

 **NIP GROUP**



NIP Group
Sustainability Report 2024

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Lighting Up the World with Esports

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About This Report

Reporting Scope

The reporting scope aligns with the consolidated financial statements of NIP Group's listed entity on the Nasdaq Stock Exchange in the United States.

Reporting Period

The reporting period spans January 1, 2024, to December 31, 2024. As this is the Group's first sustainability report, some information refers to periods prior to 2024. To enhance comparability and provide forward-looking insights, certain content extends beyond the reporting period.

Reporting Basis

This report is prepared with reference to the *Global Reporting Initiative (GRI) Standards*, *Nasdaq's ESG Reporting Guide 2.0*, and the United Nations Sustainable Development Goals (SDGs).

Information Source

This report primarily draws on data and documents from NIP Group. The Group affirms that it contains no false or misleading information and takes full responsibility for the accuracy, completeness, and reliability of its contents.

Access to the Report

The report is available in both Simplified Chinese and English. In the event of any discrepancies between the two versions, the Chinese version shall prevail. To view or download the report online, please visit our Investor Relations webpage: <https://ir.nipgroup.gg/>.

Contact Information

For any questions or feedback, please contact us at pr@nipgroup.gg.

Messages from Our CEOs



Chairman and co-CEO

Mario Ho

As a global digital entertainment company, we understand that sustainable growth today requires more than financial performance—it also involves advancing our industry and driving a more inclusive society.

At NIP Group, we embrace a long-term strategic vision. Grounded in steady growth, we have built a diversified portfolio spanning team operations, event production, and talent management in esports. At the same time, we are expanding into areas such as game publishing, esports education, hospitality, and IP licensing. This broad-based approach not only strengthens our operational resilience but also contributes to the sustainable development of the digital entertainment industry.

Economically, we focus on integrating technological innovation with cultural creativity to build a world-class digital entertainment ecosystem. Through partnerships with global gaming organizations and by expanding our presence in key cities and regions, we are fostering an

open, collaborative platform that creates shared value for players and partners worldwide.

On the social front, we are committed to creating a more inclusive industry by engaging in esports education, strengthening digital infrastructure, and promoting gender equality and cultural diversity. For us, esports is more than competition—it is a cultural bridge that promotes global understanding and meaningful exchange.

Looking ahead, we remain guided by our mission: to create transformative esports experiences that entertain, inspire and connect fans across the globe. As we expand our business, we remain equally committed to advancing industry development, meeting our social responsibilities, and contributing to a more sustainable society.



Co-CEO

Hicham Chahine

With esports now featured in the Asian Games and advancing toward inclusion in the Olympic Games, the global influence of the industry is undeniable. At NIP Group, we take pride in leading this evolution. Leveraging years of experience and innovation, we are expanding into high-growth markets across Asia, Europe, South America, and the Middle East—helping shape the future of esports on a worldwide scale.

Our mission extends beyond competition. As we compete in top-tier international tournaments and celebrate victories on the world stage, we remain firmly committed to our role as a responsible global corporate citizen. Sustainability is a cornerstone of our strategy. From engaging in the United Nations Framework Convention on Climate Change (UNFCCC) Conferences of the Parties to implementing low-carbon practices across our operations, we are actively working to reduce our environmental footprint and advance global climate goals.

Equally central to our work is social impact. We continue to foster inclusivity, collaboration, and innovation across our communities and industry partners. Through our digital entertainment ecosystem strategy, we are integrating esports with sports, entertainment, and technology to create immersive, culturally resonant, and sustainable experiences for audiences worldwide.

This report reflects our commitment to transparency, accountability, and continuous improvement. As we navigate the dynamic intersection of digital entertainment and global responsibility, we aim to serve as a bridge—connecting people, cultures, and ideas for a more inclusive, sustainable, and digitally empowered future.

NIPG Impact

Lighting Up the World
with Esports



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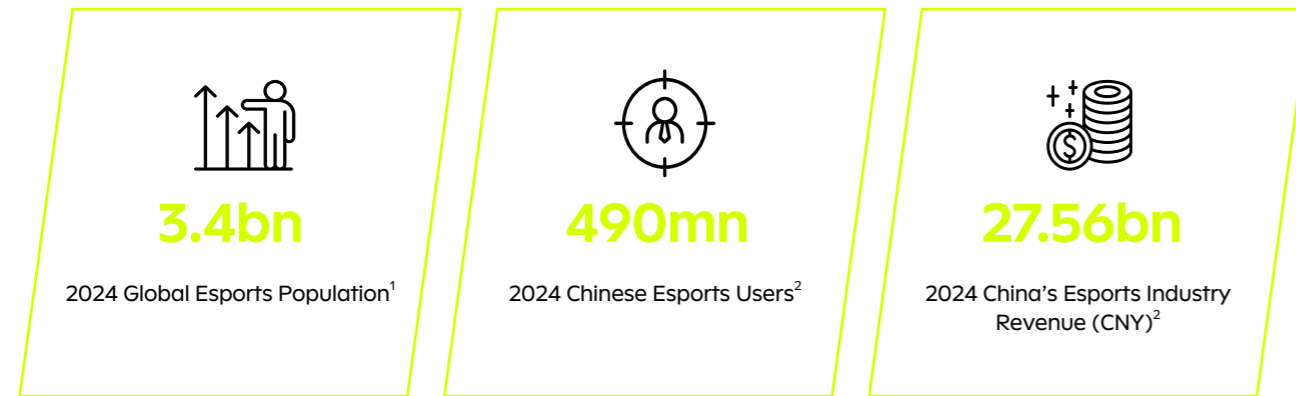
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About Us

Competitive sports have always brought people together across cultures, regions, and backgrounds. With the successful launch of the Esports World Cup and the upcoming inaugural Esports Olympics, esports is redefining the boundaries of traditional sports. Riding the wave of digital innovation, it is becoming a new force for cultural integration and sustainable development.



NIP Group was established out of a deep passion for and understanding of esports and has remained committed to sustainable growth. Our mission is to create transformative esports experiences that entertain, inspire and connect fans across the globe. In pursuing this mission, we align our business strategy with both economic goals and social responsibility, while ensuring full compliance with applicable laws and regulations. As a leader in esports and a pioneer in digital entertainment, we are shaping a vibrant ecosystem that blends commercial success with social value, building a global stage where our fans can enjoy and thrive.

We are driving a standardized and compliant esports industry.

At NIP Group, we strive to build a fair, healthy, and sustainable esports ecosystem by actively contributing to industry standards, including event rules and player rights. From founding Ninjas in Pyjamas (“NIP”) in 2000, one of the world’s first professional esports teams, to developing eStar Gaming (“eStar”), one of the most globally influential esports teams, we have continually set benchmarks to create a compliant industry environment.

We are also expanding esports into the wider entertainment landscape.

Through our digital entertainment ecosystem model, we bring together esports, technology, education, culture, and tourism to create social value and open new growth opportunities. Our pioneering initiatives—such as the Dojo Fan Universe³, game publishing, and gaming-themed hospitality—create immersive entertainment experiences tailored to today’s digital audiences. In doing so, we engage younger generations, encourage cultural exchange, and promote positive values in people’s everyday engagement in esports.

¹ 2024 Global Games Market Report, Newzoo

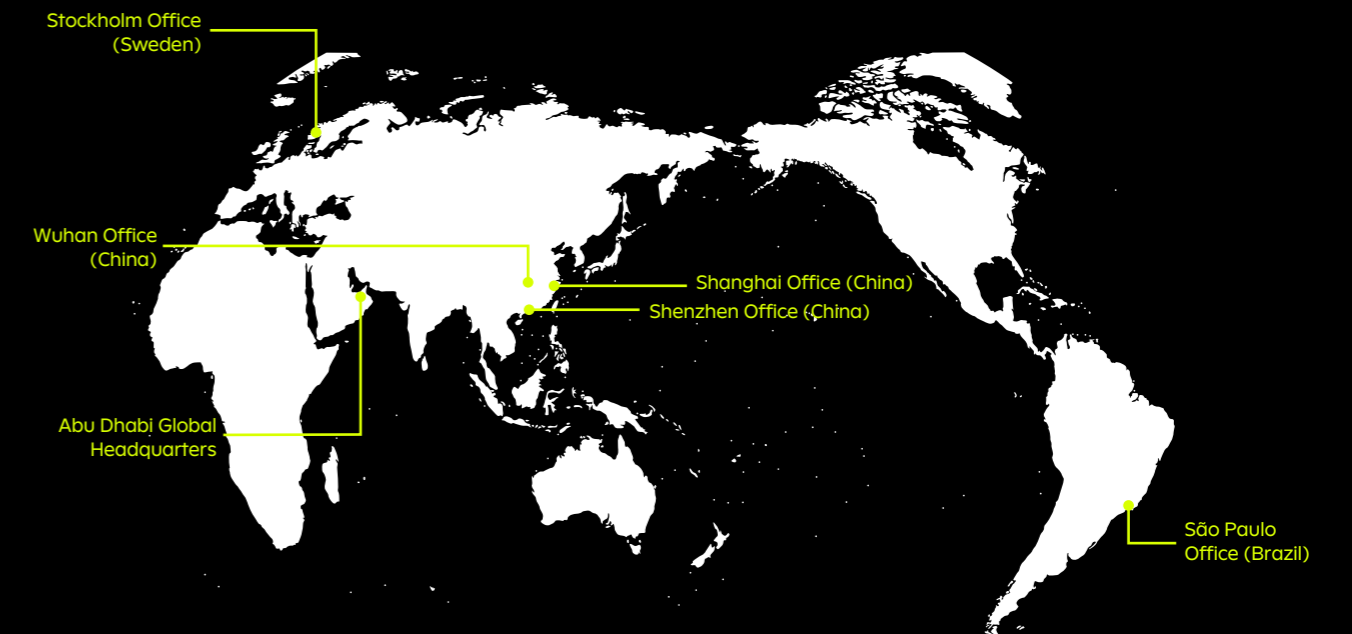
² China Esports Industry Report 2024, China Audio-video and Digital Publishing Association

³ Dojo is a platform designed to create gamified community-building activities for esports enthusiasts and gaming communities.

Our Business

NIP Group (NASDAQ: NIPG) is a leading global digital entertainment company focused on advancing innovation in gaming and esports. Starting in esports, we have expanded into a broader digital entertainment platform, bringing together esports teams, event production, talent management, game publishing, and gaming-themed hospitality for audiences worldwide. On July 26, 2024, we listed on the Nasdaq Stock Exchange under the ticker symbol “NIPG.”

Headquartered in Abu Dhabi, NIP Group has a global presence across Asia, Europe, the Middle East, and the Americas. Today, we are one of the world’s largest integrated digital entertainment groups. We are home to two of the industry’s most recognized esports brands—eStar Gaming and Ninjas in Pyjamas—and compete in leading global titles such as League of Legends, Honor of Kings, Counter-Strike, Rocket League, Apex Legends, and Street Fighter 6. Our efforts have earned the trust and admiration of hundreds of millions of fans worldwide.



While esports remains at the core of our business, we continue to expand across the industry value chain to build a diverse and sustainable digital entertainment ecosystem. Our portfolio includes several leading brands, such as MAG Studio and Dragon V, two of China’s top event organizers and content service providers with strong global capabilities in event production and operations. eStar Entertainment, our talent management agency, works with a wide network of high-profile content creators across major Chinese streaming platforms. Additionally, we are building new businesses in game publishing, gaming-themed hospitality, and esports education, while continuing to explore further opportunities through mergers, international events, and strategic partnerships with cities.

As a pioneer in the global digital entertainment industry, NIP Group is dedicated to its mission of creating transformative esports experiences that entertain, inspire and connect fans across the globe and aims to become the premier esports organization in the world.

Our History

NIP Group operates two leading esports brands: NIP and eStar.

NIP is our flagship brand in PC-based and console-based esports. Founded in Sweden in 2000, NIP has built a strong presence across major titles such as Counter-Strike, League of Legends, Rocket League, and Street Fighter. Over the years, its consistent performance at the highest levels of competition has made NIP one of the most recognized and established names in the global esports industry.

eStar, our mobile esports brand, was established in China in 2014. It manages several prominent teams, including Wuhan eStarPro, a leading contender in the King Pro League (KPL) for Honor of Kings. As a powerhouse in China's mobile esports scene, Wuhan eStarPro is also one of the most successful teams globally, boasting multiple international titles.



In 2000

NIP was founded in Sweden as one of the earliest professional Counter-Strike teams. Within just two years, NIP had become the face of the game in Sweden.

In 2014

eStar Gaming was founded in Wuhan, China, and quickly entered the mobile esports market.

In 2018

Victory 5 Esports Club ("Shenzhen V5") was established in Shenzhen, China.

In 2019

eStar acquired MAG Studio, an event production brand, marking its entry into the wider digital sports sector and supporting the growth of urban digital culture and esports operations.

In 2020

eStar merged with Shenzhen V5 to form eSV5, headquartered in Wuhan, Hubei Province, China. Since then, NIP Group manages home courts in two cities: KPL Wuhan eStarPro home court and LPL (League of Legends Pro League) Shenzhen NIP home court.

In 2021

eSV5 merged with eStar Entertainment and launched a talent management business covering China's four major livestreaming platforms.

