

Material Review Standard for UC Ads

1st edition



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I、 OVERVIEW

The purpose of this Advertising Material Review Standard (“Policy”) is to enhance a healthy development of internet advertising,

regulate the promotion behavior of advertisers, guarantee the mutual interest of internet users and legitimate companies, and ensure that the Advertising Material (defined hereinafter) conforms to the related policies, regulations and laws of the country where the ad is served.

This Policy is based on the laws and regulations and best practices of the country where the Advertising Material is intended to be served. The Policy may be updated and improved according to laws and regulations, as well as the feedback from internet users and from the inspection result.

II、 DEFINITION

2.1 Platform: refers to the UC International Commercial Advertising Platform which is a performance-based advertising platform developed independently by UC Web. Advertising Material is mainly served on UC Web products, providing advertisers with services, such as traffic purchase, marketing promotion, expenses statistics, data query, material management, etc;

2.2 Advertiser: refers to any person/company who promotes any product and/or service via UC Web products to users;

2.3 Advertising Material: refers to the content including but not limited to graphic, text, video, flash, designed, created or commissioned by the Advertiser , to promote any brand, products or services.;

2.4 Landing Page: refers to the web page to which the user gets redirected via the Advertising Material. It can be called as target website as well;

2.5 Substantive Change of Advertising Material: refers to the changing of substantive elements such as ad title, images, text, promotion link, Landing Page etc. in the Advertising Material that substantively affects the content thereof;

2.6 Advertising Inspection: refers to the ad-hoc inspection conducted by UC of the ads that either are undergoing or have passed the review process, and UC will handle problems immediately according to the result.

III、 TRIGGERS LEADING TO ADVERTISING MATERIAL REVIEW PROCESS

3.1 Preliminary Review

All Advertising Material submitted by an Advertiser will be reviewed by UC Web according to this Policy prior to displaying such the Advertising Material on the Platform.

3.2 Re-examination of the Advertising Material

1) If a substantive change is made to Advertising Material which has already been reviewed and approved by UC Web, then such changed Advertising Material shall be subject to review by UC Web automatically.

2) If any substantive change is made to the content of the Landing Page of approved Advertising Material, regardless of the link, the Advertiser is required to submit the Advertising Material for re-examination/review proactively;

3) If any problem is found in approved Advertising Material during UC Web inspection, then such Advertising Material will be subject to the review process again;

4) If there is any change to the orientation of the Advertising Material that is approved and published on the Platform, such as its target audience, pricing, campaign name, etc. but no substantive change to the content itself, the Advertising Material is not required to be reviewed again.

5) If the Policy is changed, UC Web may at its discretion re-examine all Advertising Material that has passed the preliminary

review process.

IV、 REVIEW REGULATION OF ADVERTISING MATERIAL

4.1 Schedule for Advertising Material Review

- 1) Review period is 1-2 business days after the submission of Advertising Material;
- 2) Review time for every business day is 9:30 to 18:00 (Beijing Time);
- 3) There are operators on duty during national holidays no less than 3 days, but not at night or on weekends;
- 4) Material submitted in non-working time will not be reviewed until the next business day.

4.2 Scope of Review of Advertising Material

- 1) Ad text;
- 2) Ad picture;

3) Ad Link and Landing Page;

4) Other elements included in the Advertising Material, such as text, video, gif, app name, ad origin, etc.

4.3 Regulation of Advertising Elements

4.3.1 Regulation of Ad Text

1) Sentences must be fluent, complying with normal grammar and logic, and relevant to the products or services that are being promoted;

2) The Advertising Material must not contain content about race, ethnicity, religion, belief, age, sexual orientation or behavior, gender, disability, health condition (including physical and mental), economic status, labor union membership, criminal record, name, political bias and content that advocates violence promotion

3) The Advertising Material must not contain overly stimulating sexual contents, including obscene, sexually provocative, sexually suggestive, sexually seductive information. Text must not contain information that possibly leads to misconduct or dangerous behavior;

4) Description that contains false information, exaggeration, before-and-after comparison are not allowed, including

"the best" , "the greatest" , "No. 1 in the world" , "speed up 50%" , etc. ;

5) The Advertising Material must not confuse or mislead the public so as to associate the product with the UC Web or the Platform. For example: use of the phrase "the hottest and latest mobile game that UC recommends" is not permissible;

6) Description that contains false information and direct comparison with a competitor' s goods / services, should not be allowed;

7) Advertising Material should not contain profane language or words such as "WTF" , "shit" .

