual Program Competition	Hunan Radio and Television Administration, Office of the Cyberspace Affairs Commission of the CPC Hunan Provincial Committee, Committee for Work Related to Offices Directly Under the CPC Hunan Provincial Committee, Department of Education of Hunan Province, CYLC Hunan Provincial Committee, and Hunan Broadcasting System
Xiaomang E-Commerce was named a 2024 Gazelle Enterprise of Changsha	Changsha Municipal Development and Reform Commission
Xiaomang E-Commerce was selected as a 2024 Innovation and Entrepreneurship Project for Job Creation in Changsha	Changsha Municipal Human Resources and Social Security Bureau
Xiaomang E-Commerce received the 2023 Enterprise Growth Award	Administrative Committee of the Malanshan Video Cultural and Creative Industrial Park
Xiaomang E-Commerce received the 2023 Kaifu District High-Quality Development Contribution Award	CPC Kaifu District Committee and the People's Government of Kaifu District, Changsha



Happigo

Name of Honor	Issuer
The Happigo Shopping Channel was recognized as an "Advanced Group for Supporting Rural Revitalization"	China Home Shopping Alliance
Happigo was awarded as an Outstanding Volunteer Team in the "Following Lei Feng Road" Hiking Activity Involving Ten Thousand Lei Feng Volunteers	Office of Hunan Provincial Commission for Guiding Cultural and Ethical Progress, CYLC Changsha Municipal Committee, etc.

EE-Media

Name of Honor	Issuer
2024 Hua Chenyu Mars Concert won the Platinum Award, the highest honor of the American Good Design	International Award Association



Governance Responsibility

Our Concept

Mango Excellent Media takes an active role in undertaking its governance responsibility and continuously refines its corporate governance framework to ensure the efficient operation of the governance structure. Under the leadership of Party building efforts, the Company proactively carries out thematic education to deeply integrate Party conduct with corporate culture. Through a well-established governance mechanism involving the General Meeting of Shareholders, the Board of Directors and the Board of Supervisors, along with a robust investor relations management system, the Company has established transparent and efficient communication channels. This guarantees shareholders and investors' rights to information and participation. Mango Excellent Media prioritizes the refined management of risk identification and internal controls, ensuring stable business operations and manageable risks. Meanwhile, the Company upholds fair business practices, adheres strictly to business ethics, and strengthens anti-corruption and integrity efforts. By maintaining a good corporate image and fulfilling its social responsibilities, Mango Excellent Media is committed to driving high-quality development in an all-round way and taking on its social mission and duties as a mainstream new media group.

Our Actions

- Party Building Leadership and Thematic Education
- Corporate Governance and Investor Relations Management
- Risk Identification and Internal Control
- Fair Business Practices, Anti-Corruption and Integrity

Our Achievements

Leveraging the advantages of the Party leadership and corporate governance as a state-owned enterprise, Mango Excellent Media continued to advance rigorous corporate governance and good business ethics in strict accordance with laws and regulations and the requirements of regulatory authorities. Our excellent governance and standardized operation have been recognized by regulatory authorities, and we were awarded the "2024 Excellent Case of the Board of Directors of Listed Companies" by the China Association for Public Companies. With zero errors in information disclosure, we have been rated as Grade A (the highest grade) in the annual information disclosure assessment by the Growth Enterprise Market (GEM) of Shenzhen Stock Exchange (SZSE) for six consecutive years. We successfully held the national final of Shareholders Coming 2024, with the cumulative viewership of Mango TV Investor Education Channel exceeding 650 million.

Relevant SDGs



Building Leadership and Thematic Education

Mango Excellent Media consistently upholds Party building leadership and furthers the efforts to improve Party conduct and integrity by deeply integrating Party building with corporate culture. The Company urges all employees to earnestly study political theories through thematic education activities to hone their Party spirit. This endeavor ensures that the Company maintains a correct political orientation and shoulders due social responsibilities while pursuing rapid expansion.

▶ Party Building Leadership

In line with the guiding principles of the 20th National Congress of the Communist Party of China, Mango Excellent Media fosters synergy among its four platforms to drive coordinated development. Under the leadership of the Party Committee, Mango Excellent Media actively promotes the deep integration of Party building with business development with a focus on the strategic goal of "integrating culture and technology while achieving both social and economic benefits". The Company has formulated management systems such as the List of Main Responsibilities on Grassroots Party Building Implemented by the Party Committee of Mango Excellent Media Co., Ltd. and the Work Plan on Implementing the Main Responsibilities of Full and Strict Governance over the Party by the Party Committee of Mango Excellent Media Co., Ltd., with a view to strengthening the "comprehensive Party building" mechanism through efficient coordination and multiple measures. Furthermore, the Company has made greater efforts to build a contingent of competent ideological workers and encourage business backbone employees to join the Party, endeavoring to ensure high-quality development with high-quality Party building.

Key Performance

During the reporting period

The Company recruited	Bringing the total number of Party members to	For	The Party Committee held
44 probationary Party members	1,141 accounting	25% of the workforce	27 sessions

To strictly adhere to the rules of procedure and decision-making procedures for Party organizations in state-owned enterprises, including the "Three Majors and One Large" collective decision-making system (i.e., major decisions, major personnel appointments, major project arrangements, and large capital operations) and the "Three Nos and One Last" system (i.e., the principal leader does not directly oversee personnel, finance, or engineering projects, and speaks last in collective discussions). The political responsibilities of the Party organization for setting the right direction, keeping in mind the big picture, and ensuring the implementation of Party policies and principles have been fully implemented.

The Company vigorously presses ahead with the deep integration of Party building with corporate governance by implementing a cross-appointment mechanism between Party Committee and Board members, as well as between primary-level Party organizations and administrative bodies. This strengthens the leading role of Party organizations in corporate governance. By continuously reinforcing grassroots Party building, the Company has established a network of strong Party branches with robust political functions, competent leadership, dedicated Party members, and effective performance, ensuring that Party organizations significantly contribute to corporate decision-making and operations.

Key Performance

During the reporting period

The Company established	All	
8 temporary Party branches	3 Party committees	2 general Party branches


And 40 Party branches under its jurisdiction have implemented the cross-appointment mechanism between Party organizations and administrative bodies. The Second Product Technology Party Branch of Mango TV was recognized as a strong Party branch with robust political functions, competent leadership

dedicated Party members, and effective performance by the Working Committee of Organizations Directly under the CPC Hunan Provincial Committee.

Case

Building China into a Leading Country in Culture under the Leadership of Party Building Efforts

An article titled "Shouldering the New Cultural Mission in the New Era and Contributing Hunan Broadcasting System's Strength to Building China into a Leading Country in Culture" was published in Issue 9 of Party Building magazine in 2024. The article elaborates on how Mango Excellent Media of Hunan Broadcasting System, under the guidance of Party building, has driven the Company's high-quality development and scored fruitful practices and achievements in this regard. It highlights the Company's firm cultural confidence and thorough implementation of Xi Jinping Thought on Culture—with theoretical and political education at its core—to promote the deep integration of culture and technology and accelerate content creation and industrial layout. Through robust anti-corruption efforts and innovative Party building practices, the Company has embraced its mission bestowed by the new era, deepened the fusion of culture and technology under the leadership of Party building efforts, and promoted high-quality industrial development, thereby contributing to building China into a leading country in culture. Continuous efforts in improving Party conduct, building integrity, and integrating Party building with business development at Mango Excellent Media have yielded significant demonstration effects in the industry, further manifesting the profound impact of Party building on corporate governance and social responsibility.

	开篇短评 进一步全面深化改革必须坚持党的全面领导 本刊评论员 1
	中央重要会议 中共中央举行纪念邓小平同志诞辰120周年座谈会 习近平发表重要讲话强调,必须继续深入学习运用邓小平理论,把他开创的中国特色社会主义事业继续推向前进 4
深入学习贯彻习近平新时代中国特色社会主义思想 坚决扛牢走在前挑大梁作贡献使命担当 奋力打造绿色低碳高质量发展示范城市 江 成 6 聚焦铸牢中华民族共同体意识主线 推动宣传思想工作提质增效 王大南 9 担负新时代新的文化使命 为建设文化强国贡献湖南广电力量 龚政文 蔡怀军 12	学习贯彻党的二十届三中全会精神 深化文化体制机制改革 建设社会主义文化强国 王一彪 15 在进一步全面深化改革中健全全面从严治党体系 中央党校(国家行政学院)习近平新时代中国特色社会主义思想研究中心 19 在进一步全面深化改革中 继续完善和发展中国特色社会主义制度 杨金海 22
	追随总书记足迹 谋发展 河北承德:牢记嘱托 新征程再建功立业 李 宁 张丽莉 25 兴文化 共饮长江水,同享长江美 梅耀林 阎 欣 宋阳煜 28
党建时评 推进改革要察实情、出实招、求实效 龚立新 31 敢于啃硬骨头 敢于涉险滩 赵 慧 32	思想理论 思政课要着力讲深讲透讲话“道理” 唐晓勇 许张毅 33 中国共产党人精神谱系 探月精神:奏响飞天揽月的壮丽凯歌 国防大学习近平新时代中国特色社会主义思想研究中心 36

✿ An article titled "Shouldering the New Cultural Mission in the New Era and Contributing Hunan Broadcasting System's Strength to Building China into a Leading Country in Culture" was published in the Party Building magazine

Thematic Education

Mango Excellent Media remains committed to prioritizing the study of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era as its primary political task. Through the "first issue" system, the Company focuses on political advancement and institutionalizes thematic education on an ongoing basis in the Party Committee's central group of theoretical study. Through these initiatives, we strive to acquire a deeper understanding of the decisive significance of the establishment of both Comrade Xi Jinping's core position on the Party Central Committee and in the Party as a whole and the guiding role of Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era, take a more clear-cut political stance, and improve our capacity for political judgment, thinking, and implementation.

Key Performance

During the reporting period

The Company conducted
27 centralized
"first issue" study sessions

11 discussions

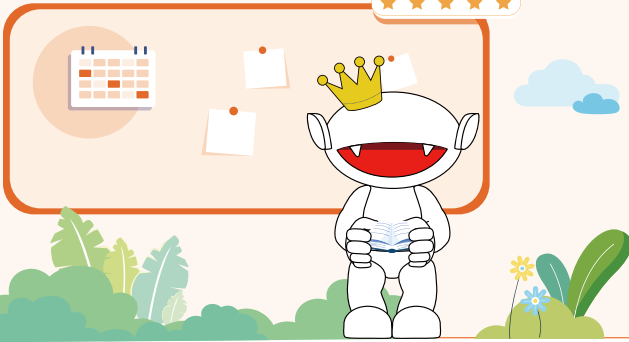
And
4 collective study sessions
on Party discipline education.

Mango TV put "Xi's Moments" at the top of its home page, with the special section for General Secretary Xi Jinping's important reports being viewed more than

6.1 billion times

The Company produced
7 out of 15 major projects under
the "Brightness Action for Chinese
Modernization" creation initiative

And received over
60 national-level commendations from
the Publicity Department of the CPC Central
Committee, the National Radio and Television
Administration, and other authorities.



Case Holding the "Memory and Legacy" Lei Feng Spirit Lecture

In March 2024, Mango Excellent Media jointly hosted a Lei Feng spirit lecture themed "Memory and Legacy". The event featured Feng Jian, a close friend of Lei Feng, as the keynote speaker. The lecture aimed to inspire Party members to embody Lei Feng's selfless dedication and wholehearted service to the people. Feng Jian shared personal anecdotes of Lei Feng, reflecting on Lei Feng's noble ideals and steadfast determination while emphasizing the long-lasting impact of Lei Feng's spirit on both personal development and social progress. Attendees found the session deeply inspiring and committed to upholding and carrying forward Lei Feng spirit, dedicating themselves to their respective roles, and striving to be "bolts on a machine" that contribute their efforts to society in the new era.



"Memory and Legacy" Lei Feng Spirit Lecture

Case Carrying Forward Lei Feng Spirit—Youth Volunteers Participating in the "Following Lei Feng Road" Hiking Activity



In March 2024, youth volunteers from Mango Excellent Media completed a 22-kilometer hiking activity themed "Following Lei Feng Road" to honor Lei Feng's enduring legacy. This activity symbolized Mango Excellent Media's dedication to embracing challenges and maintaining perseverance and exemplified Mango Excellent Media's understanding of and commitment to Lei Feng spirit. People at Mango Excellent Media consistently uphold "embracing their profession with dedication" as their work ethic, striving to be a steadfast and resilient force in society. Along the journey, volunteers motivated each other with unwavering determination, embodying the power of unity and perseverance, while showcasing fearless resolve and relentless efforts. This activity not only strengthened team cohesion but also provided an opportunity for reflection and exchange for employees. Through overcoming personal limits, participants gained a profound appreciation for the timeless influence of Lei Feng spirit.

Mango Excellent Media volunteers participating in the "Following Lei Feng Road" Hiking Activity

Case Strictly Upholding Party Disciplinary Boundaries through Group Study



Education Workshop's Group Study

In May 2024, the Party Committee of the Company held their fifth collective learning session of the year, including a dedicated group study session at the Party discipline education workshop. Participants engaged in an in-depth study of General Secretary Xi Jinping's key discourses on tightening Party discipline and conducted a focused reading of the Regulations on Disciplinary Actions of the Communist Party of China. During the session, the Deputy Secretary of the Party Committee delivered a lecture titled "Safeguarding Mango Excellent Media's Steady and Long-Term Growth with Strict Discipline", highlighting the critical role of discipline in ensuring the high-quality development of Mango Excellent Media's business. The lecture also outlined three key measures to enhance discipline education and awareness. Over 90 people, including senior executives, department heads, and unit leaders from the above two platforms, attended the session. Participating leaders shared personal insights, emphasizing the importance of strengthening self-discipline through Party discipline studies, urging Party members to strictly adhere to disciplinary boundaries, and ensuring the Company's steady and sustainable development.

Case Discipline Education Conference for Hosts, Artists, and Producers to Strengthen Discipline Education and Accountability

In July 2024, Mango Excellent Media convened a Discipline Education Conference for hosts, artists, and producers. The conference aimed to deepen understanding and implementation of Party discipline and regulations, with a strong focus on the theme of learning, understanding, and adhering to discipline, and underscored the responsibility of Mango Excellent Media in fostering a strong sense of discipline awareness as a Party media and a state-owned enterprise. Chaired by Party Committee leaders, the conference invited a discipline expert to provide an in-depth interpretation of the Regulations on Disciplinary Actions of the Communist Party of China, analyzing key aspects such as political discipline and integrity discipline. Through case studies, attendees gained a profound understanding of disciplinary requirements and committed to conscientiously observing discipline, upholding ethical standards, and safeguarding the platform's reputation. Beyond raising the self-discipline consciousness of all hosts, artists, and producers, the conference reaffirmed the social responsibilities of public figures, urging all employees to integrate discipline into their daily work and contribute to the high-quality development of Mango Excellent Media's four platforms.



Holding of the Discipline Education Conference for Hosts, Artists, and Producers

Corporate Governance and Investor Relations Management

Mango Excellent Media has continuously optimized its corporate governance structure in response to changes in the external environment and the Company's operating conditions. The Company has strengthened the governance practices of the General Meeting of Shareholders, the Board of Directors and the Board of Supervisors and ensured transparent and standardized information disclosure. Furthermore, the Company has established a solid foundation for legal compliance, safeguarded the legitimate rights and interests of all investors, and continuously improved

Corporate Governance

The Company places great emphasis on the standardization and institutionalization of corporate governance and has developed a comprehensive governance system. This includes a series of foundational procedures such as the Articles of Association, the Rules of Procedure for the General Meeting of Shareholders, the Rules of Procedure for the Board of Directors, the Rules of Procedure for the Board of Supervisors, and the Working System for Independent Directors. Each functional department operates with clearly defined responsibilities and collaborates closely to ensure the effectiveness and scientific nature of the governance structure. Due to its professional, independent, and diverse nature, the Board of Directors provides strong support for the Company's decision-making, effectively protecting the interests of shareholders and promoting the sustainable development of the Company.

Key Performance

During the reporting period, the Company held

2 General Meeting of Shareholders

With 16 major resolutions approved

6 meetings of the Board of Directors

With 43 major resolutions approved

5 meetings of the Board of Supervisors

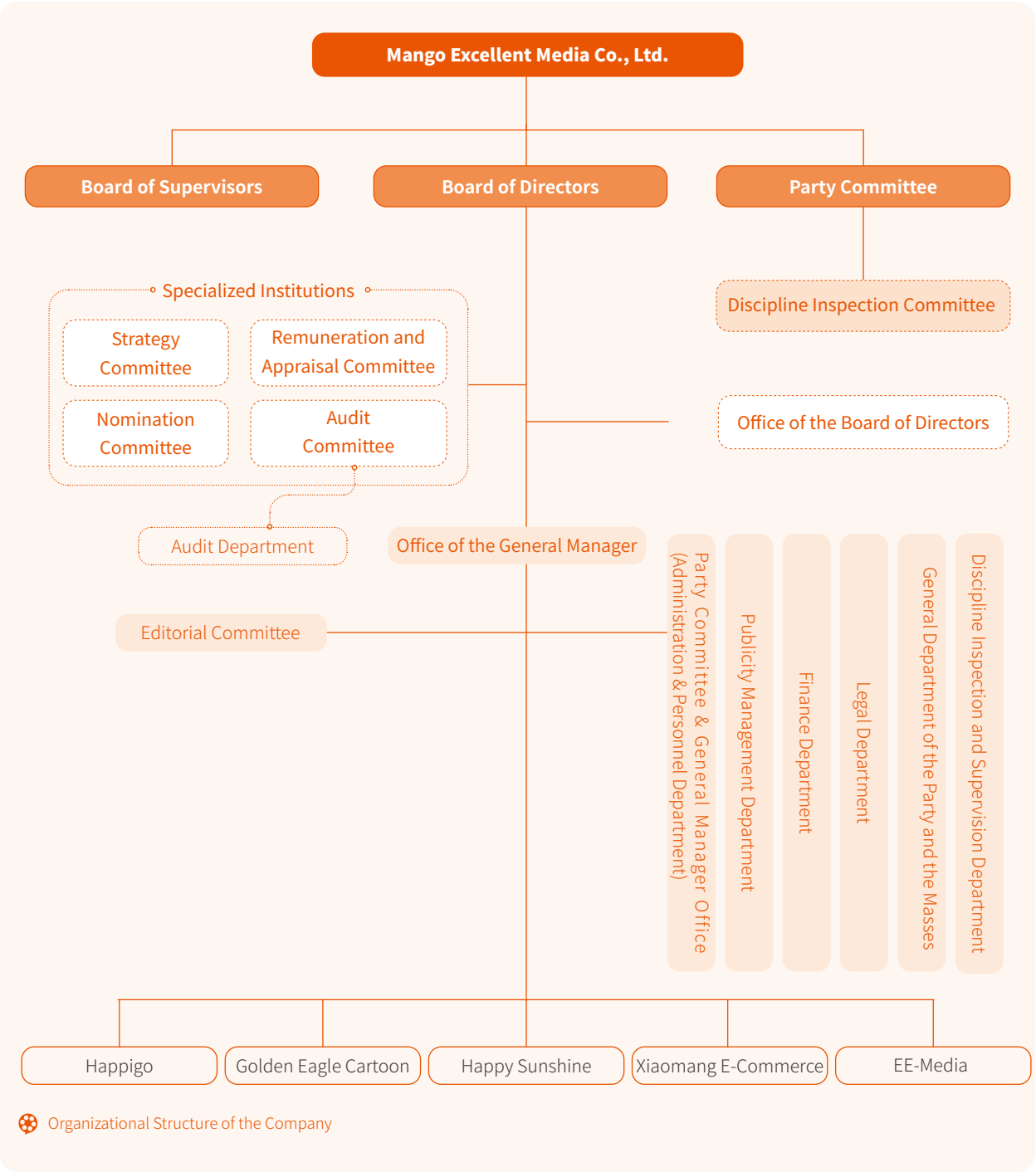
With 24 major resolutions approved

3 special meetings of independent directors

With 12 major resolutions approved

Company Governance Structure

In strict adherence to the requirements of the Company Law of the People's Republic of China, along with other relevant laws, regulations, and normative documents, the Company has established a corporate governance structure consisting of "four committees and one management", with the Board of Supervisors, the Board of Directors, and the Party Committee as the highest governing bodies and the General Meeting of Shareholders held regularly. Functional committees including the Strategy Committee, the Remuneration and Appraisal Committee, the Nomination Committee, and the Audit Committee operate under the Board of Directors. This governance structure ensures scientific decision-making and efficient governance.



Organizational Structure of the Company

Information Disclosure

Key Performance

During the reporting period

The Company disclosed

111 announcements

submitted

185 regulatory filings to the stock exchange, and achieved zero errors in information disclosure, with no announcement correction, supplementary announcement, or supplementary filing.

The Company has been rated as Grade A in the annual information disclosure assessment by the Growth Enterprise Market (GEM) of Shenzhen Stock Exchange (SZSE) for six consecutive years. The Company also won the "Most Valuable Investment Award" as one of the Most Influential Enterprises of the Year at the 7th CLS Investment Summit of 2024. Furthermore, the Board Secretary was honored as an Outstanding Investor Relations Example by the Chinese Securities Journal in the "2024 Excellent Case of High-Quality Development of Listed Companies".