In 2022

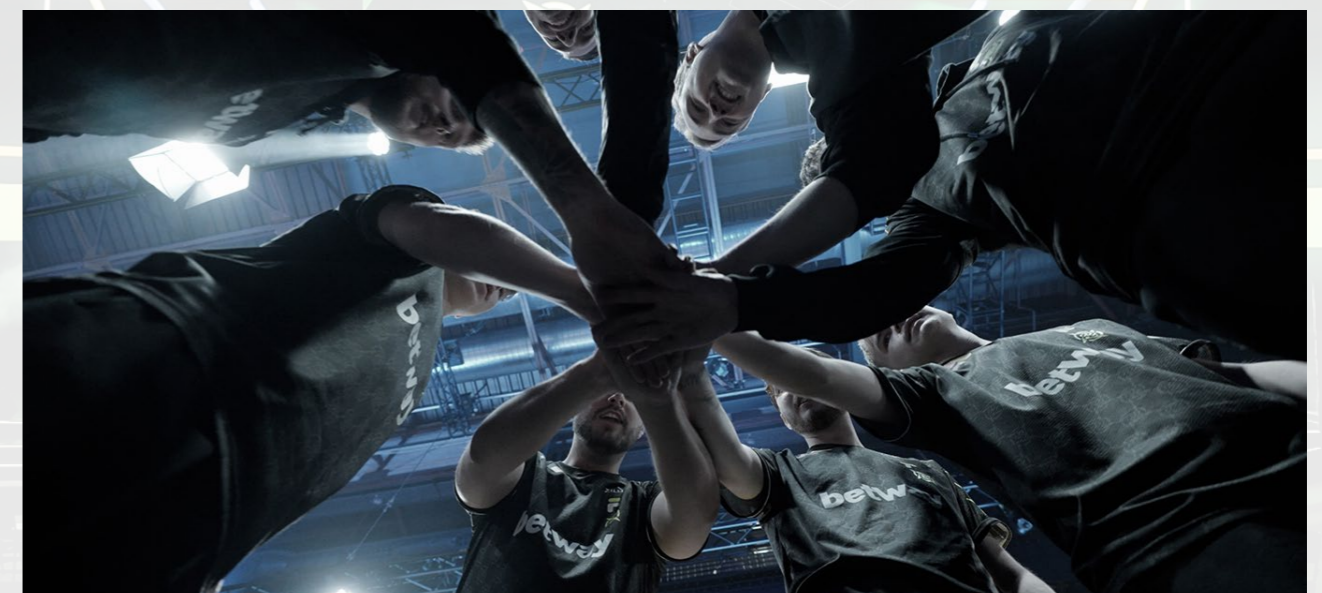
eSV5 expanded into new areas through its "Esports+" initiatives, including esports education and digital collectibles.

In 2023

eSV5 merged with the original NIP, forming a comprehensive global digital sports group with operations across Asia, Europe, and the Americas.

In 2024

NIP Group was listed on the Nasdaq Stock Exchange under the ticker symbol "NIPG," becoming the first publicly traded Chinese esports company⁴. In the same year, the Group entered game publishing with the release of its first game, titled *Re: Aetatis*.



⁴ Xinhua News Agency: NIP Group becomes the first Chinese esports company to list on Nasdaq <https://h.xinhuaxmt.com/vh512/share/1217000>

Our Strategy

On July 26, 2024, we completed our listing on the Nasdaq Stock Exchange, marking a key milestone in the global development of esports and digital entertainment.

Following our IPO, we have rapidly advanced in corporate governance, organizational capabilities, and strategic thinking. As we continue to enhance operational compliance and explore new business opportunities, we have established a fresh model for investors to better understand, engage with, and contribute to the digital entertainment industry.



Our Business Model

NIP Group’s sustainable growth is built on an innovative and visionary business model that expands both upstream and downstream across the industry value chain. We continue to develop a diversified and integrated digital entertainment ecosystem, using a user-centered, content-driven approach to support sustainable growth in global esports and entertainment.

Building on the momentum of our IPO, we will leverage our global footprint and diversified business portfolio to become the premier esports organization in the world. As we enhance digital entertainment experiences for users and fans worldwide, we will continue to drive innovation and growth across the digital entertainment sector, creating long-term, sustainable value for our investors.

2024 China–ASEAN Esports Industry Cooperation

In September 2024, NIP Group participated in the China–ASEAN Esports Industry Week held in Nanning, Guangxi Zhuang Autonomous Region, China. The event, under the theme of Building the Esports Silk Road for a New Era of Shared Brilliance, highlighted the vital role of esports in promoting cultural exchange between China and ASEAN countries.

ASEAN’s vibrant economies and growing enthusiasm for esports offer new opportunities for industry development. Drawing on China’s extensive esports experience, Guangxi’s unique geographic and policy advantages, and the Group’s strengths in team operations, event production, content creation, esports education, and game publishing, we collaborate with partners to develop the China–ASEAN Esports Industry Research Center and the China–ASEAN International Digital Sports Industry Park. These initiatives aim to advance the integration and growth of the digital sports industry between China and ASEAN countries.



NIP Group at the opening ceremony of the China–ASEAN Esports Industry Week

Strategic Partnership with Abu Dhabi Investment Office

In December 2024, NIP Group reached a five-year strategic partnership with the Abu Dhabi Investment Office (ADIO). Under the agreement, ADIO committed up to USD 40 million to support our development, from cultivating new talent to building professional esports event infrastructure. This foundation supports the growth of a vibrant local esports and gaming entertainment ecosystem.



Strategic partnership between NIP Group and the Abu Dhabi Investment Office established in 2024

With ADIO’s support, we set up our global headquarters in Abu Dhabi and are driving local development across key areas, including team operations, event production, creative studios, game publishing, and talent management. This partnership underscores our commitment to sustainable growth and operational excellence, while positioning esports as a driver for the development of the gaming and entertainment industry in the Middle East. It also serves as a cornerstone in advancing our long-term global growth strategy.

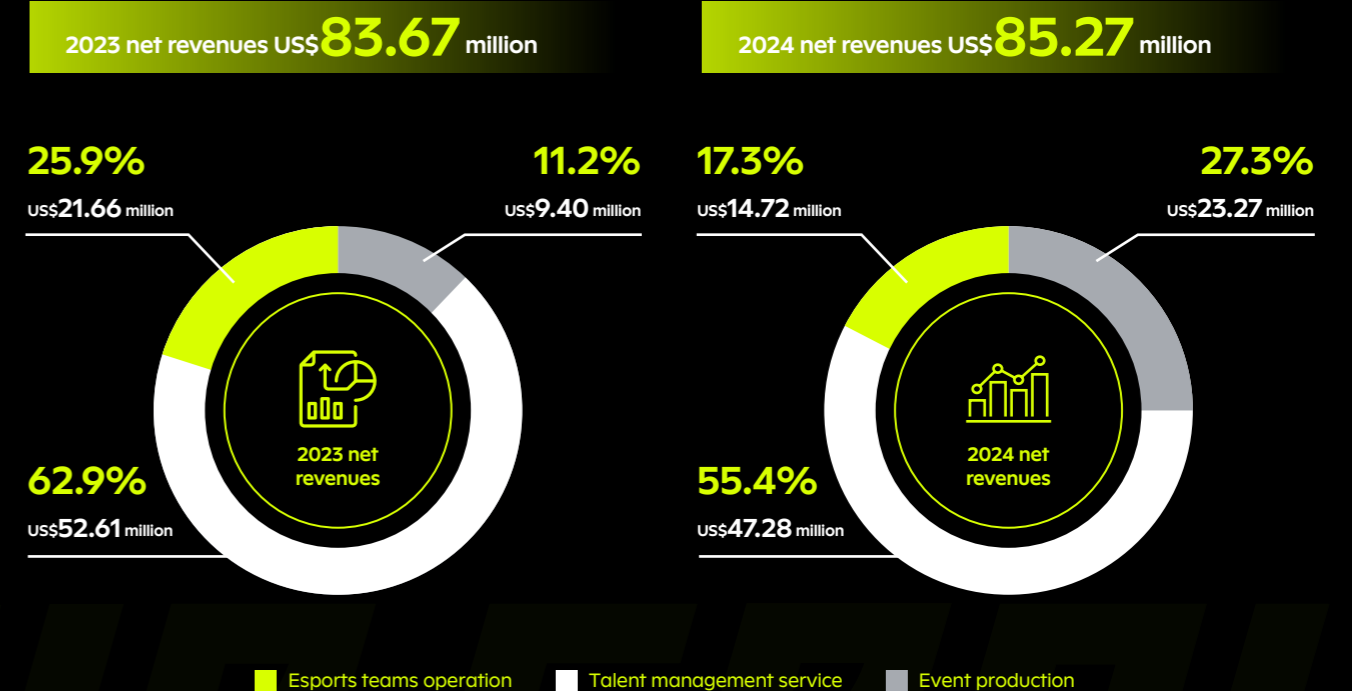
Digital Entertainment Ecosystem



Global Impact



- #1**
The most extensive global footprint by virtue of our operations across Asia, Europe, the Middle East and the Americas
- 2 cities**
Esports organization in China with home courts in two cities
- 65 athletes**
In our roster as of December 31, 2024
- 10 leagues**
Competing globally across 10 leagues with expansive participation
- 500+ events**
Since 2020, over 500 events have been held in 70 cities across China
- US\$20M**
Prize money as of December 31, 2024
- 100M+ followers**
Global followers of the group as of December 31, 2024
- 120+ tournaments**
Wins by eStar and NIP as of December 31, 2024
- 1.9%**
Total net revenues for the full year of 2024 increased by 1.9%
- 147.5%**
147.5% year-over-year increase in net revenues from event production



Our Awards

NIP Group⁵

<p>2020</p> <p>Optics Valley's Gazelle Enterprise of the Year</p> <p>"Golden Seed" Enterprise of Wuhan East Lake High-Tech Development Zone</p> <p>2022</p> <p>Optics Valley's Top 10 High-Growth Gazelle Enterprises</p>	<p>2023</p> <p>Hubei Province's "Golden Seed" Enterprise for IPO Preparation 2022–2023</p> <p>Beluga Pioneer Award: 2023 Influential Global Brand</p> <p>TMTpost 2023 EDGE Awards: Culture Pioneer of the Year</p> <p>China Entrepreneur Magazine's Top 100 Rising Stars</p> <p>Top 100 Rising Stars among Chinese Enterprises</p> <p>Global Finance Summit's Golden Finance Award: Rising Star of the Year</p> <p>DoNews' Excellent Enterprise of the Year: Lingxi Award</p>	<p>2024</p> <p>Optics Valley's Gazelle Enterprise of the Year</p> <p>Optics Valley's Most Promising Growth Enterprise of the Year</p> <p>Hubei Province's "Golden Seed" Enterprise for IPO Preparation 2024–2025</p> <p>Forbes China's Top 10 Global Growth Companies</p> <p>Gelonghui Golden Grid Awards: Excellent Innovative IPO of the Year</p> <p>Zhitong Finance's Most Socially Responsible Listed Company</p>
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Ninjas in Pyjamas

<p>2001</p> <p>Counter-Strike CPL (Cyberathlete Professional League) Winter 2001 Champion</p> <p>2014</p> <p>CS:GO ESL (Electronic Sports League) One: Cologne 2014 Champion</p> <p>2018</p> <p>PUBG CHIQ (formerly Shenzhen V5) Runner-up</p> <p>2021</p> <p>Rainbow Six Siege Six Invitational 2021 Champion</p> <p>CS:GO IEM Season XVI Fall Europe 2021 Champion</p> <p>2024</p> <p>Street Fighter League Pro-Europe 2024 Champion</p> <p>Project Prodigy Series 1 Champion</p>	<p>2006</p> <p>Counter-Strike DreamHack Winter 2006 Champion</p> <p>2016</p> <p>CS:GO DreamHack Masters Malmö 2016 Champion</p> <p>2019</p> <p>OGA (One Game Agency) Dota PIT Minor 2019 Champion</p> <p>Paladins World Championship 2019 Champion</p> <p>2022</p> <p>CS:GO Global Esports Tour Dubai 2022 Champion</p> <p>CS:GO Sweden Cup 2022 Champion</p>	<p>2012</p> <p>CS:GO DreamHack Winter 2012 Champion</p> <p>2017</p> <p>CS:GO IEM (Intel Extreme Masters) Season XII Oakland 2017 Champion</p> <p>2020</p> <p>League of Legends TGA Provincial Team Competition (formerly Shenzhen V5) Champion</p> <p>2023</p> <p>FIFAE Club World Cup 2023 Champion</p> <p>CS:GO BLAST Premier Fall Groups 2023 1st</p> <p>ESL Impact Cash Cup: Europe 2023 6 Champions and 2 Runner-up</p> <p>Games Without Borders Tournament (South America) Champion</p>
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⁵ NIP Group awards include honors received by eSV5 prior to the Group's establishment in 2023.