8) Advertising Material should avoid adverse effect on minors;

9) Advertising Material for drugs and medicinal products should not be misleading regarding the true character and efficacy of the drug or make a false claim for the drug.

10) Advertising Material should not claim or imply efficacy of any magical remedy such as talismans, mantras, charms, for the diagnosis, mitigation or cure of diseases.

11) Advertising Material prohibited by the local law cannot be published.

4.3.2 Regulation of Punctuation

1) Make sure that the symbols, numbers, letters, characters, space have their real meaning. Symbols, numbers and letters are allowed to appear in the model number of a product;

2) The material must not contain two or more of the same repetitive punctuations or symbols, such as “!!” , “???” ;

3) Try not to use punctuation at the end of a sentence. If it is an expression of mood, question and exclamation mark can be used as appropriate.

4.3.3 Regulation of Images

1) Images must be clear in meaning and associated with promoting products or services;

2) Images must be artistic and clear, not distorted or upside down;

3) Images must convey positive and optimistic information. Any negative, vulgar, defamatory, scary or violent elements that might cause distress are not allowed to be used in the design, such as the close-up of patient’ s affected parts, wounds, aiming of a gun, accident scene or crime scene, etc.;

4) Images must not be obscene, sexually provocative, sexually suggestive, or sexually seductive, please refer to 5.1

of this Policy;

5) There must not be any image containing false icons or buttons that misleads users to click, such as false play button, pause button, fake page, flip; (The definition of 'misleading' : cognitive bias between the display of the material and actual landing page content);

6) There must not be any element of political tendency, for example, the map of China that does not contain the island of Taiwan;

7) Use of comparison with a before-and-after picture is not allowed;

8) The Advertising Material should not contain any depiction or representation of official emblems, such as the signs of the Congress, the courts and the central government agencies;

9) Any use of the portraits and names of doctors for promotion is not allowed.

10) Text in the image must not cover over 20% of the image area, including the logo and slogan.

4.3.4 Regulation of URL Link

1) The URL of the link can be opened normally;

2) The URL of the link must not be linked to any e-mail address or any other file that needs to be opened with a third-party App;

4.3.5 Regulation of Landing Page

1) Landing page must be fit to mobile devices, that is, it can be properly opened in mobile-phones and other mobile devices;

2) There must not be any audio, video, flash animations that will automatically start to play or any other content that will heavily consume data without the prior consent of the users;

3) The URL of the links must be directed to the landing page where the product or service advertised by the material is shown;

4) The Landing Page should not call up another client, such as opening a third-party App;

5) No deceptive, false or misleading content, including deceptive remarks, discounts, or transaction are allowed;

6) The link for download in the landing page must not be any other than the google play store link.

V、 ADDITIONAL CONTENT POLICIES

5.1 Vulgar Content

- 1) Advertising Material content: Advertising Material must not directly or indirectly use words that are sexually suggestive, sexually seductive, sexually provocative or sexually misleading to attract clicks;
- 2) Chest: The exposed area of people' s chest must not be more than one-third of the whole chest;
- 3) Back: The exposed area of people' s back must not exceed one-half of the back;
- 4) Focus: Chest, buttocks or legs cannot be the focus of the ad image, in addition, there must not be any contents that are infringing upon privacy, such as wardrobe malfunction, nip slips or any pictures taken without consent;
- 5) Tops: The characters in the pictures must not wear bikini or similar underwear only or no underwear at all. And they must not wear see-through dress, flesh tights, and underwear must not be revealed (except for the ad of underwear);
- 6) Bottoms: the lower hem of the pants or dress must be lower than the buttocks, underwear or safety pants must not be exposed (except for ads of underwear);

7) Posture: Characters must not make any indecent posture that are provocative or seductive or any other posture that is at risk of improper exposure;

8) Sex toys: Images must not contain any sex toys, including but not limited to sling socks, SM tools, etc.