General Meeting of Shareholders

The Company strictly adheres to the Articles of Association, the Rules of Procedure for the General Meeting of Shareholders, and other relevant regulations, ensuring standardized convening, holding, and deliberation of these meetings. To guarantee the legitimacy of the General Meeting of Shareholders, legal counsels are engaged to provide legal opinions, ensuring that all shareholders, particularly minority shareholders, enjoy equal rights. Through this process, the rights of shareholders to information, participation, and voting are fully guaranteed, enabling them to exercise their legal rights effectively and take an active part in key corporate decisions.



Annual General Meeting of Shareholders



The First Extraordinary General Meeting of Shareholders

Board of Directors

In strict compliance with laws and regulations of the People's Republic of China including the Company Law, the Securities Law, and the Code of Corporate Governance for Listed Companies, as well as normative documents, the Company has structured its Board of Directors to enhance governance across multiple dimensions, including diversity, independence, audit supervision, remuneration supervision, nomination supervision, strategy supervision, and sustainable development.

Diversity

The Company fosters a diverse Board of Directors by integrating directors from varied backgrounds and expertise, ensuring a broad range of perspectives and unique insights. This enhances corporate governance, optimizes decision-making quality, and strengthens the Company's adaptability to internal and external changes. Mango Excellent Media places a high value on diversity in the development of its Board of Directors. Through reasonable staffing in terms of gender, age, professional expertise, and industry experience, the Company continually advances Board diversity, equipping it to navigate complex market dynamics and reinforcing its long-term and sustainable competitive edge.

Type	Name	Gender	Age	Industry Experience
Chairman	Cai Huaijun	Male	48	Strategic management
Independent director	Ding Wenhua	Male	69	Information technology
Independent director	Xiao Xing	Female	54	Financial management
Xiao Xing	Liu Yuhui	Male	55	Macro economy
Non-independent director	Yang Yun	Male	52	Financial management
Non-independent director	Song Zichao	Male	56	Cultural media
Non-independent director	Liang Deping	Male	46	Strategic management
Non-independent director	Shen Wenhai	Male	54	Mobile communication
Non-independent director	Peng Jian	Male	53	Strategic investment

Board Members of Mango Excellent Media



Independence

The independence of the Board of Directors ensures that decision-making remains free from undue influence by any single interest group, safeguarding the Company's overall interests and shareholders' rights. During the year, the Company revised the Working System for Independent Directors and completed the by-election of independent directors, clarifying their responsibilities and ways to perform their duties and ensuring their independence. Notably, a renowned academician with a technological background was invited to serve as an independent director of Mango Excellent Media, further promoting the integration of culture and technology.



Professionalism

The Board of Directors has established four specialized committees, each responsible for specific functions, including the Strategy Committee, the Remuneration and Appraisal Committee, the Nomination Committee, and the Audit Committee. These committees leverage their professional competence and experience to provide informed decision-making support for the Board of Directors, ensuring a scientific and well-founded decision-making process.

Board of Supervisors

The Board of Supervisors consists of three supervisors, including one employee supervisor. In accordance with the Articles of Association, the Rules of Procedure for the Board of Supervisors, and other applicable regulations, supervisors diligently fulfill their responsibilities for overseeing the Company's financial position, related transactions, periodic reports, and the legality and compliance of directors and senior executives' performance. They actively perform their functions of supervision and inspection and make earnest efforts to safeguard the legitimate rights and interests of the Company's shareholder

Investor Relations Management

The Company continually enhances its information disclosure system oriented by investor demand, ensuring the provision of true, accurate, complete, and timely information to facilitate informed investment decisions made by investors. In alignment with the regulatory principle of the China Securities Regulatory Commission (CSRC) to "take information disclosure as the core", the Company fulfills the obligation of information disclosure according to the Administrative Measures for Information Disclosure of Listed Companies, the Articles of Association, and other relevant regulations to uphold transparency and effectiveness in information disclosure. In addition to traditional announcements, the Company has innovated its disclosure approaches by publishing English versions of the ESG & CSR Report and the Annual Report. This expands investor reach, enhances global investor awareness of the Company, and has earned high recognition from regulatory authorities.



Investor Relations Communication

The Company places great importance on investor communication by continuously refining its transparent and efficient communication channels. This year, the Company strengthened its collaboration with brokerage research teams, particularly leading institutions, and released multiple research reports recommending the Company. To maintain proactive engagement with key investors, the Company organized diverse research activities by adopting a "going out and bringing in" approach to sustain close relationships with significant shareholders and ensure stable investment expectations.

To better inform investors about corporate developments, Mango Excellent Media actively responded to the concerns of small and medium investors via interactive platforms, investor hotlines, and other channels to ensure open and transparent information provision. The Company also organized multiple investor relations events, which provided investors with deeper insights into corporate business, development strategy, and cultural initiatives, and strengthened investors' confidence in the Company's value.

Case Online Investor Reception Day—Enhancing Communication and Interaction

To further strengthen interactions and exchanges with investors, the Company participated in the "2024 Online Investor Reception Day for Hunan-listed Companies", an event organized by the Hunan Association for Public Companies under the guidance of the Hunan Securities Regulatory Bureau. The event was conducted via an online format, allowing investors to engage in real-time interactions with the Company's senior management through multiple digital channels, including the Panorama Roadshow Platform, WeChat official accounts, and mobile apps. Throughout the event, the Company provided detailed responses to investor inquiries concerning its business performance, corporate governance, and development strategies, while actively addressing market concerns about its future direction. This event offered an efficient and transparent communication platform between the Company and investors, further strengthening transparency in the corporate governance structure, boosting market confidence, and fostering a more dynamic and effective investor relationship.



2024 Online Investor Reception Day



Case

Mango Excellent Media's Investment Promotion Conferences Attracting Broad Engagement with Investors

To deepen engagement with investors and industry partners, the Company hosted its Spring and Autumn Investment Promotion Conferences. A wide range of investors were invited to experience the unique appeal of the Mango ecosystem up close. The event showcased the Company's integrated achievements and introduced a diverse lineup of variety shows, drama series, and commercially customized content. A key highlight of the event was the debut of a variety show directed independently by AI, "The 1% Rule of AIM", which underscored the deep integration of culture and technology, and enhanced the brand's diversification and global development potential. The conference also emphasized the cross-platform integration of Mango ecosystem. By demonstrating innovations in TV series, variety shows, and emerging e-commerce sectors, the conference further enhanced trust among and cooperation with investors and partners, advanced the Company's exploration of culture-technology integration, and highlighted its industry-leading ecosystem and unique commercial value.



Investor Education Promotion

The Company continues to enhance the refined management of the Mango TV Investor Education Channel, broadening the influence and reach in investor education and protection. As the first new media investor education base in China, the Mango New Media Investor Education Base has pioneered innovative approaches in new media, offering a fresh perspective on investor education.

A rigorous three-tier review mechanism has been in place to ensure that all programs released on the Mango TV Investor Education Channel undergo tripartite orientation verification and content review. This guarantees the accuracy and timeliness of investor education content, equipping investors with professional, accurate investment knowledge and risk prevention skills while contributing to fostering a sound capital market environment. These efforts further cement Mango TV Investor Education Channel's leading position in investor education.

Key Performance



During the reporting period

The Mango TV Investor Education Channel actively participated in key national investor education campaigns, including the "Financial Education Promotion Month", "May 15 National Investor Protection Awareness Day", and "March 15 Financial Consumer Rights Protection Education and Publicity Activity". As part of these initiatives, the channel launched the "Prevention against Fraud and Illegality" themed content series, produced a special program "Guarding Your Finances, Protecting Your Family", and also co-hosted the national final of Shareholders Coming.

In total, the Mango TV Investor Education Channel released
147 investor education programs

Accumulating
190 million views

With a total cumulative viewership surpassing
650 million



Mango TV Investor Education Channel

Case Shareholders Coming 2024

By 2024, the Company has partnered with the China Securities Investor Services Center to host the national finals of Shareholders Coming for four consecutive years, earning high praise from the CSRC and Investor Protection Bureau. The Company played a central role in the event's planning, production, and promotion, leveraging the strengths of both new and traditional media to significantly expand and deepen investor education in the capital market. The finals were broadcast on Hunan Satellite TV and Mango TV, with the first-week online viewership exceeding 16.9 million on Mango TV. Through extensive media coverage, the event enhanced the shareholder awareness of small and medium investors, and also promoted key capital market reforms, contributing to the high-quality development of the market.



Shareholders Coming 2024



Risk Identification and Internal Control



In modern corporate governance, risk identification and internal control are critical to ensuring corporate sustainable development and achieving the strategic objective. Mango Excellent Media incorporates risk management as a core pillar of corporate governance and has established a comprehensive risk management and internal control framework to enhance business compliance and risk prevention capacity through the development of scientific systems and processes, ensuring reasonable allocation of resources and efficient operation of business activities.

Risk Management

The Company has implemented a comprehensive risk management system to proactively identify, assess, and control potential risks in all kinds of business activities. In Q3 2024, Mango Excellent Media started to build a new risk assessment framework by identifying and categorizing risks in an all-round way aligned with the Enterprise Risk Management—Integrated Framework and adopting diverse risk response strategies tailored to different risk types. Through this framework, the Company has improved its overall risk control ability, scientific nature and transparency of decision-making, regulatory compliance, and financial stability, thereby driving the Company's long-term growth.

Risk Categorization

- Strategic Risk
- Operational Risk
- Legal Risk
- Market Risk
- Financial Risk

Response Measures

- Risk Avoidance
- Risk Sharing
- Risk Mitigation
- Risk Acceptance

Risk Type Identification and Response

Internal Control

In firm adherence to the risk-oriented principle, the Company rectifies and optimizes risks and problems by adopting the approach of "overall design, step-by-step implementation, compliance first, and gradual improvement" promptly once they are found. Meanwhile, the Company continuously updates and improves its internal control system according to its business development needs, ensuring that internal control efforts remain highly aligned with the changing and evolving corporate business.



Internal Control Organizational Structure of the Company

In compliance with laws and regulations including the Accounting Law of the People's Republic of China, the Law of the People's Republic of China on Certified Public Accountants, and the Administrative Measures for Selection and Engagement of Accounting Firms by State-Owned Enterprises and Listed Companies, the Company has refined its Accounting Firm Selection and Engagement System to standardize the selection and engagement process and relevant requirements. This system clearly defines selection and engagement procedures, criteria, and audit quality standards, ensuring fairness and independence in financial audits and safeguarding the accuracy and transparency of financial information. Through a rigorous selection and oversight mechanism, the Company has significantly enhanced the quality of audit and the compliance of internal controls, further strengthening its internal control framework.

To continuously improve internal control, the Audit Department of the Company regularly conducts internal control training and case study sessions, strengthening staff training initiatives and promoting the comprehensive optimization of the Company's internal control system.

Case Internal Control Training to Strengthen Risk Control Capabilities

Mango Excellent Media's Audit Department Conducting Training

An Internal Control Evaluation Team from Mango Excellent Media's Audit Department Conducting Internal Control Training and Guidance for Golden Eagle Cartoon

Fair Business Practices, Anti-Corruption and Integrity

With a strong emphasis on business ethics, Mango Excellent Media prioritizes anti-commercial bribery and anti-corruption oversight, proactively fosters a market environment that promotes fair competition and combats monopolistic practices, and strictly adheres to business ethics and standards. These initiatives have assisted the Company in effectively guarding against legal risks, maintaining the good reputation and sustainable operation of the Company, and promoting the sound development of both the Company and the industry.

Fair Business Practices

To uphold fair competition in the market and prevent monopolistic practices or unfair competition, the Company strictly complies with the Anti-Monopoly Law of the People's Republic of China and other applicable laws and regulations, and continuously refines its institutional systems to establish and execute an anti-monopoly compliance management mechanism.

Key Performance

During the reporting period

The Company recorded zero litigation cases or major administrative penalties related to unfair competition.

Case Enhancing Legal Compliance Awareness through New "Anti-Unfair Competition" Case Explanation

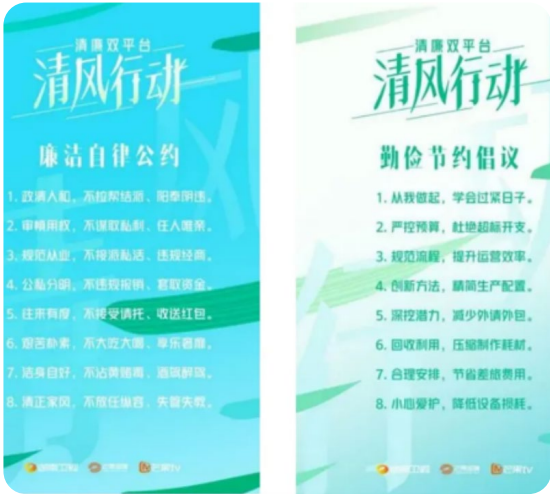
In May 2024, the Company conducted a special training session on anti-unfair competition, providing an in-depth discussion on certain new cases, including "Mango TV v. Lan Jing Ling", seamless streaming, and resource sniffing to analyze whether such business practices constitute infringement or unfair competition. The training enhanced employees' understanding of industry competition rules, laws, and regulations, increased their awareness of fair competition and legal compliance, and provided a strong safeguard against potential similar disputes in the future.

Special Training Session on Anti-Unfair Competition

▶ Anti-Corruption and Integrity

The Company prioritizes business ethics management and anti-corruption, aiming to foster a fair, impartial business environment. A comprehensive anti-corruption management system has been established to prevent, oversee, educate, and penalize corruption-related activities, ensuring the integrity and compliance of the Company's operations.

Dual Platforms". To foster a strong atmosphere free from corruption, Hunan Satellite TV and Mango TV ("dual platforms") spearheaded extensive clean education campaigns and systems with a focus on "integrity" and "thrift". As part of this initiative, the Company issued the Self-Discipline Integrity Convention and the Thrift Initiative, and integrated integrity and thrift principles into employees' daily work and life through creative short promotion videos and engaging posters. Additionally, through the establishment of precise systems and integrity-focused units, dual platforms have driven institutional innovation and business optimization, boosting production efficiency and cutting costs. With the growing influence of the incorruptible culture, employees' awareness of integrity and thrift practices has been significantly enhanced, and cost-saving behaviors in business processes have become increasingly prominent. These actions have not only reinforced the Company's integrity and self-discipline but also contributed to its ongoing efforts to reduce costs and improve efficiency in the pursuit of high-quality development, further promoting the inheritance of an incorruptible culture.



Self-Discipline Integrity Convention and Thrift Initiative

Case Integrity and Thrift Notebook—Fostering a Culture of Integrity and Simplicity

To deeply promote full and strict governance over the Party and foster a political atmosphere of integrity, the Company's Discipline Inspection and Supervision Department launched a special column on the "Anti-Corruption Action for Dual Platforms" and specially devised an Integrity and Thrift Notebook, aiming to inherit the values of integrity, self-discipline, and thrift. The notebook features key excerpts from General Secretary Xi Jinping's speeches on integrity and thrift, alongside an "Integrity Q&A" section that shares more than 40 employees' stories and over 120 guidelines on integrity and thrift practices. These resources serve as daily reminders for employees to uphold integrity and thrift in their professional conduct, contributing to fostering a corporate culture of integrity, consistently integrating the incorruptible culture in all aspects of the Company, and providing a sound and down-to-earth environment for high-quality development.



Integrity and Thrift Notebook Designed for the "Anti-Corruption Action for Dual Platforms"

Improving Party Conduct

The Company always places great importance on improving Party conduct and fully implements the requirements of full and strict governance over the Party. By formulating the Work Plan for Improving Party Conduct and Conducting Discipline Inspection, the Company has made solid progress in improving Party conduct and ensuring clean government. Through enhanced political oversight, the Company has worked harder to oversee the leadership and management and took internal rectification actions.

Case Rectifying the Misuse of Corporate Resources for Personal Gain to Combat Corruption

In April 2024, the Company held the 2024 Anti-Corruption Work Conference and Rectification Mobilization Meeting, with a special focus on addressing the misuse of corporate resources for personal gain. The conference thoroughly implemented General Secretary Xi Jinping's guiding principles on the Party's self-reform, aligned with the directives of the CPC Central Commission for Discipline Inspection (CCDI) and the Provincial Discipline Inspection Commission, and emphasized the requirement of intensifying the anti-corruption efforts. Key highlights of the conference included improving Party conduct, firmly upholding the central Party leadership's eight-point decision on improving conduct, intensifying efforts in the special rectification of the misuse of corporate resources for personal gain, and ensuring that anti-corruption and rectification measures remain rigorous and unrelenting. Furthermore, the conference also outlined concrete anti-corruption measures, including enhancing disciplinary mechanisms, reforming the supervision system, and intensifying oversight efforts, to ensure that all anti-corruption and integrity initiatives are effectively implemented.

This conference not only set clear objectives and requirements for special anti-corruption rectification but also provided a strong foundation for optimizing corporate governance structure and enhancing incorruptibility and self-discipline. With these efforts, the Company ensures a clean and upright work environment in the fight against corruption that supports its high-quality development.



Anti-Corruption Work Conference



Publicity and Training

The Company has made further progress in rooting out corruption by requiring general Party branches and Party branches at all levels to conduct anti-corruption training and learning activities under the guidance of the Party Committee through multiple formats, including the "Three Meetings and One Lecture" and the Thematic Party Day.

Key Performance



During the reporting period

The Company organized the study of nearly

130 articles

Including daily lessons on Party discipline learning and education and warning posts, conducted "Zero Violations, Zero Disciplinary Offenses, Zero Illegal Acts" training, with over

160 employees participating

and improved the integrity records management system, registering

1,683 employees' integrity records

Mango Excellent Media organized an integrity culture education and training session for new employees themed "Eyes on the Stars, Feet on the Ground". The session was led by Zhang Shangbin, Party Committee Member, Secretary of the Commission for Discipline Inspection, and Supervisor of the Company. The training materials were divided into four parts: fundamentals, political attributes, market characteristics, and integrity of Mango Excellent Media as a Party media and a state-owned enterprise. Covering

208 new employees across 49 departments from subsidiaries, the training aimed to foster a sense

of self-discipline and integrity, demanding that newcomers hold discipline in awe and respect, do not cross the line, and start their careers on the right path.

Additionally, Mango Excellent Media conducted two "Zero Violations, Zero Disciplinary Offenses, Zero Illegal Acts" training sessions for over

106 heads of primary departments and producers under the theme of "Building a Cleaner

Political Ecosystem at Mango". Heads of primary departments and producers were required to cascade the training within their teams and relevant training materials were distributed to all employees across the Company.

The Company continues efforts to deepen anti-corruption education and publicity, and rigorously implement the accountability system for anti-corruption to strengthen compliance consciousness across all employees. By enhancing daily disciplinary supervision and ferreting out disciplinary violations, the Company ensures the strict enforcement of discipline within the Party.



Case Holding the "Passing on Good Family Traditions" Themed Activity for Leaders and Officials

In March 2024, the Company launched the "Passing on Good Family Traditions" themed activity for leaders and officials. Department heads and leaders of second-tier units participated in the initiative. At the beginning of the event, participants paid a visit to the Hunan Anti-Corruption and Integrity Education Center, where they gained deeper insights into General Secretary Xi Jinping's ideology on the Party's self-reform through docent interpretation and video information, intensifying education in the Party spirit. Later, all employees watched the integrity education film "Strict Family Traditions", which emphasized the significance of good family traditions of leaders and officials in building a clean government through typical real-life cases, strengthening anti-corruption education. Through this activity, participants recognized that good family traditions serve as the foundation of ensuring integrity for leaders and officials, and it is imperative to preserve our political character of integrity and make sure that fostering good family traditions is aligned with our efforts to improve Party conduct.



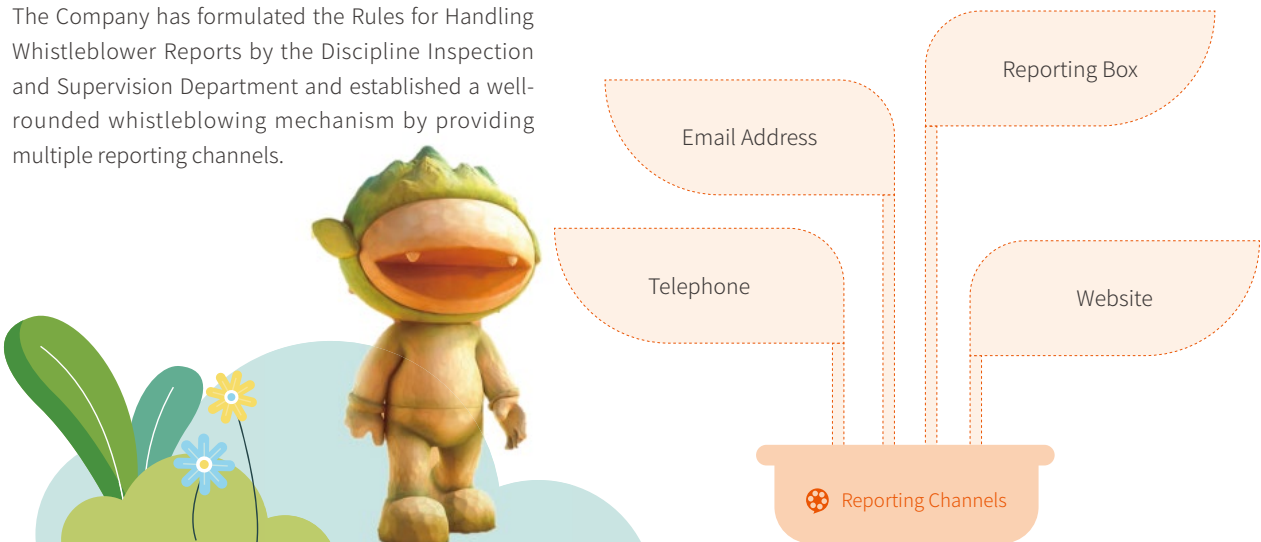
Visit to the Hunan Anti-Corruption and Integrity Education Center



Training for Good Family Traditions

Whistleblowing System

The Company has formulated the Rules for Handling Whistleblower Reports by the Discipline Inspection and Supervision Department and established a well-rounded whistleblowing mechanism by providing multiple reporting channels.