eStar Gaming

<p>2018</p> <p>First Esports Gold Medal at the Jakarta Asian Games—featuring head coach Li Tuo (NccCc), star player Wang Tianlong (Alan), and torchbearer Chen Zhengzheng (Cat)</p> <p>Runner-up at CrossFire NEST S2</p> <p>Runner-up at CrossFire CFMI Vietnam Invitational</p> <p>Third Place at CrossFire CFML S4</p> <p>2022</p> <p>Champion of Honor of Kings World Champion Cup KIC</p> <p>Champion of Honor of Kings Challenger Cup National Finals</p> <p>Champion of KPL Spring Season</p> <p>Hubei Province's Top 10 Cultural Industry Brands</p> <p>Top 10 Esports Teams by Online Influence</p>	<p>2019</p> <p>Tencent Esports's Top 10 Most Influential Teams</p> <p>Most Commercially Valuable Esports Team</p> <p>FMVP of KPL Spring Finals</p> <p>Champion of Honor of Kings World Champion Cup</p> <p>Champion of Honor of Kings Challenger Cup</p> <p>Champion of KPL Spring Season</p> <p>Champion of KPL Autumn Season</p> <p>2023</p> <p>Gold Medal in Honor of Kings at the 2023 Asian Games Hangzhou—represented by Luo Siyuan (Huahai) and Sun Linwei (TanRan) for China's national team</p> <p>Outstanding Contribution Award for Esports Teams at the Asian Games</p> <p>Champion of CFM Kuaishou Jueying Cup</p>	<p>Champion of Honor of Kings Auto Chess First Exhibition Match on Twitch</p> <p>Champion of Honor of Kings Auto Chess First Invitational Match on Douyu</p> <p>Champion of CrossFire China-Vietnam Showdown</p> <p>Champion of CrossFire Asian Cup</p> <p>Champion of Ace Warrior Penguin TGA Qualifiers</p> <p>2024</p> <p>Champion of Honor of Kings Mid-Season Invitational at Esports World Championship (EWC)—represented by Luo Siyuan (Huahai) and Huang Yaoqin (Qingrong) for the KPL Dream Team</p> <p>Champion of CrossFire at the World Cyber Games (WCG)</p> <p>Champion of CrossFire Glory Cup</p>
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MAG Studio & Dragon V

<p>2020</p> <p>Outstanding Service Partner of Tencent Interactive Entertainment</p> <p>Outstanding Partner of China Digital Ice and Snow Sports Games</p>	<p>2021</p> <p>Most Distinctive Division: Hubei Region, Honor of Kings National Tournament</p> <p>Best Partner of Tencent's IEG Brand and Digital Ecosystem Marketing Department</p>	<p>2023</p> <p>Outstanding Partner of Tencent Interactive Entertainment</p>
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eStar Entertainment

<p>2021</p> <p>Quality Creator on Douyin</p> <p>2023</p> <p>4th Kuaishou Short Drama Most Influential Agency</p> <p>Topklout's Most Vertically Influential Agency of the Year</p>	<p>2022</p> <p>Champion of Douyu's Annual Top Shoutcasters</p> <p>Outstanding Marketing Case at Topklout New Media Social's Marketing Competition</p> <p>Top 3 by Growth in Kuaishou's Short Drama MCN Influence Competition</p> <p>Douyin's Promising Creator of the Year</p> <p>Topklout's Emerging Agency of the Year</p> <p>Douyin Star Studio's Most Commercially Influential Content Creator of the Year</p>	<p>2024</p> <p>Topklout's Breakthrough Agency of the Year</p> <p>Hurun China's Top 100 Live Streaming Influencers</p> <p>Xingmai's 1st Annual Live Streaming Agency Award</p> <p>Annual Social Contribution MCN at the Shanghai International MCN Conference</p>
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Sound Governance

Forging a Strong Corporate Image

NIP Group remains committed to science-based, compliant operations and sustainable growth by following the principles of maximizing value creation and optimizing value realization. We prioritize transparency, integrity, and standardized practices while actively engaging with investors, consumers, suppliers, employees, and the public to support high-quality and sustainable development.

Transparent Corporate Governance

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Lawful and Compliant Operations

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Sustainable Development Management

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Transparent Corporate Governance

At NIP Group, we continue to strengthen board structure and governance practices while improving information transparency to safeguard investor interests.

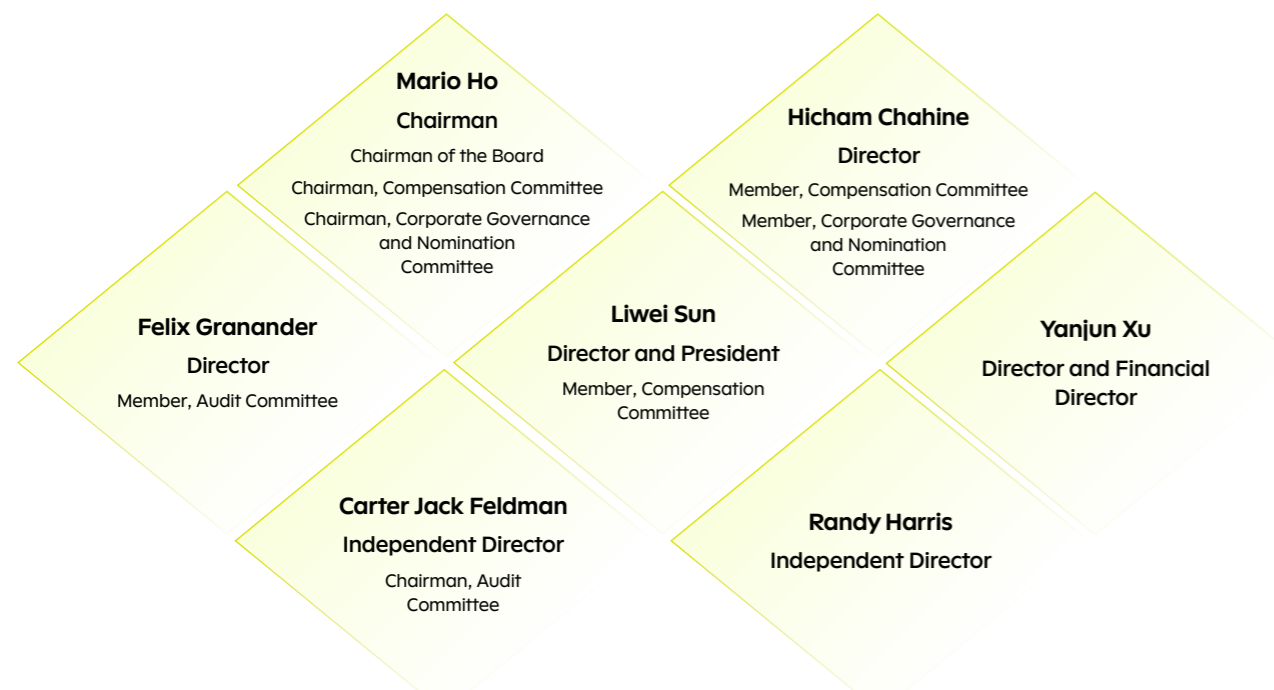
Board of Directors and Executive Management

We strictly adhere to corporate governance laws and regulations in China, Sweden, and the U.S., including Nasdaq listing requirements. Governance policies and internal procedures are regularly updated to maintain operational transparency and efficiency.

Directors are elected by the shareholders' general meeting through ordinary resolutions. The Board of Directors is accountable to the Group and all shareholders, primarily responsible for decision-making and oversight to ensure stable operations and sound governance.

To support effective governance, we have established five specialized committees: the Audit Committee, the Compensation Committee, the Corporate Governance and Nomination Committee, the Investment Committee, and the Communication Committee. Each operates under a clear charter that outlines member responsibilities and procedures, defines the oversight of significant risks, and specifies the implementation of appropriate responses.

The Board consists of seven members, including two independent directors and one female director. Their collective expertise spans esports, business management, finance, venture capital, innovation, and sports management. Their outstanding leadership, sound decision-making, diverse industry experience, and strategic insight offer strong support for our global expansion in digital entertainment. In 2024, the Board held eight board meetings and one shareholders' general meeting to address listing-related matters and major investments.



Our executive management team is instrumental in driving sustainable growth, combining professional expertise and industry insights to uphold a strong governance framework. With diverse backgrounds in management, economics, finance, law, and communications, the team approaches priorities from multiple perspectives. With a commitment to diligence and accountability, they make well-informed decisions that enhance operational agility and resilience. In strategic planning, the team monitors market dynamics, regulatory trends, and industry developments, leveraging the Group's core strengths to conduct regular market reviews and set achievable, forward-looking goals.

Under this governance framework, the executive team continues to optimize internal structures and management to ensure the efficient implementation of the strategic goals set out by the Board. Key initiatives include enhancing human resource allocation, improving training and development systems, and implementing fair performance evaluations and incentive programs to unlock team potential. To ensure efficient decision-making, the team holds Group Management Meetings, China Management Meetings, Europe Regular Meetings, and Budget and Execution Meetings. These meetings support our coordinated global operations and consistent execution of strategic plans.

Mario Ho Co-Chief Executive Officer	Hicham Chahine Co-Chief Executive Officer	Hang (Allen) Sui Chief Operating Officer
Zhiyong (Ben) Li Chief Financial Officer	Heng (Vulcan) Zhang Chief Strategy Officer	Lei (Ray) Zhang Chief Experience Officer

Information Disclosure and Investor Relations

NIP Group is committed to timely, transparent communication with stakeholders, including investors, consumers, and the media. As a Nasdaq-listed company, we strictly comply with U.S. Securities and Exchange Commission (SEC) regulations concerning material business decisions, strategic adjustments, leadership changes, and financial disclosures to ensure all key information is accurate, timely, and complete. We have established the *NIP Group Global News Release Policy*, which defines types of announcements and their release procedures. Communications are coordinated across markets, and public sentiment is actively monitored to protect our brand reputation.

To strengthen investor engagement, we provide an email communication channel on our website's Investor Relations (IR) page, ensuring investors can easily and promptly get in touch with us. Additionally, our email alert service allows investors to subscribe to real-time updates on stock quotes, SEC filings, major events, press releases, and weekly briefings.

- Email Alerts: <https://ir.nipg.com/ir-resources/email-alerts>
- Contact IR: <https://ir.nipg.com/ir-resources/contact-ir>
- IR Email: IR@nipgroup.gg

In 2024, we conducted several in-person roadshows to showcase our performance and strategic plans to support our listing process. Following the release of interim and annual results, we held earnings calls to share insights on business progress, financial performance, and future strategies while responding to analyst questions. These initiatives have enabled investors to gain a deeper understanding of our business and empowered them to make informed and confident decisions.

Lawful and Compliant Operations


NIP Group always upholds integrity and adheres to applicable laws and regulations. Through enhanced internal controls and compliance management, we have established effective mechanisms to prevent and mitigate operational risks, ensuring stable operations and sustainable growth.

Internal Control and Compliance

A sound internal control system is essential for operational efficiency, financial transparency, and regulatory compliance. NIP Group's comprehensive internal control framework is built on five core elements: control environment, risk assessment, control activities, information and communication, and monitoring and feedback. We have also implemented a three-tier structure that specifies responsibilities across the governance, management, and departmental levels, enabling efficient operations and well-organized growth throughout the Group.

Our internal control framework applies to all key business functions, including finance, procurement, sales, human resources, and information technology. With the support of digital management systems, we maintain clearly defined approval processes and responsibilities to protect our assets and improve operational efficiency. We also ensure the continued effectiveness of our internal controls through self-assessments, internal audits, and external audits. In response to internal needs and external changes, we continuously refine our internal control measures to strengthen compliance and risk management capabilities.

To further support compliance, we have established a dedicated internal email channel for legal and regulatory inquiries. This allows our employees to access timely, professional guidance in their day-to-day work, helping to identify and manage compliance risks.



Legal and Compliance Inquiry Email: compliance@nipg.com



Content Compliance

We strictly follow the self-regulatory guidelines of content platforms and remain committed to producing original, factual, and high-quality content. We prohibit the publication of exaggerated or misleading information and actively contribute to a healthy and respectful online environment.

To ensure content compliance, we have developed a strict internal review process that includes cross-departmental oversight throughout the content production cycle. All content must pass through three stages—initial screening, secondary review, and pre-publication audit—to ensure full compliance with applicable laws, regulations, and platform standards. After publication, public sentiment is monitored in real time to promptly identify and address any potential issues. From planning to publication, our content workflow prioritizes safety and compliance at every step to minimize risks.

Advertising Compliance

We strictly comply with the *Advertising Law of the People's Republic of China*, the *Regulations on the Administration of Commercial Performances*, and the *Interim Measures for the Administration of Esports Events*, among other applicable laws and industry standards. This ensures our advertising and event operations are fully compliant and protects both our brand and those of our partners.

All prospective advertising partners go through a rigorous screening process to ensure compliant business practices. We verify their legal qualifications and business licenses using public databases, court records, and credit reporting platforms. Past partnerships and credit histories are also reviewed to avoid engaging with parties involved in advertising violations, infringement, or misleading promotions. Additionally, we have set detailed delivery standards and enforce them through phased inspections and random audits of content and channels.

Intellectual Property Protection

At NIP Group, we place high importance on the development, protection, management, and use of intellectual property (IP). We are committed to upholding market integrity, driving innovation, and enhancing brand value. Through adherence to copyright, trademark, domain name, and trade secret regulations, we safeguard our IP and work diligently to avoid infringing on others' rights. We continuously strengthen our IP management framework and conduct regular internal training to raise awareness among our employees.

All employees are required to comply with the Group's IP policies and procedures, sign confidentiality agreements, and refrain from disclosing protected information or using unauthorized software, content, or images. These efforts ensure IP compliance and help prevent infringement.

As of December 31, 2024, we held 263 registered trademarks, 16 software copyrights, and 1 copyrighted work—reflecting our ongoing investment in IP development.



