



2025

Sustainability Report

NIP Group

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About This Report



Reporting Scope

The reporting scope aligns with the consolidated financial statements of NIP Group’s (Nasdaq: NIPG; hereinafter referred to as the “Group”) listed entity on the Nasdaq Stock Market in the United States.

Reporting Period

The reporting period spans January 1, 2025, to December 31, 2025. 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 is the Group’s second sustainability report. It primarily draws on data and documents from NIP Group. The Group affirms that this report contains no false or misleading statements 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.nipg.com/>.

Contact Information

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

Messages from Our CEOs



Chairman and co-CEO
Mario Ho

“

In 2025, driven by the deep integration of the digital economy and cultural industries, NIP Group aligned itself with strategic growth opportunities, focusing on "global expansion and high-quality development" to fortify our foundation for long-term sustainability.

Through continuous innovation, we steadily upgraded our digital entertainment ecosystem. In 2025, our esports segment achieved more progress: the newly established Delta Force division expanded our event footprint; the NIP Esports Club celebrated its 25th anniversary; and the NIPG Esports Center reached the milestone of hosting its 100th event, cementing its status as a flagship venue that channels fan passion and embodies the competitive spirit. Our live streaming segment leveraged new technologies to deliver more immersive and interactive entertainment experiences, and brought on over a thousand talented new content creators. We have been actively driving the development of the Wuhan East Railway Station Digital Entertainment Hub and the V5 Esports Complex. Through China-ASEAN digital sports collaborations, we fostered cross-border exchanges and strengthened the international presence of our esports brands.

We maintained a strong focus on compliance and further strengthened our corporate governance framework. During the year, we held general meetings of shareholders and board meetings in accordance with established procedures, reviewing key matters such as M&A assessments and amendments to the Articles of Association. We strengthened our internal controls to support sound and transparent decision-making and reinforced our risk management network. In the areas of minors' protection, data security, and user privacy, we maintained strict compliance with applicable laws and regulations, and implemented both technical safeguards and governance measures to provide users with safe and healthy digital entertainment.

Guided by our commitment to diversity, inclusion, and shared growth, we continued to foster a dynamic and engaging workplace. Committed to social responsibility, we partnered with stakeholders across society to support vulnerable groups, protect the environment, and facilitate youth employment and entrepreneurship. Through these efforts, digital entertainment has generated not only commercial value but also meaningful social impact, contributing to a greener, more inclusive, and sustainable future.

Looking ahead, we will deepen the integration of digital and physical business models, further strengthen our core esports and digital entertainment segments, and increase investment in the application of advanced technologies such as AI to build a more capable, impactful, and resilient organization. We will also expand our global presence and deepen cross-regional collaboration, bringing our brands to new audiences worldwide.

”



Co-CEO
Hicham Chahine

At NIP Group, we believe in the extraordinary power of digital entertainment—a power that connects hundreds of millions of young people worldwide beyond geographical, linguistic, and cultural boundaries to create shared experiences and genuine excitement.

In a fast-changing world, we recognize that competitive gaming and entertainment can only thrive within an inclusive community committed to a sustainable future. In 2025, we therefore not only expanded our business footprint but also worked to embed sustainability into the Group's global operations, ensuring that digital entertainment benefits a broader community.

This past year, we built a diverse and inclusive digital ecosystem with a global vision. Through a strategic partnership with the Abu Dhabi Investment Office (ADIO), we established our global headquarters in Abu Dhabi. Beyond accelerating our global expansion, this move allows us to leverage the strategic advantages of the MENA region, connect cross-regional industry resources, and develop a digital entertainment ecosystem linking Asia, Europe, the Middle East, and the Americas, where diverse cultures converge through digital entertainment.

We also united strengths from the East and West to actively participate in the world's premier esports event ecosystem. Through the Esports World Cup Foundation (EWCF) Club Partner Program, we integrated the core strengths of our esports teams to form the NIP.eStar joint team for the Esports World Cup, demonstrating the potential of East-West esports integration in the world's premier arena.

Furthermore, we honored a legacy of excellence while charting a sustainable future for esports. The 25th anniversary of Ninjas in Pyjamas (NIP) marked a significant milestone. Over the past quarter-century, the global esports industry has evolved from its infancy into a thriving sector. Building on this heritage, we are committed to positioning NIP as a vital link in global esports culture and a driving force in industry standardization.

Finally, we gathered individual sparks from the community to turn digital passion into a force for social good. Harnessing our influence among young people worldwide, we engaged in community initiatives and local development, advocated for healthy and positive lifestyles, supported youth well-being, and promoted equity and inclusion within the esports ecosystem. These efforts demonstrate our commitment to converting digital enthusiasm into tangible social value.

At a time of rapid change, we believe more than ever in the power of connection. We will continue to build on our cross-continental ecosystem network and work alongside global partners to explore the boundless possibilities of sustainable development.

About Us

Our Business

NIP Group (NASDAQ: NIPG) is a world-leading digital entertainment company born out of esports and engineered for the next frontier. With competitive gaming at our core, we have built a network of complementary businesses, including esports teams, arenas and events, content and influencer networks, and hospitality, turning market volatility into sustainable growth and bringing world-class entertainment to audiences around the globe.

Our digital entertainment ecosystem spans the entire esports and gaming value chain, enabling us to promote key aspects of the industry:



Esports Teams

Our teams compete at the highest level across the world’s biggest esports leagues and titles, achieve outstanding results on the international stage, and set industry benchmarks.



Arenas & Events

We operate self-owned esports venues and host premier esports tournaments, while also exploring opportunities in large-scale offline events and innovative businesses such as concerts, ACG carnivals, and trendy culture festivals.



Content & Influencer Networks

We have built a global content ecosystem that brings together tens of thousands of shoutcasters and content creators and enables targeted audience engagement through social media, e-commerce, and brand partnerships.



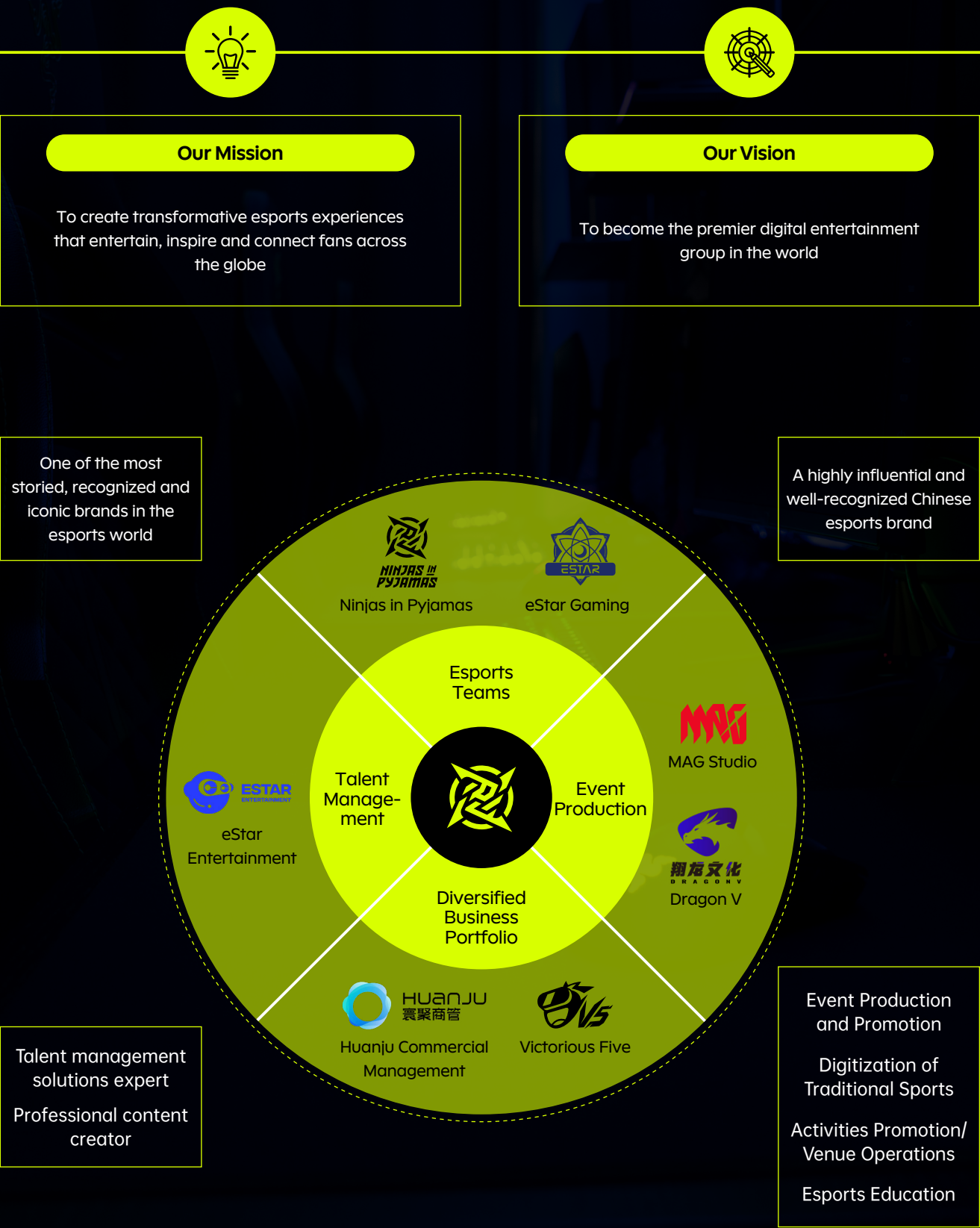
Hospitality

Our gaming-themed hospitality business aims to tie together our digital and physical touchpoints and create immersive entertainment spaces for users.

Each subsidiary operates independently, serving a broad range of clients across the gaming industry, including game developers, content creators, and consumers. This diversification insulates us from the volatility of esports while strengthening our position as a key player in digital entertainment.

With a global footprint spanning Europe, the Middle East, Asia, and the Americas, we collaborate with leading gaming companies (Ubisoft, Tencent, Epic Games, etc.), international esports event organizers (EWCF, BLAST, ESL, etc.), and partners such as the ADIO and local governments in Wuhan, Shenzhen, and Nanning. Following a strategy of “thinking globally, operating locally,” we are constantly pushing the boundaries of the gaming and digital entertainment industries by entering strategic partnerships worldwide and jointly advancing R&D projects. Together, our ventures have a following of over 100 million fans, making our reach unparalleled among esports-focused businesses.

Digital Entertainment Ecosystem



Global Impact

NO.1

The most extensive global footprint by virtue of our operations across Asia, Europe, the Middle East and the Americas



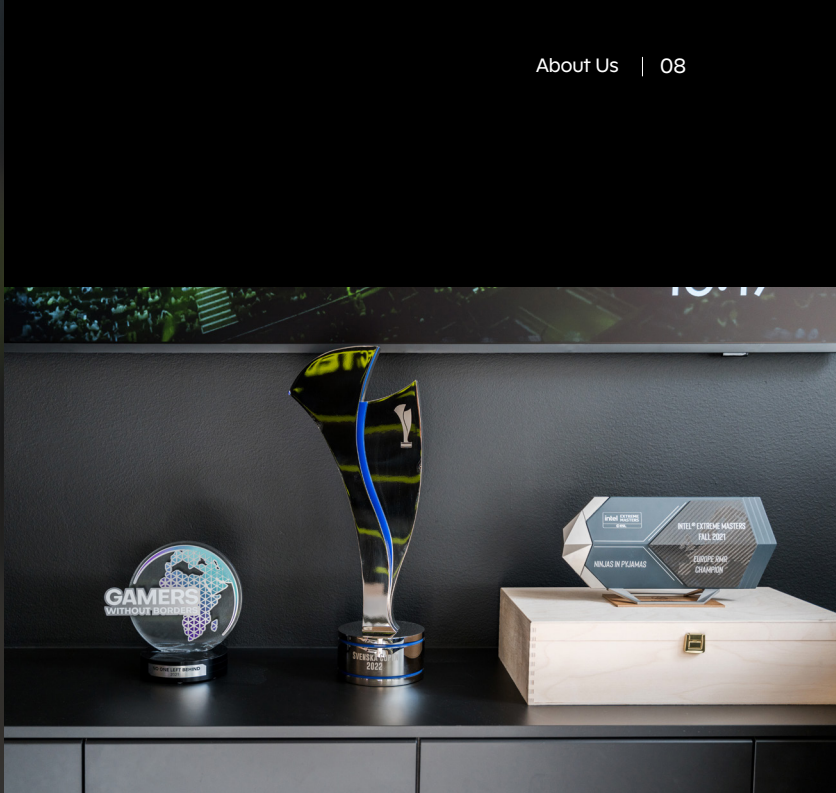
116 athletes

In our roster as of December 31, 2025



15 leagues

Competing globally across 15 leagues with expansive participation



US\$ 21M

Prize money as of December 31, 2025

100 M+ followers

Global followers of the Group as of December 31, 2025



120+ tournaments

Wins by eStar and NIP as of December 31, 2025



2024 net revenues

US\$ 85.27 million

2025 net revenues

US\$ 126.50 million

Esports teams operation US\$ 14.72 million

17.3%

Esports teams operation US\$ 11.80 million

9.3%

Talent management service US\$ 47.28 million

55.4%

Talent management service US\$ 62.80 million

49.6%

Event production US\$ 23.27 million

27.3%

Event production US\$ 31.90 million

25.2%



Our Strategy

In 2025, our first full year as a listed company, we made significant progress on multiple fronts: expanding our business footprint, strengthening our governance system, advancing employee development, and progressing our community engagement. These efforts have strongly advanced our long-term sustainability objectives.

Global esports is entering a new phase characterized by multi-title and multi-regional growth, giving rise to a highly professional competition and commercial ecosystem. Combining international brand building with city-based operations, we are developing a distinctive global brand identity rooted in local communities, integrating esports into diverse urban commercial ecosystems.

Propelling the China-ASEAN Esports Industry

Leveraging its capabilities across the esports value chain, NIP Group has capitalized on the growth of the digital economy and esports industry in Guangxi, China. It has established a diversified business ecosystem and elevated the region's esports industry.

In 2025, under the China-ASEAN Artificial Intelligence Collaborative Innovation Center development project, the Group's MAG Studio signed a framework agreement with the Nanning Municipal Government to jointly develop the city's esports industry. Under this partnership, the two parties will attract leading enterprises and projects across esports, game publishing, film and media production, creative content, animation, and esports incubation. Plans also include establishing an international esports industrial park serving the ASEAN market, along with an innovation incubation center and talent hub.

During the year, substantial progress was achieved: Red Carp Culture Communication (Guangxi) Co., Ltd. was incorporated in Nanning, Guangxi; the China-ASEAN Esports Education Center was inaugurated; and the China-ASEAN Esports Industry Week was successfully held.

In the future, both parties will deepen cooperation across esports events, game development, and digital cultural communication, working together to build a China-ASEAN esports brand IP with regional influence.

Expanding Immersive Experience Offerings

NIP Group is accelerating the convergence of culture, commerce, and tourism, expanding its portfolio of immersive experiences, and extending its business model into offline venues. In June 2025, the Group fully acquired Beijing Huanju Commercial Management Co., Ltd. ("Huanju") to further integrate esports, commercial, and cultural tourism brands and explore new business models built around esports IP, digital art, and pop culture entertainment.

In October 2025, Huanju signed an agreement with Sanya, Hainan Province, to develop the KINETIC Sports and Leisure Resort. Centered on immersive experiences, the resort will feature a premium multi-sport venue cluster encompassing esports, basketball, padel, pickleball, and rock climbing, and create a comprehensive destination integrating sports competition, leisure, family activities, and social engagement.

In the future, NIP Group and Huanju will continue to support Hainan's exhibition economy and cultural and sports events, with plans to bring music festivals, electronic music festivals, anime conventions, esports tournaments, and other sporting events to the province annually. These initiatives are expected to boost the local economy and advance the integration of culture and tourism in the region.



Signing Ceremony for the Sanya KINETIC Sports and Leisure Resort Project



From LAN team to global brand:
25 years of Ninjas in Pyjamas

2000

Founded

NIP was established in Sweden, beginning its journey as a Counter-Strike team.

2005

Reformation

After a period of transition, NIP reformed and returned to competition.

2012–2013

Historic Record

NIP achieved an iconic 87-match win streak, one of the most memorable records in esports history.

2016

Organizational Transformation

NIP evolved from a competitive team into a more structured and commercialized organization.

2023

Global Expansion

Through strategic integration and its merger with NIP Group, NIP accelerated its global expansion.

2024

NASDAQ Listing

NIP Group became publicly listed, entering a new stage of capital market development.

2025

25th Anniversary

From a LAN team to a global digital entertainment brand, NIP looks ahead to its next 25 years.

2001

International Breakthrough

NIP gained early recognition on the international stage and built its initial brand influence.

2012

Strong Comeback

With the arrival of CS:GO, NIP signed a legendary roster and entered a new era of success.

2014

Major Champion

NIP won a Major title, further solidifying its global reputation.

To mark the 25th anniversary of NINJAS IN PYJAMAS (NIP), the Group held a special exhibition at the Tekniska Museet in Stockholm, tracing the Club's journey across five themes: from early exploration to peak performance and honors, and ultimately its transformation into a global brand. The exhibition also featured a session between NIP Street Fighter professional player Joel Sundell (Juicyjoe) and his father, reflecting on the relationship between young player development and family support.