Social Responsibility

Our Concept

Mango Excellent Media actively fulfills its corporate social responsibility by fostering harmonious and mutually beneficial relationships with users, employees, partners, industries, communities, and other stakeholders. Through continuous communication and collaboration, the Company aims to develop a benign interaction with all parties and promote the common sustainable development of the Company and the whole society.

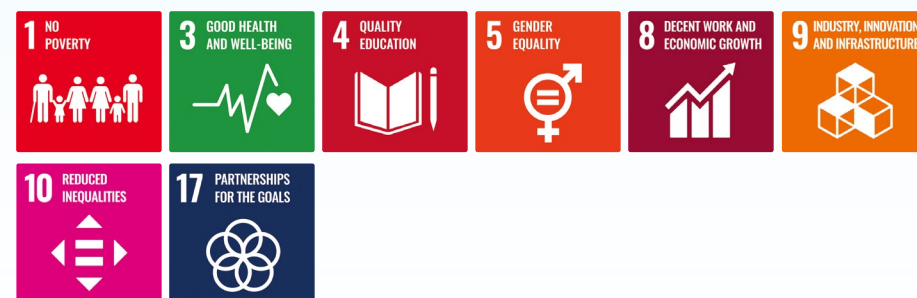
Our Actions

- | | | | | |
|----------------------|-----------------------|-----------------------------|-----------------------------|--------------------------|
| • Quality Management | • Customer Service | • Privacy and Data Security | • Supplier Management | • Industry Collaboration |
| • Public Welfare | • Employee Employment | • Employee Development | • Remuneration and Benefits | • Democratic Management |

Our Achievements

Adhering to the philosophy of customer-oriented, quality-first, and continuous improvement, Mango Excellent Media recorded no serious safety or quality-related liability incidents involving its products or services throughout the year. The Company has established a comprehensive user data and privacy protection framework and built a secure and reliable supply chain system. Cumulatively, Mango Public Service Platform has hosted 46 registered public charity organizations, released 105 public fundraising projects, raised a total of RMB 26.32 million (including offline donations), and attracted donations from over 124,000 participants.

Relevant SDGs





Product Quality and User Rights



Mango Excellent Media stays committed to upholding the philosophy of customer-oriented, quality-first, and continuous improvement. Through complete institutional frameworks and end-to-end quality control, the Company ensures superior product quality and an optimized user experience. By strictly observing the Rules for Settlement of Disputes Over Commodity Quality Issues and the Customer Service Standards and Specifications, the Company quickly responds to and resolves users' problems through a standardized and professional service mechanism in an all-out effort to protect the rights and interests of users and enhance user satisfaction through innovative services.

Product Quality

The Company is dedicated to delivering high-quality products and services to consumers through the persistence of the quality management concept of customer-oriented, quality-first, and continuous improvement. By implementing a comprehensive quality management system, including the Rules for Settlement of Disputes Over Commodity Quality Issues, Mango Excellent Media ensures that quality control is embedded across all links and business processes of the platform. From key commodity procurement and warehousing to product quality evaluation, the Company achieves all-around quality management through the integration of all stages.



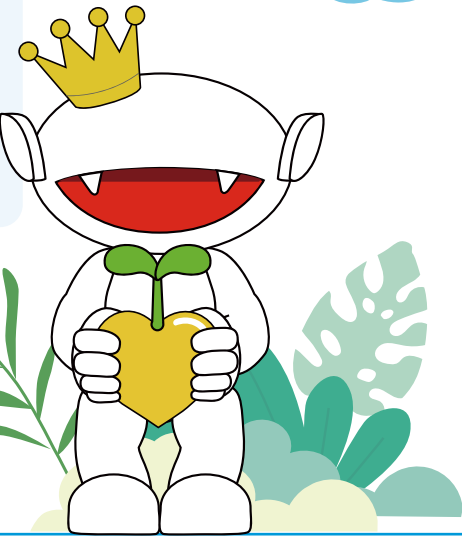
Happigo Quality Management System Certificate

3 measures to ensure supplier and factory compliance with qualification and certification requirements

- Third-party background checks on partner suppliers
- qualification and certification review for partner suppliers upon onboarding
- and on-site evaluations of production factories.

4 measures to ensure product quality

- Product listing review
- quality inspection upon warehouse entry
- anonymous product sampling
- and third-party professional testing of selected products



Product Quality Enhancement Initiatives

Case

Ensuring Premium Quality of Hainan Guifei Mango through On-site Quality Control

During the reporting period, before the all-channel market launch and promotion of Hainan Guifei Mango as a Mango Premium Product, Happigo sent a team of quality control personnel to Baomi, Sanya, Hainan Province, the fruit's origin, for on-site quality checks and quality control training of shipment personnel. Given the unique characteristics of fresh agricultural products, the team conducted thorough assessments of the overall quality, characteristics, yield, and on-site packaging procedures of Hainan Guifei Mango to minimize customer complaints during bulk shipments. Additionally, they also provided on-site personnel with quality control training and carried out pre-shipment quality spot checks.

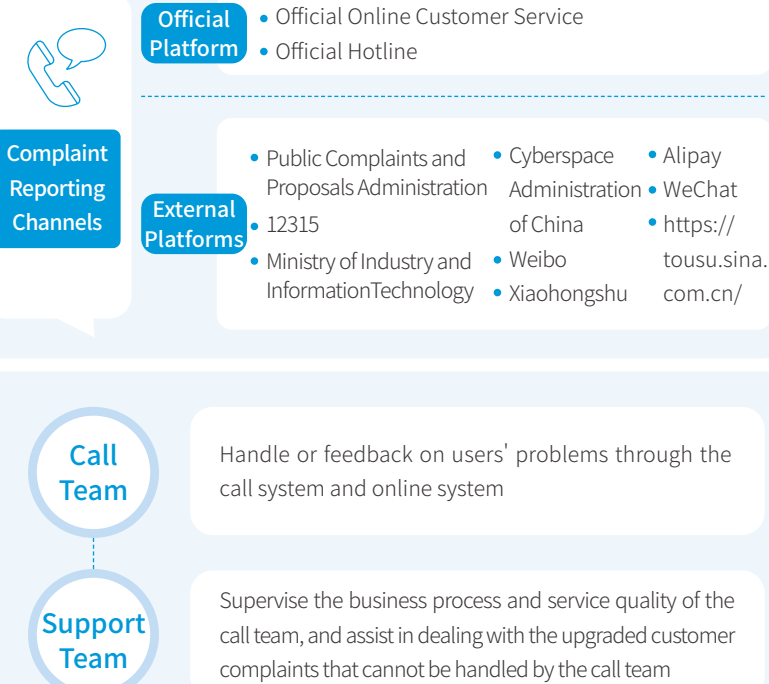
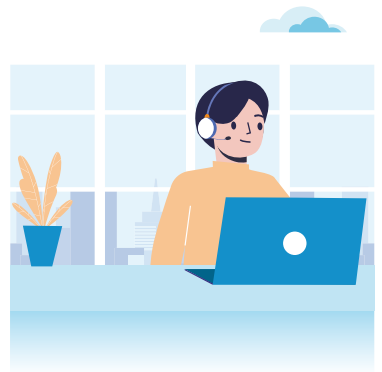


On-site QC Inspection and Hainan Guifei Mango Packaging Process



User Experience Assurance

Mango Excellent Media always places user experience at the core of its services, striving to deliver high-quality, high-standard services to users through a comprehensive user experience assurance system. In strict adherence to policies such as the Customer Service Standards and Specifications and the User Complaint Response System, the Company has established a standardized, regulated, and professional service mechanism that ensures swift responses and effective resolution of users' problems to safeguard users' rights and interests.



Mango Excellent Media's User Experience Assurance System

Internal Training to Enhance Customer Service Capacity at Happigo



Quality Service

Case Outstanding Customer Service Case of Happigo

In 2024, Happigo service representatives demonstrated exceptional professionalism when handling product returns, after-sales complaints, and interactions with long-term members. Satisfied customers wrote letters of appreciation to express their thanks to the staff who helped them. The dedicated and responsible service mindset of Happigo staff resolved customer concerns, safeguarded their interests, and enhanced the Company's reputation.



Case

Delivering a Superior Customer Experience through Efficient Service

During the reporting period, Xiaomang E-Commerce received 2,629 customer complaints through the platform in the process of customer service. Each case was treated with the utmost priority and effectively resolved by positive and effective measures. The complaint resolution rate reached 100%.

To further assess customer satisfaction, a large-scale customer feedback survey was conducted by Xiaomang E-Commerce, yielding 179,000 valid responses, with a response rate of 14.31% and a customer satisfaction score of 96.4%, according to the customer satisfaction survey results. The high satisfaction rate highlights Xiaomang E-Commerce's remarkable progress in customer service, with most customers highly recognizing the platform's service quality, responsiveness, and problem-solving ability.



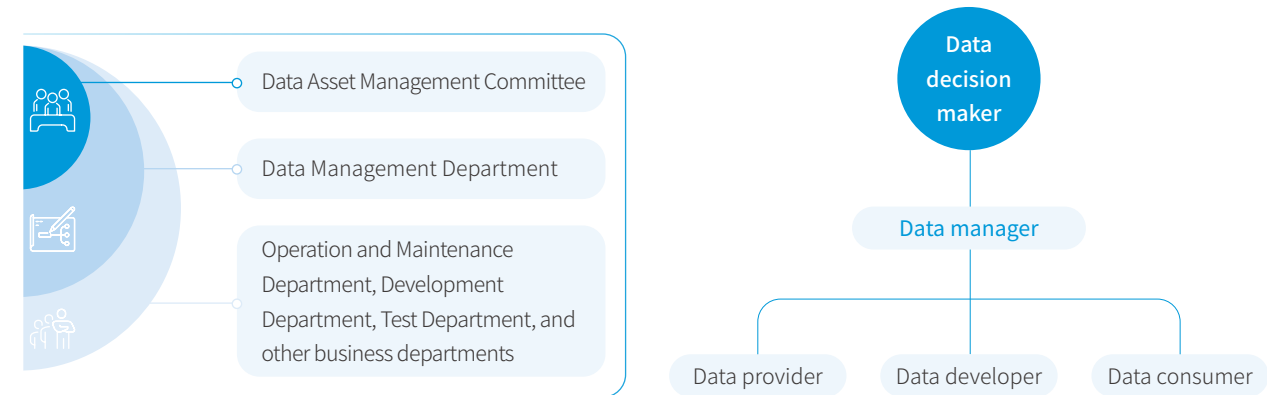
Information Security & Data and Intelligence-Driven Development



Mango Excellent Media has established a comprehensive institutional framework for user data and privacy protection, including policies such as the Data Security Management Measures and the Mango TV Network Security Manual. By implementing a robust information security structure and hierarchical data protection mechanism, the Company ensures efficient management and standardized protection of user privacy and data security. This approach creates a secure and reliable digital environment for users, promotes business development by digital and intelligent means, and drives the dual improvement of the platform and user trust.

Security Structure

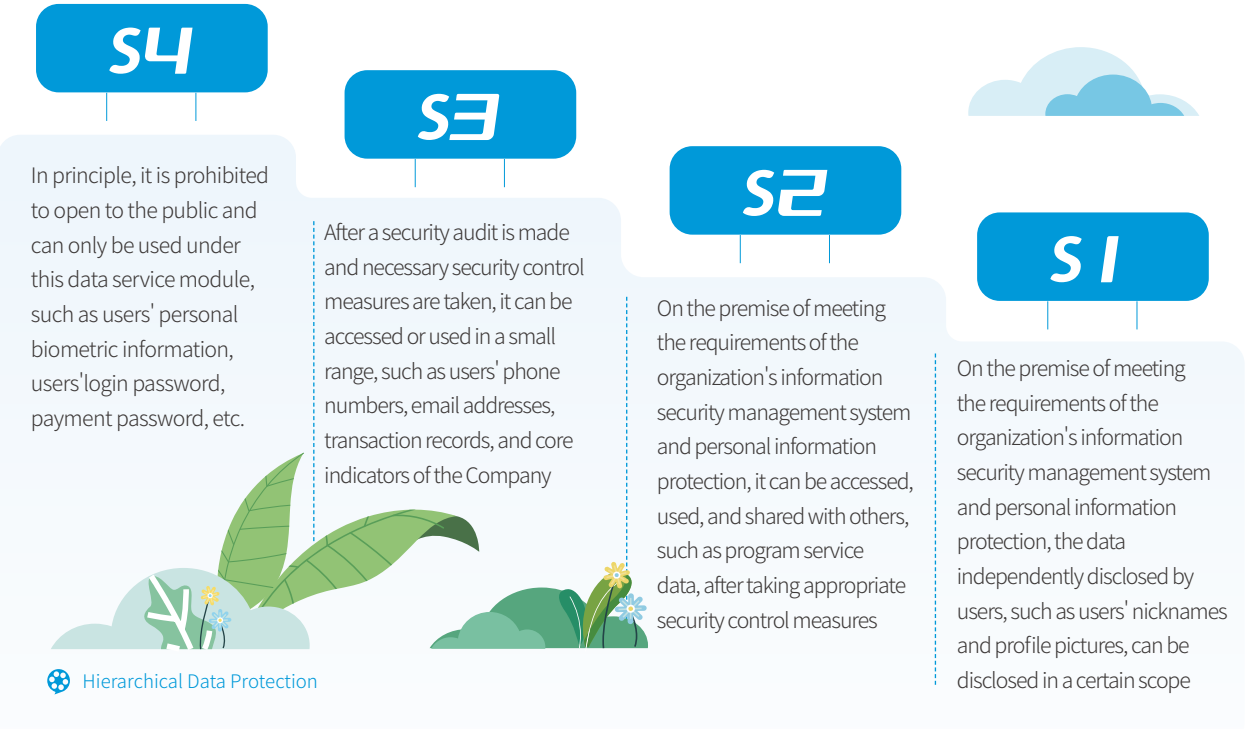
Starting from management and leadership, the Company has established data asset management norms from top to bottom, developed a comprehensive standard system and scheduling process, and delegated relevant responsibilities to each department.



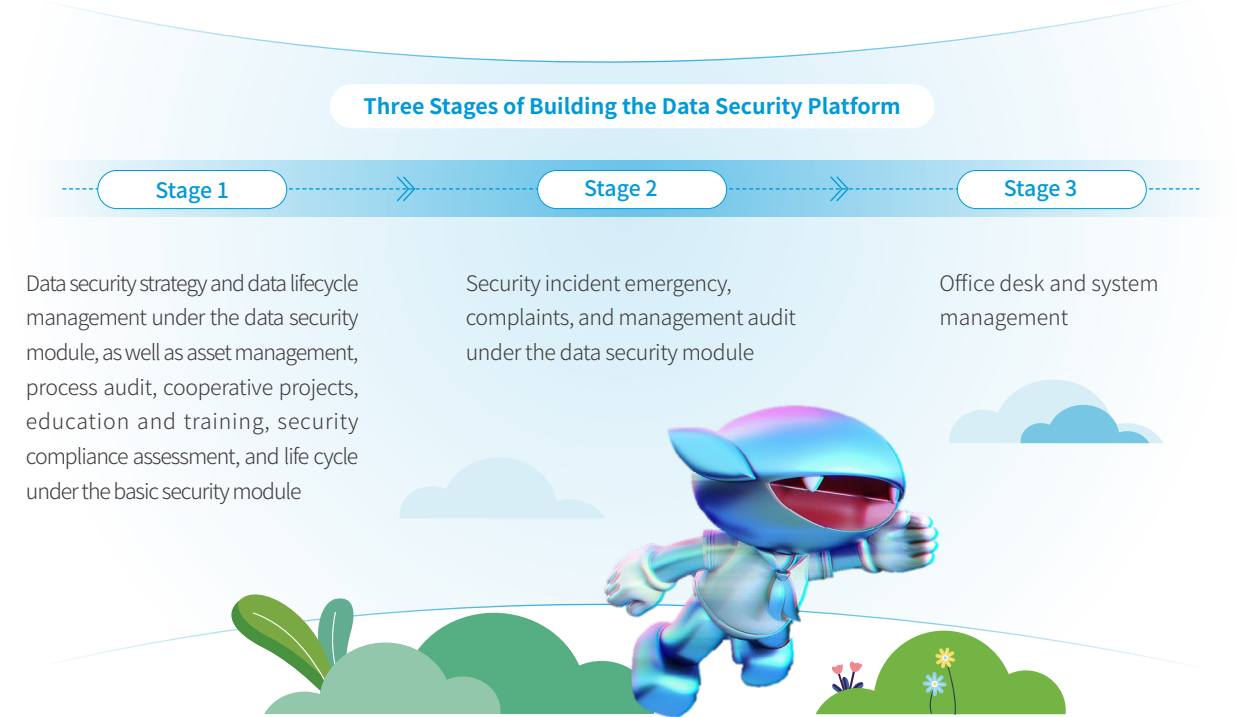
Department Name	Role	Responsibilities
Data Asset Management Committee	Leader of data asset management; decision maker on major work content and direction of data asset management	Be responsible for arbitration in case of problems with a data-related role
Operation and Maintenance Department, Development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

Mango TV's Data Asset Management Organizational Structure

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



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



Information Security

Mango Excellent Media places great emphasis on user information security. The Company has established complete systems and conducted regular employee training programs on information security to enhance their security awareness, ultimately achieving the goal of protecting the information security of the Company's target users.

In 2024, Golden Eagle Cartoon meticulously developed the Management Measures for the Information System of Golden Eagle Cartoon, further refining and expanding the cybersecurity management framework and requirements from many aspects. This provides clear guidelines for cybersecurity work and lays a solid, standardized institutional foundation for creating a sound cybersecurity environment.

Golden Eagle Cartoon actively participated in the 2024 Network Attack-Defense Drill, leveraging real-world scenarios to rigorously assess and reinforce its network infrastructure. Identified vulnerabilities were promptly and accurately rectified and comprehensively reinforced in the drill. Through a "training through drills, defending through combat" approach, the capability and stability of the network against complex threats experienced continuous improvement.



The OA system employs RAID disk array technology, fortifying server security and effectively mitigating multiple potential risks. In terms of data management, Golden Eagle Cartoon conducted regular cross-machine backups to ensure data redundancy and integrity. Additionally, data archiving has been carried out annually, which strengthens data security and traceability from multiple dimensions and offers comprehensive protection for data assets.

Golden Eagle Cartoon also implemented an extremely rigorous access control mechanism, explicitly stipulating that only authorized employees can access the system. Access permissions are meticulously assigned based on the specific job responsibilities of each employee, limiting employees to only the necessary information and resources for their tasks. This effectively minimizes the risk of data breaches. Additionally, hierarchical protection measures have been taken for the OA system to precisely identify and address potential security risks. These efforts ensure optimal system protection and safeguard stable operations.

Cybersecurity Management Measures Taken by Golden Eagle Cartoon

Case Enhancing Cybersecurity Protection Capability with a Network Attack-Defense Drill

In December 2024, the Public Security Department of Hunan Province hosted the "HW2024" Network Attack-Defense Drill. As an active participator, Xiaomang E-Commerce conducted information system reviews, potential risk identification, penetration testing, bug fixes, system reinforcement, etc. The drill thoroughly evaluated the security protection work of Xiaomang E-Commerce's information system, tested the security protection capability of its information infrastructure, and trained its cybersecurity emergency response team, significantly improving its comprehensive capability to handle cybersecurity incidents.



Xiaomang E-Commerce's Participation in "HW2024" Network Attack-Defense Drill



Case Information Security Training

During the reporting period, Happigo organized a company-wide information security training session, sharing real-world cases of information security incidents and emphasizing internal management protocols related to information security. The training enhanced employees' awareness of information security risks and further strengthened the company's overall information security defense.