5.2 Prohibited Products and Services

Including but not limited to the items below:

- 1) Illicit drugs, prescription drugs or recreational drugs;
- 2) Cigarettes, Tobacco products and related tools;
- 3) The health care products that UC Web unilaterally identified as unsafe;
- 4) Weapons, ammunition or explosives;
- 5) Adult products or services (except for family planning and contraceptive advertisements);
- 6) Fake or substandard goods, pirated products;
- 7) Abuse of animals, trafficking or trade of endangered species;
- 8) Abortion medical services;
- 9) Human organ or tissue;

10) The object of advertising that is prohibited by the law of other applicable areas;

5.3 Ads with Adverse Effect on Minors

- 1) Advertising Material, that undermines parents or mentors, eroding the trust of minors towards them;
- 2) Advertising Material, that incites minors to persuade their parents or others to buy the advertised goods;
- 3) Advertising Material, that creates an illusion for minor that families at any economic levels can afford the goods;
- 4) Advertising Material, that leaves minors the impression that if they possess the advertised goods, they will have more

advantages over their peers;

- 5) Advertising Material, that make minors feel inferior if they cannot have the advertised goods;
- 6) Advertising Material, that place minors in danger, including the situations that could threaten their lives, especially

health;

- 7) Advertising Material, that generate a sense of inferiority towards their appearance;
- 8) Any elements that may lead to the initiation, or encouragement of juvenile crime or violence.

5.4 Wine/Alcohol Products

Advertisements of alcohol products must comply with the laws, industry specifications, guidelines, and licensing of the advertising areas, and get the approval of the area they are served in.

5.5 Lottery

The lottery activities that are run by government agencies can be served on the Platform, provided that the advertisement must be in accordance with the law of the applicable advertising area, and the advertisement must only target the users of that area.

5.6 Pharmacy

The Advertising Material for online or offline pharmacies may be published only after obtaining prior written permission from the appropriate authorities.

5.7 Health Care Products

Advertising Material that promotes dietary and herbal supplements must target only those users who are above 18 years of age.

5.8 Brand/Trademark

The Advertising Material should not contain any such image, photograph, design, artwork, any other copyrightable work,

trade name, trade mark etc. that may violate intellectual property rights of any third party. Advertiser must acquire permission/authorization/licenses for trademarks or copyrightable works owned/controlled by a third party and included in the Advertising Material.

5.9 Restriction for Competition

The Advertising Material and Landing Page must not promote products or services that compete directly or indirectly with any product or services provided by UC Web or its group companies, such as news and information, browsers and application store.

5.10 Financial Securities

With respect to Advertising Material pertaining to securities, all disclosures and compliances required under the applicable laws. The Advertising Material may be published only after obtaining prior written permission from the appropriate authorities.

5.11 Online Gaming

Advertising Material that promotes online gambling, lotteries or games of skill that offer prizes of cash (including online casinos, sports betting, bingo games, or poker games using real money) shall be permitted only if prior written permission is granted to conduct such games by appropriate authorities and not otherwise.

VI、 NON-COMPLIANCE BY ADVERTISERS

6.1 If the Advertising Material submitted by the Advertiser violates this Policy, UC Web has the right to reject the Advertising Material and notify the Advertiser for rectification.

6.2 If the same Advertiser repeatedly submits the non-compliant Advertising Material, UC Web has the right to suspend the permissions of the Advertiser to submit any Advertising Material;

6.3 If the Advertising Material submitted by the Advertiser involves illegal product, or serious violation of this Policy or any applicable law, as determined by UC Web, UC Web has the right to terminate the account of the Advertiser.

VII、 LIABILITY

7.1 Advertisers or advertising agencies should, self-review their Advertising Material that is provided to UC Web for publication to ensure its compliance with this Policy.

7.2 UC Web has the right to review advertisements submitted by advertises or advertising agencies before and after publication. For those that have not passed the review, UC Web has the right not to serve them. For those that have been published but fail to comply with this Policy, UC Web has the right to remove the advertisements and require the advertisers or advertising agencies to revise their advertisements until they meet the requirements of this Policy;

7.3 The Advertiser should therefore, indemnify UC Web against all losses, claims, damages, costs, expenses (including reasonable legal expenses) arising out of any violation or non-compliance of laws in relation to the Advertising Material, irrespective of whether the Advertising Material is reviewed by UC Web.

7.4 Advertiser or advertising agency must not publish advertisements which violate the law or this Policy in any way; Otherwise, UC Web has the right to temporarily or permanently refuse to serve their advertisements. If the advertiser or advertising agency is in

breach of contract, in accordance with relevant contracts, UC Web has the right to further pursue its liability for breach of contract;

7.5 The final interpretation of this Policy is at the discretion of UC Web.

7.6 This Policy comes into force upon the date of issuance.

Special note: this system shall be adjusted appropriately in accordance with the changes in the demands of business, policies and risk control. All the matters shall be subject to the new version!