“

I hope I can witness esports teams being regarded as professional sports teams, like football clubs, especially those with 50 or even 100 years of history. We believe NIP is making such a legacy.

”

— NIP Group Co-CEO
Hicham Chahine

NIP GROUP

Our Awards

NIP Group



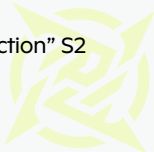
- Outstanding Case in “ESG Marketing” and “Her Impact” in 520 Social Responsibility Day 2025
- Most Popular Case for “Shining She-Power: Women Esports Player Empowerment Program” in 520 Social Responsibility Day 2025
- Best Responsible Corporate Brand in Responsibility 100 | 9th CSR China Education Award 2025
- “Golden Key: Outstanding Solution” Award in GoldenKey SDG Solutions 2025
- “Enterprise for Innovative Sustainable Development Management” in *Caijing* Evergreen Enterprise Cases 2025



eStar Gaming



- | | |
|--|---|
| <ul style="list-style-type: none">● Third Place at QQ Speed Mobile S League Spring Season 2025● Champion of QQ Speed Mobile S League Spring Individual Event 2025● Runner-up at QQ Speed Mobile S League Asian Cup 2025● Top 4 at QQ Speed Mobile S League Autumn Season 2025● Top 4 at QQ Speed Mobile S League Autumn Individual Event 2025● Third Place at QQ Speed Mobile S League Annual Grand Finals 2025 | <ul style="list-style-type: none">● Champion of CrossFire (PC) Asian Esports Championship (ECA) 2025● Top 6 at Kuaishou CrossFire Mobile (CFM) Champions Cup 2025● Top 6 at CrossFire Mobile S17 CFML Summer Season 2025● Top 6 at CrossFire Mobile S18 CFML Autumn Season 2025● Champion of Delta Force Douyu Yuyue Cup 2025● Runner-up at Delta Force Douyu Yuyue Cup 2025 Series● Top 5 at Delta Force Douyin “Red-Item Action” S2 |
|--|---|



Ninjas in Pyjamas



- | | |
|---|--|
| <ul style="list-style-type: none">● Top 8 at League of Legends LPL 2025 Split 1● Top 8 at League of Legends LPL 2025 Split 3 | <ul style="list-style-type: none">● League of Legends “Commercial Operations Case of the Year” 2025● League of Legends “Community Engagement Club of the Year” 2025 |
|---|--|



MAG Studio



- “Annual Brand Business Strategy Partner” in Top Brand Innovation Awards

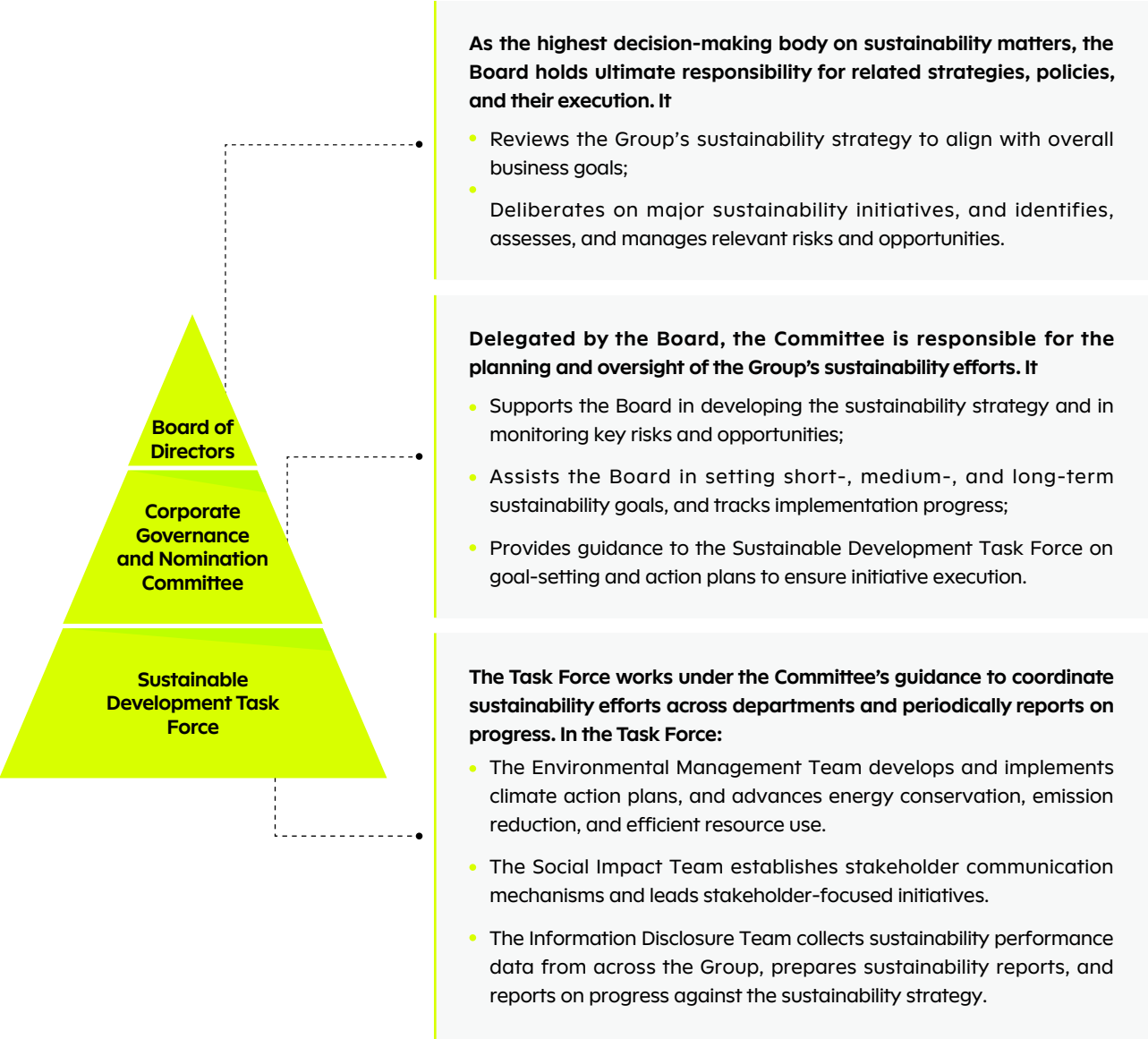


Sustainable Development Management

In 2025, we advanced our sustainable development management and strengthened our policy framework by issuing the *NIP Group Commitment to Diversity, Equity, and Inclusion* and the *NIP Group Environmental Management Policy*. We also delivered a company-wide training program, *An Introduction to Sustainable Development*, to embed compliance, environmental stewardship, and social responsibility into our organizational culture, and build a workforce equipped with both professional capabilities and sustainability awareness.

Governance Structure

We have established a three-tier sustainable development management structure, with the Board responsible for strategic oversight, management responsible for coordination, and business units responsible for implementation. With clearly defined powers and responsibilities and efficient coordination mechanisms, this structure provides strong institutional support for our sustainable development efforts.



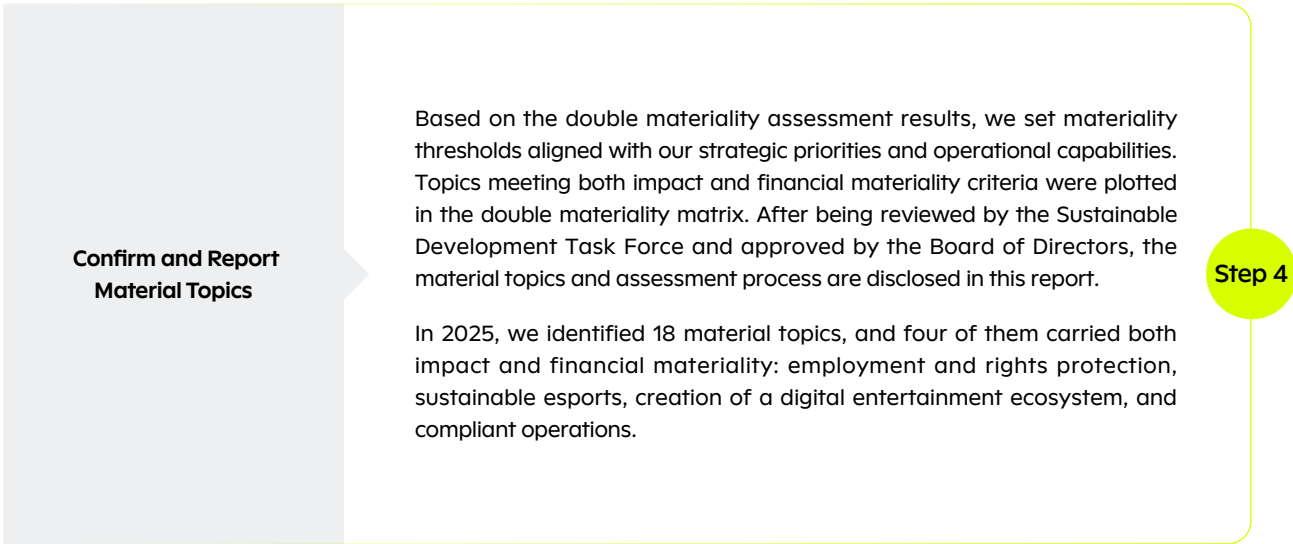
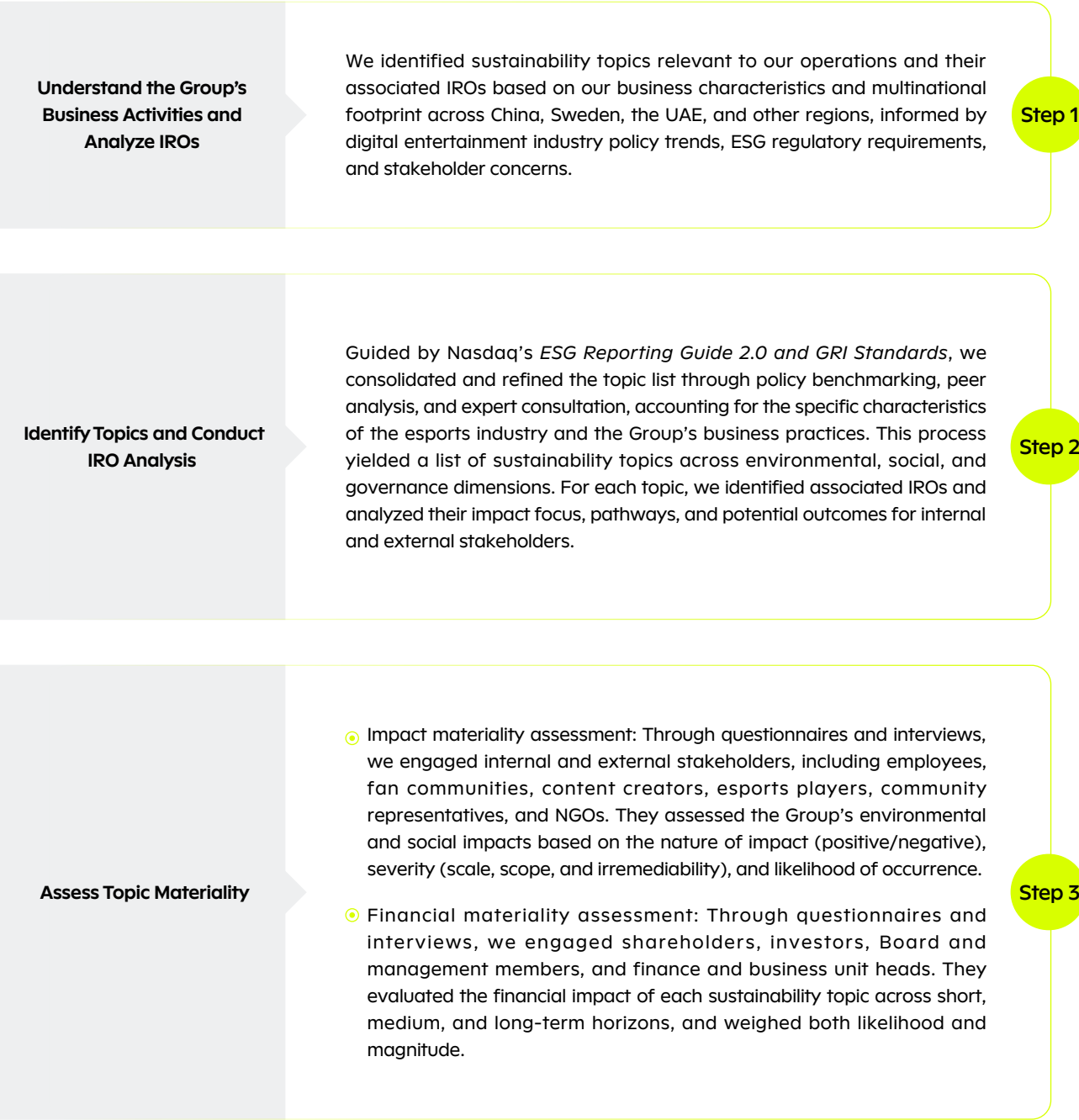
Stakeholder Communication

We place strong emphasis on stakeholder communication. Upholding the principles of transparency, openness, and accountability, we build mutual trust and win-win partnerships through diverse channels and ongoing dialogue. In 2025, we deepened stakeholder engagement and launched dedicated dialogues and collaborations around core sustainability topics, jointly exploring pathways for shared value.

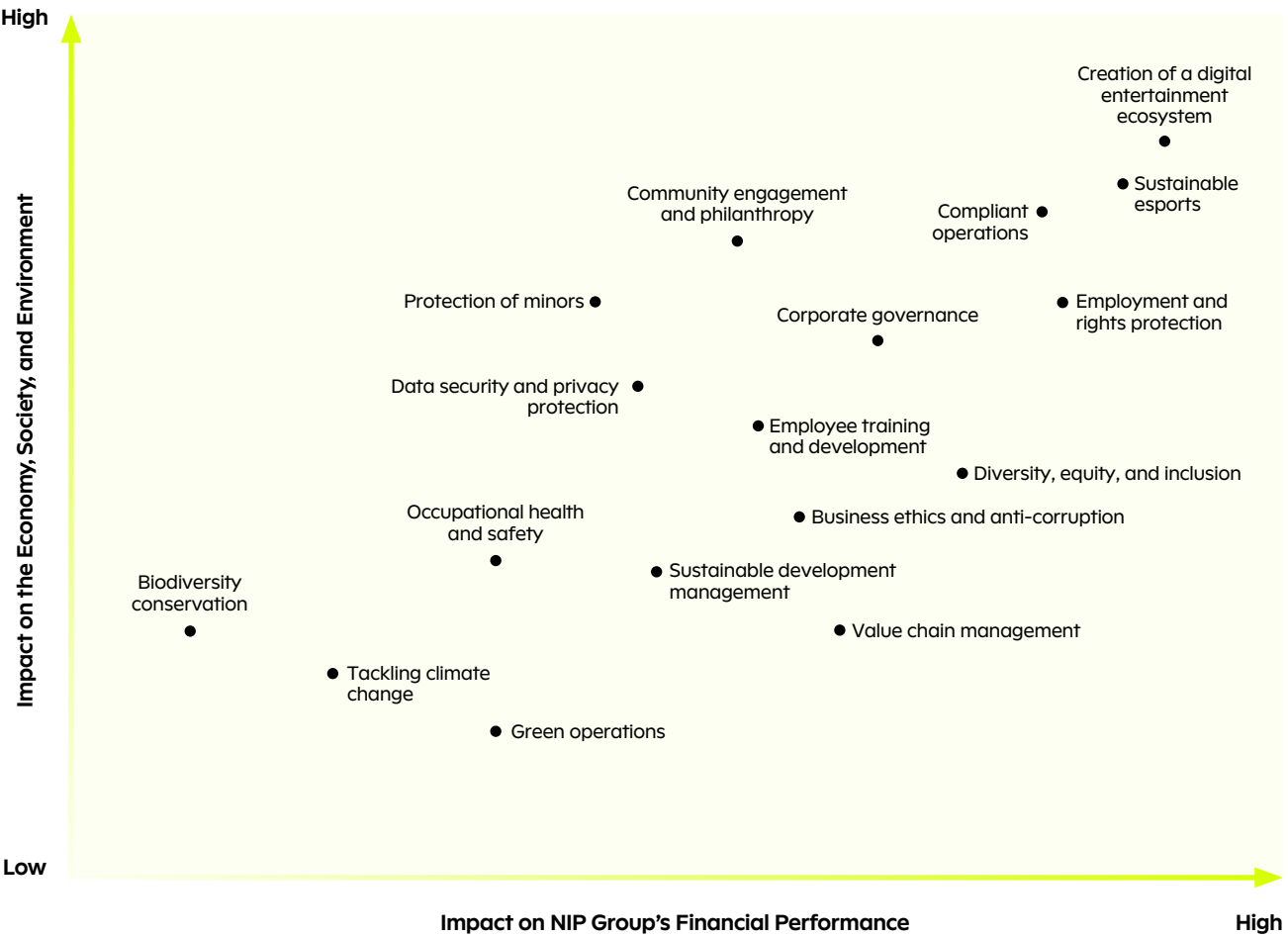
Key Stakeholders	Areas of Concern	Communication Channels
 Shareholders & Investors	Corporate governance, compliant operations, business ethics and anti-corruption, sustainable development management	General meetings, public announcements, IR contact webpage, IR email, earnings calls, media platforms
 Government & Regulators	Compliant operations, business ethics and anti-corruption, data security and privacy protection, protection of minors	Open house events, dedicated meetings, routine inspections, public announcements, policy research, project applications
 Users & Fans	Data security and privacy protection, protection of minors, sustainable esports, creation of a digital entertainment ecosystem	Official website, social media, news coverage, user surveys, online support
 Employees & Players	Employment and rights protection; diversity, equity, and inclusion; employee training and development; occupational health and safety; sustainable esports	Staff surveys, annual meetings, regular meetings, grievance channels, office software, email
 Business Partners	Compliant operations, business ethics and anti-corruption, value chain management	Industry events, supplier evaluations, on-site visits, project discussions, media platforms, official website
 Media and General Public	Sustainable esports, creation of a digital entertainment ecosystem, protection of minors, tackling climate change, biodiversity conservation	Official website, press conferences, social media, industry forums and events
 Communities & Nonprofit Organizations	Community collaboration, philanthropy, tackling climate change, biodiversity conservation	Official website, social media, open house events, charitable initiatives

Materiality Assessment for Sustainability Topics

To assess the internal and external impact of sustainability topics, we conducted a double materiality analysis during the reporting period, evaluating impacts, risks, and opportunities (IROs) across two dimensions: impact materiality and financial materiality. We distributed dedicated survey questionnaires to multiple stakeholders and, based on questionnaire feedback, internal interviews, and expert recommendations, developed a materiality matrix.



