

Qualification Review Standard for UC ADs

1st edition



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I、 Overview

In accordance with the provisions of applicable laws and the stipulations of the relevant agreements, all the advertisers who use the UC International Commercial Platform to carry out the advertising promotion shall own the legal qualification certification to carry out the advertising promotion and the behaviors thereof shall comply with its business license scope. Therefore, UC International Commercial Advertising Platform shall have the right to review the qualification situation of the advertisers. This Policy shall serve as the basis for *Qualification Review Standard for UC Web International Advertising Business* ("Policy") and will be upgraded constantly with the continuously improvement of applicable laws and regulations and on the basis of a great number of net citizens' feedbacks and inspection results.

II、 Definition

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

3、 Subject Qualification: refers to the effective certificate that proves the identity and qualification of the advertiser.

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;

5、 Clear and distinguishable: refers to that the seal print reaches over 2/3 of the integrity and the main word information in the qualification document (including the words in the seal) is complete and legible.

6、 Illegal Industry: refers to the industry that violates the laws and regulations of the country where the promoted advertisement is located or for which the promotion is forbidden, collectively referred to as "illegal industry" .

III、 Rules on Advertisers' Information Giving and Filling

1、 Required information

Website name, company name, official website information (URL), contact and postal address shall be filled completely.

2、 Rules on filling the website name and company name

1) The website name in the page of registration information shall be kept consistent with the company name or website name (the company name in the company introduction page in the website shall prevail.) in the registration information of the website after the URL is open. If the company name and the website name coexist, the company name shall prevail. If there is no company name, the website logo shall prevail;

2) The name of the registered website shall be "xx (China) Co., Ltd." , among which the "()" in the website name shall be meaningful characters;

3) Qualification document name, company name in the registration information page and company name in the registration website must be kept consistent.

3、 Rules on filling the official website information

1) When access URL address is input to the address bar of the web browser with the kernel as Window IE, the website may be opened normally;

2) When access URL address is input and open the website, no antivirus software alarms that the virus or Trojan virus exists and no false website shall appear in any browser;

3) Access URL address shall not be the forced download link;

4) Where the Chinese advertiser registers the URL link, it needs to be filed with the MIIT and has an inquiry result; if the ICP filing subject is inconsistent with the advertiser, the relevant certificates shall be provided in accordance with the following requirements:

4.1 If the ICP filing subject is of corporate nature, ICP authorization promotion confirmation letter shall be provided;

4.2 If the ICP filing subject is an individual, ICP authorization promotion confirmation letter and the ID copy of the file applicant shall be provided and the red seal of the advertiser shall be affixed.

4、 Rules on filling contact

For the contact number in the registration information page, if the landline phone is filled, the area code or national area zone

shall be included and consistent with the region or country where the advertiser is located.

5、 Rules on filling postal address

For the postal address in the registration information page, the actual business address of the advertiser shall be filled so that the correspondences can be served.

IV、 Review Standard for the Official Website Information of the Advertiser

1、 Integrity of website

1) A complete website shall include the company name, product introduction and detailed contact;

2) All the pages in the website shall be complete and the sub-pages can be accessible normally.

2、 Uniformity of website

1) The company name in the website must be consistent with the company name in the registration information;

2) If the website name involves a specific industry and business content, such name shall be consistent with the business content as stipulated in the website;

3) The website page can only embody one company subject and may not have multiple subjects.

3、 Legality of website

1) The website of the advertiser (including the registration information website and material promotion landing page) shall not have illegal information and the illegal and malicious code skipping to the website information;

2) The content in the landing page shall comply with the network management rules of the country where the advertisement promotion is located.