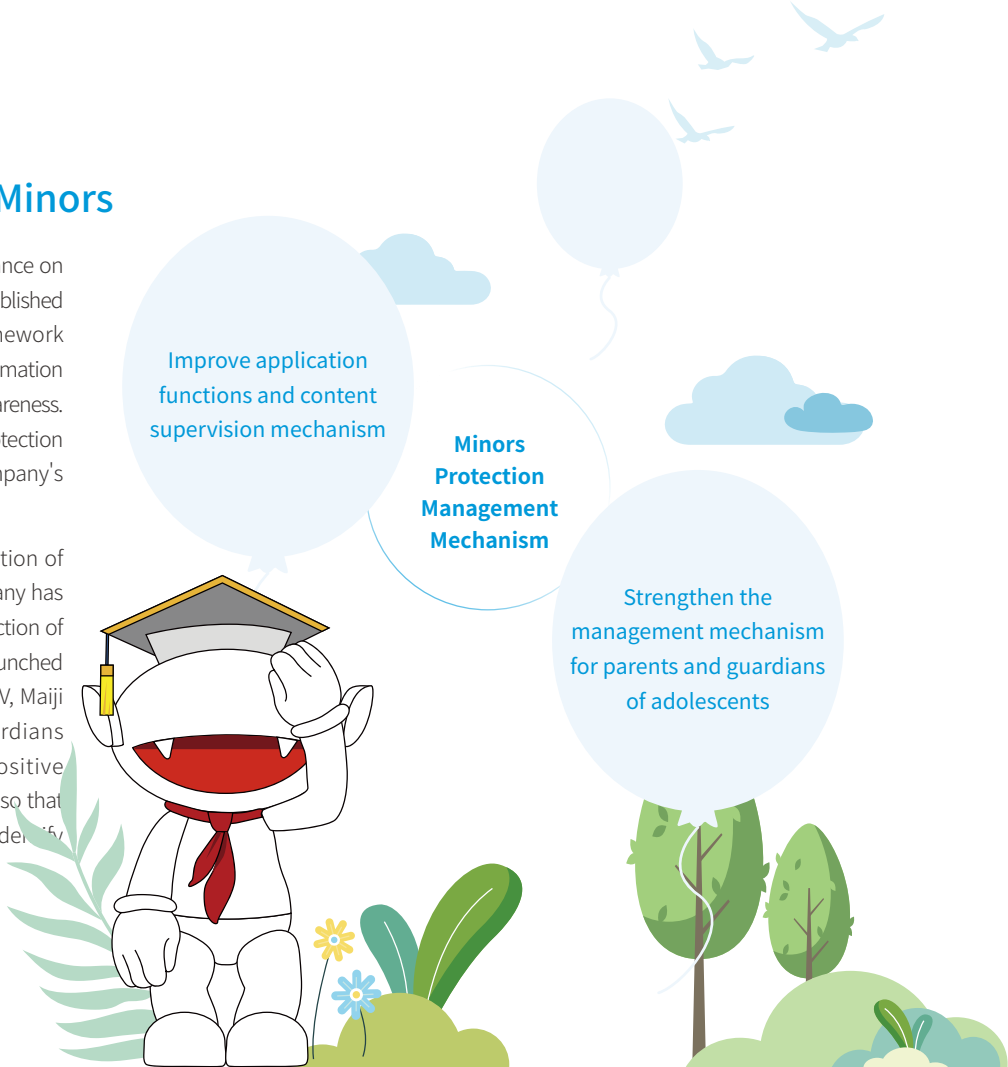


Company-Wide Information Security Training at Happigo

Protection of Minors

The Company places great importance on user information security, having established a comprehensive regulatory framework and providing employees with information security training to enhance their awareness. These efforts aim to ensure the protection of information security of the Company's audience and users.

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



Unsuitable information segregation

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



Prevention of Internet addiction

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



Purposes of the "Teenager Mode"

Online payment ability and risk prevention for minors

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



Protection of minors' personal information

Under the "Teenager Mode", the Platform does not target minors for user profile and advertisement marketing



Purposes of the "Teenager Mode"

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

Guardian Function

Minors cannot perform operations other than the contents of minors

The time lock is automatically enabled, with the default time of 30 minutes

Maiji TV is not available from 22:00 pm every night to 6:00 am the next day

If the duration of a single-use exceeds the trigger time, verification is required to continue the use

▶ Privacy Protection

Mango Excellent Media attaches great importance to user privacy and data security by implementing a well-established institutional system that incorporates the Data Security Management Measures and the Network Security Manual. Meanwhile, the Company has optimized its data classification and grading system and successfully passed a data asset discovery capability assessment, laying a solid foundation for data security and privacy protection.

Mango TV Management System

- Mango TV has established a series of systems and operating procedures that cover all aspects of platform security management, including the Business System Security Management System, the Data Security Management Measures, and the Personal Information Protection Policy. These systems and operational procedures define clear objectives, responsibilities, processes, and standards for platform operation security management. They are regularly revised and updated to adapt to platform growth and the evolving security environment.
- The President of Mango TV serves as the primary person in charge of platform operation security and has organized to establish a company-wide operation security responsibility system covering the whole process. The system assigns clear operation security responsibilities at departmental and position levels, ensuring individual accountability.
- To guarantee safe and reliable version upgrades, Mango TV has established strict operating procedures for version upgrades, covering the version upgrade process, testing and verification, risk assessments, and release and monitoring. Before any version upgrade, Mango TV conducts thorough testing and verification to ensure the functionality, security, and stability of the new version. Based on risk assessment results, appropriate security measures are implemented to minimize potential upgrade risks.
- Mango TV has developed a Security Broadcasting and Cybersecurity Emergency Response Plan, outlining specific contingency measures for different types of security incidents. Regular drills are conducted to validate the effectiveness and feasibility of the emergency response plan. Mango TV has established an emergency response mechanism for security incidents. In the event of a security incident, the emergency response plan will be immediately launched by relevant departments, ensuring effective measures to control the impact of the incident and timely notification of users through official security announcements.

🌀 Mango TV management system

User Privacy Protection Measures of Xiaomang E-Commerce

- For stored data, Xiaomang E-Commerce employs advanced encryption algorithms to encrypt user data transmissions on its platform.
- For internal management, Xiaomang E-Commerce has set up a strict access control system, defining different internal authorization levels based on employees' roles and responsibilities.
- For user data collection, Xiaomang E-Commerce adheres to explicit authorization principles, showing the content of the information to be collected and its intended use to users in a clear and understandable manner during their registration or when using certain functions for the first time. Additionally, data sharing with third-party partners will also be conducted only with user consent.
- In the event of significant changes to the privacy policy, users will be notified through in-app messages, push notifications, or other communication channels, allowing them to make informed decisions regarding their privacy settings.

🌀 User Privacy Protection Measures of Xiaomang E-Commerce

Case Fostering Good Communication with CAICT

In July 2024, Mango TV established effective communication with the China Academy of Information and Communications Technology (CAICT), joining as a key member of CAICT's Zhuoxin Big Data Plan and an important partner in CAICT's data classification and grading pilot program. Through pilot initiatives, Mango TV finalized the classification and grading of its data assets, optimized its data classification and grading system, and successfully obtained certification by passing the data asset discovery capability assessment. These efforts have laid a solid foundation for improving the company's data security defense ability and user privacy data protection.

Case PIA Certification Marking

In September 2024, Mango TV partnered with the Digitalization Working Committee under the Zhongguancun Modern Information Consumer Application Industry Technology Alliance (INFOCA) to initiate the Privacy Impact Assessment (PIA) certification marking process. Mango TV has successfully completed the integration for PIA certification, submitted the required documentation, and passed preliminary reviews. This service has enhanced Mango TV's ability to identify privacy risks, strengthened its security protection capability, and improved its data security governance framework, thereby ensuring better user privacy safeguards.

Key Performance



During the reporting period

Mango Excellent Media conducted a total of **5** data security and user privacy protection training sessions;

Mango TV, a subsidiary of Mango Excellent Media, conducted **1** data security and user privacy protection training session.

Digital and Intelligent R&D

Firmly upholding the "integration of culture and technology" as the guideline, Mango Excellent Media remains committed to actively exploring effective mechanisms for the integration of culture and technology, expediting the development of new forms of cultural business, upgrading and transforming traditional ones, and striving to foster more new growth drivers in this sector.

Innovating the Selection, Training, Retention, and Deployment of Technical Talents

- Successfully organized five consecutive seasons of the "Qingmang Program". The theme for 2024 was "culture + technology", focusing on outstanding product and technology graduates to sustain the team's innovative momentum.
- Hosted product and technology job fairs in the form of exchange and sharing sessions, primarily showcasing Mango TV's product and technology capabilities while strategically targeting top-tier talents from leading tech firms in Beijing and Shenzhen to expand the product and technology talent pool.
- Launched the first-ever "Live Job Fair" via the 1024 live-streaming platform, promoting the Company's product and technology brand and highlighting the professionalism of Mango TV's product and technology team.
- Actively implemented youth talent programs to identify and nurture high-potential candidates through targeted development, and established a comprehensive cultivation mechanism integrating training, practice, assessment, and selection, ensuring a dynamic talent reserve and a continuously replenished talent pipeline.

Innovating Dedicated Incentive Policies for Technology

- Continuously refined the qualification system for product and technology professionals, providing clear internal promotion pathways.
- Set up specialized technology awards to encourage employees to engage in research and breakthroughs in new products and technologies, with outstanding projects selected quarterly.
- Established dedicated funding for patents and research projects, upholding the principle of ethical technology and independent innovation, ensuring sustained patent output, and driving continuous technological advancements and innovations.

Innovating Technical Empowerment and the Internal-External Exchange Mechanism

- Established seven product and technology associations and conducted in-depth exchanges and training sessions focusing on technological innovation and tackling critical challenges, helping enhance the professional expertise and teamwork skills of technical innovation talents.
- Strengthened targeted collaboration with research institutions, colleges and universities, and promoted the establishment of joint laboratories between the Hunan Broadcasting System and academic institutions, concentrating on making breakthroughs in intelligent production and broadcasting technologies and shaping the next-generation content production ecosystem.
- Enhanced bilateral exchanges and technological cooperation with leading Internet companies and encouraged employees to actively participate in external technology sharing and exchange events to gain insights from industry best practices.
- Built a new mainstream digital and intelligent ecosystem that integrates culture and technology, actively organized professional competitions and participated in various technology exhibitions to showcase the latest advancements in culture-technology integration, thereby enhancing industry influence.

Innovating the Technological Culture at Mango

- Continued the tradition of hosting the 1024 Programmer Activity and creatively produced the first-ever micro-drama Wake Up and Find Myself Back at Mango as a Programmer, further igniting passion for technology and the spirit of exploration and reinforcing the technological DNA of Mango TV's workforce.

R&D Management Innovation System Construction

Technology Ethics

Mango TV adheres to the guiding principles outlined in the Trial Guideline on the Review of Science and Technology Ethics, jointly issued by the Ministry of Science and Technology of the People's Republic of China and nine other government departments. In April 2024, the Company formally established the Artificial Intelligence Technology Ethics Review Committee, responsible for conducting ethical security reviews of AI-related technological activities of the Company. The committee has developed regulations and systems to provide clear direction for technology ethics review processes, ensuring the responsible and ethical advancement of technology.

Intellectual Property Management

Viewing intellectual property (IP) management and protection from a strategic viewpoint, the Company has developed a comprehensive Mango IP operation and protection system encompassing copyrights, trademarks, and patents. This framework ensures legal and compliant operations throughout content creation, technology R&D, and brand management. Through independent R&D and technological innovations, the Company has continually enhanced its original capabilities while implementing rigorous IP protection measures to prevent and address infringement risks.

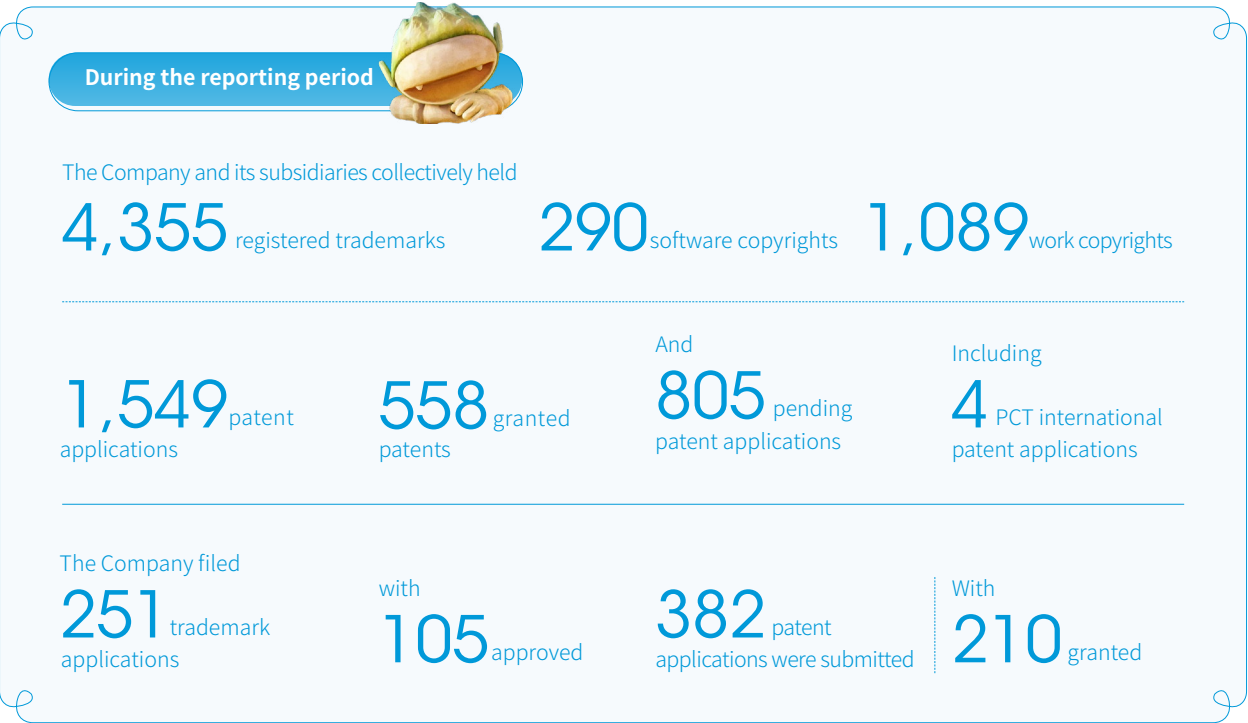
Trademark Management

- Actively and strategically cultivate trademarks to enhance the brand value of Mango
- Determine core brand matrices by hierarchical and classified management of trademarks and brands
- Constantly consolidate the legal foundation of the "Mango" brand through monthly trademark monitoring and take legal actions, such as filing trademark opposition claims, against infringing trademarks that are similar to the "Mango" brand to prevent the dilution of the core brand
- Expand business route through business and constantly develop new derivative brands. The main brand and derivative brand are promotion media of each other. Increase the values of the brands together

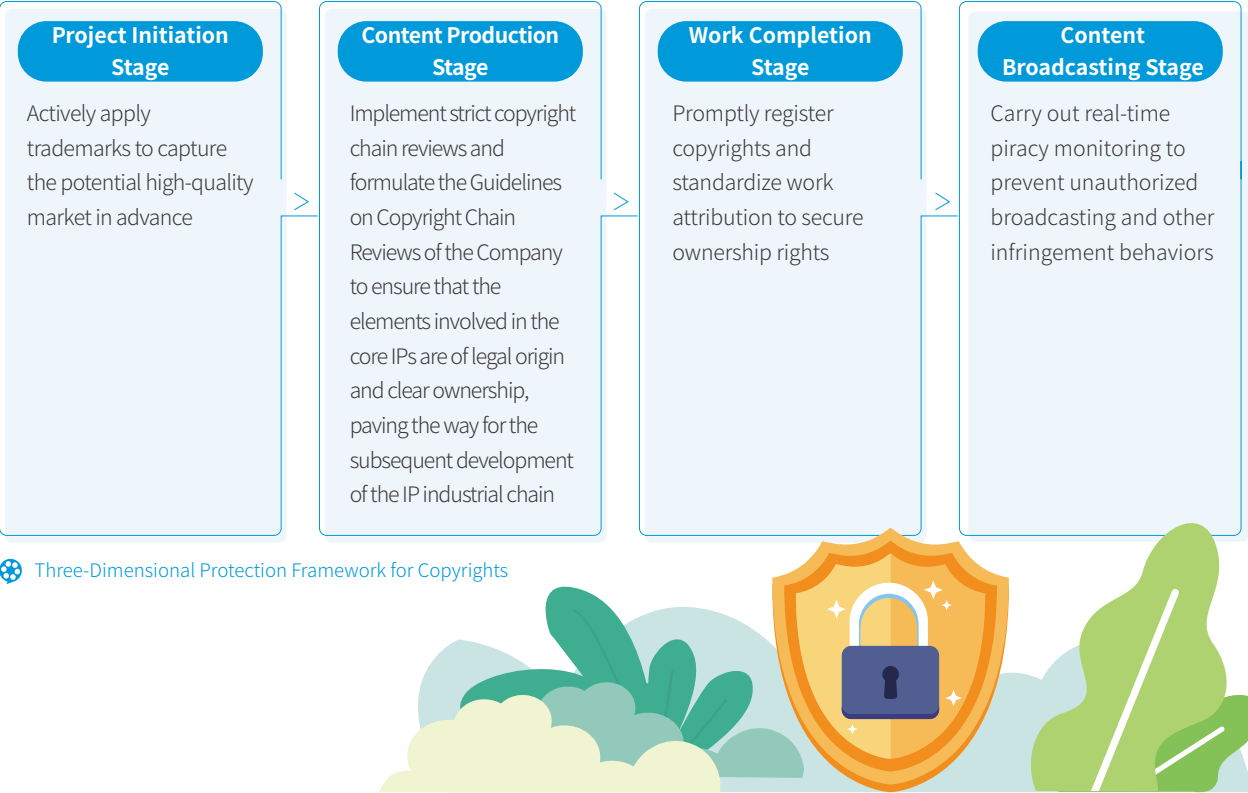
Patent Management

- Encourage innovation and proactively establish a robust patent protection framework
- Always adopt a market-oriented approach, independently develop innovative products with core competitiveness, and achieve almost full coverage of the patent layout from platforms to content, products, technology, terminals, users, and markets

Trademark and Patent Management



The Company has formed a three-dimensional protection network to safeguard its works in all aspects, ensuring effective management and real-time tracking of all IP assets and securing the Company's IP development and operational activities.



Responsible Procurement and Supply Management



Mango Excellent Media always views supply chain management as a critical part of its sustainable development. The Company is committed to building a safe and reliable supply chain system by transparent procurement and due diligence. The Company strictly abides by the procurement principles of "honesty, integrity and transparency" and implements the Rules for Implementation of Bidding Procurement, the Rules for Administration of Non-bidding Procurement, and other rules and regulations to ensure that all procurement procedures are legal, open and fair.

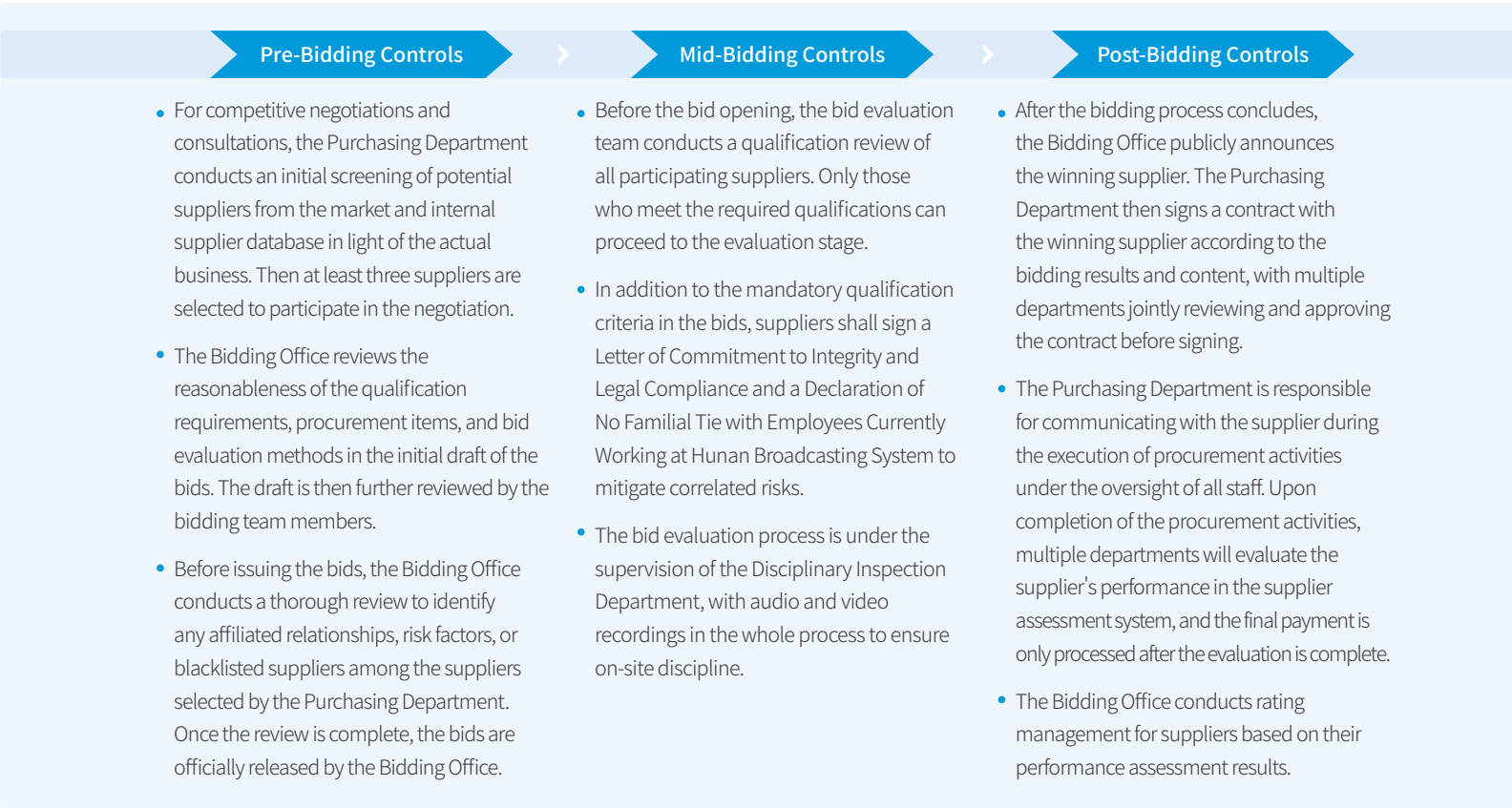
Supply Chain Management

Mango Excellent Media actively accepts the supervision of suppliers and customers to effectively prevent commercial bribery and safeguard the interests of all parties. The Company shares risk with suppliers through purchase-one-prepare-one, spot + pre-sale, and other modes, and keeps optimizing its procurement plans to realize flexible supply chain management and ensure product quality and timely delivery.