Materiality Matrix of Sustainability Topics



Standardized Governance

Underpinning a Trustworthy Company

- 📄 Corporate Governance
- 📄 Compliant Operations
- 📄 Business Ethics and Anti-Corruption
- 📄 Data Security and Privacy Protection

01

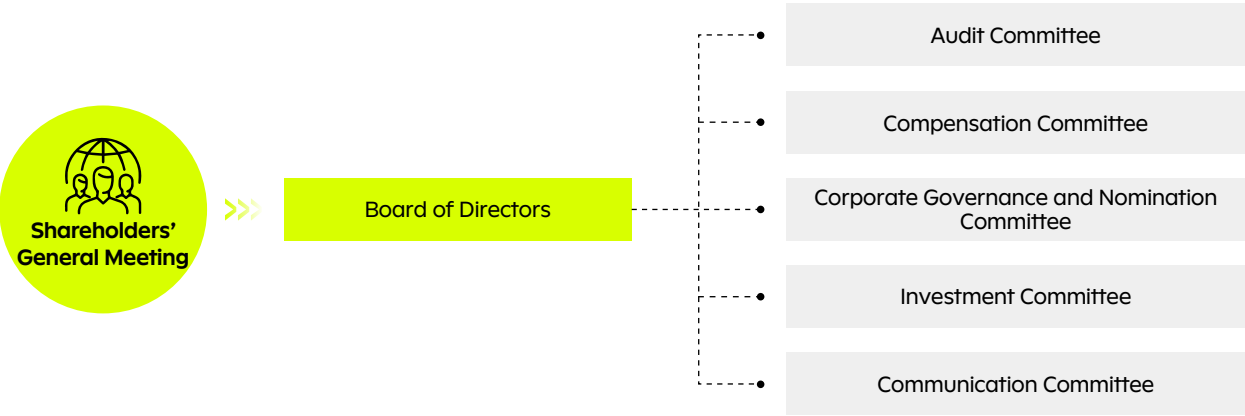
Corporate Governance

At NIP Group, we maintain a robust corporate governance structure to support scientific decision-making and compliant operation of the Board of Directors, thus protecting investor rights and interests.

Board of Directors and Executive Management

We strictly adhere to applicable laws and regulations across our operating jurisdictions, including China, Sweden, the Cayman Islands, and the U.S., as well as Nasdaq governance codes. We continuously refine our internal governance framework to enhance decision-making efficiency.

The Board of Directors is elected by the shareholders’ general meeting and is accountable to all shareholders. It is responsible for strategic decision-making and supervisory oversight, with an aim to ensure standardized governance and stable operations. The Board has established five specialized committees: the Audit Committee, the Compensation Committee, the Corporate Governance and Nomination Committee, the Investment Committee, and the Communication Committee. Each committee operates under clearly defined mandates and procedures in accordance with the Articles of Association, with a focus on identifying, assessing, and responding to major risks. Together, they strengthen decision-making rigor, enhance execution, and support a sound governance framework for sustainable development.



In 2025, the Board appointed three additional directors, bringing total membership to ten, including two independent directors and one female director. Board members bring deep experience in the esports industry, complemented by strong expertise and forward-looking visions in management, finance, venture capital, technological innovation, and sports management. This diverse skill set provides leadership to support the Group’s global expansion in the digital entertainment market. During the year, the Group convened nine Board meetings and two shareholders’ general meetings, deliberating on governance matters, including M&A project evaluations and amendments to the Articles of Association and internal policies.

Under the Board’s strategic direction, management optimized the organizational structure and operating mechanisms to drive efficient progress toward strategic objectives. Regular meeting forums, including the Group Management Meeting, China Regular Management Meeting, Europe Regular Meeting, and Budget and Execution Meetings, strengthen management’s ability to coordinate global operations and ensure consistent strategy execution across regions. In 2025, management attendance at these meetings exceeded 95%, supporting stable and continued strategy execution.

At the same time, we advanced the digital upgrade of our governance capabilities. In 2025, we fully rolled out a “data dashboard” across all business lines. By integrating multi-source data, the dashboard has significantly improved data flow efficiency and information accuracy, accelerating our transition from experience-driven to data-driven decision-making and providing analytical support for refined operations and strategic adjustments.



Investor Relations

As a Nasdaq-listed company, NIP Group strictly complies with the regulatory requirements of the U.S. Securities and Exchange Commission (SEC) and the Nasdaq Stock Market, ensuring accurate, timely, and complete disclosure of material decisions, strategic adjustments, and financial information.

In 2025, we updated our *Global News Release Policy* and issued a *Spokesperson Management Policy*, further refining press release categories and approval authorities while clarifying responsibilities and coordination processes for external disclosure. We also strengthened our cross-market information synchronization mechanism to ensure more consistent, standardized, and credible disclosures across global branches. To support effective implementation, we distributed policy documents and organized specialized spokesperson training, hosting more than 10 sessions during the year.

We maintain a real-time public sentiment monitoring platform and information-sharing mechanism. Public sentiment updates and risk alerts are communicated across departments through daily, weekly, and ad hoc reports. Monthly targeted communications, risk alerts at weekly management meetings, and coordinated response protocols enable adequate crisis warning, collaborative response, and post-incident review. Special task forces are established under our crisis management framework, responsible for developing contingency plans for potential risks. In 2025, we conducted timely risk assessments, formulated more than 10 crisis management plans, and carried out over 15 risk control actions.

We engage investors through multiple channels, including investor meetings, conference calls, one-on-one communications, announcements, and periodic reports. Our official website has a dedicated investor relations (IR) page and email address for direct contact. Investors may also subscribe to receive real-time updates on share price movements, SEC filings, major events, news, announcements, and weekly briefings, keeping them informed of our latest developments.



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

Compliant Operations

At NIP Group, compliance is a fundamental principle and internal control a top priority. We continuously strengthen a compliance management system covering all business processes to ensure stable operations under safe and controlled conditions.

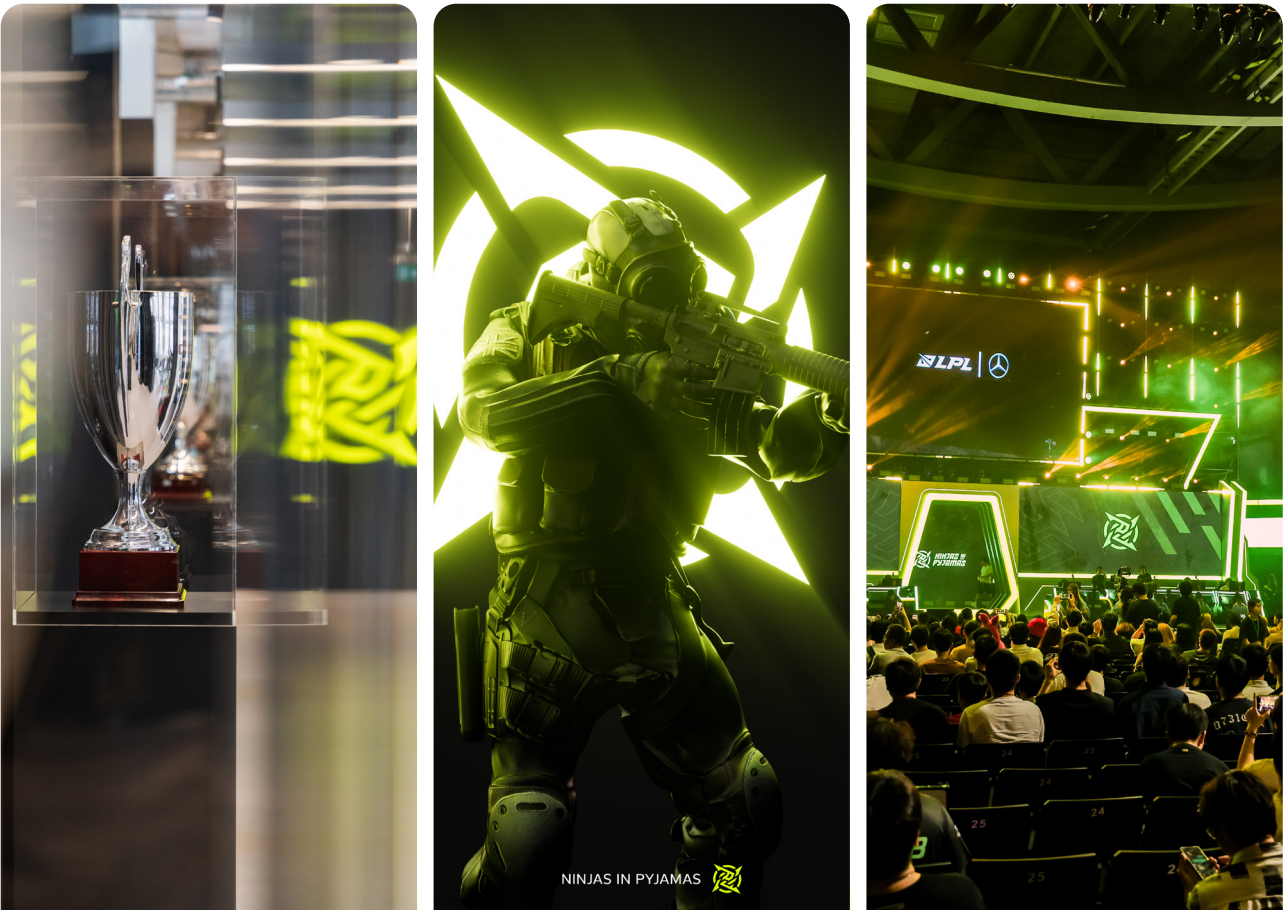
Governance

Centered on five core elements—control environment, risk assessment, control activities, information and communication, and monitoring and feedback—we have established a coordinated compliance management framework with clearly assigned roles and responsibilities. Under the leadership of the Board, the Internal Audit Department independently performs audit and supervisory functions, while the Legal and Internal Control Departments handle risk identification, process control, and compliance review. During the year, we upgraded our compliance governance system and established a “dual-line-of-defense” mechanism, with business units serving as the first line of defense and the Internal Control, Legal, and Internal Audit Departments as the second. This enhancement has further strengthened the effectiveness of risk prevention and control.



Strategy

Aligned with our strategy to build an “international and diverse” portfolio, we have advanced our compliance management objectives from basic compliance and process supervision to “strategic risk management and business support.”



Functional Enhancement

Compliance scope has expanded from traditional areas such as finance and operations to include ESG risk governance, supply chain due diligence, and overseas compliance, keeping pace with our evolving business footprint.

Role Transformation

Compliance functions have shifted from supervision and inspection to risk early warning, process optimization, and decision-making support, now deeply integrated into front-line business operations.

Technological Empowerment

The systematic introduction of data analytics tools and intelligent monitoring modules has strengthened our ability to extract risk insights from large-scale and complex business data.

Risk and Opportunity Analysis and Response Strategies

Risk/Opportunity Type		Description	Response Strategy
Potential Risks	Compliance Risks	International operations face complex challenges arising from differing legal and regulatory frameworks, cultural differences, and sanctions across jurisdictions. Regulatory rules governing esports-derived businesses and emerging markets continue to evolve, with unclear industry entry standards creating compliance boundary uncertainties.	Develop and regularly update the <i>Overseas Business Compliance Guidelines</i> , identifying key compliance checkpoints for priority countries and regions of operation.
	Operational Risks	Third-party partners, particularly overseas ones, may underperform on environmental protection, labor practices, and other areas, adversely affecting the Group's reputation and operational stability.	Implement a Tiered Management System for Key Third Parties, assigning compliance ratings to suppliers, agents, and other partners, with high-risk entities placed on a priority audit and monitoring list.
	Reputational Risks	Esports and wider entertainment businesses attract significant public attention, meaning compliance violations can be rapidly amplified into reputational damage.	Establish a monthly Risk Radar scanning mechanism to dynamically track international policy developments, new industry regulations, and notable risk cases, with timely alerts issued to management.
Potential Opportunities	Governance Premium	A robust internal control and compliance system can significantly enhance the Group's credibility in international capital markets, reduce financing costs, and support overseas business expansion.	Establish a cross-departmental Pre-review Task Force for International Project Compliance, enabling the Internal Control and Legal Departments and business units to jointly engage at the early stages of new projects.
	Resilience Building	A systematic risk management approach strengthens the Group's ability to navigate uncertainties, including geopolitical developments and market volatility.	Leverage data analytics tools and intelligent monitoring modules to strengthen real-time risk identification capabilities and insights across large-scale and complex business data.
	Cultural Advantage	Embedding a culture of "integrity, transparency, and fairness" in internal control across global operations can attract talented partners and form a differentiated competitive advantage.	Provide ongoing compliance consultation services for all employees, and deliver regular compliance training to enhance organization-wide compliance awareness.

Risk Management

Compliance management is fully embedded in our key business processes, including content review, advertising placement, and event organization, forming a risk prevention and control system tailored to our diversified business segments.

Internal Control and Compliance

Based on the internal control framework established by the U.S. Committee of Sponsoring Organizations of the Treadway Commission (COSO), our internal control mechanism targets critical business areas such as procurement, sales, finance, human resources, and information technology, and encompasses policies, procedures, system permissions, and key control points. Additionally, we have established and implemented a multi-layered internal audit system, comprising quarterly process sampling, special investigations, annual self-assessments, and independent audits. In 2025, the Internal Control Department completed the *Annual Assessment Report on Internal Control Effectiveness 2025*, evaluating the overall control environment and the design and operational effectiveness of key business processes. The findings were submitted to the Audit Committee.

Through an internal legal and compliance inquiry email address, we provide ongoing and professional compliance advisory services to all employees, enabling early-stage identification and mitigation of potential risks.





Legal and Compliance Inquiry Email: compliance@npg.com

Content and Advertising Compliance

We have established a risk management system covering four key stages: planning, review, release, and monitoring. For content creation, a tiered review process of "initial review, secondary review, platform pre-review, and public opinion monitoring" ensures all published content complies with applicable laws, regulations, and platform standards. In game live streaming, we combine technological controls with manual review across multiple processes, including pre-review of streaming scripts, AI-based real-time monitoring, high-frequency manual inspections, and post-violation traceability and rectification. For advertising and marketing, full end-to-end management covers brand qualification review, content script filing, real-time execution monitoring, and post-campaign performance traceability, ensuring compliance across the entire advertising lifecycle.