Business Ethics


NIP Group champions integrity, fair competition, and ethical business conduct. We strictly follow principles of business confidentiality and firmly reject all forms of theft, misappropriation, fraud, or any other behavior that violates business ethics. We are determined to prevent misconduct that could harm our reputation or business interests. We uphold a zero-tolerance policy toward bribery and corruption and are dedicated to safeguarding our legitimate rights and interests and those of our stakeholders. We fully comply with applicable laws and regulations in all jurisdictions where we operate, including the *Company Law of the People's Republic of China*, the *Anti-Unfair Competition Law of the People's Republic of China*, and Swedish commercial law. We have also established our *Code of Business Conduct* and *Whistleblowing Management Guidelines* to continually strengthen our integrity framework, enhance the capacity of our compliance team, and ensure transparency and fairness in a complex business environment.

As the first esports company to join China's Trust and Integrity Enterprise Alliance⁶, we collaborate with other members to share information in areas such as anti-corruption, anti-fraud, and anti-counterfeiting. Together, we are helping to foster a transparent and ethical workplace culture and contribute to building a more trustworthy society.

At NIP Group, we conduct regular training sessions on business conduct and whistleblowing management to ensure appropriate employee behavior and reduce legal risks. Common conflict-of-interest scenarios, such as related-party transactions or external positions, are categorized into three types: prohibited, subject to approval, and subject to disclosure. Employees are required to report or seek guidance from the appropriate department to ensure proper conflict-of-interest management. We clearly prohibit employees and their associates from using their positions for personal gain or for offering or accepting any form of benefit or gift, including but not limited to kickbacks, bribes, shares, physical goods, or monetary compensation.

We encourage employees, business partners, and the public to report any violations of laws, internal policies, or ethical standards that may harm the Group's interests. Dedicated personnel are assigned to handle such reports promptly and appropriately. Whistleblowers' information is kept strictly confidential to ensure their rights are fully protected. Any form of suppression, obstruction, or retaliation against whistleblowers is strictly prohibited. Whistleblowers may report via letter, email, or in person, and may do so anonymously.

Reports can be submitted via the following channels:



Mailing Address: Internal Control Department, NIP Group, No. 26 Gaoxin Er Road, Jiangxia District, Wuhan, Hubei Province, China, 430200

Email: internal_audit@nipg.com/jubaotousu@nipg.com

In-person Reporting: Internal Control Department

⁶ The Trust and Integrity Enterprise Alliance is a national, non-profit organization co-founded by leading companies such as JD.com, Tencent, Baidu, and Procter & Gamble, in partnership with the Criminal Law Science Research Center at Renmin University of China. The Alliance is dedicated to promoting integrity, self-discipline, and legal compliance across industries. Its mission is to build a trustworthy business environment and use technology to strengthen anti-corruption, anti-fraud, and anti-counterfeiting efforts.

Data Security and Privacy Protection

NIP Group strictly adheres to all applicable cybersecurity, data protection, and privacy laws and regulations, including China's *Cybersecurity Law*, *Data Security Law*, and *Personal Information Protection Law*, as well as the European Union's *General Data Protection Regulation (GDPR)*. We have also developed a series of internal policies, including our *Data Access Guidelines*, *Privacy Policy*, *Rules and Instructions to Guardians for Children's Personal Information Protection*, and *Standard Contract for Cross-Border Transfer of Personal Information*. These documents help our employees and users understand how their personal data is collected, used, and protected.

To better manage information security, we have implemented a range of robust technical safeguards, such as data encryption, firewalls, vulnerability scanning, and log auditing. These tools enable us to identify and address risks associated with user privacy and data security. We have also established fundamental principles for data access, including the principle of work-related necessity, least privilege, minimum necessary access, and auditability, ensuring that sensitive data can be accessed only by employees who genuinely need it. Additionally, we conduct regular training sessions on personal data compliance and perform unannounced phishing tests to raise our employees' awareness of information security. Furthermore, we engage third parties to perform compliance audits, which may include document reviews, employee interviews, and anonymous testing. This helps us identify and address potential issues promptly.

We collect and use personal data only when users enable relevant features or engage with specific services, such as registration, login, identity verification, event sign-up, or product and service access. We also evaluate account risks based on multiple factors to detect and prevent security incidents in a timely manner. When sharing, transferring, or disclosing information, we strictly follow the principles of lawfulness, legitimacy, necessity, specificity, and clarity, and apply appropriate confidentiality and security measures to ensure information security. All collected data is encrypted and stored on secure third-party cloud servers with strong protection against cyberattacks. Additionally, we conduct regular data backups and recovery tests and maintain a comprehensive disaster recovery plan to minimize the risk of data loss.



In 2024

100%


of employees received anti-corruption training



In 2024

No

violations related to information security or privacy protection were identified

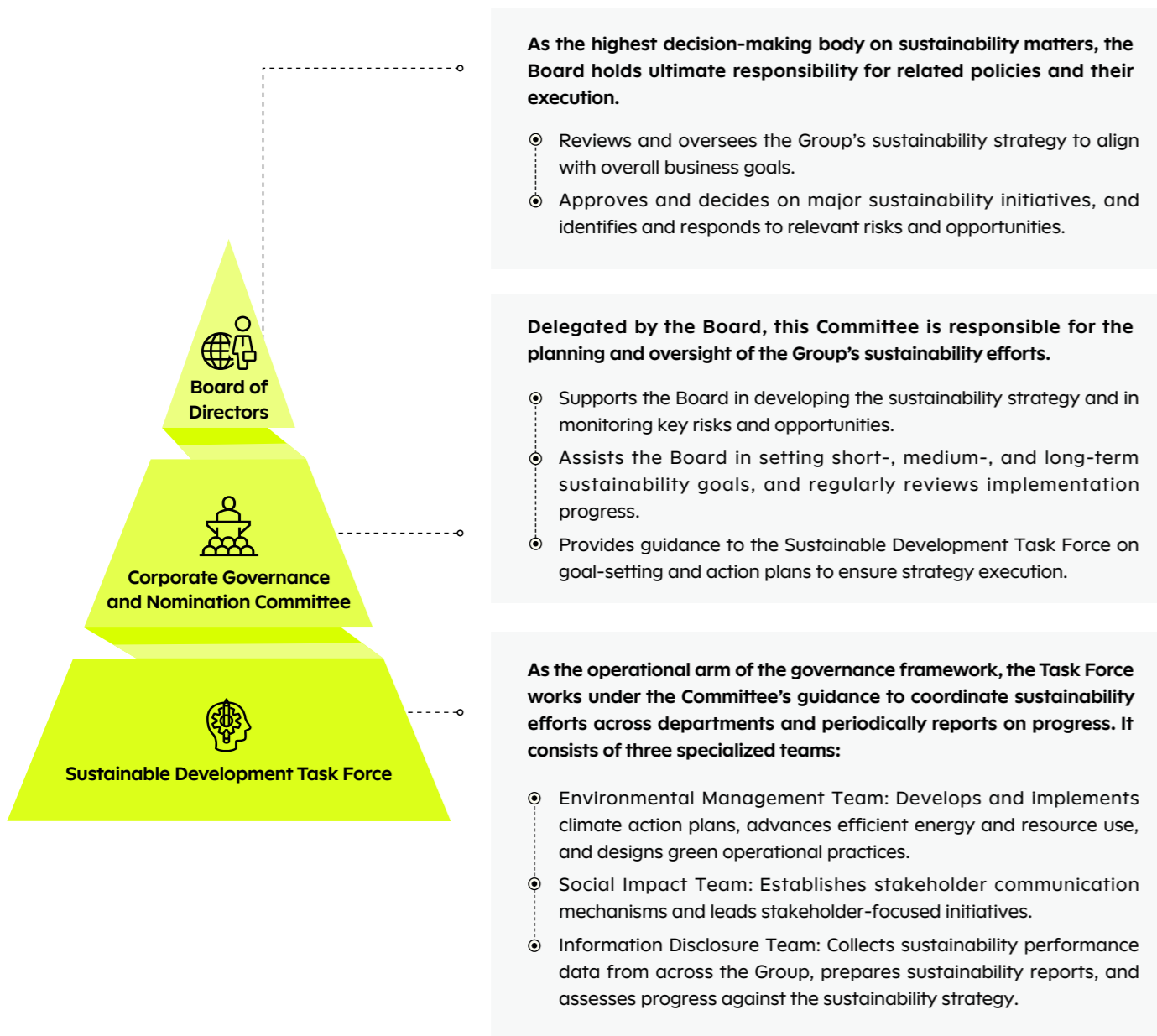


Sustainable Development Management

To keep pace with global sustainability trends, NIP Group has established a comprehensive governance framework to support sustainable development. This framework drives strategic planning, the identification and management of material topics, stakeholder communication, and the implementation of related initiatives.

Governance Structure

Our Corporate Governance and Nomination Committee is responsible for setting our strategic sustainability goals and overseeing their implementation. To ensure effective execution, a Sustainable Development Task Force operates under the Committee. This task force includes representatives from various business units and functional departments, ensuring our sustainability strategy is fully integrated into core operations and management.



Stakeholder Communication

NIP Group places strong emphasis on transparent and responsible stakeholder communication. Through diverse channels—such as public announcements, our official website, media platforms, industry exchanges, and open house events—we promptly share updates on our operations and sustainability initiatives. We actively listen to stakeholder concerns and respond in a timely and constructive manner, continuously enhancing transparency and public trust.

In 2024, we maintained proactive engagement with shareholders, investors, government and regulatory agencies, partners, users, and employees. We held in-depth discussions on key sustainability topics to drive collective and long-term success.

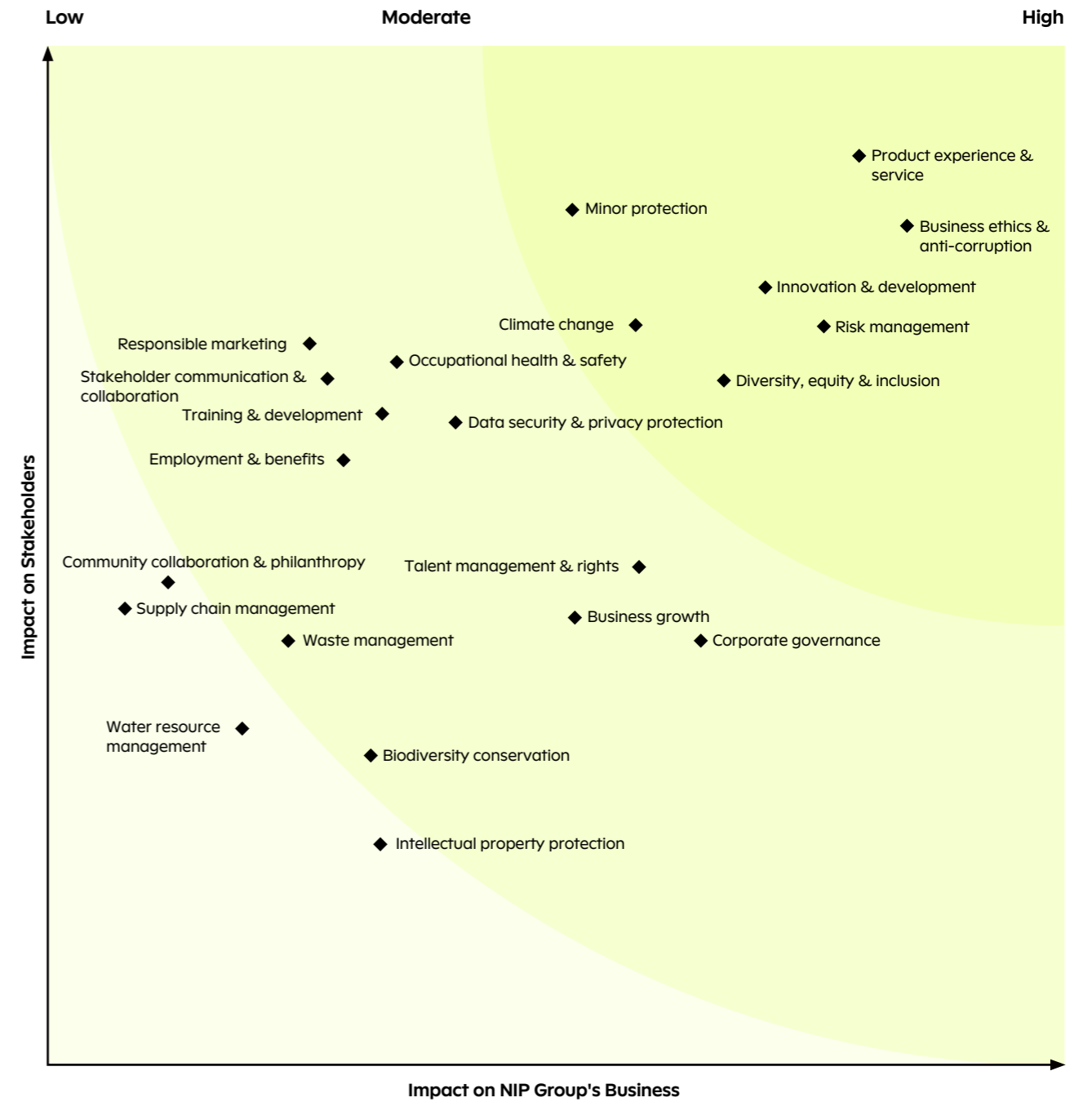
Key Stakeholders	Areas of Concern	Communication Channels
 Shareholders & Investors	Corporate governance, risk management, business growth, business ethics, stakeholder communication & collaboration	General meetings, public announcements, IR contact webpage, IR email, earnings calls, media platforms
 Government & Regulators	Corporate governance, economic growth, occupational health & safety, innovation & development	Open house events, dedicated meetings, routine inspections, public announcements, policy research, project applications
 Users & Fans	Data security & privacy protection, protection of minors, product experience & customer service, esports player performance, responsible marketing	Official website, social media, news coverage, user surveys, online support
 Employees & Players	Diversity, equity & inclusion, talent management & human rights, occupational health & safety, training & development, employment & benefits	Staff surveys, annual meetings, regular meetings, grievance channels, office software, email
 Business Partners	Risk management, business growth, innovation & development, intellectual property protection, business ethics, stakeholder communication & collaboration, supply chain management	Industry events, supplier evaluations, on-site visits, project discussions, media platforms, official website
 Media & General Public	Esports player performance, business growth, innovation & development, business ethics, responsible marketing, data privacy & cybersecurity, protection of minors, biodiversity conservation	Official website, press conferences, social media, industry forums & events
 Communities & Nonprofit Organizations	Community collaboration, philanthropy, climate change, waste management, water resource management, biodiversity conservation	Official website, social media, open house events, charitable initiatives