Mango TV Procurement Management System

The system defines the scope of procurement management, the organizational structure and responsibilities of procurement, the procurement application process, procurement categories, and detailed implementation rules.

The system also outlines the responsible department for supplier management, the specific supplier selection procedures, the evaluation mechanism for suppliers, the scope of the supplier blacklist, and the criteria for blacklisting and delisting suppliers.



Bidding phase control process

Case

Training and Practices of Merchant Management Rules for Supplier Chain BD Teams

In 2024, Xiaomang E-Commerce provided training for supply chain business development (BD) teams, focusing on merchant management rules. In the training, BD teams conducted a comprehensive review of merchant management rules, participated in group discussions to analyze real-world merchant management challenges, and raised solutions based on the learned rules. The training significantly enhanced BD teams' understanding of platform rules, ensuring that they effectively managed merchants in compliance with such rules. The training on merchant management rules for supply chain BD teams achieved significant results. Through structured content, diverse training methods, and a comprehensive evaluation of the training effectiveness, the training effectively enhanced BD teams' understanding and application of the rules. This improvement greatly supported supplier management on the platform while reducing risks associated with merchant violations faced by the platform.

Supply Chain Security

Mango Excellent Media takes supply chain security management seriously and places a stable and safe supply chain at the core of its sustainable development strategies. The Company has launched specialized training for platform merchants by inviting industry experts, senior platform operators, and legal professionals as instructors to explain the key points and precautions in merchant operations through live streaming, videos, and visual posts in real time. This initiative has significantly standardized merchant operations and reduced risks associated with merchant violations.



Xiaomang E-Commerce Supply Chain Security Guarantee Measures



Case

Specialized Merchant Training on World Consumer Rights Day

With growing awareness of consumer rights, the World Consumer Rights Day on March 15th each year has become a focus of public concern. During the reporting period, Xiaomang E-Commerce invited industry experts, senior platform operators, and legal professionals as instructors to explain the key points and precautions in merchant operations during the World Consumer Rights Day activity through live-streaming courses, video tutorials, and visual reminders in real time. The training covered all merchants on the platform, achieving a participation rate of 100%. As a result, during the World Consumer Rights Day activity, the Xiaomang E-Commerce platform had no major public incident, with more standardized business behaviors of merchants and a dramatic decline in consumer complaints, maintaining the stable operation and good reputation of the platform.

Xiaomang E-Commerce Merchant Training

Equal Treatment for Small and Medium Enterprises (SMEs)

The vitality and innovation of small and medium-sized enterprises (SMEs) are key drivers of sustained industry development. As such, the Company remains committed to fostering long-term and stable partnerships with SMEs to jointly promote industry prosperity and growth. We treat SMEs as equal partners and are dedicated to building a fair and transparent cooperation environment. The Company strictly complies with relevant laws and regulations and actively safeguards the legitimate rights and interests of SMEs. During the reporting period, there were no instances of overdue payments to SMEs.



Industry Exchange and Value Co-Creation



Mango Excellent Media is dedicated to fostering the high-quality development of the media and entertainment industry. Through industry exchanges and collaborations, the Company explores cutting-edge industry trends while showcasing its achievements in integrating Chinese culture with technology at events like MIPTV, striving to contribute to the development of the industry and the realization of social value.

▶ Industry Exchange

By actively engaging in industry exchanges and collaborations, Mango Excellent Media promotes innovative development in the media and entertainment industry. The Company has hosted and participated in multiple industry events, strengthening communication and interactions with domestic and international peers while collectively exploring cutting-edge industry trends.

Case New Technology Salon—Exploring Deep Integration of AIGC and Product Innovation

In April 2024, Mango TV hosted New Technology Salons in Shenzhen and Beijing, spanning two cities over two days. Mango TV's product technology team engaged with present leading technology professionals in passionate sharing and discussions on product innovation, large models, AIGC applications, and other emerging technologies. The event fully demonstrated how Mango TV's latest products were better integrated with the programs to maximize content value. Participants gained valuable insights into new technologies, including the Mango LLMS.



Mango TV New Technology Salon

Case Leveraging the Hong Kong International Film & TV Market to Promote Chinese Culture Globally

In March 2024, the 28th Hong Kong International Film & TV Market (FILMART) was officially launched at the Hong Kong Convention and Exhibition Centre, attracting over 750 exhibitors from more than 25 countries and regions. The Company showcased an extensive portfolio of high-quality films, TV series, and variety shows. At the event, the cast of Infinity and Beyond, which had previously dominated Hong Kong viewership ratings and was hailed as a bellwether for cultural integration in the Guangdong-Hong Kong-Macao Greater Bay Area, recreated an emotional audience-wide singalong of "Pearl of the Orient" and other highlights in the variety show.

Mango TV remains committed to expanding its global outreach, ensuring that Chinese culture reaches a wider international audience and fostering a better global understanding of China.



Mango TV at the 28th Hong Kong International Film & TV Market



Case The New-Quality Appeal of Culture-Technology Integration

The 61st MIPTV made a grand opening in France in 2024, with the Company making a stunning debut, showcasing China's first AI director "AIM", the e-commerce platform Xiaomang E-Commerce that converges trendy domestic goods, and a selection of premium films, TV series, and variety shows. As China and France mark the 60th anniversary of diplomatic relations, bilateral ties between the two sides are thriving with vitality at the beginning of 2024. Inside the Palais des Festivals, the Company's product introduction event attracted an enthusiastic crowd, with the Mango ecosystem drawing significant attention. Through dynamic presentations, audiences experienced firsthand the new-quality appeal of the integration of Chinese culture and technology.



The Company's Technology Showcase at MIPTV

Case "Warming Green Plum Wine Around the Stove" Activity

In January 2024, under the guidance of the Changsha Municipal Bureau of Commerce and hosted by Happigo under Mango Excellent Media, the Company's self-operated brand "Youyang" Green Plum Wine together with over 20 time-honored brands from Changsha organized a "Warming Green Plum Wine Around the Stove" activity at Joy City, Beichen Delta, Changsha. With extensive collaboration among over 20 local influencer-driven brands, the activity not only met consumer expectations for authentic Changsha cuisine and entertainment but also satisfied local consumption demands to the greatest extent. By integrating local delicacies and beautiful scenery into daily life, the event elevated the quality and level of urban consumption through innovative marketing strategies.



Happigo's "Warming Green Plum Wine Around the Stove" Activity

▶ Industry Collaboration

Mango Excellent Media is committed to advancing the international development of media and entertainment industries through active industry collaborations. By forging industry partnerships, the Company has not only enhanced its global influence but also played a key role in promoting Chinese culture internationally.

Case The Successful Localization and Expansion of Sisters Who Make Waves, Vietnam Version

During the reporting period, Mango TV signed a strategic cooperation agreement with Vietnam's leading media group YEAH1 at a promotional event. This partnership follows the successful localization of Sisters Who Make Waves, Vietnam Version, which topped Vietnam's national viewership rankings for 15 consecutive episodes. The variety show earned the "Best Variety Show of the Year" award from Vietnam Television (VTV) and set a new record for the highest number of sponsors (33) in Vietnamese variety show history, achieving both commercial and reputational success.



Mango TV & YEAH1, a Leading Vietnamese Media Group, Strategic Cooperation Signing Ceremony





Case Exploring Cloud-Based Production and Broadcasting and AI Innovation

To enhance external exchanges and interactions and strengthen the technical expertise of Mango TV's product technology team, Mango TV partnered with Tencent Cloud to host a technology salon in March 2024. Multiple leading Tencent Cloud technical experts were invited to discuss cloud-based production and broadcasting, information security, and AI innovative technologies and their application feasibility in the video industry. The event facilitated knowledge-sharing on cutting-edge trends and best practices and the joint research and development of cooperative solutions, further bolstering the competitive edge of Mango TV's technical team.



Mango TV & Tencent Cloud 2024 Technology Exchange Seminar

▶ Industry-Academia-Research Cooperation

As a leading domestic media and content platform, Mango Excellent Media is dedicated to the mission of fostering industry dialogue and creating social value. By actively organizing diverse events, the Company has not only strengthened its social influence but also contributed significantly to the sustainable development of the industry. In recent years, Mango Excellent Media has actively deepened its industry-academia-research cooperation and worked closely with colleges and universities, research institutions, and industry partners to explore the intersection of cutting-edge technologies and content innovation, striving to build an open, shared and innovation-driven industry ecosystem.

Case Mango TV Establishing Collaborative Mechanisms with Communication University of China, ShanghaiTech University, and Other Leading Universities

During the reporting period, Mango TV strengthened its targeted collaborations with research institutions and universities, focusing on research-oriented talent cultivation. The Company has intensified efforts to establish joint laboratories with colleges and universities, specializing in intelligent production and broadcasting technologies and shaping the next-generation content production ecosystem.

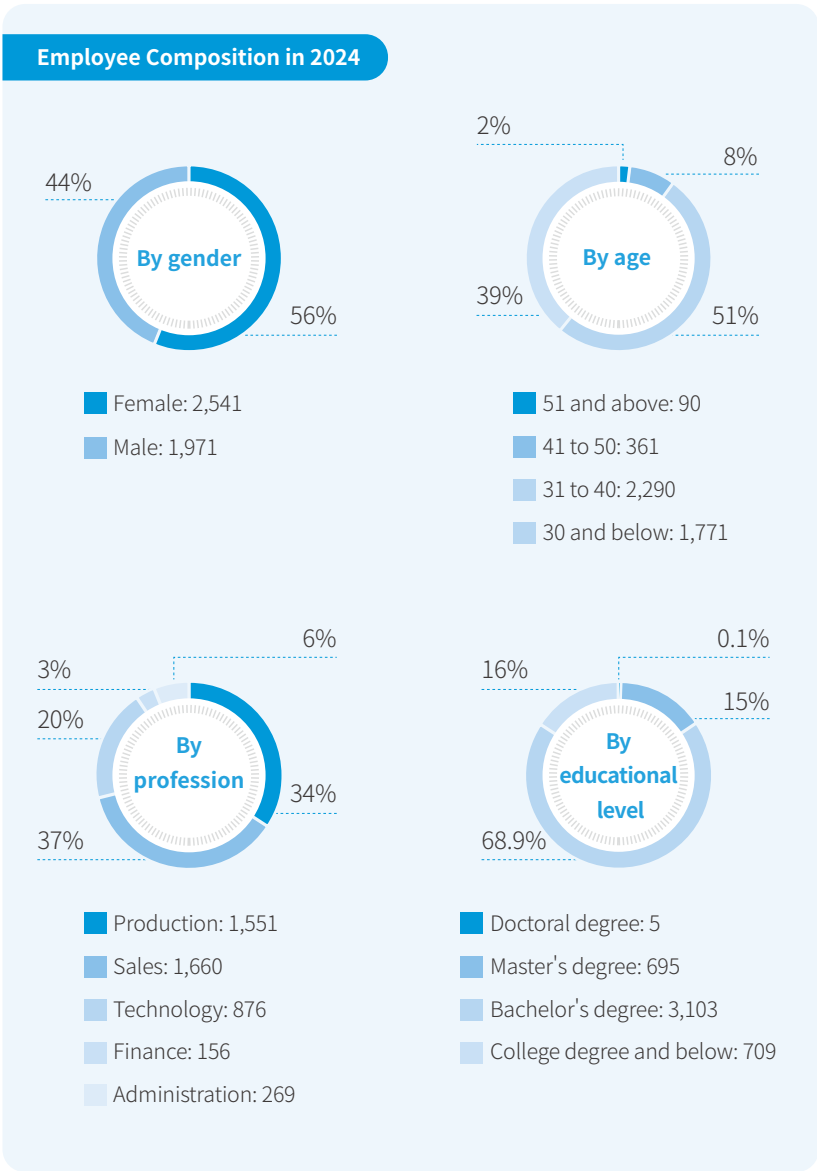
The Company has established sound collaborative mechanisms with the Communication University of China, ShanghaiTech University, Hunan University, Changsha University of Science & Technology, and other leading colleges and universities, engaging in multidimensional research and practices across cutting-edge virtual technologies, AI and 5G technologies, innovative applications, and high-tech talent development. Additionally, Mango TV has partnered with key laboratories to actively participate in national, ministerial and provincial-level major research projects and increase efforts in cultivating project leaders and technical backbones. These endeavors further accelerate the growth of Mango TV's innovation teams and the upgrade of its talent pipeline.

Employee Growth, Health and Safety



Mango Excellent Media always upholds a people-centric approach and promotes a "Nature Youth" culture, continuously improving its policies and mechanisms to establish an employee development system deeply integrated with its strategic businesses. The Company has developed a comprehensive talent acquisition and development framework to actively protect employees' rights and interests, provide them with superior benefit packages, and strengthen occupational health and safety. These efforts aim to foster a greater sense of belonging and well-being among employees. Additionally, through diverse human-centric initiatives, the Company continues to reinforce employee recognition, promote the steady growth of corporate culture, and increase its brand attractiveness and talent cohesion.

▶ Employee Employment



Key Performance



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

100%

and the social insurance coverage rate was

100%



Fair Employment

Mango Excellent Media adheres to transparent, equitable, competitive, and merit-based recruitment and selection principles. In strict accordance with 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, the Company eliminates child labor or forced labor, while ensuring gender pay equity and firmly safeguarding the legal rights and interests of female employees. The Company is committed to fostering a fair and harmonious employment and development environment for employees, protecting all employees from discrimination for religion, gender, age, disability, or other factors. To this end, the Company has formulated internal rules such as the Measures for Administration of Employment Contracts to establish legal, compliant, and equal labor relations with employees, and form a code of conduct for them.

Remuneration System

Taking value contribution as its core, the Company has established a complete remuneration system, guided by the Remuneration Management Measures and other relevant policies to ensure refined remuneration management. Daily performance evaluation mechanisms are optimized based on individual contributions, responsibilities, and risks in their respective positions. Furthermore, the Company attracts and retains top-level talents through fair and reasonable remuneration incentives, providing sufficient human resources support for the development of the Company, aligning the Company's interests with those of the employees, and jointly promoting the achievement of its business objectives.

Incentive and Performance Appeal Channels and Feedback Mechanism

The Company and its subsidiaries have established a comprehensive performance feedback and appeal system, ensuring transparency and fairness in performance management through a systematic process. Clear procedures have been established for confirming performance results, including deadlines for result confirmation, score submission, and review. Employees who dispute their performance assessments can file appeals through a dedicated channel. Appeal materials are handled by a designated working group or responsible personnel, who will conduct thorough investigations to ensure fair and impartial outcomes, and employees will receive responses within the specified timeframe. The entire feedback and appeal process remains strictly confidential, aimed at safeguarding employees' rights and interests and fostering mutual growth between the Company and its workforce.



Case

Building a Transparent and Efficient Performance Management Mechanism by Digital Platform

Xiaomang E-Commerce regularly holds performance communication meetings, utilizing an online digital system that allows employees to access real-time performance data. Employees receive 360-degree evaluations from colleagues and subordinates, thereby generating a well-rounded performance profile through comprehensive analysis that helps them identify strengths and weaknesses. If employees disagree with their performance assessments, they can first discuss concerns with their direct supervisors. If further clarification is needed, they may submit a formal appeal to the HR Department. Upon receiving the employee's appeal, the HR Department will assign a dedicated appeal handling team to review all links in the performance assessment process and give handling suggestions within the prescribed time. Any unjustified assessments will be adjusted and fed back accordingly. The appeal process and results are confidential, which has effectively enhanced employee recognition and trust in performance management, reinforced team cohesiveness, and increased work efficiency.



▶ Democratic Management

The Company prioritizes democratic corporate management and provides employees with multi-level and multi-channel participation platforms by establishing democratic communication channels, making regular employee satisfaction surveys, and providing incentive and performance appeal channels. These initiatives aim to improve employees' job satisfaction and cohesion, and enhance transparency and fairness in corporate management.

Democratic Communication

Upholding a people-oriented, transparent, and open management philosophy, the Company has expanded various communication channels and safeguarded employees' legal rights and interests, enabling employees to play an active and constructive role in corporate development. The Company's Labor Union gives full play to its role of bridge for communication, attentively listens to employees at all levels, and proactively responds to their evolving needs. To address employees' concerns and challenges, the Company actively coordinates resources of all parties to provide practical solutions.

Employee Representatives Meeting

- Comprehensively implement the system of employee representatives meeting and hold employee representative meetings from time to time to fully listen to the opinions and suggestions of employees
- Give full play to the democratic supervision role of employees and regularly organize employees to conduct democratic evaluations of management personnel

Symposium

- Establish a dialogue channel between ordinary employees and the management to facilitate the management to directly face problems, answer employee confusions, and implement constructive proposals

Democratic Communion

- Widely solicit opinions and suggestions, conduct heart-to-heart talks, and deeply investigate and solve prominent problems

Democratic Communication Channels

Employee Satisfaction Surveys

With a focus on overall employee satisfaction, the Company continuously tracks employees' demands and feedback through multiple channels and methods and keeps optimizing its incentive mechanisms, career development pathways, and workplace environments. With these efforts, the Company aims to foster a high-performing and harmonious workplace, enabling mutual growth between employees and the Company.



Case "Employee Anonymous Sharing Space" Questionnaire Survey Activity

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

Caring for Employees

The Company remains highly attentive to employees' demands and continuously optimizes the benefits system by revising the Employee Welfare System, ensuring that benefits cover all employees. By fostering a positive workplace environment, the Company endeavors to enhance the sense of belonging and happiness of the employees, leverage comprehensive care initiatives to motivate their work enthusiasm, and help employees grow with the Company.

Employee Benefits System

The Company actively focuses on and responds to employees' needs, and keeps refining the benefits system to support the diversified needs of employees and their families. By cultivating a warm and inclusive work environment, the Company aims to strengthen the employees' sense of belonging and happiness.



Statutory Benefits

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



Special Benefits

Accidental injury insurance, supplementary medical insurance, filial leave, family care leave, annual physical examinations, holiday gifts and greetings, birthday celebrations, marriage and maternity congratulations, hospitalization care and support, bereavement condolences, retirement recognition, summer cooling benefits, seasonal weather protection, assistance to employees in need, cultural and sports activities, corporate annual meetings, meal allowances, etc.



Occupational Health

The Company regards employee occupational health management as a top priority and pays close attention to their physical and mental well-being through regular healthcare lectures and disease prevention activities. These initiatives are expected to enhance employees' health awareness and ensure their occupational health and safety.

Case Providing Comprehensive Healthcare Services for Employees in Patriotic Public Health Month

In April 2024, in China's 36th Patriotic Public Health Month, Mango TV partnered with health service providers to offer free healthcare services to employees. These services included eye care, 360-degree vision screening, oral health check-ups, traditional Chinese medicine consultations, and physiotherapy services, aiming to improve employees' health and quality of life and help them foster scientific, civilized and healthy lifestyles.



Patriotic Public Health Month Activity Site

Case Receiving Sanfutie to Treat Winter Diseases at the Height of Summer

To alleviate discomfort in summer and improve employees' health, Mango TV organized a Sanfutie therapy activity from July to August 2024. This activity leveraged traditional Chinese medicine (TCM) principles of "treating winter diseases at the height of summer" to help employees improve their overall health.



Sanfutie Therapy Activity Promotion and Site Photos

Caring for Women

The Company remains dedicated to improving the well-being of female employees and providing them with care and benefits in all aspects. Through flexible work arrangements, healthcare programs, and special welfare policies, the Company ensures that female employees receive full respect and support to balance work and life.

CaseSpecial Activity for International Women's Day

Mango TV, under the guidance of the Publicity Department of the All-China Women's Federation, launched the "Respect the Power of Marvelous Women" Special Activity for International Women's Day, encouraging females to pursue their dreams bravely and strive to make progress.



Respect the Power of Marvelous Women

CaseSpecial Protection for Female Employees

The Labor Union of Golden Eagle Cartoon has completed procedures for the activity concerning medical mutual assistance for all employees and special disease protection for female employees at a provincial level. Additionally, the Labor Union has arranged disease prevention and mental health lectures from time to time to popularize health knowledge, provide special disease protection for female employees, and safeguard their physical and mental health to the maximum.

Employee Assistance

The Company is committed to providing timely care and support to employees facing difficulties. Through various care and assistance activities, the Company aims to send warm wishes to and show deep concern for employees, thereby fostering a harmonious employer-employee relationship.