In 2025



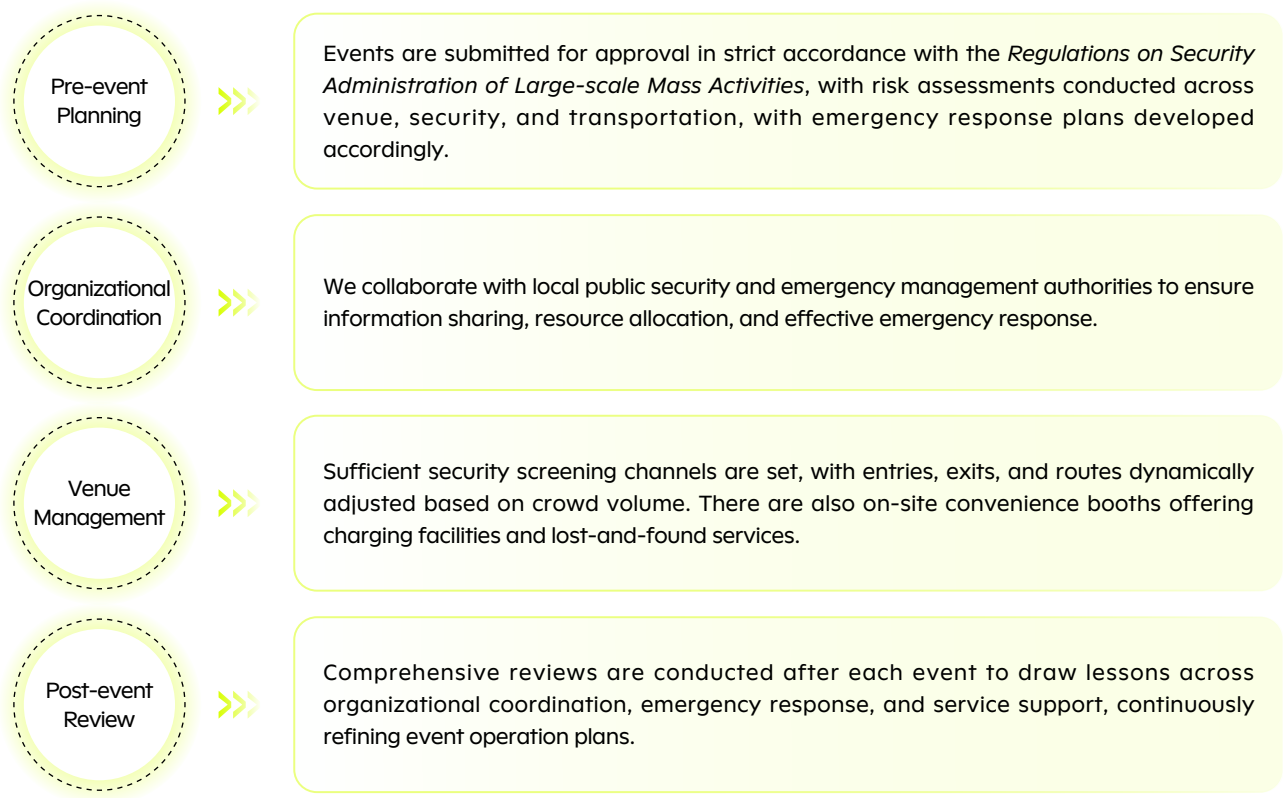


we achieved an advertising compliance rate of

100%

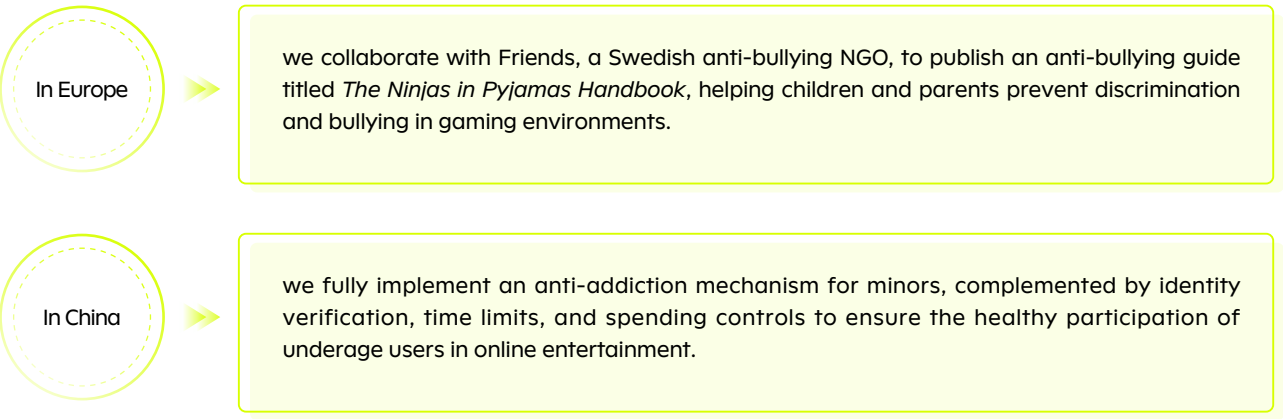
Event Organization Compliance

We have formulated a *Fire Emergency Response Plan*, *Stampede Prevention and Evacuation Plan*, and *Outdoor Event Emergency Response Plan*, and established a sound safety assurance system for major events.



Protection of Minors

We strictly comply with the *Law of the People's Republic of China on the Protection of Minors*, the *Regulations on the Protection of Minors in Cyberspace*, and other applicable laws and regulations in our operating locations. We are committed to fulfilling our responsibility to support the well-being of minors in digital entertainment environments.



Parent Mailbox

To strengthen the protection of minors and enhance family awareness and guidance capabilities, NIP Group's Dragon V has launched a "Parent Mailbox" column on its WeChat official account "Esports Talks." The column features responses from esports teams to parents' questions about professional players and youth training, the esports industry, and esports education. It engages parents in building a healthy, positive online ecosystem that supports the well-being and development of minors.

Intellectual Property Protection

We continuously refine our approach to the development, protection, utilization, and management of intellectual property to maintain market order and strengthen brand competitiveness. This encompasses safeguarding our legitimate rights in copyrights, trademarks, domain names, and other assets, while equally avoiding infringement of third-party intellectual property. Under our internal management systems, employees are required to observe confidentiality regulations, refrain from unauthorized disclosure of intellectual property-related information, and never acquire or use unauthorized software, images, articles, or other works. These mandates reflect our firm commitment to intellectual property protection.



Metrics and Targets

To ensure the effective operation of the compliance management system, we define annual compliance targets and maintain oversight mechanisms across both process execution and outcome effectiveness to bridge the gap between policy design and practical implementation.

Metric	Target	Performance in 2025
Cases of duty-related crimes validated by judicial authorities	0	0
Content violation penalty incidents	0	0
Advertising compliance rate	100%	100%
Compliance training coverage among shoutcasters	100%	100%

Business Ethics and Anti-Corruption

At NIP Group, we champion integrity and fair competition. We strictly comply with applicable laws and regulations across all operating jurisdictions and maintain a “zero-tolerance” stance toward corruption and bribery in all forms to safeguard our long-term interests.

Our *Code of Business Conduct* explicitly prohibits employees and their related parties from using their positions to offer or accept any form of personal benefit or gift. As a member of the Trust and Integrity Enterprise Alliance, we strengthen industry collaboration and information sharing on anti-corruption, anti-fraud, and anti-counterfeiting, while delivering regular company-wide business ethics training to reinforce employee awareness of integrity and self-discipline and foster a strong compliance culture.

In 2025, we optimized our procurement and tendering processes by introducing integrity and compliance reviews at key stages, and revised the *Supplier Integrity Commitment* to add provisions on anti-commercial bribery, data confidentiality, and adherence to sustainable development principles. All suppliers must sign the *Supplier Integrity Commitment*, and all procurement personnel and employees in key positions must sign the *Employee Integrity Commitment*. We also hosted the “Compliance 2025” training series for mid- to senior-level managers across our global offices and employees in key roles such as procurement and business development. The training built and embedded compliance awareness through real-world case studies in topics such as anti-corruption regulations, conflict of interest disclosure, and gift and hospitality policies.

We have established *Whistleblowing Management Guidelines* and a *Whistleblower System*, defining conduct that may harm the Group’s interests, and we encourage employees, partners, and stakeholders to submit reports through letters, emails, or in person. A cross-departmental investigation and handling mechanism is in place, with designated personnel responsible for receiving and following up on all reports. Strict confidentiality is maintained throughout the process, and retaliation in any form is prohibited. In 2025, no named or anonymous reports were received.



Reporting 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





Data Security and Privacy Protection

At NIP Group, we thoroughly fulfill our data security and privacy protection obligations in full compliance with the *Cybersecurity Law of the People’s Republic of China*, the *Data Security Law of the People’s Republic of China*, the *Personal Information Protection Law of the People’s Republic of China*, and the EU’s *General Data Protection Regulation (GDPR)*.

We have formulated and implemented a *General Framework for Data Security Management*, *Data Access Guidelines*, and a *Privacy Policy*, establishing clear data processing rules and responsibilities to safeguard employee and user information. Governance is anchored by a Data Security Management Committee comprising the Chief Financial Officer (CFO), Chief Strategy Officer (CSO), and Chief Operating Officer (COO), supported by dedicated data security roles within the Information Technology, Internal Control, Internal Audit, and Legal Departments to oversee data security across the Group.

In data security management, we adhere to four fundamental principles for data access: work-related necessity, least privilege, minimum necessary access, and auditability. Technical safeguards, including data encryption, firewalls, vulnerability scanning, and log auditing, are deployed to systematically identify and mitigate data security risks. Regular personal information compliance training and periodic phishing simulations further strengthen employee security awareness. For partners and suppliers, we conduct compliance audits through document reviews, employee interviews, and anonymous testing to continuously monitor and promote data security practices throughout our cooperative relationships.

For user information, we follow the principles of lawfulness, legitimacy, and necessity. Data is collected and used only when users accept relevant functions or services, and solely for purposes such as account registration, login verification, identity authentication, event registration, and service fulfillment. User information is encrypted and stored on third-party cloud servers with advanced security capabilities to guard against external threats. Regular data backup and recovery testing, supported by established recovery plans, reduces the risk of data loss. For information sharing, transfer, or disclosure, the scope and purpose of processing are strictly defined to ensure data remains secure and controlled.



Ecosystem Expansion

Unlocking the Value of Digital Entertainment

- 📄 Delivering Cultural Value Through Responsible Esports
- 📄 Elevating Online Entertainment Experiences Through Digital and Intelligent Live Streaming
- 📄 Expanding Offline Entertainment Experiences Through Digital-Real Integration
- 📄 Cultivating Emerging Esports Talent in Collaborations

02



Delivering Cultural Value Through Responsible Esports

Our extensive operational and management experience in esports has been a driving force behind standardization and professionalism across our clubs.

Governance

To ensure stable and orderly club operations, NIP Group's Club Center maintains a clear organizational structure built around esports projects, with the General Manager overseeing overall strategy and day-to-day management. Different project departments operate under this structure, each supported by dedicated training and operations teams. All team members strictly comply with applicable laws and regulations, industry standards, and official competition rules. Professional management is applied across event training, content production, derivative development, and business partnerships.

Strategy

As the global esports landscape evolves, events are scaling up, competition formats are becoming increasingly segmented, and mobile esports is emerging as a significant growth area. In response, NIP Group's esports clubs maintain a clear development strategy and remain focused amid changes. They identify opportunities amid challenges, advancing toward a global and diverse portfolio.

Risk and Opportunity Analysis and Response Strategies

Risk/Opportunity Type		Description	Response Strategy
Potential Risks	Policy and Regulatory Risks	Uncertainties in China's esports industry policies—including event approvals, live streaming regulations, stricter minor protection rules, and new player transfer and registration requirements—may impact event operations and player management.	Monitor government and industry policy changes; Enhance legal review of contract terms on player registration, transfers, and related matters; Participate in internal compliance training to ensure that player contracts and registration processes comply with the latest regulations.
	Commercial Monetization Risks	Revenue remains heavily reliant on league revenue sharing, club sponsorship, and prize money. Sponsor withdrawals or event cancellations may trigger cash flow risks.	Control fixed costs and diversify revenue sources by expanding into new segments such as IP derivatives, content production, and the fan economy.
	Player and Talent Risks	Professional players face short career spans, high injury rates, and significant psychological pressure, leading to serious brain drain risks.The youth training system requires substantial investment and long development cycles, and there is a shortage of professional management and coaching talent.	Improve the player support system and organize relevant training programs; Establish a scientific talent pipeline in certain projects; Provide career transition planning support.
	Brand Reputation Risks	Negative player incidents, performance volatility, or inadequate fan engagement management may trigger social media crises, damaging brand image and commercial partnerships.	Establish a 24/7 public opinion monitoring system; Strengthen player conduct standards and media literacy training; Develop rapid-response crisis public relations plans.
Potential Oppor tunities	Policy Support	Esports has been recognized as a national sports discipline in China and an official Asian Games event, with supportive policies emerging across multiple provinces and industry standards taking shape.	Seek government special project funding; Collaborate with local governments to co-develop esports bases; Implement local industrial cooperation projects.
	Market Expansion and Fan Economy	The large esports user base and rising consumption power of Generation Z are driving strong demand for derivative content, offline events, and fan engagement, with significant growth potential in merchandise and the fan economy.	Upgrade fan engagement operations and build loyalty through social media, offline events, and exclusive benefits; Develop premium, highly recognizable IP derivatives and club trendy brands.
	Business Innovation and Diversification	Beyond traditional sponsorship, new business models are emerging, including IP derivatives, e-commerce live streaming, offline venues (e.g., esports arena), the integration of culture and tourism, and educational partnerships.	Expand into IP licensing and content production; Explore cross-over collaborations between cultural entertainment and traditional sports; Pilot offline concepts such as gaming-themed hospitality and themed venues.
	Technology Enablement and Innovation	Big data and AI analytics enable more scientific training and performance optimization. Emerging technologies such as VR/AR and virtual events can create immersive viewing experiences and new commercial scenarios.	Conduct systematic match data analysis and equip teams with professional data analysts.
	Globalization and Overseas Expansion Opportunities	Chinese esports clubs are competitive in international events and well-positioned for global brand expansion. Southeast Asia, Europe, and North America are experiencing rapid market growth.	Leverage the Group's existing European brand presence and expand into international markets through global events such as the Esports World Cup.

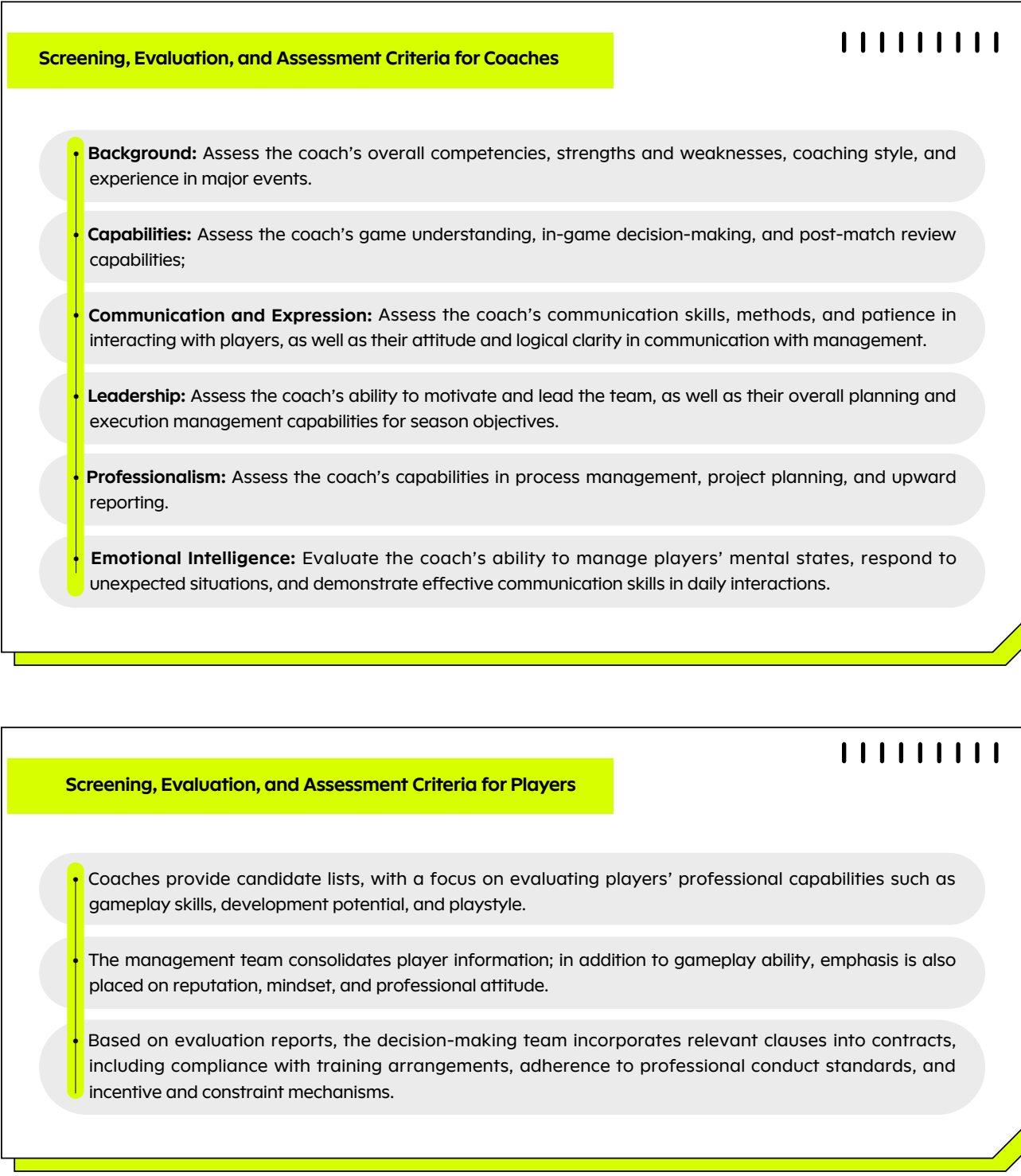
Risk Management

We integrate risk management principles into the day-to-day operations and decision-making of our esports clubs, building the organizational agility needed to navigate an evolving business landscape.



Esports Talent Selection and Development

Drawing on deep industry experience, our esports clubs have established a scientific and systematic talent selection mechanism. Screening, evaluation, and assessment criteria are tailored separately for coaches and players, with evaluation reports issued promptly to support decision-making. During the year, 46 esports coaches and players were recruited through social media, internal referrals, transfer market transactions, and league youth training camp selections.



We have established a scientific talent pipeline and, in certain projects, implement a tiered management model of “youth training team – Team Two – Team One” to ensure that players receive training programs suited to their individual needs. Coaching teams continuously refine training systems and personalized development plans, based on game updates, performance data, and industry trends. Retired players are supported through career transition planning, with pathways into roles such as coaching and shoutcasting, thereby broadening their career pathing.



Wuhan eStarPro players participate in the Honor of Kings Player Conference.



Shenzhen NIP players participate in the League of Legends Player Conference.