Materiality Assessment

At NIP Group, addressing stakeholder concerns is always among our top priorities. Based on comprehensive feedback from various parties, we identify and assess topics relevant to our business operations from a stakeholder perspective, forming a database of material topics. In 2024, we received 154 valid responses in our materiality survey, drawing from a diverse group of stakeholders, including investors, employees, fans, content creators, esports players, media outlets, community representatives, and nonprofit organizations. Based on these survey results, along with internal interviews and expert insights, we identified the following material topics:



Materiality Matrix of NIPG in 2024



Diversified Development

Building the Influence of Digital Entertainment

NIP Group uses esports as its core vehicle to explore diverse business opportunities and actively develop a digital entertainment ecosystem. We aim to maximize the positive value of esports content and its community influence, building a more resilient business model and broadening the industry's overall impact.

Driving Standardized and Compliant Development

31

Expanding Esports into the Wider Entertainment Landscape

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03

Driving Standardized and Compliant Development

Since our inception, we have been dedicated to strengthening our business foundation, enhancing compliant operations, nurturing esports talent, and driving industry development.

Compliant Operations of Esports Clubs

We fully comply with all applicable laws and regulations, industry standards, and event organizer rules, continuously advancing the professionalization and compliance of our esports club operations.

To improve competitive performance and management efficiency, we apply refined management across our clubs. Each club has established multiple divisions based on game titles, including Honor of Kings, League of Legends, Counter-Strike, Rocket League, QQ Speed Mobile, and CrossFire PC and Mobile. These divisions operate within a clear and efficient framework covering event training, content production, merchandise development, and business partnerships. This ensures our players' daily training needs are met while fully leveraging internal resources to enhance promotional impact.

Our clubs strictly follow league rules, promoting the healthy and orderly development of professional esports competitions. Sponsorships, commercial filming, player promotion, rookie selection, and contract management are all conducted in full compliance with league policies and procedures. A regular review mechanism is in place to evaluate operations from multiple perspectives, including team management, hardware facilities, competition results, and social media engagement. This continuously optimizes our clubs' operational performance and overall competitiveness.

Our coaching teams play a vital role in roster building, match preparation, and tactical planning. Each team is supported by a professional coaching unit comprising head coaches, assistant coaches, and analysts. They are responsible for strategy development, match preparation, player guidance, and performance analysis, ensuring teams perform at their best. Through systematic training and personalized instructions, our coaches collaborate with players and relevant departments to drive continuous improvement.

At NIP Group, we place equal importance on players' competitive performance, professional conduct, and public image. Players are provided with high-quality training environments, scientifically designed curricula, and training programs to develop their overall abilities. Additionally, we enforce strict codes of conduct, firmly prohibiting match-fixing, cheating, and account boosting, while emphasizing respect for coaches, referees, event staff, and fans. Players are encouraged to maintain a positive and inspiring presence on social media and other public platforms, leveraging their influence to create a constructive social impact.

Esports Player Development and Support

Player Selection and Development

Guided by a science-based, systematic, and sustainable talent development philosophy, our clubs combine Eastern and Western esports training methodologies to establish healthy, long-term professional career pathways and build a sustainable ecosystem for nurturing esports talent.

Each club scouts and develops potential players through youth training programs and annual tryouts, among other channels. They also use their strong social media presence to attract top gaming talent across multiple titles. For instance, in the CS (Counter-Strike) division, NIP launched the "Path of a Ninja" program in Sweden. In partnership with Area Academy, the founding organization behind Sweden's CS Elitserien league, this initiative focuses on grassroots player selection and development. Players receive professional training camps and career support to help them transition into professional esports.

By collaborating with leading esports coaching platforms, our clubs recruit top coaches with extensive training experience, team management skills, and competitive backgrounds. Our coaching staff averages over six years of experience, ensuring players receive high-level, structured guidance.

For long-term player development, our clubs capitalize on their industry experience and a science-based training system. Coaches track game updates, performance data, and industry trends to refine training and competition strategies. Personalized plans are developed to maximize player potential and extend their careers.

NIP Group has developed a full-cycle development mechanism to support players' career planning and transition. Leveraging on years of club management experience, we build strong trust with players and help them move into roles such as shoutcasters or content creators after their competitive careers end. To facilitate this transition, we have a dedicated talent development team offering support covering live streaming training, content planning, fan engagement, brand partnerships, and reputation management. These efforts help our players grow within the digital entertainment industry and expand their career paths.



Wuhan eStarPro players in a tactical discussion

Player Well-being and Support

We highly value the physical and mental health of our players, providing a safe, comfortable, and supportive environment for their growth and training. We offer comfortable accommodations and have assembled a professional team that provides comprehensive care covering psychological support, sports rehabilitation, nutrition, and daily life management. Since 2017, NIP has been a pioneer in integrating esports coaches, psychologists, nutritionists, and physiotherapists into a systematic support framework to help players maintain peak performance and overall well-being.



Mental Health Support

Regular counseling sessions monitor players' mental well-being, relieve stress, and promote a positive, stable mindset.



Sports Rehabilitation

Professional rehab services ensure players engage in two to three training sessions weekly, with each session lasting over one hour. Routine physical exams and therapy are provided to prevent injury.



Nutrition and Health Management

Nutritionists design personalized meal plans based on training schedules and physical conditions to ensure balanced nutrition and optimal fitness.



Optimized Living Environment

Improved living facilities and upgraded accommodations, along with private game tables, rehabilitation equipment, and medical support, are provided to create a safe and comfortable environment conducive to training.

Career Opportunities for Female Esports Players

NIP Group is committed to fostering diversity and inclusion in esports by creating a fair and equitable professional environment for female players. We encourage women's participation by establishing all-female teams, expanding women's esports events, and providing dedicated resources to advance gender equality within the industry.

Promoting Women in Esports

In 2021, NIP Group established Sweden's first—and only—CS all-female roster, NIP Impact, which has excelled in multiple major events. Since the launch of the ESL (Electronic Sports League) Impact League in 2022, NIP Impact has been a consistent top contender. To put gender equality into practice, we ensure that the women's team receives the same level of support as the men's teams in training, competition opportunities, and commercial partnerships.



NIP Impact players in training



NIP Impact players representing the Netherlands in their victory at the Women's CS finals during the 15th IESF World Esports Championship

Building Esports Clubs' Influence


Our esports clubs, NIP and eStar, have a large and loyal global fan base, mainly consisting of Millennials and Gen Z, who are highly engaged with technology and digital culture. We interact with our fans on major global digital platforms, regularly monitoring and analyzing fan growth and engagement data. This helps us better understand and expand our audience, continuously enhancing our clubs' and players' global influence.


Social Media Management


Our clubs focus on growing their own and their players' influence through social media, meeting the diverse needs of event organizers, partners, and fans. They operate official accounts across multiple national and international platforms, creating a networked presence. NIP, for example, has launched video series such as "Ninjas on Air," "Ninja Chatter," "Ninja Chronicles," "Ninja Standby," and "Pyjama Party" to showcase players' daily lives and behind-the-scenes moments to enhance fan engagement. eStar provides tailored skits and short videos that highlight players' personalities, collaborating with entertainers and co-creating content to boost account activity and fan loyalty.


Beyond online interaction, our clubs implement diverse strategies to foster a deeper connection between fans, teams, and players.

Fan Engagement

- 

Developed a CRM system⁷ and customized fan products to enhance fan experience
- 

Organized offline events including live viewing parties, fan meet-and-greets, esports culture campus tours, and home game open days to increase fan participation
- 

Produced variety shows, exclusive interviews, documentaries, short dramas, and custom emojis to help fans better connect with our clubs and players, strengthening their sense of closeness
- 

Offered high-quality merchandise like water bottles, luggage cases, plush toys, and team jerseys to boost fans' sense of belonging

⁷ CRM (Customer Relationship Management) system: refers to a platform used to manage a company's interactions and relationships with customers more effectively.



"Assemble, Ninjas!" Fan Meet-Up

On April 2, 2024, NIP hosted a fan meet-up titled "Assemble, Ninjas!" where 15 lucky fans had the opportunity to interact directly with the players. The event was vibrant and engaging, with fans exchanging messages and taking photos with their favorite players. A simultaneous online fan interaction segment allowed three lucky fans to win match tickets and experience the thrill of live competition firsthand.



"Assemble, Ninjas!" Fan Meet-Up

Expanding Esports into the Wider Entertainment Landscape

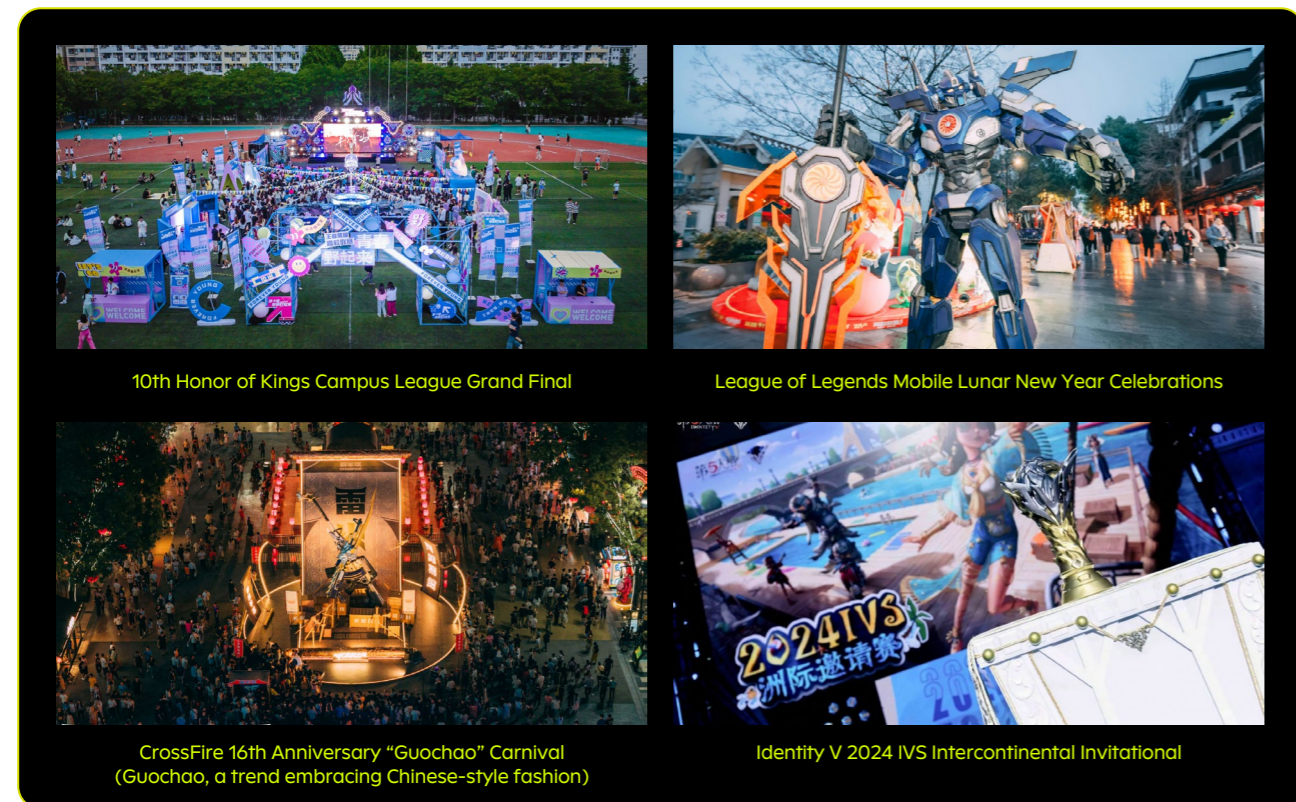
As a prime example of the digital integration of sports and cultural industries, esports offers vast opportunities for collaborative ecosystems and cross-industry innovation. NIP Group continuously explores innovative paths for sustainable development, partnering with stakeholders across the value chain to grow together.