V 、 Advertiser' s Subject Qualification Giving and Review Standards---China

The advertiser shall upload appropriate electric subject qualification documents in accordance with the uploading requirement of the subject qualification as provided in the UC advertising platform. The UC advertising platform shall comply with the following standards for the qualification review of the Chinese advertiser:

1、 Common review standards for qualification document

1) Any qualification document shall be clear and distinguishable and the information shall be complete;

1.1 The qualification document shall have a clear and distinguishable official seal of issuing authority;

1.2 The qualification document (including the personal ID copy) shall have a clear hand-writing or sealed words of "identical with the original" (it shall not be written with pencil or printed);

1.3 The qualification document shall have a clear and distinguishable official seal of the advertiser (red seal); the personal ID copy shall be signed by the advertiser;

1.4 Where the qualification document includes an effective term and annual inspection seal, such effective term and annual inspection seal shall be clear and identifiable.

2) Any qualification document shall be truthful and effective

2.1 The qualification document shall have a correct official seal of the issuing authority;

2.2 The qualification document shall have no signs of erasure, watermark and splicing as well as other post processing signs;

2.3 The qualification document including the effective term shall be used within the effective term and the effective term corresponding to the qualification document in the system shall be filled in strict accordance with the effective term of the certificate;

2.4 The qualification document including an annual inspection seal or a review seal shall include an annual inspection seal or a review seal within the stipulated term;

2.5 If the annual inspection seal and review seal are not in the form where the basic information is located, the basic enterprise information form and enterprise annual inspection (review) information form shall be issued at the same time and stamped by the official seal of the advertiser as well as stated the words "identical with the original" ;

2.6 The qualification document involves a change in the subject name or other information, the modification certificate issued by the competent department shall be provided or the qualification documents shall have explicit change information.

2、 Judge Standard over the Subject Qualification of Advertiser

1) Business License of Legal Entity

1.1 The business scope of the Business License of Legal Entity shall be only for reference and cannot act as the basis for industrial judge;

1.2 The effective term of the Business License of Legal Entity shall be classified into infinite term, permanent term, long-term, non-agreed term, sustainable operation term or “*” (the above mentioned six Business License term shall be filled arbitrarily);

1.3 Where the Business License of Legal Entity has an explicit effective term, the effective term shall be filled in accordance with the qualification content;

1.4 If the effective term of the Business License of Legal Entity is blank, the online annual inspection and enterprise information announcement shall be adopted. The website inquiry result in the Red Shield Network shall prevail;

1.5 If the business term is blank in the announced result of the Red Shield Network, the effective term shall be filled in

accordance with the filling standard of the effective term of the qualification information. The requirements shall be as follows:

i For the advertiser whose date of issue is after March 1st, 2016, the effective term shall be June 30th, 2018;

ii For the advertiser whose date of issue is between March 1st, 2015 and March 1st, 2016, the effective term shall be June 30th, 2017;

iii For the advertiser whose date of issue is prior to March 1st, 2015 and the screenshot of the industrial and commercial bureau Red Shield Network is provided and the enterprise status is normal, then the effective term shall be June 30th, 2017.

1.6 Under the situation that the old version Business License is out of date, the judgment method of the effective term:

if the old version Business License is out of date and the Red Shield Network inquiry shows that the enterprise status is normal, the advertiser shall provide the local Red Shield Network inquiry screenshot, the red seal of the advertiser shall be stamped, the words "identical with the website" shall be stated and the effective term shall be June 30th, 2017.

1.7 New Business License in Shenzhen and Zhuhai

i The advertiser holding the new version Business License in Shenzhen and Zhuhai shall provide the new version Business License and the screenshot of enterprise information inquiry platform filing information corresponding to the region where the

advertiser is located. The screenshot shall include the entire website address, be stamped by the official seal of the advertiser and have the hand-writing "identical with the website" ;

ii Inquiry platform website: Shenzhen Inquiry Platform shall be Shenzhen Municipal Market Supervision Bureau
(<http://www.szcredit.com.cn/web/gspt/spksearch.aspx>)

Zhuhai Inquiry Platform shall Zhuhai ICBC Red Shield Website (<http://ssgs.zhuhai.gov.cn/>);

iii The effective term of the Business License shall be subject to the business term in the screenshot information; if there is no relevant record content, the effective term shall be June 30th, 2017;

iv With respect to the user who involves the high-risk industry and needs to check the scope of business, the scope of business of the Business License shall be judged in accordance with the information in the screenshot.