Daily Management of Esports Players

Our esports clubs provide players with comfortable accommodation and dedicated professional support across psychological welfare, sports rehabilitation, nutrition, and daily life management. Clear codes of conduct govern daily routines, personal image, and attendance, ensuring favorable conditions for training and competition. Players are held to high standards of conduct toward coaches, referees, event staff, and fans, and are expected to uphold a positive public image and contribute to a healthy esports culture.



Fan Engagement and Interaction

Our esports clubs place strong emphasis on fan engagement, treating fans as active participants and co-creators within the digital entertainment ecosystem.

Fan Engagement Mechanisms

Tiered Community Operations: Establish dedicated communities for core fans, active fans, and general audiences to enable differentiated management and targeted communication.	Data-Driven Decision-Making: Deploy social media analytics tools to monitor topic trends, fan profiles, and content preferences in real time, and use these insights to guide content production and event planning.	Systematic Fan Activities: Design content-rich and highly executable activity plans across three dimensions: high-frequency online interaction, in-depth offline experiences, and exclusive member benefits.
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Key Operational Measures

Content Matrix Activities

On social media platforms, we publish match results, posters, and interactive giveaways; operate mascot accounts (NIP Baidatong, eStarPro Xingyi) to share daily team content; and manage NIP and eStar Super Topic communities. On short-video and live streaming platforms, we release player highlights, behind-the-scenes footage, and short-form content. eStar Gaming maintains an official liaison account (Xingyi) on private-domain platforms to engage directly with individual fans and fan club leaders and monitor community dynamics.

Highly Interactive Fan Activities

Offline, we organize activities such as post-event fan meetings (Fan Meeting, team home arena days) and player interactions in conjunction with home arena games to create immersive experiences. Online, we host regular activities such as player birthday celebrations and live streaming.

Creation of Player Personal IP

Star players and those with distinctive personalities are developed into key fan-facing figures through personal live streaming, interviews, vlogs, and milestone exclusive content.

Metrics and Targets

We strictly comply with professional league rules, conduct regular reviews of club operations across training teams, training infrastructure, event performance, and social media, and use the findings to continuously enhance club management.

League Assessment Ranking	League of Legends Pro League (LPL)	King Pro League (KPL)	QQ Speed Mobile	CrossFire (PC and Mobile)
Target	Top 8	Top 4	Top 4	Top 8
Performance in 2025	Top 8	Top 4	Top 4	Top 6

Activities		NIP	eStar
Fan Activities	Fan meetings/offline event activities	2 sessions	3 sessions
	Community engagement	4 sessions	1 session
	Player birthday/anniversary fan support	4 sessions	4 sessions
	Live streaming	4 sessions	1 session
	Others	2 sessions	-
Support/Giveaway Distribution	Number of support gifts distributed	3,500	3,500
	Number of online and offline giveaways	50+ draws	30+ draws



Shenzhen NIP Theme Day



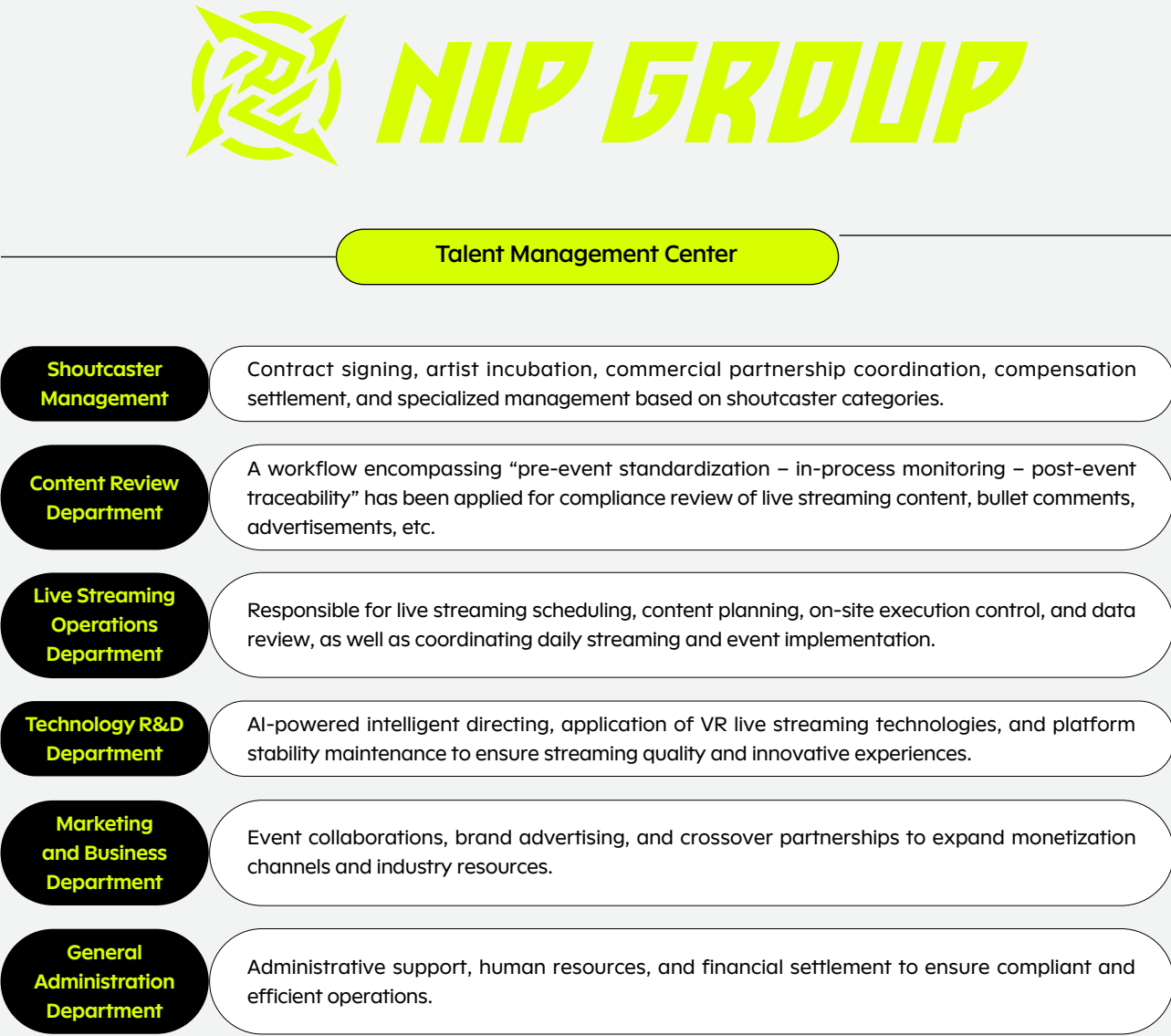
Wuhan eStarPro Home Arena Day

Elevating Online Entertainment Experiences Through Digital and Intelligent Live Streaming

Digital entertainment is emerging as a powerful connector between technology, cultural creativity, and urban vitality. Through strategic deployment across esports live streaming, short video, and content marketing, NIP Group is driving the diversified growth and value creation of esports content.

Governance

Our Talent Management Center supports online content creators in producing and publishing esports and gaming content across major live streaming and entertainment platforms. Six departments work in close collaboration across shoutcaster management, content review, live streaming operations, and technology development, continuously strengthening our content production capabilities and industry influence.



Strategy

As the content creation landscape shifts from “traffic-driven” to “value-driven”, the boundaries of content creation are expanding, and the integration between the content industry and the real economy is deepening. We have adopted a creator-centered approach supported by platforms, driven by technology, and oriented toward monetization. Through content enhancement, resource integration, and diversified development, we pursue industry leadership and sustainable growth.

Risk and Opportunity Analysis and Response Strategies

Risk/Opportunity Type		Description	Response Strategy
Potential Risks	Policy and Regulatory Risks	Stricter content regulation and enhanced minor protection measures—including tipping limits, time restrictions, and identity verification—place higher demands on shoutcaster management and content review.	Establish a three-tier content review system combining AI pre-screening, manual secondary review, and emergency response mechanisms to reduce non-compliant content risk; Launch a youth mode and implement mandatory real-name authentication and usage time controls.
	Commercial Monetization Risks	Intensifying competition for attention and slowing user growth are increasing customer acquisition and content production costs. Overreliance on tipping and advertising revenue limits risk resilience.	Develop vertical content such as tactical tutorials and game storylines to deepen user engagement; Expand monetization channels across advertising, e-commerce, and event broadcasting rights to reduce tipping revenue concentration.
	Shoutcaster Attrition	Retaining top-tier shoutcasters drives up contract costs. Reliance on a small number of key talent introduces significant business model uncertainty.	Introduce tiered incentive programs linking contract fees to retention mechanisms for key shoutcasters; Support long-term career planning for shoutcasters to strengthen belonging and retention.
	Brand Reputation Risks	Negative public sentiment involving shoutcasters may trigger controversy, damage brand image, and affect commercial partnerships.	Establish an end-to-end “prevention, monitoring, and response” system with multi-level content review and compliance training; Deploy a real-time public opinion early warning system to identify and address negative information at an early stage.
Potential Opportunities	AI Technologies	AI tools for copywriting, video editing, and virtual human live streaming can significantly improve content creation efficiency and output.	Introduce AI-powered directing and highlight editing systems to improve content production efficiency; Develop a VR esports arena that supports VR event streaming to enhance immersive experiences; Build virtual live streaming studios to enable interaction between shoutcasters and virtual avatars.
	Market Opportunities	The maturing commercialization of esports events, deepening crossover integration, and rising consumption among Generation Z are expanding the game live streaming market and increasing users' willingness to pay.	Collaborate with e-commerce and trendy product hubs to increase gross merchandise value (GMV) from live streaming sales; Develop customized content for core users aged 18–30 to increase average daily viewing duration.

Risk Management

In response to identified risks and opportunities, we have implemented targeted measures across shoutcaster conduct, live streaming content, and technology adoption to strengthen management effectiveness and market competitiveness.

Shoutcaster Management

In 2025, our shoutcaster incubation program nurtured 1,300 new shoutcasters, with standout talent “Wunian” advancing into our core pipeline. Shoutcasters are managed under a structured framework with clear expectations around streaming duration, content standards, and compensation. Unified compensation standards, supported by transparent disclosure and appeals mechanisms, ensure pay equity across the talent base. Annual compensation audits systematically identify and remove potentially discriminatory clauses, protecting shoutcasters’ rights and interests. A dedicated emergency response mechanism covers live streaming public opinion incidents; three potential risk events were managed during the year with no adverse impact.

Shoutcaster Code of Conduct

Policy Constraints

We have formulated the *Shoutcaster Code of Conduct (2025 Edition)*, defining 12 categories of red-line provisions covering political orientation, content compliance, etiquette in speech and behavior, and protection of minors. Violations will result in graded penalties (warning – traffic restriction – suspension – contract termination).

Compliance Training

We conduct quarterly compliance training, covering policy interpretation, case reviews, and interactive exercises. Throughout the year, 12 sessions were conducted, with a 100% participation rate and a 100% pass rate.

Quantitative Management

We have launched a shoutcaster behavior scoring system, which awards points for positive behaviors (e.g., charity streaming) and deducts points for violations. Scores are linked to traffic support and priority for commercial partnerships.

Public Opinion Monitoring

We establish a shoutcaster public opinion monitoring mechanism to track real-time feedback from bullet comments and social media platforms. Negative public opinion will receive a response and corrective actions within 24 hours.

 Supporting Players in Transitioning to a Game Shoutcaster

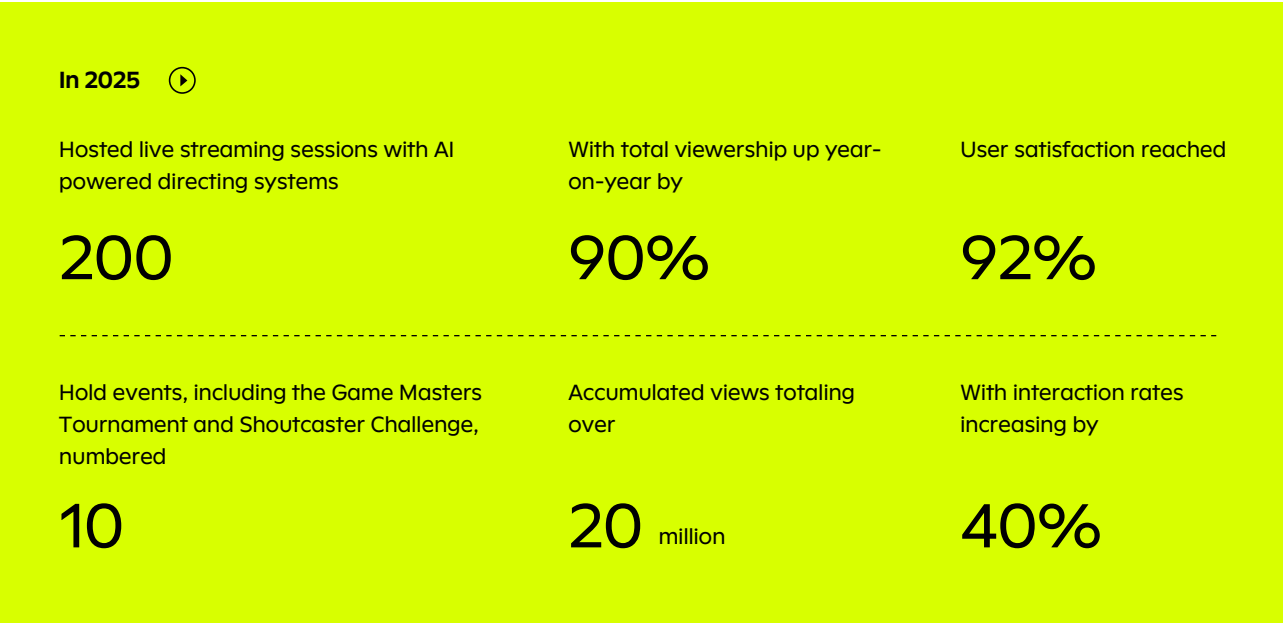
NIP Group has built strong mutual trust with its players and supports their career transitions after retirement. In 2025, Honor of Kings professional player Siyuan Luo (ID: Huahai) transitioned into a game shoutcaster, focusing on advanced gameplay tutorials and event reviews for Honor of Kings. Leveraging his extensive professional experience and strong commentary skills, Huahai attended several episodes of “gaming + variety show” programs. In 2025, he was awarded the “Most Promising Esports Shoutcaster” at the Honor of Kings Peak Night, successfully transitioning from professional competition to live streaming.



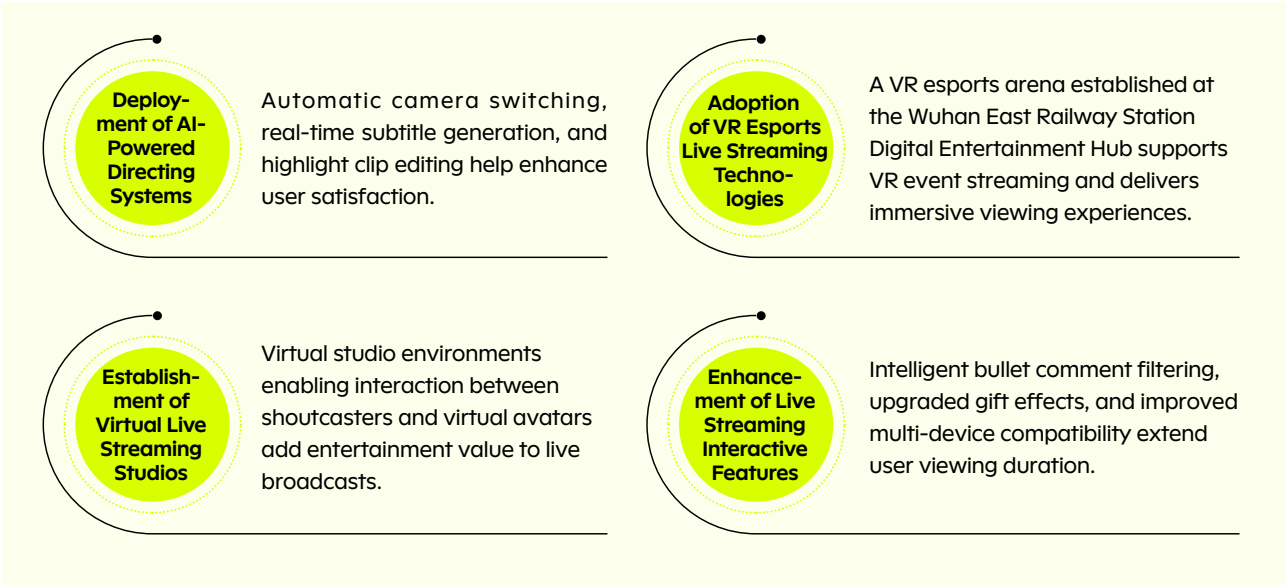
Huahai receives the “Most Promising Esports Shoutcaster” award.

Enhancing User Experience

Amid the digitalization trend, we leverage data-driven operations and a user profiling system to deliver precisely targeted live streaming content. Through cutting-edge technology, vertical-specific programming, and socially meaningful content, we continuously enrich the user experience.



Application of Cutting-Edge Technologies



 Launch of the Wuhan East Railway Station Digital Entertainment Hub

NIP Group, in collaboration with its partners, has developed an immersive entertainment complex, the Wuhan East Railway Station Digital Entertainment Hub. The hub integrates diverse business facilities, including live streaming studios, AI-powered digital animation, an AI digital content center, and a VR esports arena, into a service system spanning cultural content creation, talent management, and content output. In January 2026, Phase I of the hub was officially launched, while Phase II entered the rapid advancement stage. In the future, the hub will focus on developing top-tier artist studios, VR laboratories, and esports home arenas, while expanding into business segments such as gaming e-commerce, event execution, and esports education. These elements will form a closed-loop ecosystem encompassing creation, operations, and monetization.