Building a Digital Entertainment Ecosystem

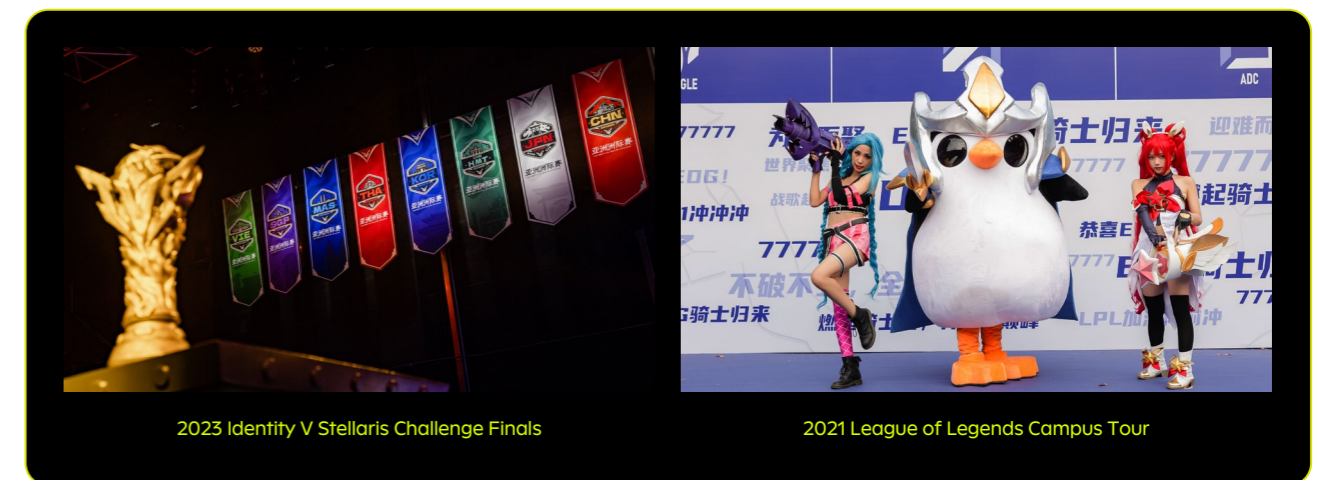
Building on our esports foundation, we are developing a comprehensive digital entertainment ecosystem that extends upstream into game development and operations, midstream into event production, esports teams, and content distribution, and downstream into esports-related businesses. We are integrating resources across the industry to create a unique digital entertainment ecosystem that drives multidimensional growth in esports.

Event Production

With strong event management capabilities, our two event brands, MAG Studio and Dragon V, are continuously driving industry upgrades. MAG Studio operates five professional studios specializing in integrated content marketing and event planning and operations. The brand is dedicated to establishing esports landmarks for cities, delivering tailored esports marketing solutions for businesses, and providing innovative experiences for fans. As of December 2024, MAG Studio has organized or co-hosted 100 esports and entertainment events across 255 cities, with some cities hosting multiple times. Notable events include the 10th Honor of Kings Campus League Grand Final, League of Legends Mobile Lunar New Year Celebrations, CrossFire 16th Anniversary “Guochao” Carnival, Identity V 2024 IVS Intercontinental Invitational, and MAG Anime & Game Carnival.



Dragon V, a company specializing in esports and broader entertainment, operates across esports venue management, event planning and execution, and content production. Its business also extends into traditional sports, music, anime, and IP incubation, serving as both producer and organizer of large-scale live events. Its flagship venue, the NIP Esports Center, is the only official home arena for the League of Legends Pro League (LPL) in South China. Since beginning operations in 2021, it has successfully hosted 95 regular-season LPL matches. Based in Shenzhen, Dragon V serves the broader Guangdong-Hong Kong-Macao Greater Bay Area. To date, it has organized 142 high-profile events, including the 2021 League of Legends Campus Tour at Shenzhen University, the Rabbit Jump Warehouse Party, the 2023 Identity V Stellaris Challenge Finals and the God of War International League & WBC Muay Thai Championship.



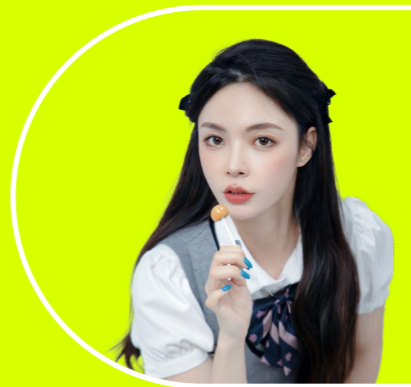
Talent Management

The Group’s eStar Entertainment specializes in managing digital sports talent and influencers, spanning esports streaming, short-video creators, and esports-related entertainment content. Established in 2021, eStar Entertainment has become a leading talent agency in digital entertainment. Its talent management center supports online artists in creating and distributing esports and gaming-related content across major streaming and digital platforms. The company also actively expands into esports streaming, short videos, and content marketing, fostering diverse esports content development.



Content Creation

eStar Entertainment's Digital Entertainment Economy Center focuses on short-video production and influencer incubation and management, emphasizing themes such as campus culture, lifestyle, and social trends. It has successfully developed several widely influential content IPs. With a mature system for content operations, the center has established "campus-themed" short videos as a core strength, effectively reaching students and other young audiences. It is also exploring applications of short videos in traditional sectors such as agriculture, construction, and manufacturing, enabling more diverse content dissemination and industry crossover. As of December 2024, the center has signed over 100 influencers with a combined fan base exceeding 115 million across leading social media platforms, wielding significant audience influence.



Game Publishing

In 2024, we entered the game publishing sector, further expanding our footprint in digital entertainment. Leveraging our extensive esports experience, we focus on user needs to develop an esports-driven gaming ecosystem that offers competitive and entertaining high-quality products. Our first exclusively published game, *Re: Aetatis*, launched in December 2024. This futuristic sci-fi MOBA combines tactical competition with an immersive world, highlighting innovative gameplay and distinctive aesthetics. These features offer a challenging yet engaging experience for players.



Re: Aetatis

Exploring the Future of Esports-Driven Entertainment

Esports and gaming culture have become core elements of modern leisure and entertainment. NIP Group is actively exploring how esports can evolve into broader entertainment formats, with the aim of leading the industry in innovation and transformation.

We are independently developing virtual reality (VR) and augmented reality (AR) sports, while launching initiatives such as esports education and gaming-themed hospitality. Through these efforts, we are expanding the possibilities of esports. In collaboration with partners in China, Southeast Asia, and Europe, we are building a dynamic and comprehensive digital entertainment ecosystem.

Esports + Digital Technology

As a forward-thinking industry leader, we actively apply our esports IPs across areas such as the metaverse, digital collectibles, VR, AR, and game development. Our partnerships are injecting technological momentum into the esports sector's sustainable growth.

Dodgeball DBQ: A Mixed Reality Multiplayer Game

MAG Studio is actively promoting Dodgeball DBQ, a mixed reality (MR) multiplayer game developed in-house. Using lightweight VR equipment, players can step into a virtual arena for dynamic team-based competitions. Real-world movements—such as swinging an arm—translate into in-game actions like launching laser balls or deploying energy shields. With its high entertainment value and immersive experience, Dodgeball DBQ is well-suited for major tournaments and outdoor events.

Esports + Education

Following an “industry-education integration and co-development” model, we have launched four esports education programs: international study tours, certification and training courses, esports experiential camps, and vocational competitions. We partner with schools and colleges to cultivate future talent pipelines, offering specialized courses in esports hosting and commentary, venue management, media production, talent management, and event operations. These courses support both curriculum development and industry alignment, ensuring the next generation of esports professionals is well-prepared. As of December 2024, our esports education services were available through 14 partner organizations across seven Chinese cities: Guangzhou, Guiyang, Nanchang, Wuhan, Xi'an, Xianning, and Zhongshan.

» 2024 Education Milestones:



Esports + Cultural Tourism

Esports is emerging as a key driver of urban digital economic growth. Our expertise in event planning, content creation, and industry operations empowers us to advance the integration of esports and cultural tourism. With home courts in Shenzhen and Wuhan, we are helping to develop regional esports clusters and enhance city visibility.

The NIP home court in Shenzhen is outfitted with UHD displays, cutting-edge lighting and audio systems, and high-speed internet connectivity, designed to meet international event standards. Since opening in 2021, it has hosted over 30 official League of Legends Pro League matches annually, with top matches regularly selling out. As Shenzhen's esports value chain matures, the city has solidified its position as a global esports hub.

Wuhan, home to the eStarPro team, is another cornerstone of China's esports scene. NIP Group is tapping into the city's large-scale venues and iconic cultural sites—such as the Zhiyin cruise, the Yangtze River light shows, and the Yellow Crane Tower projections—to deliver creative esports-themed marketing experiences. We are also building a regional digital entertainment base near Wuhan East Station, offering end-to-end support for talent recruitment, business development, and team management, powered by our expertise in digital sports and entertainment.

Gaming Hotels represent our latest strategic move in cultural tourism. These hotels will be equipped with high-performance gaming gear, dedicated competition zones, immersive game-themed decor, and branded experiences linked to popular IPs. By hosting live events, fan gatherings, and pro boot camps, they are set to become vibrant hubs for esports enthusiasts and key anchors within the broader esports value chain.



NIP home court in Shenzhen hosts over

30

official League of Legends Pro League matches annually



Rendering of our Gaming Hotels

People-First Approach

Shaping a Leading Employer Brand

At NIP Group, we understand that our employees and culture are critical to long-term success. We are committed to protecting employee rights, fostering a diverse workforce, promoting employee well-being and development, and creating a comfortable work environment.

Recruitment and Workforce Management

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Employee Well-being and Development

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04

Recruitment and Workforce Management

NIP Group strictly complies with the *Labor Contract Law of the People's Republic of China*, *Sweden's Employment Protection Act*, and all applicable labor laws in its operating regions. We also adhere to international human rights standards, including the *ILO Declaration on Fundamental Principles and Rights at Work*, ensuring fair and transparent hiring practices. To uphold these commitments, we have established internal policies such as the *Recruitment and Hiring Management Measures of NIP Group* and the *NIP Group Employee Handbook*. These policies strictly prohibit child labor and forced labor, respect our employees' rights to career autonomy, and safeguard their legal and contractual rights.

Talent Acquisition

To ensure a fair and non-discriminatory hiring process, we have developed a well-structured human resources policy framework to implement fair competition, demand-driven recruitment, and merit-based selection. Guided by the principle of "maximizing talent potential," we seek individuals who align with our strategic goals, embrace our values, and are passionate about the digital entertainment industry. This drives precise matching between talent and positions, enabling mutual growth for our employees and the Group.

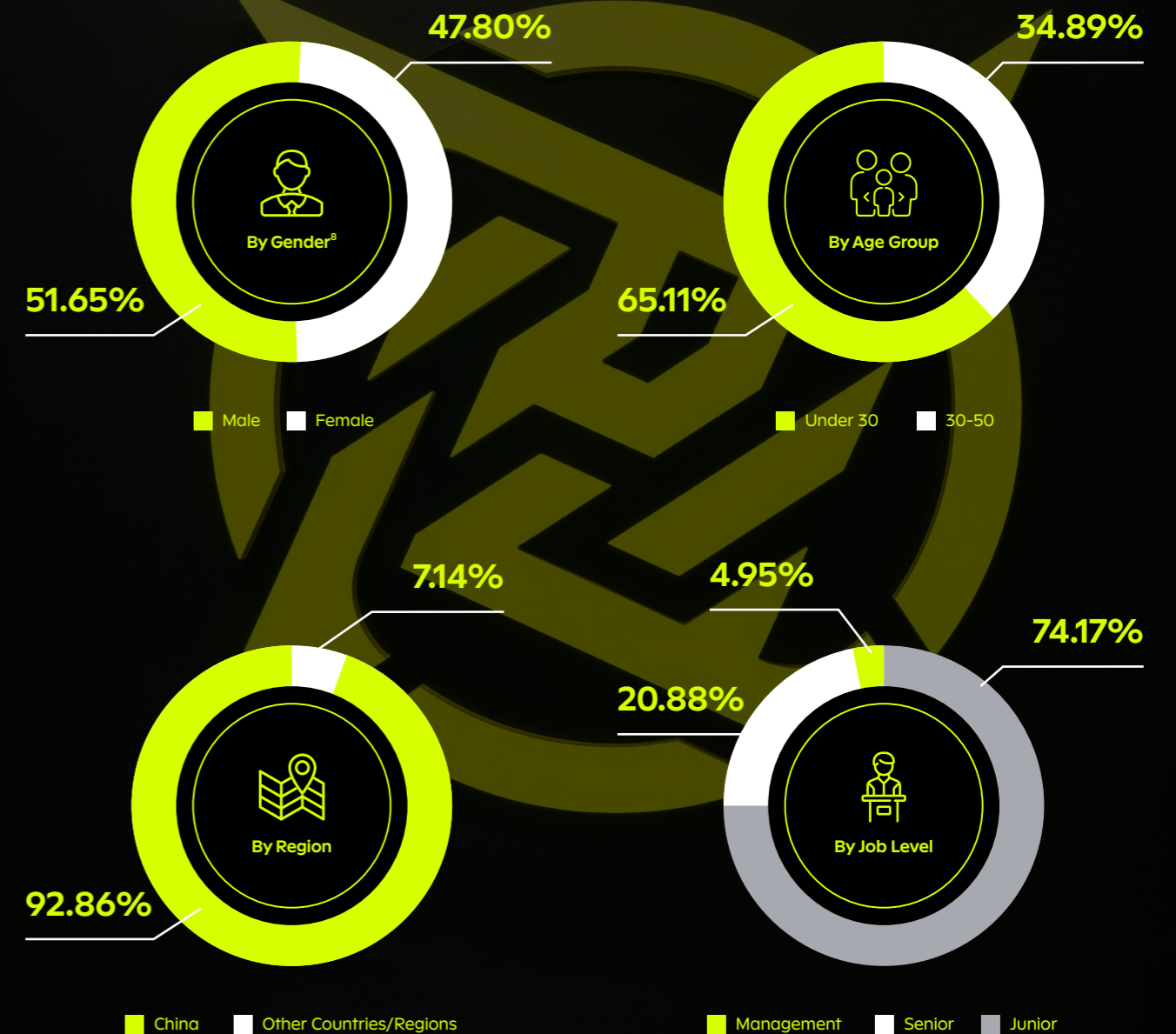
We recruit professionals from around the world, welcome graduates from diverse academic backgrounds, and support internal mobility. To encourage referrals, we have implemented our *Talent Referral Incentives* that reward employees for successfully recommending qualified candidates. These initiatives have helped expand recruitment channels, enhance talent quality, and reduce hiring costs.