1.8 With respect to the region where the official seal of the Business License-issuing authority is steel seal, if the official seal of the issuance authority in the copy of the qualification is unclear, the screenshot of the local ICBC (Red Shield Website) shall be issued, which shall include the entire URL framework, state the words "identical with the website" and be stamped by the red seal of the advertiser.

2) Individual Business License

2.1 The issuing authority of the individual business license shall be the administrative bureau for industry and commerce in each region;

2.2 The enterprise name of the individual business license shall not be blank or the symbol “*” ;

2.3 The effective term of the individual business license shall be filled in accordance with the filling requirement of the Business License of the enterprise legal person.

Note: The above advertiser involved in the Business License promotion includes the Business License of Enterprise Advertiser and the Business License of Individual business, which shall ensure that the scope of business shall not be blank or “*” . The annual inspection seal and the effective term shall be complete and clear.

3) Legal Person Certificate of Public Institution

3.1 The issuing authority of the legal person certificate of the public institution shall be National Public Institution Registration Authority;

3.2 Legal Certificate of Public Institution shall have an explicit effective term;

3.3 If there is annual inspection information, the effective term shall be judged by annual information.

4) Private Non-enterprise Unit Registration Certificate

4.1 The issuing authority of the private non-enterprise unit registration certificate shall be Civil Affairs Bureau in each region;

4.2 The effective term of the private non-enterprise unit registration certificate shall be subject to an explicit effective term. If there is not explicit effective term, it shall be judged by the date of issue and the effective term shall be four (4) years;

4.3 If there is annual inspection information, the effective term shall be judged by annual information.

5) Registration Certificate of Social Group Organization

5.1 The issuing authority of the registration certificate of social group organization shall be Civil Affairs Bureau in each region or Social Group Management Office;

5.2 The effective term of the registration certificate of social group organization shall be subject to an explicit effective term;

5.3 If there is annual inspection information, the effective term shall be judged by annual information.

6) Certificate for Running Private School

6.1 The issuing authority of the certificate for running private school shall be Education Bureau in each region or Labor and Social Security Bureau;

6.2 The effective term of the certificate for running private school shall be subject to an explicit effective term;

6.3 If there is annual inspection information, the effective term shall be judged by annual information.

7) Organization Code Certificate

7.1 The issuing authority of the organization code certificate shall be General Administration of Quality Supervision, Inspection and Quarantine of the People's Republic of China;

7.2 The effective term of the organization code certificate shall be subject to an explicit effective term;

7.3 If there is annual inspection information, the effective term shall be judged by annual information.

8) Practicing Certificate of Law Firm

8.1 The issuing authority of the practicing certificate of law firm shall be the local justice bureau in each region;

8.2 The annual inspection date of the practicing certificate of law firm shall be April 1st to May 31st and it will be

stamped by the annual inspection seal after the annual inspection; note: the effective term of the practicing certificate of law firm shall be filled in accordance with the following standard:

i Postponing one year after the date of issue, that is, the date of issue shall be May 31st in the next year;

ii The qualification effectiveness term shall be judged by the annual inspection seal, that is, the annual inspection date shall prevail.

9) Business Registration Certificate

9.1 The Business Registration Certificate shall not have an explicit official seal of the issuing authority;

9.2 The effective term of the Business Registration Certificate shall be subject to an explicit effective term.

10) ID

ID shall ensure that the uploading page shall include the effective term and the advertiser shall upload the copies of frontal and reverse side of ID.

11) Other subject qualification

11.1 The advertiser may submit the qualification of equal effect as the filing of the subject qualification;

11.2 With respect to promotion advertiser involved in the public institution, association, foundation, etc., the legal Person Registration Certificate shall be provided and the Inquiry can be dealt with in the local issuing authority.