Launch Ceremony of the Wuhan East Railway Station Digital Entertainment Hub



Metrics and Targets

In 2025, we implemented targeted measures within our talent management arm to address key challenges, including tightening content regulation, increasing shoutcaster attrition, and revenue concentration. These efforts strengthened compliance performance while driving meaningful improvements across multiple operational metrics.

Metric	Performance in 2025
Content Production Efficiency	+80% YOY
Core Shoutcaster Retention Rate	90%
User Satisfaction	92%



Expanding Offline Entertainment Experiences Through Digital-Real Integration

NIP Group is building a full-scenario digital entertainment ecosystem by extending its business beyond esports into gaming and broader entertainment, while simultaneously expanding its offline presence.

Offline Entertainment Landmarks

We independently operate the NIPG Esports Center and are accelerating development of the Victorious Five (V5) Esports Complex, accumulating deep expertise in venue operations.

NIPG Esports Center

Located in Buji, Longgang District, Shenzhen, the NIPG Esports Center occupies a prime, well-connected location with strong supporting infrastructure. It is a comprehensive large-scale cultural and sports venue equipped with professional esports-grade facilities, validated by top-tier events, and capable of delivering one-stop operational services across international esports tournaments and diverse commercial and cultural activities.

In March 2025, Shenzhen NIP's home arena completed its upgrade and officially relocated to the NIPG Esports Center. As one of the highest-standard home arenas in the LPL, it is built to top-tier esports event specifications, equipped with 4K ultra-high-definition technology and an industry-leading broadcast production team. The upgrade expanded audience capacity and raised the bar across competitive infrastructure, broadcast quality, and on-site atmosphere, positioning the venue to host events of the highest caliber.

Underpinned by upgraded facilities and enhanced production capabilities, Shenzhen NIP's home arena hosted 40 professional esports events in 2025, welcoming tens of thousands of enthusiasts from across China. Its regional influence has since expanded from South China to a national and international level, contributing to Shenzhen's positioning as an "Esports City."

Audience interaction lobby



Venue landmark signage



Venue launch ceremony

Events at the NIPG Esports Center

- >>> LPL Regular Season: The venue adopts a “seasonal residency” model, presenting 25 matches from April to September. With a high-frequency, long-duration schedule, it provides continuous engagement for local fans in Shenzhen.
- >>> LPL Season Playoffs: The venue hosted 12 playoff matches for the first time, demonstrating professional operational capabilities in upgraded live/relay broadcast production, competition zone setup, and player training environment support.
- >>> LPL World Championship Regional Qualifier: The venue hosted three regional qualifier matches of the LPL World Championship (S-Tier Tournament) for the first time. The successful execution of the regional departure ceremony marked the leap of Shenzhen NIP's home arena from an “event host” to a “large-scale ceremony producer.”



LPL Regular Season 2025



LPL Season Playoffs 2025



Departure Ceremony of LPL Regional Qualifier 2025

In 2025, Shenzhen NIP's home arena planned and executed four esports cultural promotion events in Longgang District, guided by the district's “Fun” Three-Year Action Plan (2025–2027) and the goals of creating a vibrant city attractive to young people and revitalizing urban spaces through engaging experiences. Centered on four dimensions—mass participation, audience expansion, crossover integration, and social responsibility—the events reached over 200,000 local participants and generated more than 6 million online impressions. Beyond bringing top-tier competition to esports enthusiasts in Longgang, the events activated public spaces and enriched community life, serving as a concrete example of shaping “Fun and Interesting Longgang.”



Battle-Tested Heroes of Shenzhen



Canyon Legends Viewing Party



Ninja Challenge: Team Up in the Canyon



Ninja Strike! Cat & Dog Surprise Attack

“Ground Warriors” International League 2025 and WBC Muay Thai Greater China Gold Belt Championship

The “Ground Warriors” International League 2025 and the WBC Muay Thai Greater China Gold Belt Championship were held at the NIPG Esports Center. A total of 11 matches were staged by top fighters from China, Thailand, Russia, and other countries, creating an electrifying competitive atmosphere. The event helped increase venue utilization and offered a new model for generating commercial value during non-competition periods.



Event scene

V5 Esports Complex

We are developing the V5 Esports Complex, which integrates gaming-themed hospitality, entertainment, and cultural experiences. It is committed to pioneering innovative esports lifestyles and setting a new benchmark for the industry.

As a next-generation esports hub, the V5 Esports Complex features a professional esports arena capable of hosting a wide range of domestic and international events, including collegiate leagues and community tournaments. In terms of hardware, the V5 Esports Complex is fully equipped with high-performance gaming devices, ultra-high-refresh-rate monitors, and next-generation graphics cards. It also incorporates an immersive stage production system with large-format displays and surround sound, delivering a professional-grade competition and viewing experience for both athletes and spectators.

In addition to its advantages in competition, the V5 Esports Complex integrates a variety of dedicated esports spaces, including team training facilities equipped with ultra-high-speed networks, themed gaming zones, live streaming and content production centers, food and beverage service areas, and an gaming-themed hotel. Each guest room is furnished with professional gaming equipment, ergonomic seating, and high-performance peripherals to meet the diverse needs of both casual and competitive players.



Venue entry



High-end esports computer room

On-site Event Experiences

Through initiatives spanning “esports + cultural tourism,” “animation + cultural tourism,” and “music + cultural tourism,” NIP Group’s MAG Studio and eStar Entertainment are pioneering the integration of digital content with traditional cultural tourism, positioning digital sports as a new emblem of urban culture and a driver of tourism consumption.

CFM 10th Anniversary Celebration Zhengzhou

In 2025, MAG Studio independently planned and executed the CrossFire Mobile (CFM) 10th Anniversary Celebration series in Zhengzhou. The project integrated game IP, industrial heritage, and culinary creativity, and turned the Zhengzhou Oil Factory Creative Park into an immersive gathering space for players. It featured several highly popular activities such as the Deep-Fried Market and a drone-powered molten iron fireworks show, bringing players an immersive experience of the cross-dimensional excitement from game to reality.



Deep-Fried Market



Drone performance

First MAG Animation & Gaming Carnival in Shenyang

Anime conventions have increasingly become urban festival platforms for young people to engage, socialize, and build cultural identity. In 2025, MAG Studio planned and hosted the first MAG Animation & Gaming Carnival in Shenyang from May 31 to June 1. Centered on “animation + crossover integration,” the event featured themed zones such as animation, cosplay, customized vehicles (itasha), and gaming. It connected animation IP showcases, anime social interaction, gaming and esports, and creative cultural markets to form a full consumption loop of “viewing, playing, purchasing, and creating.” The carnival attracted tens of thousands of animation and gaming enthusiasts.



First MAG Animation & Gaming Carnival in Shenyang

Hubei Digital Sports Games 2025

The first Hubei Digital Sports Games (2025) were operated by MAG Studio. Under the theme “Digital Empowerment for Dynamic Hubei: Enjoy a New Vision of Sports,” the event aimed to support the innovative application of emerging technologies such as big data and AI in the sports sector and promote the digital transformation of sports. The Games featured 13 competition categories, including esports, virtual sports, and robotics competitions, and attracted more than 1,700 participants aged 6 to 75. The event’s scale and popularity reflected its goal of making sports more accessible and inclusive.



Opening Ceremony of Hubei Digital Sports Games 2025



MAG Studio MR (Mixed Reality) Dodgeball Competition Zone

Beijing Wonderland Music Festival 2025

In 2025, the Qianfan Music Season – Wonderland Music Festival, organized by eStar Entertainment and executed by MAG Studio, was held in Changping District, Beijing, from May 31 to June 1. The festival featured 19 groups of musicians and two esports teams and attracted nearly 70,000 music fans. The venue included dedicated zones for magic shows, esports, and cultural and creative experiences, offering diverse cultural tourism experiences. The festival also launched a “One Ticket to Explore Changping” program, which linked the performance venue with surrounding commercial districts and thus enhanced and boosted the local tourism economy.



Qianfan Music Season – Wonderland Music Festival scene

Cultivating Emerging Esports Talent in Collaborations

NIP Group has a longstanding presence in the “esports + education” sector. Leveraging its strengths in content creation, technology application, event production, and employment, the Group contributes to industry standard-setting and talent development, driving the healthy growth of the esports industry.

Esports Training

Centered on “esports + education,” we have built a career development system spanning education integration, practical training and certification, and employment orientation, underpinned by a standardized educational practice model across curriculum development, industry training, professional certification, and international collaboration.

As of the end of 2025

NIP Group has provided esports education services in China to

19 educational institutions

total training over

4,500 hours

more than

700 participants

This includes

54 individuals with disabilities

During the reporting period

NIP Group delivered training courses such as Event Operations and Management, Esports IP Operations, Graphic Design Theory, Esports Commentary and Hosting, Esports Business Operations, New Media Content Creation, An Introduction to The Esports Industry, and Chinese and Western Aesthetics, totaling

642 course hours

The average course satisfaction rate exceeded

90%

received certification as esports professionals and esports operations specialists

130 trainees

The esports education program was awarded the “GoldenKey: Outstanding Solution” Award in GoldenKey SDG Solutions 2025 in recognition of its vocational education solutions supporting the SDG of “Quality Education.”

Wuhan Esports Vocational Training Program for Persons with Disabilities

In March 2025, MAG Studio, in collaboration with the Wuhan Employment Service Center for Persons with Disabilities, organized the first Wuhan Esports Vocational Training Program for Persons with Disabilities, a three-day structured training program for 20 participants. The program engaged retired players, esports education experts, and industry instructors to deliver training across career pathways such as esports commentary, event production, and esports officiating. It helped participants gain a deeper understanding of the industry ecosystem, broaden their career perspectives, and explore employment opportunities within the esports sector.



Wuhan Esports Vocational Training Program for Persons with Disabilities

Career Empowerment

We collaborate with governments, universities, and enterprises to build a talent development ecosystem across five sectors: esports hosting and commentary, venue operations, media production and directing, talent management, and event production. These efforts provide young people with practical employment pathways while supporting the supply and structural optimization of digital economy talent.

In 2025

We organized hands-on esports education sessions

8 times

The total duration of the practical training

1,168 hours

National Esports Vocational Skills Competition 2025

In December 2025, MAG Studio hosted the finals of the first National Esports Vocational Skills Competition. The competition catered to talent demands in the esports industry by establishing three major categories: Competition, Design, and Development. It covered the full value chain of esports and included such disciplines as Esports Competition, Event Commentary, Event Planning, Visual Material Design, Esports Stage Design, Creative Video Production, and Data Analysis. The arrangement comprehensively assessed participants’ professional application capabilities, teamwork skills, and depth of industry insight. The competition attracted 90 teams and over 500 participants nationwide during the preliminary rounds and ultimately determined championship teams across seven competition categories.



National Esports Vocational Skills Competition 2025

Shared Success

Partnering with Employees for Development

- 📄 Employment and Rights Protection
- 📄 Diversity, Equity, and Inclusion
- 📄 Occupational Health and Safety
- 📄 Employee Training and Development

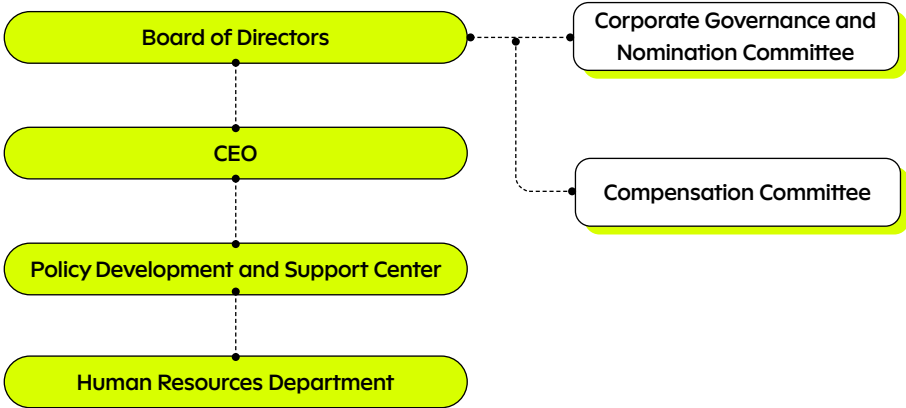
03

Employment and Rights Protection

NIP Group maintains a fair, transparent, and diverse talent acquisition framework alongside a continuously evolving employee rights protection mechanism, providing equal development opportunities for every employee and aligning individual progress with the Group’s overall growth.

Governance

We are fully committed to safeguarding the lawful rights and interests of our employees. Under the Board of Directors, the Corporate Governance and Nomination Committee oversees the nomination of directors and senior management, while the Compensation Committee ensures the reasonableness of compensation policies and incentive mechanisms. The Human Resources Department coordinates recruitment, performance management, rights protection, and employee relations, ensuring the effective implementation of employment and rights protection policies.



Strategy

Employment and rights protection are integral to our sustainability strategy. We identify and assess risks and opportunities across recruitment, compensation and benefits, and employee rights, and develop dynamic response strategies to unlock our people’s potential.

Risk and Opportunity Analysis and Response Strategies

Risk/Opportunity Type		Description	Response Strategy
Potential Risks	Policy and Regulatory Risks	Operating across multiple jurisdictions with significantly different labor laws governing employment contracts, working hours, leave, and dismissal protection, the Group faces exposure to legal proceedings or administrative penalties in the event of labor disputes or workplace injury incidents.	Maintain strict compliance with local labor laws and rigorously verify candidate age and identity during recruitment to ensure lawful hiring practices.
	Talent Attrition	Inadequate rights protection and incentive mechanisms risk eroding employee satisfaction and driving the loss of key talent, with downstream impacts on organizational effectiveness.	Codify fundamental rights, compensation adjustments, and incentive plans in the <i>Employee Handbook</i> ; provide benefits, including dormitories and canteen services, to strengthen satisfaction and reduce attrition.
Potential Opportunities	Talent Value Activation	The digital entertainment sector thrives on creative and innovative talent. Attracting outstanding industry professionals directly supports the Group’s business expansion and operational resilience.	Broaden talent acquisition channels and introduce <i>Talent Referral Incentives</i> to leverage internal networks in identifying high-caliber candidates.

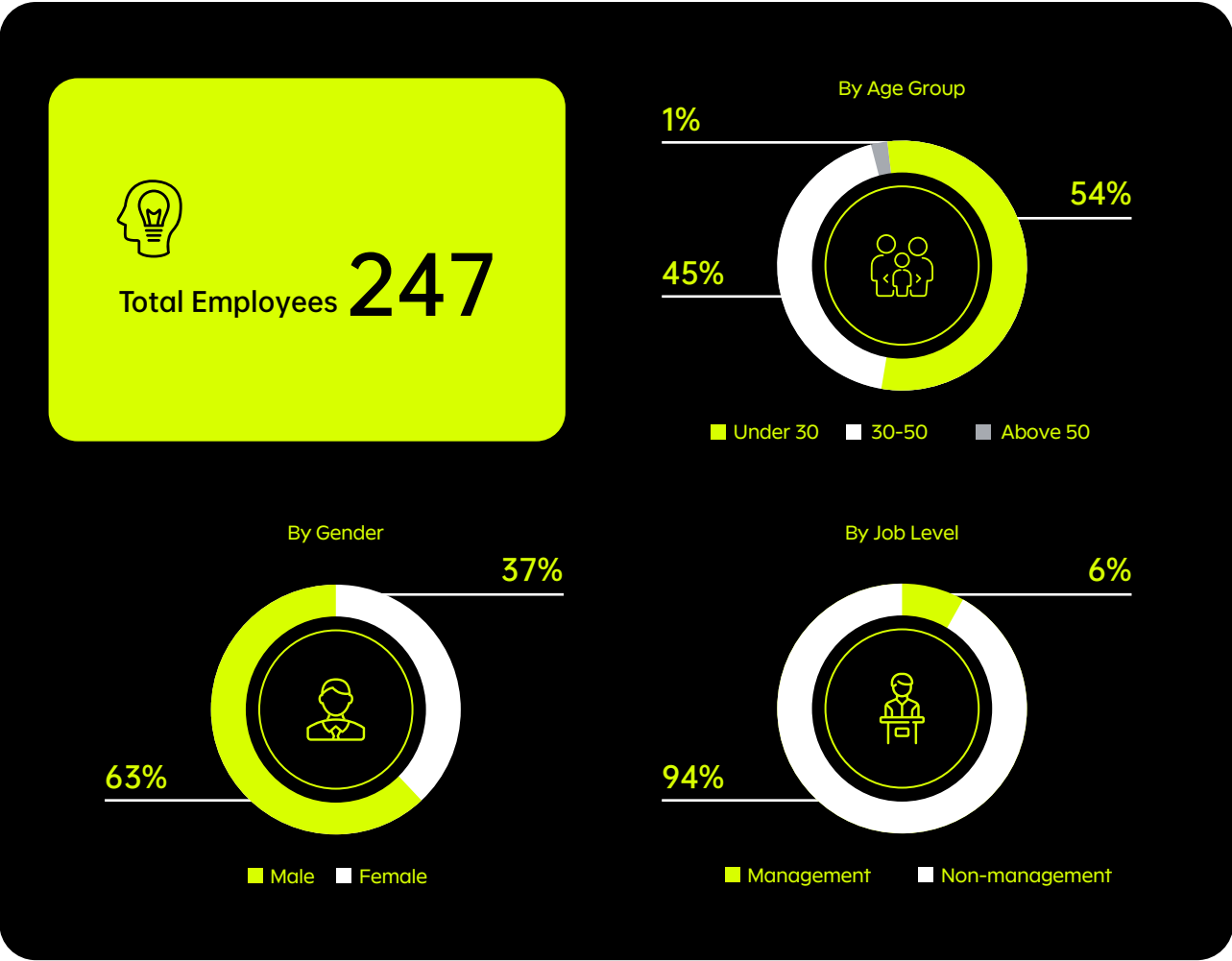
Risk Management

We strictly comply with applicable laws and regulations in our operating locations, including the *Labor Contract Law of the People’s Republic of China*, the *Employment Protection Act* of Sweden, and the *Labor Law* of the UAE, fully safeguarding employees’ lawful rights and interests across recruitment, compensation and benefits, and career development.