- | | |
|--|---|
| 1 Information Confidentiality Management Rules | 6 Talent Referral Incentives |
| 2 Recruitment and Hiring Management Measures | 7 Rewards and Disciplinary Management Measures |
| 3 Probationary Period Management Rules | 8 Attendance Management Policy |
| 4 Employee Exit Management Policy | 9 Bring Your Own Device Subsidy Management Measures |
| 5 Performance Management and Assessment Policy | 10 New Employee Onboarding and Training Management Policy |

NIP Group's Human Resources Policy Framework



2024 Total Employees **364**



2024 Workforce Snapshot

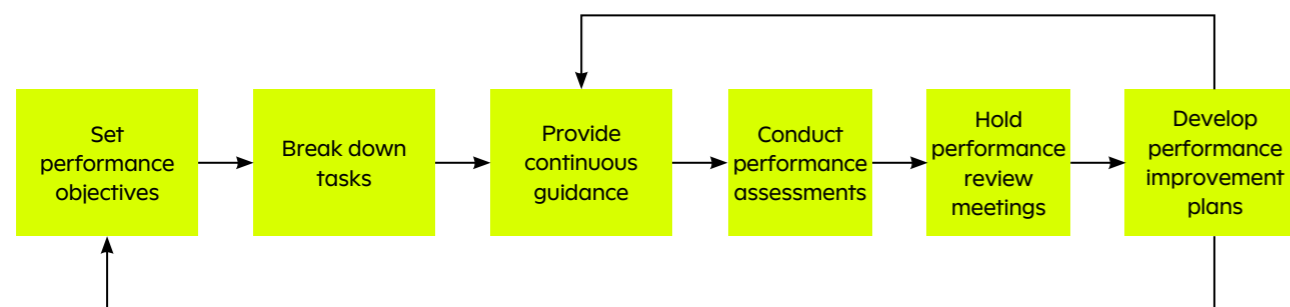
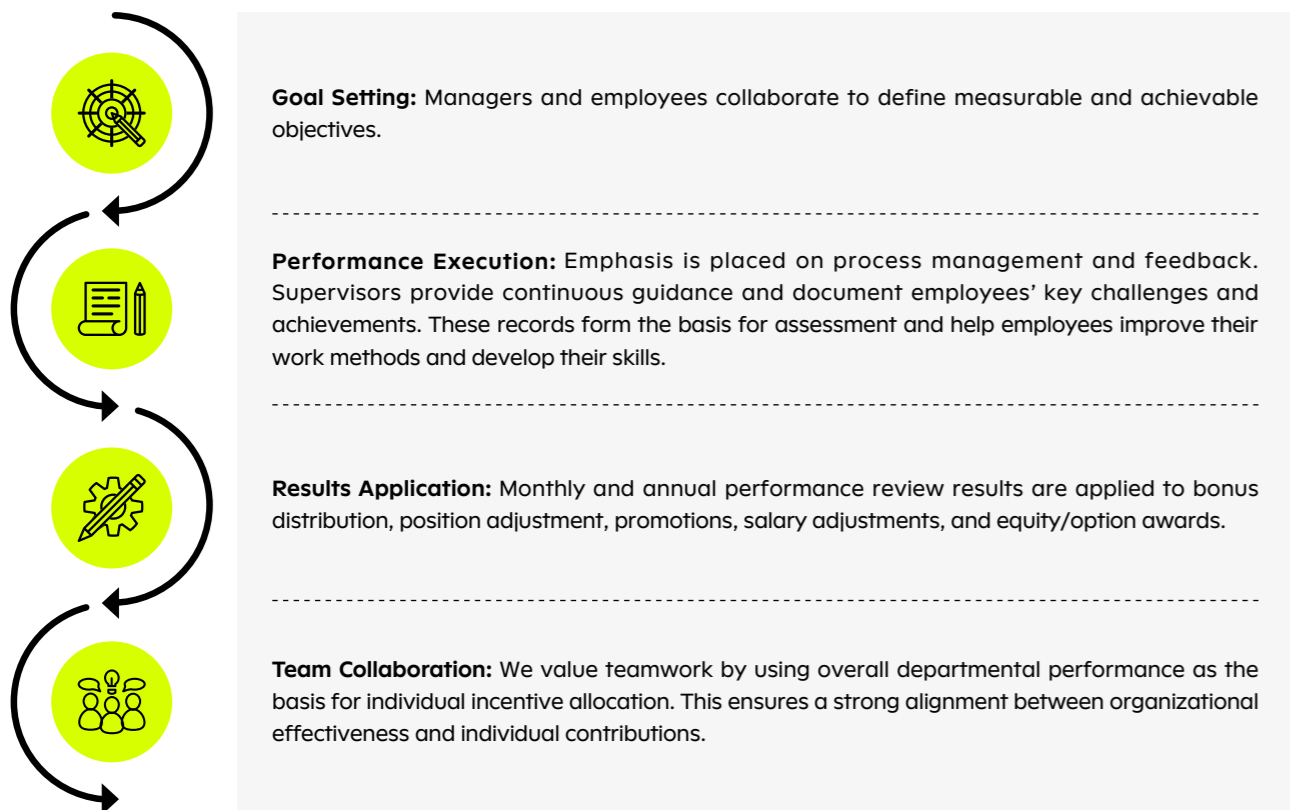
^a 0.55% of the employees do not disclose their gender information, thus the total proportion of employees by gender does not reach 100%.



Performance Management and Incentives

NIP Group highly values employee contributions and has established a comprehensive performance management and assessment system to ensure employees share in the Group's growth achievements. By implementing the *NIP Group Performance Management and Assessment Policy* and the *NIP Group Equity Incentive Plan*, we foster a strong alignment between organizational objectives and employee development.

Performance Management and Assessment Process



NIP Group's Performance Management and Assessment Process



Diversity and Inclusion

NIP Group actively promotes the values of diversity, equity, and inclusion (DEI), embedding these principles into its daily operations. We strive to foster a healthy, inclusive, and professional workplace.

All our employees are treated fairly and respectfully, regardless of race, age, gender, nationality, or belief. We also provide employment opportunities, technical training, and entrepreneurial support for people with disabilities. In 2024, we signed a strategic cooperation agreement with the Wuhan Disabled Persons' Federation, pledging to support people with disabilities through initiatives in the esports industry. Under this agreement, we will develop tailor-made job roles, improve workplace accessibility and inclusivity, offer customized skills training and equal promotion opportunities, and collaborate with civil societies to develop entrepreneurship projects led by people with disabilities.

Additionally, we actively maintain a safe and respectful workplace and strictly prohibit all forms of workplace violence and harassment. Reporting channels and disciplinary measures have been established to protect the rights of all employees.

Reporting Channels and Response Measures

Reporting Email: jubaotousu@nipg.com

- We will maintain strict confidentiality of whistleblower information. Psychological support and legal assistance are available to whistleblowers.
- Violations of workplace conduct are handled in accordance with the *Reward and Disciplinary Management Measures of NIP Group*.
- Cases involving suspected criminal activity are reported to law enforcement agencies.

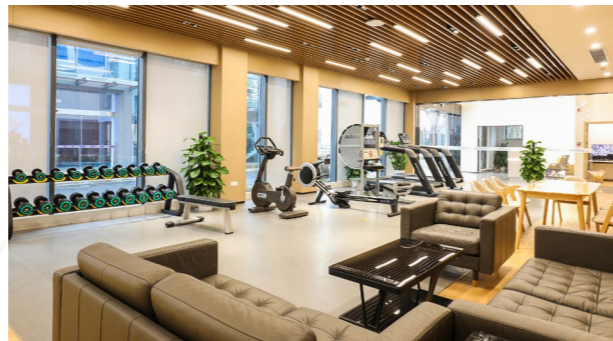


Occupational Health and Safety

NIP Group fully complies with the *Work Safety Law of the People's Republic of China* and the *Law of the People's Republic of China on the Prevention and Control of Occupational Diseases*, *Work Environment Act* of Sweden, and other applicable laws and regulations. We have implemented a comprehensive safety management policy and developed experience-based emergency response plans to ensure a safe and secure working environment.

Caring Employee Health

At NIP Group, we recognize that employees' physical and mental well-being is essential to both individual and organizational success. To help employees stay physically and mentally healthy, we provide facilities such as gyms, soccer fields, and recreation areas. Regular sports events are held to encourage healthy lifestyles. These initiatives help enrich employees' leisure life, improve overall fitness, and foster stronger teamwork—ultimately contributing to better morale and productivity.



Fitness room, Wuhan office (China)

Building a Safe Workplace

NIP Group is committed to providing a safe and hazard-free workplace. All new employees are required to complete safety training and sign the *NIP Group Work Safety Responsibility Agreement*, which clearly outlines individual safety responsibilities. To ensure preparedness, we have established an emergency response mechanism and conduct regular safety drills. A strict visitor management procedure is also in place to reduce potential security risks and safeguard staff within office areas.

Employee Well-being and Development

NIP Group follows a people-oriented development philosophy, continuously enhancing its employee benefits system and expanding career development opportunities. Through diverse cultural and sports activities and quality facilities, we foster employees' sense of belonging and well-being, supporting their growth alongside the company's success.

Comprehensive Employee Welfare

Our robust welfare support covers statutory leave, social insurance, housing fund contributions, and commercial insurance. Beyond these essentials, a wide range of non-statutory benefits is provided to further enrich employees' work-life experience.

Engaging Cultural and Sports Activities

To boost morale and promote teamwork, we organize engaging events around key festivals and holidays. Various hobby clubs for games and sports like Honor of Kings, League of Legends, and soccer have been established to encourage employees to pursue their interests, connect with peers, and maintain a healthy work-life balance.



Office open day



Soccer club activity

Comfortable Work and Living Environment

To provide a convenient, comfortable, and friendly workspace, we continuously upgrade our office facilities and offer employee dormitories and cafeteria services. These amenities help ease commuting challenges, improve daily comfort, and create a work environment that is both efficient and human-centered.



Employee dormitory, Wuhan office (China)



Staff lounge, Wuhan office (China)



Stockholm office (Sweden)



Staff lounge, Stockholm office (Sweden)

Enhancing Cafeteria Services Based on Employee Feedback

From August to September 2024, NIP Group conducted a satisfaction survey on staff cafeteria services, specifically evaluating food quality, dining environment, and hygiene. Results indicated high overall satisfaction, especially in terms of taste and nutritional balance. Based on employee feedback, we have developed improvement plans to further enhance cafeteria services, delivering on our commitment to employee-centered care.



Employee cafeteria, Wuhan office (China)

Supporting Talent Development

At NIP Group, we offer strong career development opportunities, comprehensive training, and structured promotion channels that empower individuals to reach their full potential.

Employee Training and Skill Development

NIP Group places strong emphasis on skill development and career growth. We have established a multidimensional training mechanism to enable our employees to progress together with us. In 2024, numerous training sessions were conducted on boarding, business ethics, and professional skills, totaling 652 training attendances and 5,532 training hours.

Diverse Training Formats

- Plans are developed for both online and offline training sessions, including internal skill-sharing, expert-led seminars, and external learning opportunities.
- Training across technical, managerial, and professional competencies is provided to meet business needs and enhance employee capabilities.

Standardized Training Management

- Employees must apply and receive approval before participating in specialized training and sign a *Training Agreement* that outlines mutual rights and responsibilities.
- After completing training, participants must submit certification and materials for recordkeeping, which also serve as important references for promotion.

Sustainable Incentives

- Policies such as the *Notice on Incentives for Performance Agent Certification* are issued to encourage employees to obtain professional certifications.
- Annual outstanding employee awards are presented to recognize excellence and inspire others to strive for success.



Onboarding training session for new hires

Career Promotion Paths

NIP Group is committed to fair, transparent, and merit-based career advancement. We provide an open platform that helps employees continuously enhance their skills and professional competitiveness.

A dual career development path is available, comprising managerial and technical tracks. Employees may advance in management, technical, or general tracks and can flexibly transfer between managerial and technical tracks. When vacancies arise, we prioritize internal candidates with strong performance and competencies, ensuring equitable access to growth opportunities across the organization.