CaseCaring for Employees in Need

Ahead of the 2024 Chinese New Year, Mango TV launched an event to extend its sincere care and support to employees in need, visiting and giving financial support to two employees battling serious illnesses and four employees experiencing financial hardship, with a total support fund of RMB 25,000. Beyond heartfelt festival greetings, this event also showcased the Company's deep concern and support for employees and its desire to bring spiritual comfort and encouragement to employees in difficulty. Moving forward, the Company's Party Committee will continuously focus on employees in need, proactively providing relief and ensuring employee stability and harmony.

Key Performance

During the reporting period

The Company gave funding support for

33 employees

Amounting to RMB

33,000

And assisted

13 financially challenged employees

Amounting to RMB

15,000



Corporate Culture Development

The Company places great emphasis on fostering team cohesion by engaging employees through diverse cultural activities and innovative forms. By fulfilling their spiritual and cultural needs to the greatest extent, the Company continuously strengthens employees' sense of belonging and happiness as a part of Mango Excellent Media, injecting vitality into sustained corporate growth.





Case "My Exclusive Memories with Mango Excellent Media" Personal H5 Report

In August 2024, marking the sixth anniversary of Mango Excellent Media, the Company launched the "My Exclusive Memories with Mango Excellent Media" H5 Report, offering employees an exclusive, customized big data-based record of their journey within the Company. Following the idea of "The subtle, beautiful details that often go unnoticed—Mango LLMS remembers them all", the report not only captures employees' unique moments but also reflects the Company's deep appreciation for each employee's growth and contributions.



"My Exclusive Memories with Mango Excellent Media" Personal H5 Report



Case Mango Excellent Media's 6th Anniversary Celebration Themed "Together for a Super Dream at Mango"

In August 2024, Mango Excellent Media hosted its sixth-anniversary celebration, bringing together the Company's leaders, employee representatives, users, and clients. The event featured employee talent shows, a chorus by Qingmang Program trainees, and other interactive activities that encouraged employees' constant growth on the platform provided by Mango Excellent Media. During the celebration, leaders emphasized the importance of continuous innovation and the enduring corporate spirit of courage, loyalty, and youthfulness. They reiterated that Mango Excellent Media is not only a content platform but also a socially responsible and people-centric cultural enterprise. The event specially invited Mango fans from around the world and children from charity programs to make employees, users, and broader communities become witnesses of the Company's growth.



The 6th Anniversary Celebration Site



Talent Cultivation

The Company is dedicated to providing employees with ample growth opportunities and diverse career paths. By refining talent identification and promotion mechanisms and implementing innovative talent cultivation initiatives, the Company continuously brings out the best in its employees, ensures that personal growth aligns with organizational development, and strives to create a vibrant talent ecosystem.

Talent Attraction

The Company continuously innovates its talent acquisition strategies and expands recruitment channels to attract top talent through open, diverse, and efficient approaches. By integrating online and offline recruitment methods, the Company enhances its employer brand influence, ensuring that more professionals can discover and join the organization, and driving coordinated development for both the Company and its employees.

Case The 9th Mango Youth Talk Launching an Innovation Experiment for Youth at Mango

The "Mango TV Leap Forward Plan" session of the 9th Mango Youth Talk—a youth entrepreneurship IPO roadshow—was held at Studio D of the Mango Colorful Box. Centered around the theme "An Idea Worth Financing", the 9th Mango Youth Talk upheld the principles of "real investment, real incubation, and real outcomes", authentically recreating the entrepreneurial journey from zero to one. It featured six core tracks: New Content Directions, Innovative Business Models, New User Growth, Spark Program, New Business Spaces, and X Tracks. A record-breaking 3,000+ project proposals were submitted. Since July 2024, the program has gone through a series of rigorous stages, including the "Face-to-Face Meeting with Experts" symposiums, seed round selection, Series A investment meetings, Youth Entrepreneurship Week coaching, Series B youth entrepreneurship investment exhibition, and Series C expert inquiry sessions. Ultimately, 14 outstanding entrepreneurial projects advanced to the IPO roadshow, showcasing their transformation from "creative proposals" to "entrepreneurial projects" and then to "innovative achievements".

The youth entrepreneurship IPO roadshow featured three tracks: Business Models, Platform Innovation, and Content Interaction. 100 investors, each holding an on-site investment quota of RMB 1 million, evaluated and invested in the 14 entrepreneurial projects based on their development progress, key highlights, and business models. In the end, eight projects with a financing ratio exceeding 100% were selected as "Seed Projects for the Mango TV Youth Entrepreneurship Incubation Fund", while the remaining six projects were signed as "Key Projects for the Mango TV Youth Entrepreneurship Incubation Fund". These projects will further refine their business plans and move toward implementation through financing.



Talent Identification and Promotion

The Company has established a comprehensive talent identification and promotion mechanism and made available three channels for employee career development, namely "management, professionalism, and support", aiming to align employees' career goals with the Company's needs and strategic direction and foster mutual growth between the Company and employees. Respecting individual career aspirations, the Company has also established an internal rotation mechanism whereby employees can choose from multiple career development paths such as inter-company transfers, inter-departmental transfers, professional promotion, and internal competition, creating favorable conditions for employees to improve themselves.

Case

The First-Ever Live Stream of Product Technology Talent Recruitment

The Qingmang Program · Culture + Technology Season, a strategic talent move in response to Hunan Broadcasting and Television's strategic deployment to "accelerate the integration of culture and technology and better shoulder the new cultural mission", launched joint recruitment by Hunan Satellite TV and Mango TV for the first time. After launching in April 2024, the program held campus promotion events in four cities, including Changsha, Guangzhou, Beijing, and Xi'an, collecting 27,000 resumes and achieving "stable growth in quantity and effective improvement in quality". At the launch event, over 200 vibrant new recruits of the Qingmang Program, all exceptional students from top universities both in China and abroad, gathered with enthusiasm. They traveled from cities such as Sydney, Melbourne, Beijing, and Shanghai, passed through rigorous selection processes, and are now ready to embark on a new chapter in their lives with admiration and passion for Mango TV.



Case

Four-Platform Coordinated Competition for Positions

In 2024, the Company launched a four-platform coordinated competition for positions, encouraging and supporting young employees who are willing to act and ready to deliver good results to stand out and take on more significant roles. Several post-90s employees were promoted to managerial positions, effectively implementing the Mango Young Talent Program and nurturing a strong leadership pipeline. Additionally, the initiative was actively aligned with the Qingmang Program to cultivate fresh talent, stimulate the vitality of talent, and ensure an influx of skilled and competent professionals into key roles.

Case

Internal Entrepreneurship Initiative

To give young talent more opportunities, Xiaomang E-Commerce has established a clear promotion pathway from grassroots employee to department head and ultimately to a member at the Office of the General Manager. Additionally, the Company has launched an Internal Entrepreneurship Initiative facing all employees. Through a competitive selection and mutual choice mechanism, more promising young professionals are given opportunities to realize value. Employees with approved project proposals upon review are appointed as track leaders, thereby placing more outstanding young talents in pivotal roles.

Case

The First-Ever Live Stream of Product Technology Talent Recruitment

In October 2024, Mango TV hosted its first-ever live-streamed recruitment event for product technology talents. This innovative recruitment method, through online interaction, provided prospective candidates with direct insights into the team climate, hiring criteria, and career development opportunities, attracting more excellent product professionals to join the Company. The live stream attracted over 20,000 viewers, generated 56,000+ interactions, and resulted in the collection of 100+ high-quality resumes within just two hours. This event not only enhanced recruitment efficiency but also strengthened the Company's employer brand influence.





Promotional Poster & Screenshot of Live Stream

Training and Development

The Company prioritizes sustainable growth and development of employees and continuously refines its talent cultivation system based on its strategic plans and business needs. Relying on core resources such as the employee training management system, online learning platforms, and the internal teacher pool, the Company has formed a training system that covers the entire career cycle of employees, involving multiple dimensions such as professional skills, management improvement, and business innovation, ensuring sustained growth of employees across all business lines.

Training Category	Targeted Participants	Training Content	Training Reference
General Skills Training	All employees	Regularly conduct training of "Mango Skills Booster", covering PPT, Excel, document writing, workplace communication and expression, data thinking, business etiquette, image management, etc., to improve the work efficiency and competitiveness of the Company and employees, and help employees better adapt to the workplace environment	
Business Training	All employees	Provide training on industry trends, market dynamics, and business processes by internal and external course instructors that match different areas such as content, product, technology, operation, market, business, and function, to enable employees to comprehensively master the required professional knowledge and practical skills	
Talent Development Training	New employees and interns	Organize training such as "Mango Lesson 1" and "Mango Fun Training Camp" to quickly transform "newcomers" into reserve talents that meet the Company's strategic development needs and identify with Mango's cultural value in terms of enterprise development, business planning, and general systems, etc.	Employee training management system Online learning platforms and resources
	Outstanding professional talents	Plan training sessions such as "Internal Trainer Classroom/ Sharing Meeting" and "Happy Youngsters" to develop and disseminate the experience of professional talents	Internal teacher pool
	Middle and grassroots managers	Plan "Management Training" and other projects to enhance the leadership, innovation, strategic thinking, and other qualities of managers through management evaluation, course learning, and experience development, further improving the construction of management teams	
Qualification Certification Training	Some key positions	Actively organize employees to participate in further education required by relevant departments and ensure more than 90% of them are awarded qualification certificates to enhance their work norms and business abilities	

The Company's Talent Training System

Annual Training Conditions

Key Performance



Throughout the year, the Mango TV Training & Development Center recorded **141** training sessions

With **48%** focused on production and research

21% on content

and **31%** on other areas

A total of **419.2** training hours

And **4,657** person-times of participating employees

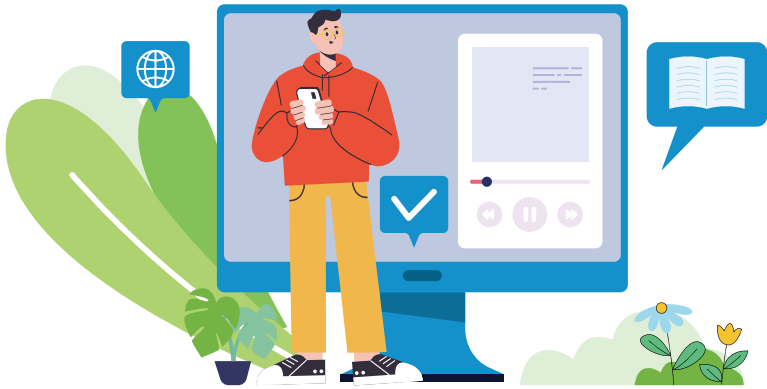
Achieving a **30%** increase in the number of training sessions compared to the previous year

A **100%** completion rate of training plans

And a satisfaction rate of **97.3%**

Case Launch of an Internal Online Learning Platform for Employees

In December 2024, Mango TV launched "Mango Platform", an internal online learning system designed to systematically enhance employees' intelligent learning experiences. Currently, nearly 100 online courses are made available. Within just three days of launch, total course clicks exceeded 4,000, and employees accumulated nearly 40,000 minutes of total learning time, with an average of over 30 minutes per person. This innovative platform has significantly boosted the learning initiative and professional competency of employees, elevating the overall skill level of the workforce.



Mango TV's Internal Online Learning Platform for Employees



Case Mango Academic Café

The Mango Academic Café, the first thematic training salon of MGTV Learning, launched with an inaugural session featuring Liang Yong'an, a renowned writer and Fudan University humanities scholar. Focusing on "Contemporary Youth Culture and Personal Growth", Liang offered deep and valuable insights to over 500 participants across online and offline channels. The event successfully served as a bridge for knowledge sharing and intellectual exchange, inspiring Mango's young employees and deepening their understanding of contemporary youth culture.



Mango TV's Academic Café

Case International Masterclass of Qingmang Special Training Camp

In September 2024, the Company hosted a two-day "1% International Masterclass" featuring a renowned UK-based model research and development expert. Tailored for new recruits under the Qingmang Program, the course focused on creative thinking and practical application, accelerating young talents' professional growth. The International Masterclass is an important annual plan of the "Mango's Innovation" empowerment system of the dual-platform innovation research and development center, aiming to integrate expert resources at home and abroad to drive deeper collaboration in creative exchanges and content research and development.



International Masterclass





Case Mango Young Talent Program Training

In 2024, Mango TV launched the Young Talent Program training, designed to strengthen the leadership skills of the management. This structured training scheme includes Mini MBA courses in partnership with Hunan University, masterclasses, and other courses, building a curriculum system for reserve officials at the primary and middle levels and laying a solid foundation for a strategically-minded, management-savvy, and business-proficient management talent team.



Mango TV's Young Talent Program Training

Emergency Response Management

In terms of safety management, the Company has established a comprehensive contingency plan and incident management mechanism, including the Fire Emergency Response Plan and the Anti-Terrorism and Explosion-Proof Emergency Response Plan, ensuring a swift and effective response to emergencies. Additionally, the Company strictly implements safety training and emergency drills for all employees, taking opportunities such as "National Security Education Day", "Work Safety Month", and "Fire Awareness Month" to continuously improve the safety awareness and emergency response skills of all employees, comprehensively carry out various safety work, prevent and reduce safety hazards, and protect the safety of its employees and property.



Key Performance



During the reporting period

The Company accumulatively conducted a total of

28 safety inspections

With its subsidiary Golden Eagle Cartoon completing

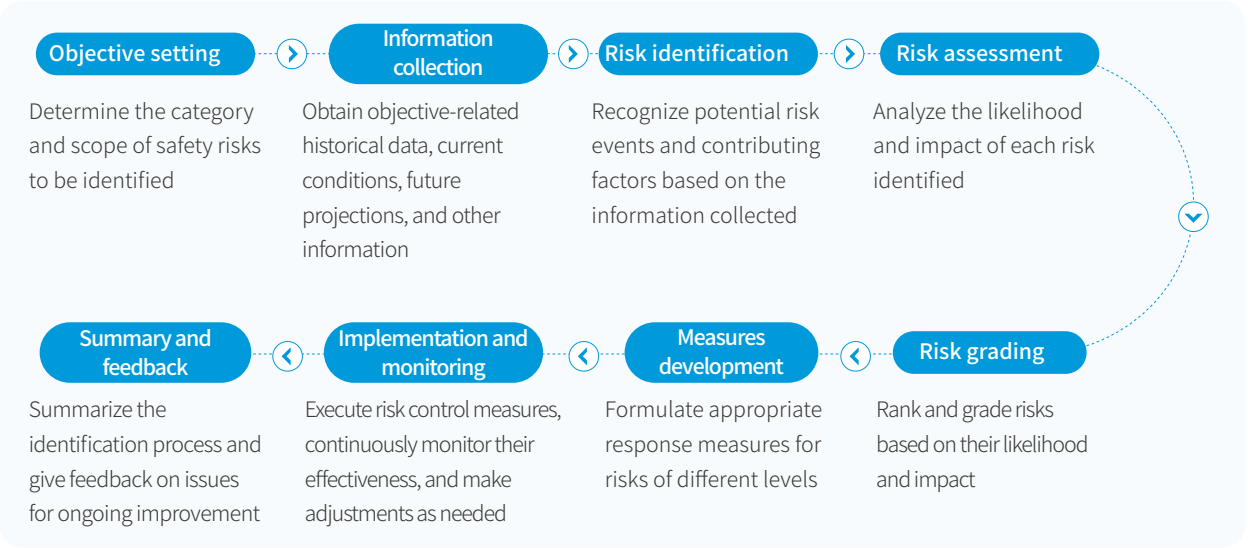
16 times

Safety Guarantee

The Company always puts employees' occupational health and safety in the first place and ensures a comprehensive safety guarantee through a scientific safety risk identification and emergency management system. By continuously refining the risk control system, developing sound contingency plans, and conducting regular training and drills, the Company enhances employees' safety awareness and emergency response capacity, preventing and responding to potential hazards to the utmost extent and ensuring the safety of employees' lives and property.

Risk Identification

The Company gives top priority to occupational safety risk management and is committed to establishing a robust safety risk identification and assessment framework and accurately identifying potential safety hazards through a scientific risk assessment process. Risk control-related systems have been established and effective measures have been in place to prevent and control all kinds of safety risks to ensure the occupational health and safety of all employees.



Safety Risk Identification Process

Case Fire Safety Drills and Training

During the reporting period, Mango TV organized a fire evacuation drill and specially invited professional instructors to conduct fire safety knowledge training. The training covered fire prevention, initial fire suppression, proper use of firefighting equipment, self-rescue and evacuation techniques, and correct emergency reporting through case studies. Employees were reminded to prioritize fire and electrical safety, fostering a proactive fire prevention mindset. Following the training, the employees participated in hands-on fire extinguishing exercises and mastered the proper use of fire extinguishers and fire protection masks. This effectively enhanced their emergency response capabilities and self-rescue skills.



Mango TV Conducting Fire Drills

Case National Security Education Day Promotion

To commemorate the 10th anniversary of the establishment of National Security Education Day and promote the holistic approach to national security, Mango TV launched a company-wide educational campaign themed "Ten Years of Innovative Leading" through internal digital screens, work groups, and multiple forms of graphics and texts. In addition, the Security Department organized security personnel training and anti-terrorism drills around National Security Education Day, reinforcing the team's sense of mission and responsibility to protect national security.



Security Personnel Conducting Anti-Terrorism Security Drill

Rural Revitalization and Social Contribution

As a Party media and a state-owned enterprise, Mango Excellent Media remains committed to its social responsibilities, actively engaging in diversified public welfare practices covering rural revitalization, public charity, educational support, and ecological protection. Leveraging its platform advantages, the Company continuously empowers rural development through high-quality content, supports vulnerable groups, and promotes educational equity. Through various public welfare initiatives, the Company fosters social goodwill and spreads warmth. Moving forward, Mango Excellent Media will continue to harness the power of media, build social consensus, and collaborate with all sectors to create a better future.

Rural Revitalization

The Company actively responds to the national rural revitalization strategy and drives the integration of local economies and cultural development by utilizing its strengths in cultural communication, media content, and new media platforms through creative cultural programs. By transforming rural characteristic culture and local resources into economic momentum with long-term development potential, the Company strives to explore innovative approaches and practices to support rural revitalization.

Encouraging Positive Interplay between Culture and Tourism

In recent years, Mango Excellent Media has continued to build a content matrix centered around the contemporary theme of rural revitalization, leveraging media influence to promote rural development. A Store of Hope visited Xiahe Township in Liuyang City and Wushi Town in Pingjiang County, showcasing rural revitalization achievements through immersive storytelling. Flavor of Hunan Chinese Food · Special Program of Hunan Cuisine and Go Where Flavors of Hunan Abound embodied General Secretary Xi Jinping's important instructions of adopting an all-encompassing approach to food, supporting the promotion of local specialty industries. Rural Partners explored unique local cultural and tourism products, driving the growth of rural tourism in an all-round way. Looking ahead, Mango Excellent Media will continue to leverage its platform strengths to support rural revitalization and sustainable development.



Go Where Flavors of Hunan Abound



Case The Daughters of Chinese Villages—A New Pathway for Rural Revitalization

A popular Mango TV inspirational competitive variety show "The Daughters of Chinese Villages" spotlighted the stories of rural women and built an innovative "variety show + cultural tourism" model in combination with local characteristic culture. This approach not only enhanced local cultural influence but also utilized digital platforms to promote rural tourism. The program consistently ranked first in its time slot and received recognition from the Ministry of Culture and Tourism, the National Ethnic Affairs Commission, and major media outlets. Global Times praised its model as a new pathway for rural revitalization.



Promotional Posters of The Daughters of Chinese Villages



Live Stream of "Hometown's Best Products Recommended by The Daughters of Chinese Villages"

As "The Daughters of Chinese Villages" concluded its grand finale, the show partnered with Happigo to launch a nine-hour public service live-streaming event, "Hometown's Best Products Recommended by The Daughters of Chinese Villages", to promote rural revitalization and help farmers selling their products. The live stream promoted the selling of local characteristic agricultural products such as Aksu apples from Xinjiang, Yulu fragrant pears from Shanxi, Xinhui dried tangerine peels from Guangdong, donkey-hide gelatin cakes from Shandong, and Yangcheng Lake hairy crabs from Jiangsu. The event attracted significant consumer attention and purchasing, effectively broadening the sales channels of agricultural products, increasing farmers' income, and advancing local specialty industries.





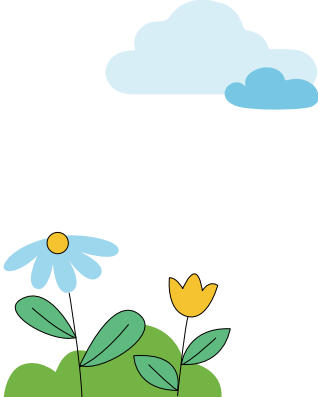
Case

"Furthering Cultural Development in Xinjiang" to Promote Rural Revitalization and Development

In September 2024, the Company dispatched a delegation to visit Turpan, Xinjiang for in-depth communication regarding furthering cultural development in Xinjiang, culture-tourism integration, and media promotion. The delegation visited the Turpan Museum and Shanshan County to investigate the protection and utilization of cultural relics and the development of cultural tourism resources. They also discussed with local publicity, culture and tourism departments about documentary production, mini-series creation, international media outreach, digital preservation of cultural heritage, and other cooperation directions. With extensive experience in cultural communication, the Hunan Broadcasting System has provided high-quality support for Turpan to promote local culture with local characteristics by leveraging its content production strengths. In the future, Mango Excellent Media will further harness its influence as a new media platform and contribute to transforming Turpan's cultural and tourism resources into economic drivers with innovative content, thereby advancing integrated cultural and tourism development and truly energizing local industries with cultural values.