Our *Employee Handbook* is complemented by the *Recruitment and Hiring Management Measures*, *Performance Management and Assessment Policy*, and *Equity Incentive Plan*, collectively establishing a fair, transparent, and well-structured employment and incentive framework that underpins the protection of employee rights and interests.

Employee Recruitment

Our recruitment process is guided by the principles of fair competition, demand-driven hiring, and merit-based selection. We welcome professionals worldwide who share our culture and passion for the digital entertainment industry. To broaden talent acquisition channels while balancing talent quality and hiring cost, we have implemented *Talent Referral Incentives* that encourage employees to recommend outstanding industry professionals.

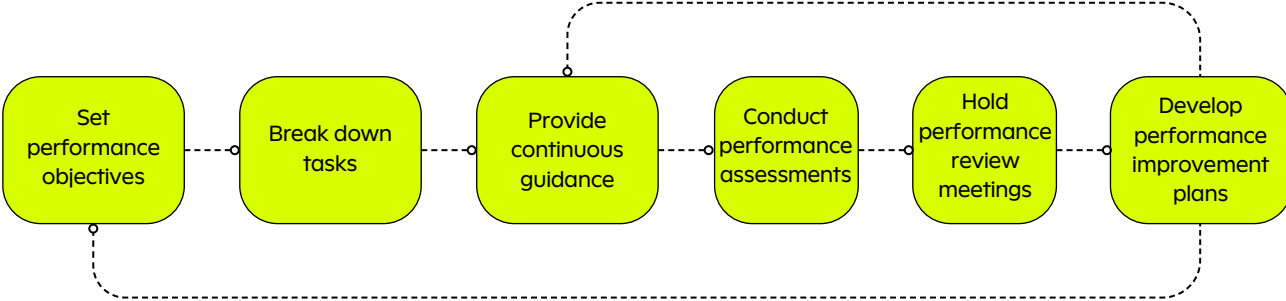


Compensation and Performance

We have established a comprehensive compensation and performance management system. Total annual remuneration consists of four components: base salary, performance-based salary, incentive plans, and other benefits and allowances, with all calculations, adjustments, and distributions governed by established policies.

To scientifically evaluate employee contributions, we devise a performance management system centered on three key stages: performance goal setting and decomposition — performance process tracking — performance evaluation and application. Business units formulate annual or phased performance goals aligned with the Group’s overall objectives, developed through thorough dialogue with employees. Responsible managers communicate and provide ongoing guidance on performance standards, evaluation methods, and key control points throughout the cycle. At close, manager assessments feed directly into bonus distribution, position adjustments, compensation changes, and incentive allocation.

NIP Group’s Performance Management and Assessment Process



Employee Rights and Care

We contribute to employees’ social insurance and housing fund in accordance with applicable laws, and provide a full range of paid leave entitlements, including annual, marriage, maternity, paternity, and bereavement leave, fully protecting employees’ right to rest and time off.

We implement a wide range of employee care initiatives. Beyond statutory requirements, we offer commercial accident insurance and support work-from-home arrangements under extreme weather and other exceptional circumstances. Cultural and sports activities are organized during major celebrations and traditional holidays, and employee clubs, including the Honor of Kings Team-Up Club, League of Legends Team-Up Club, and Football Club, provide additional avenues for leisure and community.

Chinese New Year Gift Exchange

Ahead of the Chinese New Year in 2025, we brought together offices across Shanghai, Shenzhen, and Wuhan and organized a gift exchange event. During the event, employees exchanged gifts through a random selection process, and afterward expressed their gratitude and New Year wishes to gift-givers via the internal platform. The event enhanced communication and emotional connections among colleagues.



Scene of the Chinese New Year Gift Exchange

Employee Communication

We continuously strengthen our internal communication platforms to foster an open, transparent, and trust-based workplace.

- **Information Release:** Company updates and industry information are shared promptly with employees through the official website, OA system, and corporate email.
- **Daily Communication:** Employees may raise opinions and suggestions at any time with their direct supervisors or the Human Resources Department, with managers at all levels expected to be receptive to team feedback and encourage ongoing dialogue.
- **Communication at Milestones:** At key junctures, including probation confirmation, compensation adjustments, position changes, performance evaluations, career development planning, and departures, direct supervisors are required to hold formal meetings with employees to listen and respond to their concerns.
- **Policy Consultation:** Employees may access the Group’s policies and procedures on the OA platform or consult directly with the relevant management department.

Complaint and Dispute Resolution

We maintain accessible complaint and reporting channels, encouraging employees to raise concerns about violations or misconduct via email or in person. Defined procedures govern the handling, investigation, and resolution of all reports, ensuring each case is followed up in a standardized and compliant manner with strict confidentiality protections for whistleblowers. Labor disputes are addressed first through direct dialogue between employees and their supervisors; where this is not feasible or the dispute involves the supervisor, employees may escalate directly to the Human Resources Department. This approach supports fair, lawful resolution while preserving harmonious and stable labor relations.



Reporting Email: jubatousu@nipg.com

Metrics and Targets

We have set key metrics and annual targets for employee recruitment and rights protection, using quantitative measures to drive implementation and continuously improve human resources management performance.

Metric	Target	Performance in 2025
Labor Contract Signing Rate	100%	100%
Social Insurance Coverage Rate	100%	100%

Diversity, Equity, and Inclusion

At NIP Group, we implement a range of policies explicitly prohibiting workplace discrimination, harassment, and verbal abuse in all forms, providing employees of all races, nationalities, genders, ages, and beliefs with equal opportunities for development.

Recruitment of Persons with Disabilities

We actively fulfill our social responsibility. In May 2025, we participated in the 9th “Reaching Out to College Students with Disabilities” Job Fair, engaging directly with students with disabilities through face-to-face conversations covering suitable positions and career development pathways, and helping them better understand opportunities in the digital entertainment industry. This initiative reflects our commitment to diversity and equal employment.



Scene of the recruitment fair for persons with disabilities

Women’s Empowerment

We are committed to supporting the career development and practical needs of female employees and, through policy safeguards and empowerment initiatives, strive to create a more inclusive and supportive work environment for women. Our breastfeeding leave policy provides female employees with one hour of dedicated breastfeeding time per working day, with an additional 30 minutes per additional infant for multiple births, enabling women to balance professional and family responsibilities without compromise.

Moreover, our “Shining Her Power: Empowerment for Female Esports Players” program advances women’s career aspirations in esports through professional training, resource support, and role model development. To date, eStar Gaming player Caomei has become the only active female player in the CrossFire Pro League, and the NIP IMPACT team has been established as Sweden’s first and only all-female Counter-Strike team.

 Women Professionals in the Digital Entertainment Industry

We are committed to building an inclusive professional development environment where female employees can thrive across esports clubs, event production, event management, and beyond. On International Women’s Day 2025, we held dialogues with female employees across business segments, documenting their growth stories and professional perspectives as women in the digital entertainment industry.



“

“Men and women are equal in esports. I hope everyone can be treated fairly, without bias based on gender. I’ve always believed I’m no different from others. In competitive play, performance is what matters.”

”

—by Caomei, Player, eStar Gaming



“

“Women bring strong creativity and multidimensional ways of expression, something that’s hard to define. Female talent in esports is growing, and there will be more possibilities and greater room for development in the future.”

”

—by Ruoshi, FPS Division Manager, eStar Gaming



“

“I believe more and more women will step onto the esports stage and take on roles in event management, becoming creators, facilitators, and leaders.”

”

—by Zhongying Zhang, Head of Event Projects, MAG Studio



“

“As professional women players, we are seen as role models in esports. We take this responsibility seriously, giving our best and supporting one another to help drive the industry forward.”

”

—by NIP IMPACT Team



Occupational Health and Safety

NIP Group strictly complies with applicable laws and regulations in its operating locations, including the *Work Safety Law of the People's Republic of China*, the *Law of the People's Republic of China on the Prevention and Control of Occupational Diseases*, and the *Work Environment Act* of Sweden, being committed to a safe and healthy workplace for all employees.

Building a Safe Workplace

Workplace safety begins at onboarding. New hires at our Stockholm office are familiarized with first aid kit locations, emergency evacuation routes, and fire drill procedures from day one. Our Abu Dhabi global headquarters provides all employees with health insurance covering routine check-ups, specialist outpatient services, and preventive care. In China, all new employees complete mandatory workplace safety training and sign a *Work Safety Responsibility Agreement* setting out their individual safety obligations.

In 2025, we issued the *Activity and Conduct Management Guidelines for the Wuhan Campus* to maintain safe and orderly operations across office, live streaming, training, operations management, and event settings, establishing end-to-end protocols governing entry, on-site conduct, and exit for non-employees. A standing emergency response mechanism and regular fire safety drills further ensure that incident handling remains timely and effective across all locations.

 Fire Safety Training and Emergency Drills

In November 2025, we organized company-wide fire safety training and emergency drills focusing on employee safety and risk prevention in the workplace. The fire safety training session provided detailed instruction on fire safety basics, principles of fire evacuation, proper use of fire extinguishers, and the prevention of everyday fire hazards in office areas. The emergency drill session focused on fire extinguisher operation and simulated fire suppression, which enhanced employees' practical response capabilities.



Fire safety knowledge training



Fire drill

Safeguarding Employee Health

We take a comprehensive approach to protecting the physical and mental well-being of our employees, fostering a positive workplace and strengthening employees' sense of belonging.

In terms of physical and mental care, our Sweden and UAE offices have an Employee Assistance Program (EAP) and Mental Health Day as a flexible leave option to support employee well-being. Our China office provides access to gyms, football fields, and recreational areas, and organizes regular sports activities to help employees manage stress.

In cafeteria management, we enforce rigorous food safety and hygiene standards across all stages of procurement, storage, processing, and meal provision. Regular back-of-house hygiene inspections and ingredient traceability checks ensure reliable sourcing and consistent quality. Employee dietary diversity is a standing priority; nutritional balance is maintained, and dining feedback is collected regularly to inform menu improvements and ensure healthy, well-rounded meals.

In dormitory management, eligible employees are required to sign a *Dormitory Accommodation Commitment* prior to move-in and adhere to dormitory rules and check-in and check-out procedures. Public areas are cleaned daily by janitorial staff, with 24-hour security on duty. Property management staff conduct regular inspections to assess electrical safety and fire hazards, maintaining hygiene and safety throughout the dormitory premises.



Cafeteria Culture Wall

Employee Training and Development

NIP Group relies on its people to drive business innovation and organizational evolution and strives to build a learning- and growth-oriented organization.

Employee Training

We provide training programs spanning technical skills, management capabilities, and professional competencies around business needs and individual development potential, with outcomes feeding directly into promotion and selection decisions.

In Sweden and the UAE, each employee receives a tailored annual learning and development plan built around their performance, responsibilities, and career goals, incorporating project-based internships, external courses, one-on-one mentoring, and executive coaching for key positions. Specialized departmental workshops strengthen team capability and cross-functional collaboration. In China, we have issued the *Notice on Incentives for Performance Agent Certification* to motivate employees to pursue professional qualifications, complemented by an annual Outstanding Employee Awards ceremony that recognizes learning role models and reinforces a learning culture of continuous development.



Scene of employee training

Employee Development

We uphold a fair, just, transparent, and merit-based approach to career advancement and adhere to the principle of integrity and competence, providing employees with clear promotion pathways and an open development platform.

We offer two parallel career tracks, management and professional, spanning management, professional, and general sequences, with employees free to transition between pathways as their careers evolve. When vacancies arise, internal candidates with strong performance and demonstrated capability are given priority, ensuring talent is recognized and rewarded with broader opportunities.

We also offer global and cross-functional development opportunities. With offices in Stockholm, Shanghai, São Paulo, and Abu Dhabi, employees have the opportunity to broaden their international perspectives across diverse operating environments. Across our business segments, including esports clubs, esports events, and talent management, employees can explore career paths aligned with their strengths through hands-on experience in varied roles.



Digital for Good

Co-Creating a Green and Inclusive Future

📄 Value Chain Management

📄 Promoting Social Inclusion

📄 Tackling Climate Change

📄 Ecological Conservation

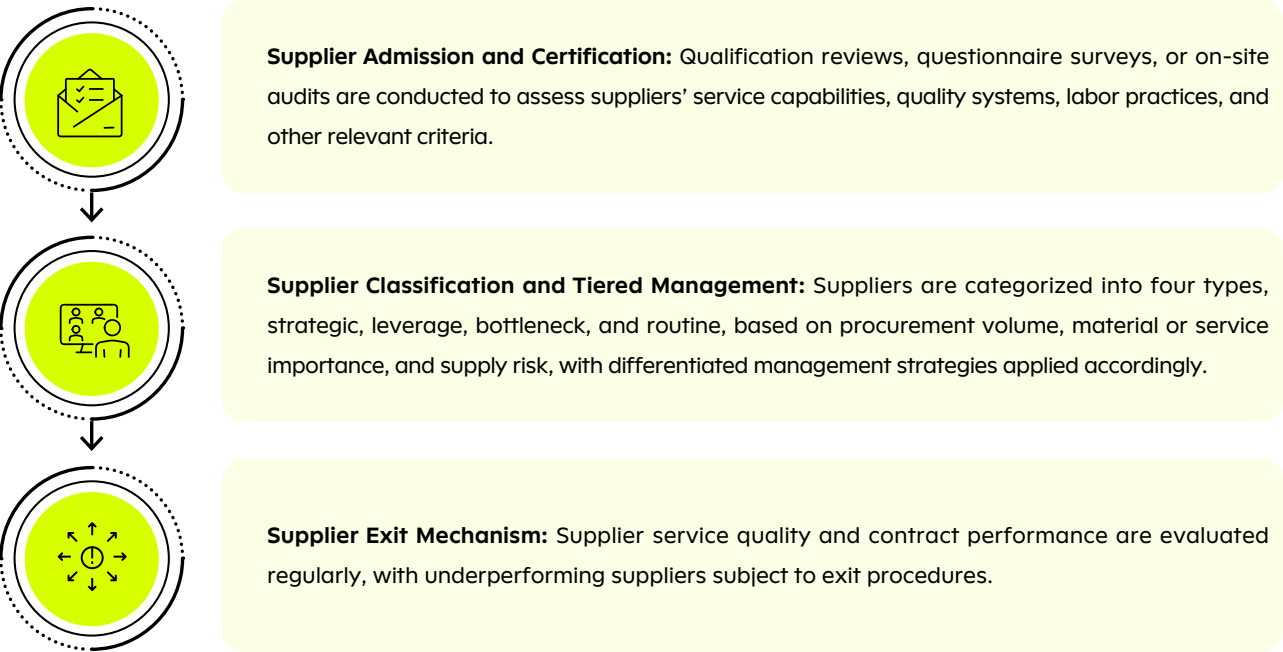
04

Value Chain Management

NIP Group integrates and implements sustainability principles across its value chain through robust supplier management and brand partnership evaluation mechanisms.

Supplier Management

Our supplier management adheres to the principles of fairness and impartiality, dynamic evaluation, mutually beneficial cooperation, and continuous improvement, with the long-term goal of a stable supply chain and shared growth. We apply standardized procurement procedures and a competitive bidding approach, with sustainability performance incorporated as a positive factor in supplier assessments to advance supply chain sustainability.



Brand Partnerships

In brand partnerships and business development, we apply a values-first approach, prioritizing premium brands that align closely with the esports industry, have strong market recognition, maintain a clean public record, and demonstrate a genuine commitment to social responsibility. Prior to formalizing any partnership, we conduct systematic assessments covering brand reputation, compliance records, public image, and sustainability practices to ensure alignment with our core values and manage partnership risks at the source. Dynamic monitoring mechanisms track partners’ public sentiment and social performance in real time to identify and mitigate potential reputational risks.

Promoting Social Inclusion

Leveraging the unique strengths of the digital entertainment industry, NIP Group mobilizes broader stakeholders through an “esports + community engagement” model designed to be both impactful and sustainable.



Care for Special Groups

We are committed to supporting the social integration and career development of special groups, putting the principles of “equality, engagement, and sharing” into practice through charitable donations, platform building, and public advocacy.

Public Advocacy

In January 2025, we joined the *Moss Flower Convention*¹, marking a meaningful step in practicing social responsibility, promoting disability inclusion and advancing fairness and equality. To enhance employees’ awareness, we also organized a screening of the movie *Big World*, fostering a better understanding of the living conditions and social integration needs of people with disabilities.



NIP Group joins the *Moss Flower Convention*.

