

GLOSSARY OF TECHNICAL TERMS

This glossary contains definitions of certain terms used in this document in connection with our Company and our business. Some of these may not correspond to standard industry definitions.

“5G”	the fifth generation of cellular networks
“ad campaign(s)”	advertising campaign(s) for advertiser
“ad creatives”	the specific rendering of the ad contents
“ad distribution”, “ad placement” or “ad placing”	distribution or publication of mobile ad on media platform
“ad inventory(ies)”	traffic available on online media for advertising, being the available advertising space on media platforms that advertisers can buy from media publishers. Such term is often used in the context of advertising placement
“ad optimisation”	work performed by advertising service providers, including adjusting advertising criteria, to optimise the ad performance on a real-time and continuing basis after publication of mobile ad on media platform
“ad performance”	advertising performance, being the outcome of the mobile ad, such as downloads, installs, clicks or conversion rate
“advertiser(s)”	any person(s), company(ies), organisation(s) which advertise their brands, products and services through placing mobile ads, and as the original initiators of the whole value chain for mobile advertising
“advertising agent(s)”	advertising company(ies) which provide advertising services to advertiser and/or other advertising companies
“advertising space”	the space on media platforms available for mobile ads, the price of which varies due to the specific location
“app”	a computer programme designed to run on a mobile device
“CAGR”	compound annual growth rate
“click-through(s)”	the number of clicks on the mobile ad, representing the action that device users click on the mobile ad during certain period of time
“click-through rate”	the ratio of the number of clicks on the mobile ad to the number of total impression of the mobile ad

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“conversion rate”	the ratio of users who take an action desired by the advertisers such as signing up a new account or making a purchase, to the total number of users who viewed or clicked the mobile ad
“CPA”	cost per action, a pricing model where advertising is paid on the basis of each action of the mobile device user such as download, installation or registration
“CPC”	cost per click, a pricing model where advertisers are charged on the basis of each click of the mobile ad
“CPD”	cost per download, a pricing mechanism where advertisers are charged on the basis of each download
“CPM”	cost per mille, a pricing model where advertisers are charged on the basis of thousand impressions
“CPT”	cost per time, a pricing mechanism whereby advertisers are charged according to the duration of placement of the mobile ad
“CRM”	customer relationship management, which is a business process management system in which a business administers its interactions with customers, typically using data analysis throughout the customer lifecycle to study large amount of information, with an aim to improve customer service relationships, assist in customer retention and drive sales growth
“distributor(s)” or “media agent(s)”	distributor(s) or advertising agent(s) of a media publisher, which can acquire advertising space directly from media publishers and is/are able to place mobile ads on behalf of advertiser on the media platforms operated by such media publishers, and act as the bridge linking advertiser and media platform
“DSP”	demand-side platform, which is a system positioning the medium and long tail traffic channels and accurately matching needs with diversified billing models and intelligent auditing technology for purchasing various forms of advertising materials in an automated way
“ERP”	enterprise resource planning, which is a business process management system that allows an organisation to use a system of integrated applications to manage the business and automate many back office functions related to technology, services and human resources
“impression”	the number of mobile ad views, representing the total number of times a mobile ad is viewed by a mobile user or displayed on a web page during certain period of time

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“in-feed advertising”	a method of native advertising which seamlessly integrates in the content of the feeds of an app or website, or consistent with the components of the app or web interface
“KPI”	key performance indicator, which means, in the context of mobile advertising, the indicator reflecting the effectiveness and performance of the ad campaign or the mobile ad such as the number of new installations, sign-ups or sales
“MAU(s)”	monthly active user(s)
“media publisher(s)” or “operator(s) of media platform”	operator(s) of media platforms that need to monetise their user traffic through offering advertising space on their media platforms
“media platform(s)”, “online platform(s)” or “online media platform(s)”	any medium whereby content (including, but not limited to images, videos, text messages and sound files) is broadcast to, or capable of being broadcasted to, the general public and accessed across the mobile internet
“project enhancer(s) (優化師)”	designated personnel(s) supervising the effectiveness and performance of the ad placements through various indicators for ad optimisation, and whom should then advise on modification to the ad placements
“ROI”	return on investment
“SaaS”	software as a service
“SSP”	supply-side platform, which is a system to supply inventories for potential customers to place mobile ads via automated auctions
“still image format”	format of mobile ads that are presented in static image only, usually containing words and graphics
“traffic” or “user traffic”	in terms of user traffic in mobile advertising, the flow of audience of mobile ads on mobile media platforms. It is used to measure the development situation of certain platforms’ user ecology and it is usually defined as the scale of visitors traffic
“video format”	format of mobile ads that are presented in a form of short video. Mobile ads in video format may contain advertising contents that are in still image