Esports for Good

Advancing Social Responsibility and Community Engagement

NIP Group is deeply committed to safeguarding the rights and interests of diverse social groups and advancing inclusive and sustainable development. By actively participating in or organizing a variety of community and charitable initiatives, we promote inclusion and green development, and join hands with more stakeholders to facilitate social progress.

Protecting Minors' Rights

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Driving Mutual Growth Among Communities

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Building a Green Ecosystem

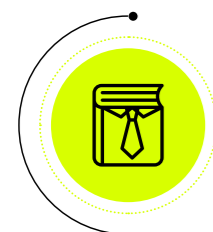
58

05

Protecting Minors' Rights

NIP Group strictly adheres to the *Law of the People's Republic of China on the Protection of Minors*, the *Regulations on the Online Protection of Minors*, and all other applicable laws and regulations in the regions where we operate. We take our duty of care toward minors seriously, working to foster a safe and healthy digital environment. To raise awareness among parents and the broader public, we have established open communication channels and occasionally hosted youth visits to our offices to promote responsible and balanced internet use. These ongoing efforts strengthen our support and guidance for young users, enabling them to engage with digital entertainment in a safe and positive way.

Protection of Minors



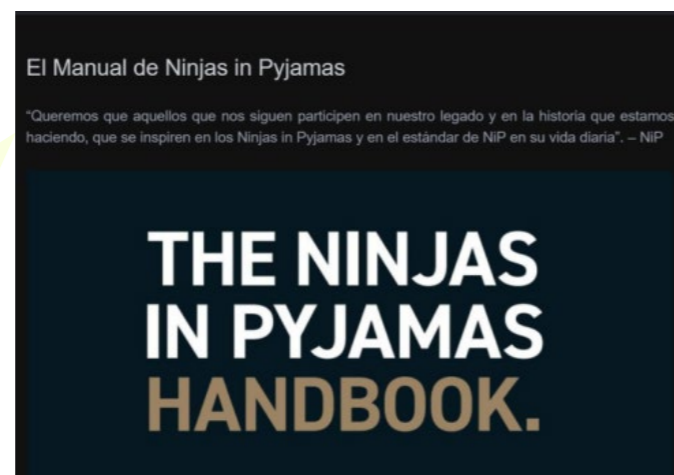
In China, NIP Group strictly implements regulations such as the *Notice on Preventing Minors from Becoming Addicted to Online Games* and the *Notice on Further Strict Management to Effectively Prevent Minors from Becoming Addicted to Online Games*. We have implemented a comprehensive protection system that includes identity verification, time limits, and spending controls to support the physical and mental well-being of underage users.

In Europe, NIP Group partners with Friends, a Swedish anti-bullying NGO, to publish *The Ninjas in Pyjamas Handbook*, a practical guide designed to help children and parents identify and prevent bullying and discrimination in gaming environments.



Supporting Parents and Guardians

With the rapid growth of the esports industry, public interest is rising—but so is public concern, especially from parents who may not be familiar with the field. To bridge this understanding gap, NIP Group's Dragon V launched a "Parent Mailbox" column on its official WeChat account, "Esports Talks," in September 2024. The column features responses from industry experts to common questions about esports, along with free consultations designed to help parents better understand the industry and support their children's healthy engagement with it.



The Ninjas in Pyjamas Handbook

Driving Mutual Growth Among Communities

NIP Group actively fulfills its corporate social responsibility by leveraging its unique strengths to contribute to a sustainable society. Children, youth, and other vulnerable groups remain at the core of our community engagement efforts. We encourage our esports players and influencers to participate in charitable initiatives, helping to foster a culture of compassion and positive social impact.

Supporting Youth Development and Inspiring Youth Potential

Empowering the Youth

In 2024, Mr. Mario Ho, Chairman and co-CEO of NIP Group, participated in multiple youth development forums. On September 3, he was appointed the first official entrepreneurship mentor at the Youth Entrepreneurship Lecture and Mentor Appointment Ceremony held at the Macau Youth Development Service Centre.

Supporting Employment and Entrepreneurship

We focus on youth career development through partnerships with universities on new media education projects, and by offering employment and entrepreneurship opportunities through annual campus recruitment programs. As of December 2024, our investment in these initiatives totaled RMB 3 million.

Enhancing Industry-Academia Collaboration

We continue to promote industry-academia cooperation and youth exchanges. In 2024, we welcomed over 400 university students and faculty members to our Wuhan office (China) for seminars and visits. In July, more than 20 students were invited to our NIP home court in Shenzhen, where they watched top-tier professional esports matches live.

Bridging Youth Across Regions Through Digital Sports

On April 1, 2024, over 100 students and representatives from Hong Kong and Macao visited NIP Group's Wuhan office (China) as part of the Hubei-Hong Kong-Macao Youth Exchange Program. They toured the office site, honor gallery, and training base to experience the vibrancy of Hubei's esports and digital entertainment industries as well as businesses' roles in global expansion and cultural exchange. NIP Group's chairman and CEO, Mario Ho, welcomed the group, emphasizing the Group's continued efforts to foster a sound exchange environment and facilitate youth employment and entrepreneurship in Hubei through digital sports.



Hubei-Hong Kong-Macao Youth Exchange Group in front of our Wuhan office (China)

Supporting Vulnerable Groups and Fostering Inclusion

NIP Group is dedicated to advocating for marginalized groups, including children in need, individuals with disabilities, and those affected by autism or rare diseases. We conduct charitable programs and leverage the influence of our players and influencers to raise public awareness and encourage greater care for vulnerable groups.

NIP Group supports children in need through partnerships with organizations such as the Shenzhen One Foundation, the China Guanghua Science and Technology Foundation, and the China Siyuan Foundation. By donating funds to establish eStar Art Classrooms and participating in campaigns like Palace Museum's Little Backpacks, we help rural children gain equal access to education and nurture their creativity and cultural literacy.

Empowering Gamers with Disabilities to Fulfill Esports Dreams

In July 2024, NIP Group hosted an esports training event for over 20 gaming enthusiasts with disabilities at its Wuhan office (China). Attendees received structured, professional training in esports knowledge and skills, and experienced the excitement of competitive gaming firsthand.

To help these participants pursue their esports dreams, MAG Studio formed a volunteer team under the guidance of the Wuhan Disabled Persons' Federation. Team members include esports employees and trainees, providing participants with professional instructions and supportive companionship.



Training event for the 2024 Wuhan Esports Program for People with Disabilities

Advocating Positive Values and Public Awareness

NIP Group actively leverages its influence by producing and promoting public-interest content to encourage positive values and foster greater public awareness. In 2024, we participated in the World No Tobacco Day campaign and collaborated with the Sina Weibo Public Welfare platform to amplify awareness messages and mutual aid information during key moments such as Tree Planting Day and periods of heavy rainfall and flooding.

Our players were also encouraged to participate in offline charitable esports events to embody a spirit of care and social responsibility.

Building a Green Ecosystem

The esports industry faces environmental challenges in areas such as event production, energy consumption, data center operations, and supply chain management. NIP Group is committed to improving its operational model, reducing its carbon footprint, and partnering with industry peers to create a green esports ecosystem.

Tackling Climate Change

As a pioneer in the digital entertainment space, we actively participate in climate action initiatives and drive sustainability across the esports industry. We have attended the *United Nations Framework Convention on Climate Change (UNFCCC) Conference of the Parties (COP)* for two consecutive years and signed the *Sustainable Web Manifesto*, striving to build a sustainable esports and internet ecosystem.

Meanwhile, NIP has partnered with a Swedish sustainable lifestyle brand to co-develop a line of eco-friendly products, including smartphone cases made from flaxseed and water bottles crafted from recycled steel sourced from shipping containers and shipwrecks. These efforts aim to raise awareness of sustainable consumption among our fan base and beyond.



Sustainable products

Enhancing Climate Risk Management: Practices in Freezing Rainstorm Events

In February 2024, a severe freezing rainstorm hit Wuhan. NIP Group responded with a comprehensive pre-, during-, and post-disaster management plan to enhance its risk mitigation capabilities.

Our key actions included inspecting electrical and water systems for potential damages, clearing roof drainage, reinforcing overhead structures, installing anti-slip mats and safety signage, preparing snow removal tools and supplies, coordinating with property management for regular safety checks, and implementing a flexible work schedule to minimize commuting risks. Within 48 hours of the storm, we had restored essential facilities, reopened access routes, and developed the *NIP Group Guidelines on Administrative Coordination in Response to External Incidents*. This is a standardized response framework for managing four types of external risks: meteorological disasters, public health incidents, construction and maintenance activities, and social events. It minimizes the impact of disasters on our business operations and employee safety.

Green Offices and Resource Management

Green office practices have been implemented throughout our operations. We have introduced energy-efficient management systems in the workplace, optimized electricity use, and transitioned to paperless workflows to improve resource efficiency. A "plastic-free office" culture has also been encouraged, reducing the use of disposable plastic products and implementing comprehensive waste sorting and recycling mechanisms to increase resource reuse rate.

In procurement, preference is given to suppliers certified under ISO 14001 Environmental Management Systems or equivalent standards. This ensures that our esports equipment, office furniture, and event materials meet environmentally responsible criteria, advancing the sustainability of the supply chain.



Environmental Initiatives

We leverage the influence of our esports players to organize and participate in environmental campaigns. These initiatives encourage fans and the broader public to engage with key topics such as environment protection and biodiversity. This fosters collective participation in green initiatives across the esports community and the public.

Recording Better Blue - Blue Times to Raise Marine Protection Awareness

In September 2023, Wuhan eStarPro players Qingrong, Yizheng, and Ziyang were appointed as voice ambassadors to record Blue Times, a science audio project led by marine NGO Better Blue. Through their narration of polar ice core stories, they spread environmental awareness, urged public action on climate change, and championed ocean conservation – harnessing their platform to protect our blue planet.

“For scientists working on ice core research, each drilling mission holds endless possibilities. These ice cores may contain the long-sought answers about Earth's climate,” said the voice ambassador of Wuhan eStarPro.



Wuhan eStarPro players participate in the recording of Better Blue - Blue Times

Earth Hour Global Campaign

In March 2023, Wuhan eStarPro players joined the global Earth Hour initiative as celebrity volunteers for the World Wide Fund for Nature (WWF). The team engaged fans on social media, promoting low-carbon living practices. Players Hua Hai, Qing Rong, Tan Ran, Yi Zheng, and Zi Yang led by example, showcasing sustainable actions like switching to reusable mugs and crafting tissue boxes from paper bags. Their practical demonstrations amplified the message of sustainability to millions of followers.



Wuhan eStarPro players promote low-carbon lifestyles through their actions

Yangtze Finless Porpoise Conservation

In partnership with the Wuhan Baiji Conservation Foundation, Wuhan eStarPro designated the Yangtze finless porpoise as its official mascot and supported endangered species protection through financial donations, public education campaigns, and livestream promotions. Since 2019, the team has consistently participated in Tencent's "99 Giving Day," raising a total of RMB 117,210 to fund river rangers patrolling 586 kilometers of the Yangtze River. In 2022, players Nuoyan, Xixi, and Juzi took part in public education about finless porpoise captive breeding programs. As "Guardians of Smiling Dolphins," they supported the care of "E Bo" – a captive-bred finless porpoise – demonstrating tangible commitment to Yangtze River ecological conservation.



Raising a total of RMB















117,210



Wuhan eStarPro player Huahai serves as a "Guardian of Yangtze Finless Porpoise," sharing knowledge about species protection

Appendices

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Appendix II: Key Performance Indicators

Governance Performance

Indicator		Unit	2024
Compliance	Cases of legal/regulatory violations	-	0
	Total fines paid for legal/regulatory violations	RMB 10,000	0
Business Ethics	Employee coverage rate for anti-corruption training	%	100%
Research & Innovation	Cumulative number of granted intellectual property rights	-	17

Social Performance

Indicator		Unit	2024
Employment	Total number of employees	-	364
	By gender: Male	%	51.65
	By gender: Female ⁸	%	47.80
	By age group: Under 30	%	65.11
	By age group: 30-50	%	34.89
	By region: China	%	92.86
	By region: Other countries/regions	%	7.14
	By job level: Management	%	4.95
	By job level: Senior	%	20.88
	By job level: Junior	%	74.17
	Number of new hires	-	124
	Employee turnover rate ⁹	%	25.8
	Employment contract signing rate	%	100%
Occupational Health & Safety	Work-related fatalities	-	0
	Occupational disease incidence rate	%	0
Employee Well-being	Social insurance coverage rate	%	100%
	Return-to-work rate after maternity/paternity leave	%	100%
Employee Training	Total training hours	-	5,532
	Average training hours per employee	-	15.19

Environmental Performance

Indicator		Unit	2024
Energy and Resource Use ¹⁰	Total electricity consumption	kWh	1,082,373.76
	Total water consumption	Tonnes	7,996.60

⁸ 0.55% of the employees do not disclose their gender information, thus the total proportion of employees by gender does not reach 100%.

⁹ The relatively high number of employee departures is mainly due to the nature of the esports industry. During the spring and summer transfer windows, there is a high level of personnel movement involving players, coaches, and team staff, which is considered standard practice in the sector.

¹⁰ The data primarily covers major offices and training facilities in China and Sweden. It is based on utility bills provided by property managers or internal company records. These figures reflect the day-to-day energy use of main offices and event-related sites but do not yet include all self-owned properties, temporary venues, or overseas offices.



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