11.3 Inquiry website of the Foundation Legal Person Registration Certificate:

http://www.mca.gov.cn/article/shfw/wmfw_mjzz.shtml; the qualification document number of the Foundation Legal Person Registration Certificate shall be the registration certificate number.

VI 、 Advertiser' s Subject Qualification Giving and Review Standards---India and Indonesia

The advertiser shall upload appropriate electric subject qualification document in accordance with the uploading requirement of the subject qualification as provided in the UC advertising platform. The UC advertising platform shall comply with the following standard for the qualification review of the advertisers in India and Indonesia:

1、 Common review standards for qualification document

1) Any qualification document shall be clear and distinguishable and the information shall be complete;

1.1 The qualification document shall have a clear and distinguishable official seal of issuing authority;

1.2 The qualification document shall have a clear hand-writing or sealed words of "identical with the original" (it shall not be written with pencil or printed);

1.3 The qualification document shall have a clear and distinguishable official seal of the advertiser (red seal);

1.4 Where the qualification document includes an effective term and annual inspection seal, such effective term and annual inspection seal shall be clear and identifiable.

2) Any qualification document shall be truthful and effective

2.1 The qualification document shall have a correct official seal of issuing authority;

2.2 The qualification document shall have no signs of erasure, watermark and splicing as well as other post processing signs;

2.3 The qualification document including the effective term shall be used within the effective term and the effective

term corresponding to the qualification document in the system shall be filled in strict accordance with the effective term of the certificate;

2.4 The qualification document including an annual inspection seal or a review seal shall include an annual inspection seal or a review seal within the stipulated term;

2.5 If the annual inspection seal and review seal are not in the form where the basic information is located, the basic enterprise information form and enterprise annual inspection (review) information form shall be issued at the same time and stamped by the official seal of the advertiser as well as stated the words "identical with the original" ;

2.6 The qualification document involves a change in the subject name or other information, the modification certificate issued by the competent department shall be provided or the qualification documents shall have explicit change information.

2、Judge Standards over the Subject Qualification of Advertiser

1) Enterprise Registration Certificate

1.1 The business scope of the Enterprise Registration Certificate shall be only for reference and cannot act as the basis for industrial judge;

1.2 The Registration Certificate must be within the effective term;

1.3 The information of the registration certificate must have the inquiry result in the official certification institution of the country where it is located.

2) Enterprise Tax Certificate

2.1 The tax certificate must be within the effective term;

2.2 The information of the Tax Certificate must have the inquiry result in the official certification institution of the country where it is located.

VII、 Industry and Product Promotion that are Forbidden

1、 Type of competitive products

1) news information;

2) browser tool;

3) application store

2、Forbidden product or service

- 1) illicit drug, prescription drug or recreational drug;
- 2) tobacco product and relevant tools;
- 3) unsafe health care product that UC company thinks unilaterally;
- 4) weapon, ammunition or explosive;
- 5) adult product or service (except for family planning and contraception advertisement);
- 6) fake and shoddy goods and piracy product;
- 7) torture of animals, sell or transact the endangered species;
- 8) induced abortion medical service;
- 9) human organ or tissue;
- 10) Other advertising object that applicable local laws forbid.

VIII、 Provisions on Infringing Penalty

- 1、 If the advertiser fails to submit the qualification document that complies with the provisions of this System, the review team shall have the right to dismiss the qualification and notify the advertiser of rectification;
- 2、 If the same advertiser repeatedly submits the qualification document that does not comply with the provisions of this Policy, the review team shall have the right to suspend the authority of the advertiser to submit the qualification document temporarily.

IX、 Legal Responsibilities

- 1、 The advertiser or advertising agency shall carry out the self-review for the qualification documents provided by it in accordance with this Policy so as to comply with this Policy;
- 2、 The legal responsibilities arising out of the non-compliances such as forged, obliterated or overdue qualification shall be

fully borne by the advertiser or the advertising agency;

3、 The final interpretation right of this Policy shall reside in the UC Web;

4、 This Policy shall come to force as of the date of issue.

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!