

GLOSSARY OF TECHNICAL TERMS

This glossary contains explanations of certain terms, definitions and abbreviations used in this document in connection with our Group and our business. The terms and their meanings may not correspond to the standard industry meanings or usages of those terms.

“Ad-Network”	Maximizer Ad-Network, MobMax HK Ad-Network and MobMax PRC Ad-Network
“advertisement design”	the creation and organisation of visual artwork used in advertisements for the promotion of brands and products
“advertiser(s)”	a person(s), company(ies) or organisation(s) which places advertisements or deploys marketing strategies to promote its brand, product or service which, for the purposes of this document only, refers to the brand(s) or organisation(s) we serve directly or through advertising agencies, unless the context otherwise requires
“advertising format(s)”	the size, dimension and display of advertisement designed by different media platforms to optimise the use of their environment for the best advertising performance. Examples include standard banners which consist of the advertising information that is confined to a fixed banner size and loads together with a webpage; expandable banners which can expand beyond the confines of the standard banners and video advertisements which allow viewers to play with the size and shape of the video advertisements in real time
“app(s)”	abbreviation for application(s), a small, specialised programme software which can be run on mobile connected devices or social media platforms
“CAGR”	compound annual growth rate
“customer relationship marketing”	a business process in which client relationships, customer loyalty and brand value are built through marketing strategies and activities
“digital media”	any media that are encoded in a machine-readable format, which can be created, viewed, distributed, modified and preserved on computers. Examples include websites, apps, mobile sites, social media platforms and search engines
“display advertisement(s)”	a form of digital advertisement(s) involving the direct display of promotional messages at designated digital media
“GDP”	gross domestic product (all references to GDP growth rates are to real as opposed to nominal rates of GDP growth)

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“Guru Tracker”	a system developed by our Group, which is capable of tracking activities on a well-known and commonly-used global social media platform and providing target audience growth analysis, wall feed analysis and target audience behaviour analysis for trend monitoring and engagement study for the advertisers
“ICP licence”	Internet content provider licence, a permit issued by the Ministry of Industry and Information Technology of the PRC to permit PRC-based websites to operate in the PRC
“Internet”	an interconnected system of networks that connects computers around the world and is publicly accessible. The Internet allows multimedia documents to be shared among computer users. Popular features of the Internet include, among other things, e-mails, blogs, discussion groups (such as online discussion sites), on-line conversations, websites, mobile sites, portals and social media platforms
“Maximizer Ad-Network”	our automated advertising network of over 250 websites supported by licensed software
“MobMax HK Ad-Network”	our automated mobile advertising network of over 100 Hong Kong-focused apps and mobile sites supported by licensed software
“MobMax PRC Ad-Network”	an automated mobile advertising network exclusively licensed to us of over 7,500 PRC-focused apps and mobile sites
“NGO(s)”	acronym for non-governmental organisation(s), which operate(s) independently from any form of government and are not for profit-making
“online-to-offline”	the mobilisation of Internet users through the use of digital media in generating or driving sales in physical shops. Examples include electronic coupons, online restaurant reservation services and social network events
“qooza.hk”	www.qooza.hk, a Hong Kong-focused online sharing platform which delivers fashion-related and beauty-related news and information to its viewers, operated by Qooza Interactive, and one of our partner websites within our Maximizer Ad-Network
“search engine”	a remotely accessible programme that allows its users to search for information using specific words through the Internet

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“social advertisement(s)”	a form of digital advertisement(s), the format(s) of which is designed by the relevant social media platform(s) to best use its social environment
“social media marketing”	a form of advertising that utilises the unique features of social media platform to deliver interactive and customised information to specific target customers
“social media platform(s)”	online service platform(s) or site(s) that focuses on building of social networks or social relations among people, especially those who share common interests and/or activities (such as Facebook, Weibo and Twitter)
“traditional marketing”	a form of advertising that reaches target customers directly through conventional forms of advertising media such as television, print, direct mail and outdoor
“travellife.org”	www.travellife.org, a Hong Kong-focused online sharing platform which delivers travel-related news and information to its viewers, operated by Travellife Co, and one of our partner websites within our Maximizer Ad-Network
“unwire.hk”	www.unwire.hk, a Hong Kong-focused online sharing platform which delivers gadget-related and entertainment and lifestyle-related news and information to its viewers, operated by bMedia, and one of our partner websites within our Maximizer Ad-Network
“website(s)”	a collection or collections of world wide web files which are linked together by a website operator which, for the purposes of this document only, includes portal. Portal is a website that functions as an entry point to other websites, often by being or providing access to a search engine, news, information, etc. A portal presents information from diverse sources in a unified way
“3G/4G”	the third or fourth generation of mobile phones and mobile telecommunications services fulfilling specifications by the International Telecommunication Union
“4A”	the Association of Accredited Advertising Agencies of Hong Kong, a local advertising agency trade association. Each member of 4A is, or is part of, a multi-national advertising agency network and a significant contributor to the advertising industry in terms of size, revenue, years of service and reputation and is known as a 4A agency. 4A agencies can generally be extended to include large and comprehensive advertising agencies that are not members of 4A