A Visit to Turpan by the Delegation



Spreading Love through Philanthropy

The Company empowers charitable organizations through the "Internet Plus" model by building the Mango Public Service Platform. Guided by the principle "Born with Love, Shine with Public Service", the platform conveys the concept that everyone is loving and kind, and encourages each user to make their contribution to warmth and light to others. Mango Excellent Media actively participates in public welfare undertakings such as emergency relief, vulnerable group support, and corporate social responsibility initiatives via the Mango Public Service Platform, mobilizing broad public engagement and demonstrating a strong sense of corporate social responsibility.

Key Performance



During the reporting period

Mango Public Service Platform
cumulatively ahosted

46 registered public
charity organizations

Released

105 public fundraising projects

Raised more than RMB

26.32 million (including
offline donations)

And attracted donations from over

124,000 participants.



Case

Emergency Response to Floods in Southern China

In mid-June 2024, severe floods struck Hunan Province. The Mango Public Service Platform responded swiftly, collaborating with the Chinese Red Cross Foundation and the Hunan Youth Development Foundation to launch five major flood relief projects, including "Swift Action for Flood Relief" and "Fight the Flood Together". The platform conducted widespread promotion via the PC, app, mobile terminal, and other channels to mobilize public donations. Over 10,000 individuals participated, raising more than RMB 800,000 to timely support disaster relief, supply distribution, and infrastructure restoration. In December 2024, the Mango Public Service Platform received the "Charitable Contribution to Flood Relief" award from the Hunan Charity Federation.



Flood Relief Projects Launched by Mango Public Service Platform

Case Caring for Ethnic Minority and Hearing-Impaired Children

At the beginning of 2024, the Mango TV program "Circle of Sound" put a special focus on the ethnic minority and hearing-impaired children. The Mango Public Service Platform, partnering with the Mango V Foundation under the China Social Welfare Foundation, introduced the "Sing for Joy" charity project, featuring Tibetan, Uyghur, and Yi children performing "Singing a Folk Song for the Communist Party" alongside renowned singer Han Hong, passing on dreams and hope with music. The program brought public attention to the cause through an interactive introduction segment, allowing viewers to learn more via QR codes and experience the power of music and the public good. Singer Zhou Shen's performance of the song "Listen" raised awareness about hearing-impaired children, spotlighting the "Awaken Little Ears" project. These efforts raised public awareness of public welfare and provided tangible support to the ethnic minority and hearing-impaired children.



Screenshots of Mango TV's "Circle of Sound" program

Case 10th Anniversary Themed Activity of the Public Service Action for Thalassemia Patients

On May 8, 2024, the 31st World Thalassemia Day, Mango TV collaborated with the China Social Welfare Foundation, Mango V Foundation, and other organizations to launch the 10th Anniversary Themed Activity of the Public Service Action for Thalassemia Patients in Hunan under the theme of "Love from Hunan, Dreaming Beyond Thalassemia". The activity popularized knowledge of thalassemia prevention and control through the online H5 platform and offline activities and featured a public welfare short film, "Fighting! Wang Zai", showcasing a four-year-old thalassemia patient's positive attitude and arousing social concern for the group. The activity attracted corporate donations totaling nearly RMB 2 million, providing critical medical support to underprivileged children with thalassemia in Hunan. In February 2025, the project was recognized as one of the "2024 Top 10 Outstanding New Media Public Service Cases in China".



Poster and Donation Ceremony of the 10th Anniversary Themed Activity of the Public Service Action for Thalassemia Patients

Case Our Artists Participating in the "Half Smile" Project to Support Children with Autism

"Half Smile" is an original art brand that features artworks created by children with autism. Over the past decade, it has been dedicated to promoting employment opportunities for individuals with autism by building a professionalized public welfare system that helps them integrate into society.



Our Artists Participating in the "Half Smile" Public Welfare Project



Public Education

Mango Excellent Media gives full play to its platform advantages and responds to the propositions of the times with youthful and innovative expressions. Through diverse forms and extensive social cooperation, the Company remains dedicated to supporting student growth, nurturing the sense of social responsibility and public welfare consciousness among young people, and helping them foster the right values and social conscience.

Case 2024 "Community Investing" Mango's Educational Support Season for Public Service

In August 2024, the Mango Public Service Platform under Mango TV launched the activity of 2024 "Community Investing" Mango's Educational Support Season for Public Service under the theme of "Endless Love" in collaboration with the China Organ Transplantation Development Foundation, the Hunan Charity Federation, the Hunan Youth Development Foundation, and the Hunan Foundation for Disabled Persons. The activity focused on four public education programs, sharing the inspiring educational stories of students and building extensive connections with social public service resources via online interactive H5 platforms. Hunan Satellite TV host Li Rui and actress Zhao Zhaoyi served as "Community Investing Ambassadors", actively appealing to all sectors of society to pay attention to public welfare education. For offline efforts, the activity established public engagement booths at Window of the World, attracting many citizens to participate. Through online and offline interactions, the activity attracted 4,316 participants and raised donations of over RMB 310,000.



Promotional Posters of "Endless Love" Activity

Case Public Service Brand "Hunan Children's Traffic Safety Education Base"

In March 2024, Golden Eagle Cartoon was officially designated as the Hunan Children's Traffic Safety Education Base, while Maiji was appointed as the Hunan Youth Traffic Safety Ambassador. Supported by the Traffic Police Corps of the Public Security Department of Hunan Province, this initiative aims to enhance traffic safety awareness among young people. Leveraging its extensive influence, Golden Eagle Cartoon will popularize traffic safety knowledge in an engaging and vivid way, helping children develop a scientific traffic safety concept and contributing to the broader dissemination of a culture of civilized transportation.



Golden Eagle Cartoon's Traffic Safety Class and Awarding Ceremony

Volunteer Activities

The Company actively encourages employees to participate in various volunteer initiatives and provides resources and support to help them achieve personal growth and self-worth while contributing to public welfare.

Key Performance



During the reporting period

Mango TV accumulatively organized

10 volunteer events

With

2,337 participants

And a total of

926.3 service hours

And EE-Media organized

12 volunteer events

With

93 participants

And a total of

1,488 service hours



Voluntary Activity Honors Obtained by the Company and Its Subsidiaries

Case Mango Volunteers Shine in Longshan, Xiangxi

In May 2024, volunteers from Mango Excellent Media participated in an event hosted by the Red Cross Society of China Hunan Branch in Longshan, Xiangxi, to celebrate the 120th anniversary of the Red Cross Society of China. A team of 24 volunteers from the Company took part in various activities, including a speech competition and a fun sports event. They shared touching stories of their volunteer experiences, and the Mango Excellent Media team won second place in the group competition of the fun sports event, demonstrating youthful energy and strong team cohesion. This event highlighted the volunteers' commitment to social responsibility, enhanced the Company's corporate image, strengthened employees' sense of group identity, and further promoted the Company's volunteer spirit.



Mango Excellent Media's Volunteer Team and Fun Sports Event Runner-up Trophy

Case China Charity Day Quiz Challenge

In September 2024, the Mango Public Service Platform launched the "How Much Do You Know About Charity?" quiz challenge in honor of the ninth annual China Charity Day. The quiz challenge aimed to popularize the newly amended Charity Law through an interactive quiz, making legal knowledge on charity more accessible and easier to understand and accept. The event has enhanced public awareness of laws on charity, especially among young people, and encouraged greater attention to and participation in charitable activities.



Promotional Poster of China Charity Day Quiz Challenge

Case "Doing Good on 99 Giving Day"—Artists Engaging in Frontline Public Welfare Initiatives

Artists from the Company took part in the "Doing Good on 99 Giving Day" project, engaging directly in frontline charitable activities. They visited project sites, shared stories of compassion, and collaborated with charitable organizations to launch online public welfare tours. By promoting public welfare concepts, they inspired more people to take part in doing good deeds, fostering a culture of kindness and ensuring that love and warmth continue as an everlasting melody.



Artists Participating in the "Doing Good on 99 Giving Day" Public Welfare Project

Case Preserving Intangible Cultural Heritage—The Magical Journey of Little Culture Guardians

Little Culture Guardians tells the animated story of young protagonists who grow through their adventures in protecting intangible cultural heritage. Their journey not only unfolds on screen but also resonates with more young viewers, encouraging children to respect traditions and embrace cultural preservation, ultimately empowering a new generation to carry forward cultural heritage.



Little Culture Guardians

Environmental Responsibility

Our Concept

Mango Excellent Media actively embraces the philosophy of green development, integrates ecological protection and responses to climate action into its core strategy, and aligns its sustainable development practices with the "carbon peaking and carbon neutrality" goals. By enhancing its environmental management system, promoting green and low-carbon operations, and fostering an eco-friendly culture, the Company continues to advance its green and low-carbon transformation and contribute its share to global climate actions.

Our Actions

- Environmental Protection and Climate Action
- Energy Management and Resource Conservation

Our Achievements

Mango Excellent Media has integrated the concept of "green communication" into all aspects of its content production and industry operations. Leveraging the advantages of its integrated media ecosystem, the Company actively explores low-carbon development pathways under the deep integration of culture and technology and fulfills its responsibility in promoting ecological civilization. During the reporting period, the Company recorded a total carbon dioxide emission of 10,895.15 tons and a total energy consumption of 1,708,885.43 kgce. The Company continued to advance upgrades in energy-saving and consumption-reduction technologies, optimize energy consumption habits at daily work, and reduce energy intensity. Through the production of high-quality content such as Sunrise on The River and Panda's Family, the Company conveyed the values of ecological civilization and promoted environmental awareness, calling on the public to care for environmental protection and biodiversity conservation.

Relevant SDGs





Environmental Protection and Climate Action



As a new-type mainstream media group, Mango Excellent Media firmly upholds the principle of "green communication" across all aspects of its content production and industry operations. Relying on its integrated media ecosystem, the Company actively explores low-carbon development pathways against the backdrop of deep integration of culture and technology.

Environmental Management

The Company prioritizes environmental management by establishing an environmental protection organization structure that clearly defines powers and responsibilities for environmental governance and incorporating the goal of green operation into the performance assessment mechanism. Moving forward, Mango Excellent Media will continue strengthening execution capabilities with organizational power and promoting the integration of sustainability into all links in corporate decision-making and business innovation. With these efforts, the Company aims to provide the industry with a sustainable development paradigm that integrates media features with technological wisdom.



Key Performance



During the reporting period

the Company was not subject to any major administrative penalties or criminal liabilities imposed by ecology and environment authorities or other relevant departments due to environmental incidents, nor did any environmental emergencies occur.

As a leading Internet-based audiovisual platform, the Company fully leverages its social influence to convey the value of ecological civilization through high-quality content creation. By driving green operations with digital technology innovation and introducing programs focusing on environmental protection, the Company strives to raise public consciousness about environmental protection and biodiversity.



Case Sunrise on The River, an Environmental Protection-Themed Drama to Promote Ecological Progress

During the reporting period, Mango TV produced and broadcast Sunrise on The River, an environmental protection-themed drama, representing an outstanding practice of artistic work creation rooted in the background of environmental protection. The TV series paints a vivid picture of China's modern ecological advancements, in which government officials actively explore various ecological protection methods by implementing an array of eco-friendly projects, such as urban renewal, water pollution control, soil restoration, and wetland conservation, treating the environmental cause as a booster to improve people's well-being. By confronting pressing environmental challenges and focusing on ecological civilization in the new era, Sunrise on The River plays a critical role in ensuring that the whole society becomes more conscious and active in pursuing ecological progress.

After its release, Sunrise on The River received widespread acclaim and strong audience engagement. It ranked first in CSM's all-day provincial satellite TV ratings for multiple days

And appeared on trending topic lists across various platforms over **100+** times

Requently topping the main trending list. In just 15 days, the main topic amassed over **6** billion views on short-video platforms

With the main topic on TikTok seeing a single-day increase of **447** million views

The series also secured the **No. 1** spot multiple times on rankings from TikTok, Maoyan, Yunhe, and Dataprox.

In collaboration with China Environment News, Mango TV launched a series of co-branded posters for Sunrise on The River, centered on the themes of "Keeping Our Skies Blue, Waters Clear, and Lands Clean". These posters were released on key environmental dates such as Mother River Protection Day and National Tree Planting Day to promote the drama's environmental message, enhance public awareness of ecological conservation, and inspire collective efforts to protect our natural landscapes.



Sunrise on The River Poster to Raise Public Environmental Awareness



Case

Panda's Family, a Popular Science Program on Giant Pandas to Promote Biodiversity Conservation

During the reporting period, Mango TV, in collaboration with the China Conservation and Research Centre for the Giant Panda, launched Panda's Family, a popular science documentary series dedicated to giant panda conservation. The program offers heartwarming content that satisfies the public's fascination with pandas while presenting the meticulous efforts behind panda conservation from the perspectives of young trainee keepers as they explore, learn, and experience the work firsthand. It highlights the dedication of countless panda guardians and showcases China's remarkable contributions to global biodiversity conservation. The program's in-depth portrayal of the professionalism and significance of panda conservation attracted a large young audience, demonstrating China's achievements in protecting giant pandas, this flagship species and raising public awareness of wildlife preservation and development.

Upon release, Panda's Family generated significant online buzz, securing **399** trending topics across all platforms

Including **60** trending topics on both main and sub-lists of Weibo, and maintained consistent visibility on the list during the Olympics season.

Short video engagement was particular strong with over **152** clips surpassing 10,000 likes

And a single video earning **270,000** likes at most

The total short video viewership exceeded **270** million

On Xiaohongshu, users actively shared their enthusiasm, generating over **3,000** posts

With the main topic amassing **25.65** million views

And total exposure reaching **130** million



Panda's Family

▶ Addressing Climate Change

Mango Excellent Media regards addressing climate change as a core pillar of its environmental responsibility. In active response to China's "carbon peaking and carbon neutrality" strategy, the Company keeps exploring low-carbon development pathways for the media industry and promotes energy conservation and emission reduction measures in a systematic manner. The Company has established a core management framework for addressing climate change, collaborated with third-party organizations to investigate and optimize the climate risk management system, intensified efforts in internal carbon footprint tracking, and gradually improved the environmental data disclosure mechanism, with a view to embedding the low-carbon concept in every stage of operations.

Key Performance



During the reporting period

The Company generated a total of **10,895.15** tons of carbon dioxide emissions

With a carbon dioxide emission intensity of **0.008** tons per RMB 10,000 revenue

Case

Four Platforms Conducting the "For a Greener Future" Voluntary Tree-Planting Themed Party Day Activity

In March 2024, Mango Excellent Media, Mango TV, and Hunan Satellite TV jointly organized the "For a Greener Future" Themed Party Day Activity to celebrate the National Tree Planting Day in Gejiashan Village, Kaihui Town, Changsha County. Over 200 Party members, officials, and employees, together with local residents, participated in the tree-planting activity and planted more than 600 trees, including *Camellia oleifera* Abel, camphor trees, *Phoebe spp.*, and sweet osmanthus, assisting in rural greening with concrete actions and practicing the idea that lucid waters and lush mountains are invaluable assets. Mango Excellent Media has upheld its commitment to voluntary tree planting for 12 consecutive years, not only improving the ecological environment but also leveraging its platform's influence to encourage broader societal participation in promoting ecological progress.



Volunteer Tree-Planting Activity



Energy Management and Resource Conservation



Mango Excellent Media upholds the concept of green development by comprehensively optimizing energy management, improving water resource utilization efficiency, and implementing measures to reduce packaging materials. The Company actively fulfills its environmental responsibilities and remains committed to implementing the green management concept, constantly improving resource utilization efficiency, and contributing to the goal of low-carbon sustainable development.

Energy Management

Mango Excellent Media continuously upgrades energy-saving and consumption reduction technologies, optimizes office energy consumption habits, and reduces energy consumption intensity. The Company actively promotes energy conservation awareness in daily work, encouraging employees to adopt energy-efficient behaviors. Through internal training, awareness campaigns, and prominently displayed reminders in office spaces, the Company aims to raise employees' awareness of the importance of energy conservation and foster a culture whereby energy conservation becomes a shared responsibility. Employees are encouraged to identify process optimization opportunities in their daily work, minimize unnecessary energy use, avoid prolonged standby mode for equipment, and reduce unnecessary lighting.

Case Reducing Air Conditioning Energy Consumption at Happigo

In 2024, Happigo replaced its automatic air conditioning mode with a combination of automated and manual adjustments. With a scheduled on/off system in place, the Company's on-duty electricians adjust the air conditioning water temperature in real time based on the actual office temperature. For instance, in the morning and evening, the central air conditioning water temperature is set about one degree higher than that during midday to reduce the system's operational load and achieve energy savings. Additionally, increased efforts have been made to carry out inspections, ensuring that office doors and windows are closed promptly and unoccupied office areas have their air conditioning units switched off, helping minimize cooling loss and energy waste and ultimately reducing air conditioning power consumption.



Happigo's Proposal for Saving Electricity

Maximize the use of natural light and minimize indoor lighting usage

Turn off computers, water dispensers, and printers after work to reduce standby power consumption. Develop the habit of switching off electrical devices before leaving

Prohibit the use of high-energy-consuming heating devices such as electric heaters and warmers in office areas



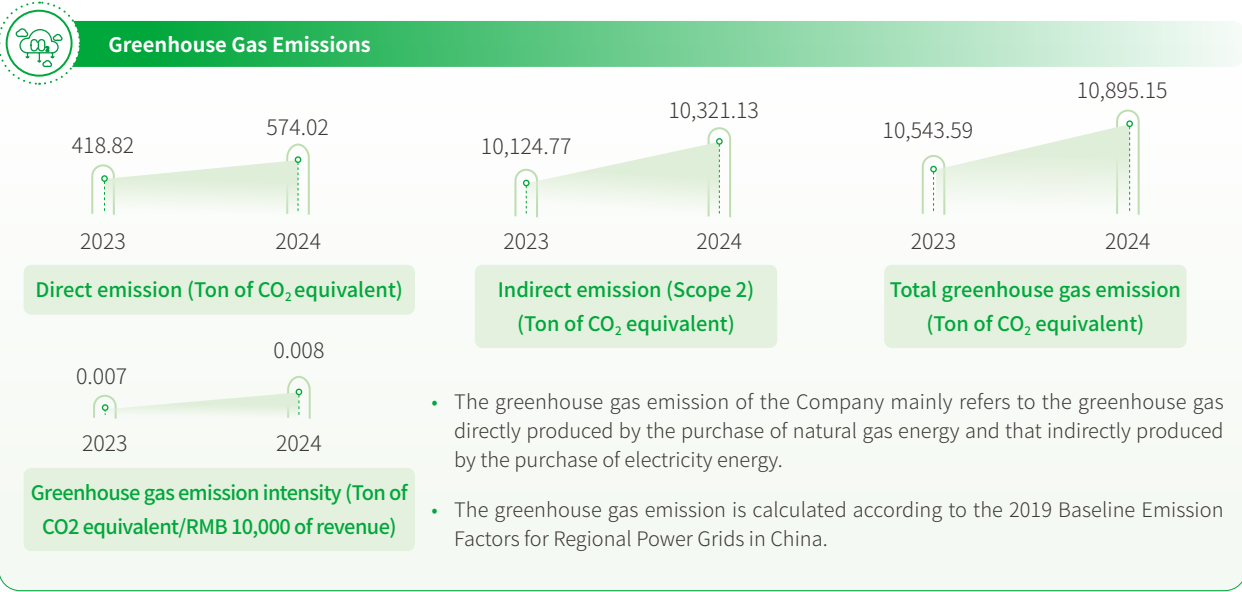
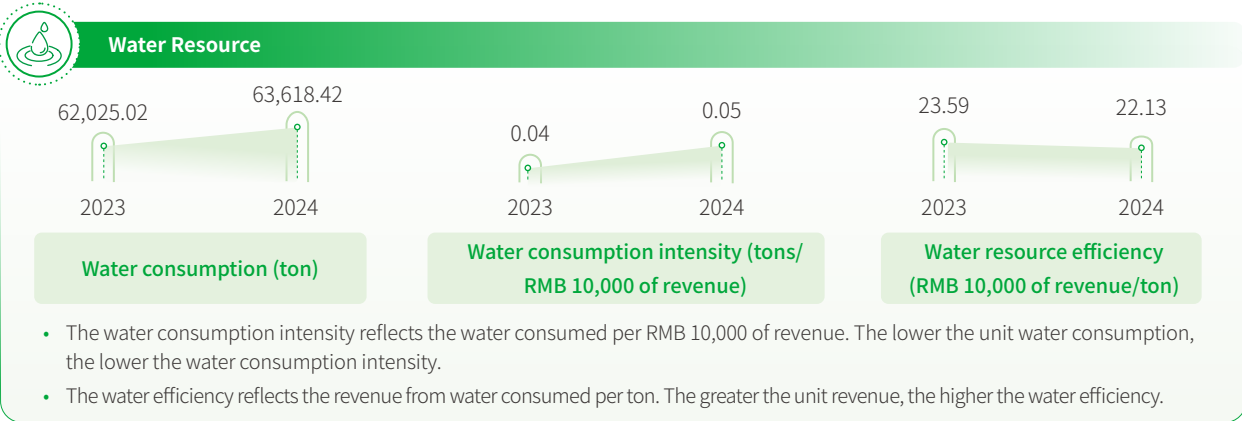
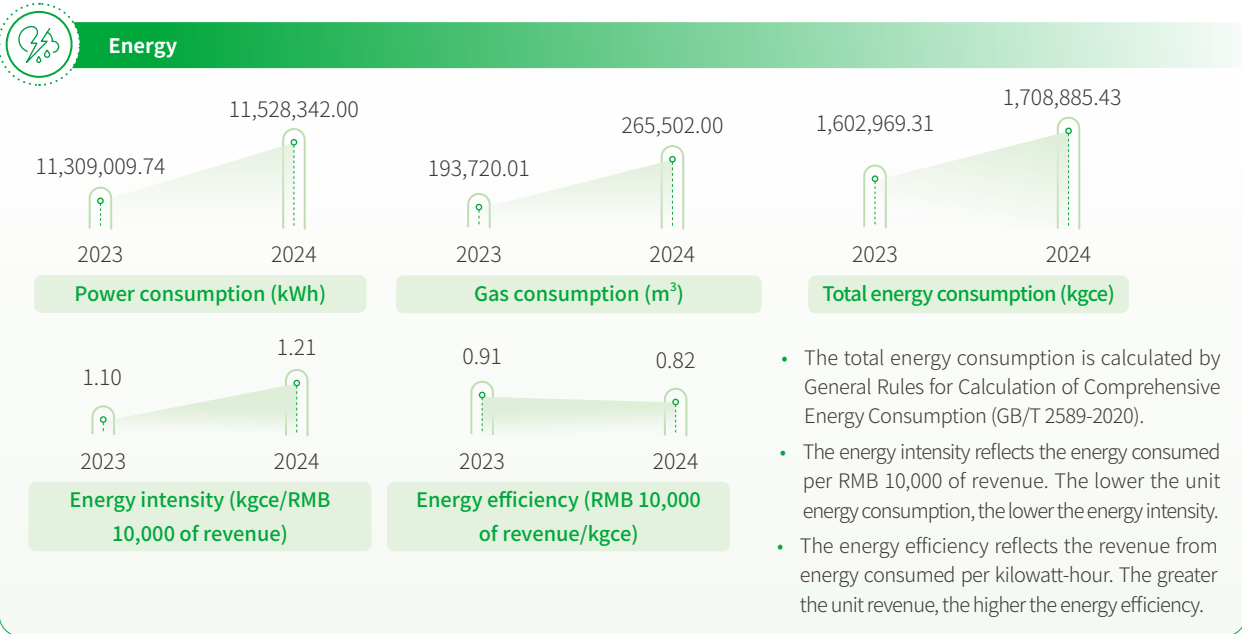
Set air conditioning to heating mode only when indoor temperatures fall below 16° C, with a maximum setting of 20° C. Cooling mode should only be used when indoor temperatures exceed 26° C, with a minimum setting of 26° C.