¹ The *Moss Flower Convention* is a community engagement initiative jointly launched by the Xinhua News Agency New Media Center, the Publicity Department of the Communist Party of China Chengdu Municipal Committee, and the movie *Big World*. It aims to support people with disabilities and promote equal engagement and social inclusion.

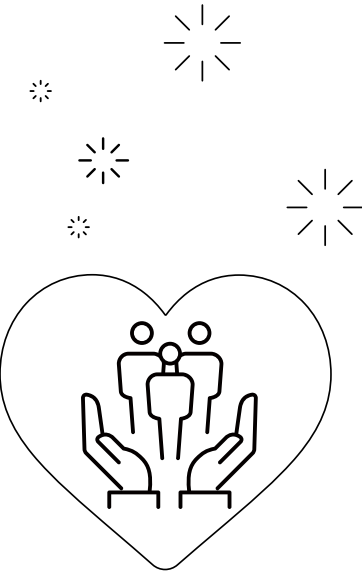
On Rare Disease Day 2025, our players and influencers lent their voices to raise public awareness of people living with rare diseases and the organizations that support them, spreading warmth and support to increase visibility for this community.



NIP Group's teams speak out for people living with rare diseases.

Activities for World Autism Awareness Day 2025

On World Autism Awareness Day 2025, NIP Group's esports clubs and digital entertainment influencers launched multiple initiatives to raise public understanding and support for individuals with autism. Shenzhen NIP players participated in the Blue Action autism advocacy campaign for the fourth consecutive year, calling on the public to “eliminate prejudice through understanding and break barriers with kindness.” Wuhan eStarPro players raised funds on social media for the “Blue Sail Program: Lighting Up Lonely Stars” community engagement project, encouraging more people to become guardians of children with autism.



A player from Shenzhen NIP hand-draws messages of encouragement for children with autism.



Artworks created by children with autism, inspired by skins of eStar FMVP players and other Honor of Kings champions

Charitable Initiatives

Building on a strategic employment support agreement signed with the Wuhan Disabled Persons' Federation in December 2024, we expanded our disability support initiatives in 2025. Through financial assistance, joint project development, and technological empowerment, we supported employment, vocational training, and entrepreneurship for people with disabilities, helping them integrate more fully into society.

“Empowering Inclusion Through Digital Connectivity” Community Engagement Event for National Special Olympics Day

In July 2025, MAG Studio, together with the Wuhan Foundation for Disabled Persons and other organizations, hosted the “Empowering Inclusion Through Digital Connectivity” community engagement event to commemorate the 19th National Special Olympics Day. It was an exploration of feasible pathways for digital technology to serve special groups with the innovative model of “digital sports + community engagement.” During the event, dozens of adolescents with intellectual disabilities and their families experienced MAG Studio's self-developed VR project “Virtual Dodgeball (DBQ).” Digital sports underpinned a dedicated platform for people with disabilities to connect with the outside world and engage in social interaction.



Experience of the Virtual Dodgeball (DBQ)



Dream Home: “Slow Angels” Charitable Art Exhibition

In December 2025, MAG Studio donated RMB 12,000 to the Guangxi AngelHouse Rehabilitation Research Center to support the Dream Home: “Slow Angels” Charitable Art Exhibition held in Nanning. The exhibition showcased more than 60 artworks created by individuals with cerebral palsy (also known as “Slow Angels”) with the assistance of volunteers. It aimed to build a bridge for young people with cerebral palsy to display their talents and engage in dialogue with society. MAG Studio also established the Dream Fund to provide long-term support for improving the living conditions and artistic creation of individuals with cerebral palsy.



Artworks by individuals with cerebral palsy

Youth Development

Focusing on educational equity and youth development, we organize campus visits, learning exchanges, and career experience activities for young people across different groups, providing meaningful opportunities to explore the digital entertainment industry and experience esports culture.

Visit by Esports Today’s Workshop

In March 2025, about 200 participants from Esports Today’s Xindadao Workshop visited NIP Group’s Wuhan campus. As the largest organized visit since the campus was put into operation, the program featured tours and interactive sessions, where participants not only gained an understanding of the Group’s working environment and esports culture but also developed an intuitive understanding of esports ecosystem building, talent nurturing, and operational management.



Visit by Esports Today’s Xindadao Workshop

Visit of the Taiwan Youth Internship Delegation in Wuhan

In August 2025, a delegation of more than 30 Taiwanese young people participating in internships in Wuhan visited NIP Group’s Wuhan office. The delegation toured areas including the Hall of Honor, training facilities, and dormitory buildings, where they gained in-depth insights into the Group’s business footprint and history. During the visit, staff highlighted the Group’s industry framework in the digital entertainment sector and its international esports initiatives, showcasing to the visitors the progress of Wuhan’s digital culture and sports industry.



Visit of the Taiwan Youth Internship Delegation in Wuhan



Community Engagement

Community engagement is embedded in our corporate culture, with dedicated platforms enabling players and employees to participate in community service. In 2025, we launched the inaugural NIP Community Engagement Week, bringing community engagement values into the everyday lives of the younger generation.

Participation in the Wings for Life World Run

In May 2025, the Group’s NIP Esports Club participated in the Wings for Life World Run for the third consecutive year, mobilizing 169 people including professional players from Counter-Strike, Rainbow Six, Rocket League, and Street Fighter 6 teams, coaches, and staff, and calling on fans worldwide to join in support. The event raised more than EUR 8.6 million in donations, all dedicated to spinal cord injury treatment research, conveying the spirit of esports community engagement through concrete actions.



NIP Esports Club players at the Wings for Life World Run

One-Day Store Manager at Buy42 in the NIP Community Engagement Week

On the 2025 Charity Day of China, NIP Group launched the inaugural NIP Community Engagement Week with the “Into Buy42” campaign. In Shenzhen, Shenzhen NIP players learned sign language, assisted with charity sales checkout, organized goods, and donated team merchandise. In Shanghai, eStar Speed players sorted in-store supplies and registered information for the “Bag for Books” initiative. In Chengdu, eStar CrossFire players worked alongside employees with disabilities to sort, label, and price donated items, gaining a firsthand understanding of the charity store model and the concept of “inclusive employment.” Wuhan eStarPro players extended the initiative across city boundaries through online interaction and fan engagement, creating a cross-city relay of goodwill. Inspired by the players’ advocacy, fans responded by visiting stores and donating unused items, bringing to life the message that “community engagement is within reach.”



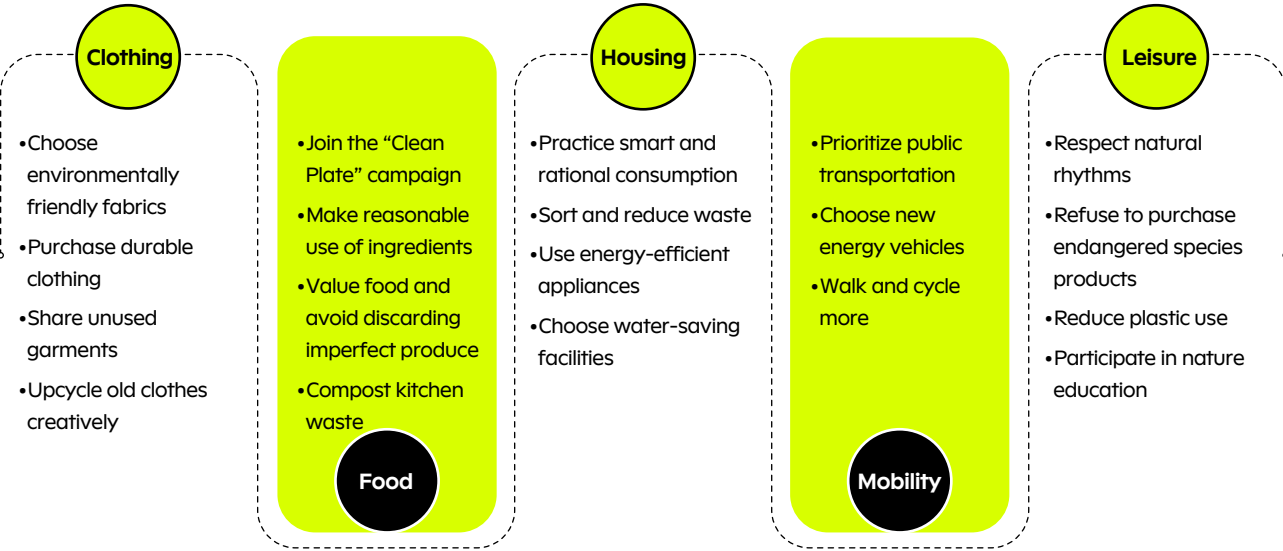
The “Into Buy42” community engagement campaign

Tackling Climate Change

NIP Group actively contributes to climate action across both mitigation and adaptation dimensions.

To minimize the impact of extreme weather events, we have established a regular early warning mechanism and developed emergency response plans for disaster scenarios. In 2025, nine natural disaster warning notices were issued, alerting employees to risks including cold waves, strong winds, typhoons, and heavy rainfall, with work-from-home arrangements activated during affected periods to safeguard employee safety and well-being.

We collaborate with international brands and creativity agencies to promote sustainable consumption and production, contributing to broader global climate action. Employees are encouraged to adopt low-carbon practices across five dimensions of daily life: clothing, food, housing, mobility, and leisure, embedding green principles into everyday behavior and organizational culture.



We actively participate in both global and local environmental protection initiatives. By organizing activities such as the Earth Hour, we implement low-carbon practices across our offices and advocate environmental protection and green lifestyles within our fan communities.

Earth Hour 2025

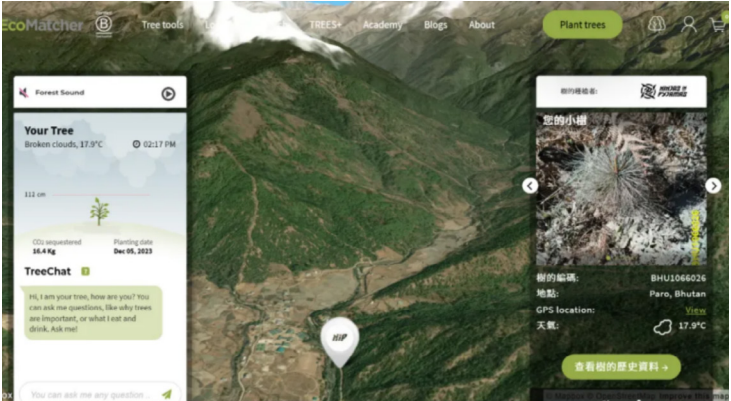
NIP Group actively responded to the Earth Hour 2025 campaign, with offices in China, Stockholm (Sweden), Abu Dhabi (UAE), and São Paulo (Brazil) switching off all non-essential lighting and electronic equipment on the night of the event. Beyond the lights-off initiative, the Group leveraged its influence in the digital entertainment sector by encouraging esports players to share environmental messages with their audiences, inspiring broader awareness and participation in environmental protection and demonstrating the Group’s commitment to energy conservation and carbon reduction.



An “Earth Hour 2025” poster released by Wuhan eStarPro

Planting a Green Future with Fans

In August 2025, during the “Battle-Tested Heroes of Shenzhen” commemorative event for Shenzhen NIP's 100th games in its home arena, Shenzhen NIP launched the “Endless Greenery: A Tree for Free from Shenzhen NIP's campaign. The team distributed 100 tree saplings, which were planted in designated areas, to long-standing supporters and partners. Recipients were able to name their trees and track their growth status, carbon reduction impact, and planting records in real time on a dedicated platform. This green gift was both commemorative and environmentally meaningful.



Real-time tracking of tree information on a partner platform

2025

The team distributed tree saplings to long-standing supporters and partners, totaling

100

Ecological Conservation

NIP Group actively advocates green lifestyles, exploring and promoting accessible, sustainable participation methods through internal empowerment, community engagement, and external collaboration to embed green principles in esports culture.

Green Operations

We are dedicated to integrating environmental protection practices into our daily operations. In 2025, we formulated the *NIP Group Environmental Management Policy*, setting out our green operations philosophy and action plans, supported by sustainability training, energy conservation advocacy, and green practice guidelines to encourage employees to uphold environmental principles in their work.

In daily operations, we incorporate green principles into office culture, with resource recycling initiatives, conservation reminders, and environmental-themed campaigns guiding employees to translate low-carbon awareness into everyday actions.

In venue operations, we adopt recyclable venue designs and implement routine measures such as turning off lights and air conditioning when not in use to reduce energy and material consumption, lowering our operational environmental footprint.

Waste Management

We have established waste management processes to reduce environmental impact and improve resource efficiency across daily operations and asset circulation. Through collaboration with brands and community engagement organizations, we have built mechanisms for second-hand goods recycling and resource circulation, contributing to a circular economy through concrete actions.

Daily Waste

Classified Removal: Removed regularly (once every two days) by professional third-party service providers;

Compliant Transfer: Transported in compliance with regulations to local solid waste transfer stations;

Recycling: Treated through incineration to recover energy from waste.

Idle Assets

Internal Reallocation: Prioritize cross-office reallocation for reuse to extend the service life of assets;

Multi-Channel Recycling: If there is no internal demand, resell them on second-hand platforms or through partner recyclers to realize residual value;

Responsible Disposal: If the above methods are not feasible, donate to partners or entrust to qualified institutions after evaluation for compliant and environmentally responsible disposal.

Biodiversity Conservation

We have launched an innovative “esports + environmental community engagement” model that leverages the influence of our teams and players to engage young people on environmental topics through interactive, culturally resonant formats. In collaboration with professional conservation organizations, we support the protection of endangered fish species and cetaceans, habitat restoration, and public education, contributing to sustained ecological improvement in the Yangtze River Basin.

“For the Smile of the Yangtze” Charitable Auction

In October 2025, NIP Group signed a strategic cooperation agreement with the Changjiang Conservation Foundation of Hubei Province, covering four areas: policy advocacy and public education, innovative fundraising and resource support, brand co-development and IP creation, and community mobilization and volunteer action, with a shared goal of advancing ecological civilization in the Yangtze River Basin. As the inaugural initiative under this partnership, the Group collaborated with the foundation and several philanthropic enterprises to host the “For the Smile of the Yangtze” charitable auction and a popular science lecture. All proceeds were donated to the “Preserving the Smile of the Yangtze” project, dedicated to the conservation of the Yangtze finless porpoise and the basin's broader ecosystem.



Popular science lecture

“Starlight Guardians: New Life for Old Items” Charitable Donation Campaign

In January 2025, NIP Group launched the “Starlight Guardians: New Life for Old Items” employee second-hand donation campaign to promote the application of resource recycling mechanisms in daily operations. Employees were encouraged to donate idle but still usable items, which were then sold for charitable purposes through the charitable shop Buy42.



“Starlight Guardians: New Life for Old Items” charitable donation campaign

Protect Fish in the Yangtze: Helping Endangered Fish Return Home

The Chinese high-fin banded shark (*Myxocyprinus asiaticus*) is known as the “Asian mermaid.” Its population recovery is of great significance in maintaining the ecological balance of the Yangtze River Basin. In November 2025, NIP Group’s Delta Force division sent three team members to participate in the “Protect Fish in the Yangtze: Helping Endangered Fish Return Home” program. During the event, the team members attended a public education session on fish release, and personally released Chinese high-fin banded shark fry into the Yangtze River. Leveraging their influence, esports players spread environmental protection among younger audiences, inspiring greater public awareness and participation in biodiversity conservation and demonstrating the positive role of esports in environmental protection.



The Delta Force division participated in the “Protect Fish in the Yangtze: Helping Endangered Fish Return Home” program.

Appendices

Key Performance Indicators

Dimension	Category	Key Performance Indicator	Unit	2025 ³
Environmental Performance	Energy and Resource Use ²	Total natural gas consumption	m ³	1,176
		Total electricity consumption	kWh	1,296,352
		Total water consumption	metric ton	67,182
Social Performance	Employment	Total number of employees	person	247
		By age group: Under 30	%	54
		By age group: 30 to 50	%	45
		By age group: Above 50	%	1
		By gender: Male	%	63
		By gender: Female	%	37
		By job level: Management	%	6
		By job level: Non-management	%	94
		Proportion of female managers	%	38
		Number of employees with disabilities	person	1
		Number of employees from ethnic minorities	person	5
		Employee turnover rate	%	32
	Health and Safety	Number of work-related fatalities	person	0
		Proportion of work-related fatalities	%	0
		Number of work-related injuries	person	0

Dimension	Category	Key Performance Indicator	Unit	2025 ³
Social Performance	Health and Safety	Proportion of work-related injuries	%	0
		Lost days due to work-related injuries	day	0
	Employee Training	Total training participants	participant	451
		Total training hours	hour	1,036
		Average training hours per employee	hour	4
	Employee Rights and Interests	Proportion of employees covered by training	%	100
		Social insurance coverage rate	%	100
		Number of female employees entitled to maternity leave	person	9
	Community Engagement	Number of male employees entitled to paternity leave	person	8
		Volunteers	person	53
Governance Performance	Board of Directors	Total volunteer service hours	hour	105
		Number of board members	person	10
		Number of female board members	person	1
		Proportion of female board members	%	10
	Business Ethics	Proportion of independent directors	%	20
		Convicted violations of anti-corruption and anti-bribery laws	case	0
		Fines for violations of anti-corruption and anti-bribery laws	RMB	0
		Substantiated incidents of corruption or bribery	case	0

²The 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 some temporary venues.

³The data primarily covers major offices and training facilities in China and Sweden.

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