On-duty electricians should turn on the central air conditioning unit 30 minutes before work hours and turn it off 30 minutes before the end of the day, following the HR Department's working schedule.

Keep doors and windows closed while air conditioning is running. Avoid energy waste caused by operating air conditioning with doors and windows open. Employees are encouraged to switch off split-unit air conditioners 30 minutes before leaving work. Avoid energy waste caused by operating air conditioning with nobody indoors for a long time.

On-duty electricians should conduct strict regular inspections and turn off the air conditioner or adjust air conditioning settings based on temperature changes

Environmental Performance



Resource Utilization

The Company makes a rational utilization of water resources, primarily using water for domestic purposes. By establishing a water monitoring and management system and implementing rigorous water conservation measures, the Company promotes water recycling to minimize water waste during operations. Employees are encouraged to adopt water-saving habits in their daily routines. Through internal awareness campaigns, the Company raises awareness of water conservation and motivates employees to reduce water usage when washing hands, drinking water, and performing other daily activities.

Golden Eagle Cartoon

- Install water-saving faucets and toilet tanks to reduce per-use water consumption
- Implement water-efficient methods for plant care and cleaning tasks

Happigo

- Eliminate the behavior of washing cups with bottled water and adopt a controlled water supply approach, reducing projected annual water expenses by approximately RMB 2,000
- Conduct monthly meter reading checks to analyze year-on-year and month-on-month water expense data to identify anomalies; in case of any unusual increases in the using amount, conduct immediate inspections to find the cause and repair to prevent leaks and wastage

Water Conservation Measures



Water-Saving Slogan

The Company actively explores eco-friendly solutions in logistics and packaging by optimizing design and material selection to achieve quantity reduction and sustainable management of packaging materials. Golden Eagle Cartoon promotes a green and sustainable approach in the design of products for children and children's playgrounds to minimize its environmental impact during operations. For example, some materials used in Maiji products, developed by Golden Eagle Cartoon, are biodegradable and more eco-friendly. Additionally, the Company promotes digital solutions such as video conferencing and digital document sharing via iPads or computers. The Company also advocates green and resource-efficient office practices such as double-sided printing and the use of perforated paper to minimize paper consumption and improve resource utilization.



Paper-Saving Slogan

Appendix

Highlight Programs

Variety Shows

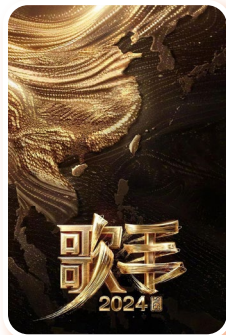


Singer 2024

Presenting audiences with high-quality music, positive values, and an engaging cultural exchange between China and the world

Corresponding Topics

Value Leading, Technological Innovation



Riding the Wind 2024

Assisting in thinking about the strength of female and traditional culture

Corresponding Topics

Value Leading, Technological Innovation



Time Concert S4

Innovating a dual-performance mode featuring "Singing with the Singer" and "Bullet Screen Singing with Others"

Corresponding Topics

Technological Innovation



The Chinese Restaurant S8

Young partners embarking on a hands-on journey running a restaurant

Corresponding Topics

Value Leading



Great Escape S6

Public discourse meeting puzzle-solving

Corresponding Topics

Value Leading



Who's The Murderer · Season of Memories

An Internet-based legal education mystery show delivering legal knowledge through compelling storytelling

Corresponding Topics

Value Leading



Call Me By Fire 2024

Breathing new life into music and culture with a burning passion

Corresponding Topics

Value Leading, Technological Innovation



Infinity and Beyond S4

Showcasing the rich legacy of Cantonese music and its modern evolution

Corresponding Topics

Value Leading



See You Again S4

Showcasing the rich legacy of Cantonese music and its modern evolution

Corresponding Topics

Value Leading



Gold Rush 2025

A global entrepreneurship show for university students, celebrating dreams taking flight in Hunan

Corresponding Topics

Value Leading



A Journey for No. 1 S2

Exploring and discovering the beauty of nature and geography

Corresponding Topics

Natural Conservation, Economy Driving



The Daughters of Chinese Villages

Spotlighting the stories of rural women and building an innovative "variety show + cultural tourism" model in combination with local characteristic culture

Corresponding Topics

Economy Driving



Divas Hit the Road S6

A globe-trotting adventure full of challenges

Corresponding Topics

Value Leading



Awesome Us

A spirited portrayal of youth, passion, and dreams

Corresponding Topics

Value Leading



A captivating ensemble of women solving mysteries together

A female-led mystery-solving show offering sharp insights into public sentiment and real-world issues

Corresponding Topics

Value Leading



Variety Shows



Workplace Newcomers - Captain Season

A thrilling journey of aspiring pilots chasing their dreams in the skies

Corresponding Topics

Value Leading, Economy Driving



Guo Yi Shao Nian Zhi

Making traditional Chinese medicine appealing to the younger generation

Corresponding Topics

Value Leading, Carrying Forward the Culture



Catch Me If You Can

Youth culture igniting urban passion

Corresponding Topics

Value Leading, Economy Driving



Random Tour

A blind-box travel competition show

Corresponding Topics

Value Leading, Economy Driving



Brilliant Garden

Finding spiritual sanctuaries in modern life

Corresponding Topics

Value Leading



Daughters and Mothers

A heartwarming travel show exploring the mother-daughter bond

Corresponding Topics

Value Leading



Our AI Journey

A journey of exploration through travel

Corresponding Topics

Value Leading, Economy Driving



Documentaries

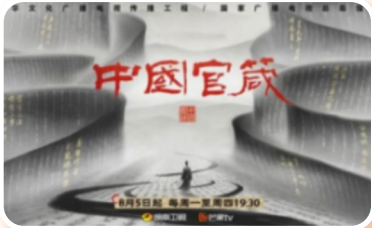


Admonitions to Officials in China

Exploring traditional Chinese maxims of official conduct and delving into the exemplary codes of conduct embedded in traditional Chinese culture

Corresponding Topics

Value Leading, Culture of Integrity



Mawangdui's Immortal Years

Revitalizing ancient artifacts through the deep integration of "culture + technology"

Corresponding Topics

Value Leading, Carrying Forward the Culture



Panda's Family

Presenting the meticulous efforts behind panda conservation and calling for species conservation

Corresponding Topics

Value Leading, Natural Conservation



The Story of Eyes

Protecting children's eyes and illuminating their future

Corresponding Topics

Value Leading, Economy Driving



The Story of Soy Sauce

Exploring a 3,000-year cultural history of soy sauce

Corresponding Topics

Value Leading, Carrying Forward the Culture



Little Culture Guardians

Showing a wonderful journey of safeguarding intangible cultural heritage and advocating cultural inheritance

Corresponding Topics

Value Leading, Carrying Forward the Culture



The Story of Anhua Dark Tea

Blending history and science to reshape the educational narrative of tea

Corresponding Topics

Value Leading, Carrying Forward the Culture



Qingxi Village: Remarkable Changes in the New Era

Exploring rural revitalization through the eyes of writers

Corresponding Topics

Value Leading, Carrying Forward the Culture



TV Dramas



Flourished Peony

Focusing on female growth and patriotism with "flowers" as its mainline

Corresponding Topics

Value Leading, Carrying Forward the Culture



Romance in the Alley

Embracing a documentary-style aesthetic and depicting the deeply emotional everyday lives of ordinary citizens

Corresponding Topics

Value Leading



The Legend of Shen Li

A new mythological romance featuring a powerful combination infused with both the warmth of everyday life and epic grandeur

Corresponding Topics

Value Leading



Begin Again

Celebrating the 25th Anniversary of Macao's Return to China and showing the unique cityscape and cultural charm of Macao

Corresponding Topics

Value Leading, Economy Driving



The City of Sunlight

Following six young individuals as they chase their dreams and realize their self-worth in Tibet

Corresponding Topics

Value Leading, Economy Driving



Sunrise on the River

Presenting China's exploration and practices in ecological civilization development

Corresponding Topics

Natural Conservation



Northwest Years

A sweeping retelling of the revolutionary history in China's northwest region

Corresponding Topics

Value Leading, Carrying Forward the Culture



Shooting Stars

A tribute to unsung heroes of the covert front, whose paths are paved with silent brilliance

Corresponding Topics

Value Leading, Carrying Forward the Culture



Me and My Family

A heartfelt story of women's growth, love, and courage

Corresponding Topics

Value Leading



Good Will Society

Doctors with healing hearts curing the toughest diseases

Corresponding Topics

Value Leading



Brother

Passion-fueled rally racing unfolding a cultural and tourism picture of Xinjiang

Corresponding Topics

Value Leading, Economy Driving



A Taste Called Qingxi

A culinary blogger encountering a new-gen tech-savvy farmer

Corresponding Topics

Value Leading, Carrying Forward the Culture



▶ Key Performance

Category	Indicator	Unit	2022	2023	2024
Economic performance	Operating revenue	RMB100mn	139.77	146.28	140.80
	Net profit attributable to parent company	RMB100mn	18.64	35.56	13.64
	Total assets	RMB100mn	297.84	314.22	325.3
	Number of R&D personnel	Person	535	694	879
	Proportion of R&D personnel	%	12.97	15.78	19.48
	R&D investment	RMB100mn	3.64	4.19	3.95
	Total tax	RMB100mn	4.55	5.11	5.49
	Shareholder dividends	RMB100mn	2.43	3.37	4.12
Environmental performance	Power consumption	KWH	11,433,751	11,309,010	11,528,342
	Gas consumption	M ³	19,034	193,720	265,502
	Water consumption	Ton	61,336	62,025	63,618
	Total greenhouse gas emissions	Ton of CO ² equivalent	10,277.60	10,543.59	10,895.15
Social performance	Total number of employees	Person	4,125	4,397	4,512
	The proportion of female employees	%	57	56	56
	Employment contract coverage	%	100	100	100
	Social insurance coverage	%	100	100	100
	Physical health examination coverage	%	100	100	100
	Number of employee training	Session	668	628	621

▶ Index of Indicators

Sustainability Report Guidelines Index

Sustainability Report Guidelines	Related Chapters
Climate change tackling	Environmental Protection and Climate Action
Pollutant discharge	Not Applicable. The Company is not included in the list of enterprises that ought to legally disclose environmental information.
Waste disposal	Production and operation activities have not generated waste materials causing significant environmental impact.
Ecosystem and biodiversity protection	Environmental Protection and Climate Action
Environmental compliance management	Environmental Protection and Climate Action
Energy usage	Energy Management and Resource Conservation
Energy Management and Resource Conservation	Energy Management and Resource Conservation
Circular economy	Energy Management and Resource Conservation
Rural revitalization	Rural Revitalization and Social Contribution
Contributions to the society	Rural Revitalization and Social Contribution
Innovation-driven	Annual Feature: The Mango's Practice in the Integration of Culture and Technology Information Security & Data and Intelligence-Driven Development
Ethics of science and technology	Information Security & Data and Intelligence-Driven Development
Supply chain security	Supply chain security
Equal treatment to small and medium-sized enterprises	Not applicable. The company treats small and medium-sized enterprises equally and there are no situations where payments to small and medium-sized enterprises are overdue.
Safety and quality of products and services	Product Quality and User Rights
Data security and customer privacy protection	Information Security & Data and Intelligence-Driven Development
Employees	Employee Growth, Health and Safety
Due diligence	Risk Identification and Internal Control
Communications with stakeholders	ESG Management
Anti-commercial bribery and anti-corruption	Fair Business Practices, Anti-Corruption and Integrity
Anti-unfair competition	Fair Business Practices, Anti-Corruption and Integrity

GRI content index

GRI STANDARD	DISCLOSURE	LOCATION
Statement of use	Mango Excellent Media has reported the information cited in this GRI content index for the period January 1, 2024 to December 31, 2024, with reference to the GRI Standards.	
GRI 1 used	GRI 1: Foundation 2021	
Organization and Reporting Practices		
G2-1	Organizational details	About Mango Excellent Media
G2-2	Entities included in the organization's sustainability reporting	About This Report
G2-3	Reporting period, frequency and contact point	About This Reaport
Activities and Workers		
G2-6	Activities, value chain and other business relationships	About Mango Excellent Media
G2-7	Employees	Employee Growth, Health and Safety
Governance		
G2-9	Governance structure and composition	Corporate Governance and Investor Relations Management
G2-10	Nomination and selection of the highest governance body	See the annual report
G2-11	Chair of the highest governance body	See the annual report
G2-12	Role of the highest governance body in overseeing the management of impacts	Corporate Governance and Investor Relations Management
G2-19	Remuneration policies	See the annual report
G2-20	Process to determine remuneration	See the annual report
G2-21	Annual total compensation rati	See the annual report
Strategy, Policy, and Practice		
G2-22	Statement on sustainable development strategy	ESG Management
G2-23	Policy commitments	Corporate Governance and Investor Relations Management
G2-24	Embedding policy commitments	Corporate Governance and Investor Relations Management
G2-25	Processes to remediate negative impacts	Party Building Leadership and Thematic Education
G2-26	Mechanisms for seeking advice and raising concerns	Party Building Leadership and Thematic Education
G2-27	Compliance with laws and regulations	Corporate Governance and Investor Relations Management
G2-28	Membership associations	Industry Exchange and Value Co-Creation

GRI STANDARD	DISCLOSURE	LOCATION
Stakeholder Engagement		
G2-29	Approach to stakeholder engagement	ESG Management
Material Topics		
G3-1	Process to determine material topics	ESG Management
G3-2	List of material topics	ESG Management
G3-3	Management of material topics	ESG Management
Economic Performance		
G201-1	Direct economic value generated and distributed	See the annual report
G201-3	Defined benefit plan obligations and other retirement plans	See the annual report
G201-4	Financial assistance received from government	See the annual report
Indirect Economic Impacts		
G203-2	Significant indirect economic impacts	Rural Revitalization and Social Contribution
Anti-corruption		
G205-2	Communication and training about anti-corruption policies and procedures	Fair Business Practices, Anti-Corruption and Integrity
Tax		
G207-1	Approach to tax	See the annual report
G207-2	Tax governance, control, and risk management	See the annual report
G207-3	Stakeholder engagement and management of concerns related to tax	See the annual report
G207-4	Country-by-country reporting	See the annual report
Energy		
G302-1	Energy consumption within the organization	Energy Management and Resource Conservation
G302-3	Energy intensity	Energy Management and Resource Conservation
G302-4	Reduction of energy consumption	Energy Management and Resource Conservation
G302-5	Reductions in energy requirements of products and services	Energy Management and Resource Conservation
Water and Effluents		
G303-5	Water consumption	Energy Management and Resource Conservation
Emissions		
G305-1	Direct (Scope 1) GHG emissions	Energy Management and Resource Conservation
G305-2	Energy indirect (Scope 2) GHG emissions	Energy Management and Resource Conservation
G305-4	GHG emissions intensity	Energy Management and Resource Conservation

GRI STANDARD	DISCLOSURE	LOCATION
Supplier Environmental Assessment		
G308-1	New suppliers that were screened using environmental criteria	Responsible Procurement and Supply Management
Employment		
G401-2	Benefits provided to full-time employees that are not provided to temporary or part-time employees	Employee Growth, Health and Safety
G401-3	Parental leave	Employee Growth, Health and Safety
Occupational Health and Safety		
G403-1	Occupational health and safety management system	Employee Growth, Health and Safety
G403-2	Hazard identification, risk assessment, and incident investigation	Employee Growth, Health and Safety
G403-3	Occupational health services	Employee Growth, Health and Safety
G403-5	Worker training on occupational health and safety	Employee Growth, Health and Safety
G403-6	Promotion of worker health	Employee Growth, Health and Safety
G403-7	Prevention and mitigation of occupational health and safety impacts directly linked by business relationships	Employee Growth, Health and Safety
G403-8	Workers covered by an occupational health and safety management system	Employee Growth, Health and Safety
Training and Education		
G404-1	Programs for upgrading employee skills and transition assistance programs	Employee Growth, Health and Safety
G404-2	Percentage of employees receiving regular performance and career development reviews	Employee Growth, Health and Safety
Diversity and Equal Opportunity		
G405-1	Diversity of governance bodies and employees	Employee Growth, Health and Safety
Local Communities		
G413-1	Operations with local community engagement, impact assessments, and development programs	Rural Revitalization and Social Contribution
Supplier Social Assessment		
G414-1	New suppliers that were screened using social criteria	Responsible Procurement and Supply Management
Customer Health and Safety		
G416-1	Assessment of the health and safety impacts of product and service categories	Responsible Procurement and Supply Management
Customer Privacy		
G418-1	Substantiated complaints concerning breaches of customer privacy and losses of customer data	Information Security & Data and Intelligence-Driven Development



Reader Feedback

Dear readers,

Thank you very much for taking time out of your busy schedule to read the 2024 ESG & CSR Report of Mango Excellent Media Co., Ltd. To provide you and other stakeholders with more valuable information, and effectively promote the Company's ability and level to fulfill corporate social responsibility, we sincerely look forward to your comments and suggestions.

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

1. Your overall assessment of this report is:

☐ Very good ☐ Good ☐ Fair ☐ Poor ☐ Very poor

2. How do you evaluate the response and disclosure in this report to the concerns of stakeholders?

☐ Very good ☐ Good ☐ Fair ☐ Poor ☐ Very poor

3. What do you think of Mango Excellent Media's performance on economic responsibility?

☐ Very good ☐ Good ☐ Fair ☐ Poor ☐ Very poor

4. What do you think of Mango Excellent Media's performance on environmental responsibility?

☐ Very good ☐ Good ☐ Fair ☐ Poor ☐ Very poor

5. What do you think of Mango Excellent Media's performance on safety management?

☐ Very good ☐ Good ☐ Fair ☐ Poor ☐ Very poor

6. What do you think of Mango Excellent Media's performance on employee responsibility?

☐ Very good ☐ Good ☐ Fair ☐ Poor ☐ Very poor

7. What do you think of Mango Excellent Media's performance on community responsibility?

☐ Very good ☐ Good ☐ Fair ☐ Poor ☐ Very poor

8. Whether the information, indicators, and data disclosed in this report are clear, accurate, and complete?

☐ Very good ☐ Good ☐ Fair ☐ Poor ☐ Very poor

9. Do you think the content arrangement and layout design of this report are easy to read?

☐ Yes ☐ No

Open Questions

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

