

Rules of Releasing Products

1 General Rules

1.1 The Rules of Releasing Products (the “**Rules**”) constitute basic procedure and rules made by the EPEC E-commerce Co., Ltd., the operator (the “Platform Operator”) of EPEC International E-commerce platform (the “**Platform**”) for the Registered Members to release product information on the Platform normatively and orderly in accordance with relevant laws and regulations such as E-commerce Law of the People’s Republic of China.

1.2 Definitions

1.2.1 “**Products**” or “**Items**” means the commodities and/or services whose information is recorded on the Platform and which are allowed to be sold on the Platform.

1.2.2 “**Products Release**” means releasing of new products by the Registered Members and Platform Operator on the Platform (excluding second-hands or waste materials)

1.3 Regulations

1.3.1 The Registered Members shall be responsible for the contents of released products information and ensure such information is true, accurate, lawful and does not infringe on legal rights or interests of any third parties.

1.3.2 The Platform has the right to refuse to release, freeze, pull off shelves or delete the products information violating the Rules and claim the compensations from the relevant Registered Members for any losses and damages suffered by the Platform Operator caused by or arising out of or in connection with such violations. Where the Platform Operator imposes measures such as freezing and deleting products information or services information published by a Member who has violated laws and regulations, the Platform Operator will make an afterwards announcement.

- 1.3.3 Sale of products or provision of services by Members shall comply with the requirements for protection of personal safety and property security and the requirements for environmental protection; goods or services prohibited by laws and administrative regulations from being traded shall not be sold or provided.
- 1.3.4 If the Platform finds that products information and services information does not comply with the requirements for protection of personal safety and property security, or transactions of such products or services are blocked by relevant laws and regulations, or suppliers of the products or services have not obtained the relevant administrative licensing, the Platform has the right to impose punishing measures and report to the relevant authorities.
- 1.3.5 Supplier Members shall disclose information of products or services fully, truthfully, accurately and promptly, and protect consumers' right of information and right of selection. Suppliers shall not use false transactions, fabricated user review etc. to conduct false or misleading business promotion, so as to defraud or mislead purchasers.
- 1.3.6 The Platform Operator will distinguish its self-operated business from the businesses of the supplier Members by notable marks. The Platform Operator will not mislead purchasers.

2 Details

- 2.1 Product Category. Products released on the Platform shall be categorized based on the function, material, structure, physical quantity and other attributes of such Products.
- 2.1.1 The Supplier Member shall release all-new Products with complete property rights and are produced, distributed or delegated by the Supplier Member itself, and may not release second-hand products.
- 2.1.2 Before releasing the Products, the Supplier Member shall select the category and ensure it matches the specifications of the products and information in the product name. Product category must be selected to the most subordinate. If the most sub-class cannot meet the classification requirements, please contact the Epec

Procurement Manager. Confusing names or short descriptions are prohibited in the Product Name. The Product Name shall not contain false descriptions.

2.2 Product Type. The Supplier Member shall select product type according to the standard, usage, shape and other features of the Products. Using incorrect product type will lead to application of wrong products template and negatively affect product display.

2.3 Product Name

2.3.1 Product Name refers to the name of a product used to distinguish it from other products. The way of naming can be related to the Product function, Product image, Product origin, symbolic meaning and other aspects of Product, generally expressed in the form of text.

The Product Name shall be consistent with the product in the detailed description and picture. The Product Name shall be brief and the total number of words (including figures and punctuation marks) should not exceed 160 characters.

2.3.2 The Product Name is forbidden to contain phone number, email, company name or any other contact information, or information of company, promotions, shipping, transport fees and other information not related to the Product itself. The title is forbidden to contain description such as “top rated seller”, “top seller”, “trusted seller” or other description that might be misleading. Your seller rating assigned in accordance with the Platform Operator procedures will be shown on the page of product details.

2.3.3 The Product Name does not need to contain brand, specifications or similar information. Such information will be provided in the Product Details section and displayed on the web page.

2.3.4 The Product Name is forbidden to contain confusing or name or brief description.

2.3.5 The Product Name shall not contain false description.

2.3.6 The first letter of each word must be capitalized (excluding words such as a, an, and, or, for, of, etc.). There should be no punctuation input under Chinese input method.

2.4 Product Brand. The Supplier Member shall use the registered brand's standard English brand name. The brand will be displayed in the front of the Product title.

2.4.1 It is not allowed to display multiple brands in one product. If the Product does not have a brand, please indicate "No Brand". No more than 40 characters for each brand. The name of the brand shall not exceed 40 characters.

2.4.2 The brand must conform to the Product displayed in Product Details and pictures.

2.5 Reference Price. The Supplier Member shall provide reference price of the Product.

2.5.1 The Reference Price is the public price of the Product on the Platform and must be true and valid under specific trade terms.

2.5.2 The Reference Price can be a specific amount or a price range. The currency shall be US dollars. If the Reference Price is uncertain, face-to-face negotiations can be selected.

2.6 Measurement Unit. Provide measurement unit corresponding to the product price for actual sales.

2.7 Producer. The Supplier Member shall provide the actual producer of the Product.

2.7.1 Must provide standard English full name of the producer and not providing only the initials.

2.7.2 The Product will not pass the review by the Platform Operator, if distributor or agent are provided.

2.8 Key Words. The Supplier Member shall provide key words that do not repeat the Product name, attributes or specifications and words that are helpful for the search by Buyer Members.

2.8.1 It is forbidden to piling up key words not related to the products released in order to avoid any negative affect to the accuracy of search results on the Platform. Synonyms and near-synonyms are recommended. The total key words should not exceed 160 characters.

2.8.2 Key words must be accurate description of the product. It is forbidden to use comparison words such as “related” or “similar” in key words.

2.9 Product Attribute refers to the inherent attributes of the Product itself, such as brand, model, composition, specifications, etc.

2.9.1 Value provided for the product attribute must be specific. It is forbidden to have two different attribute values or ranges for one product. The product attribute information should not exceed 100 characters.

2.9.2 Description of product attribute must match the real commodities and/or service and must be true and valid.

2.9.3 Product attribute shall be provided in accordance with applicable requirements in the Rules on the Product Details page. If any of the requirements cannot be met, please contact Epec Procurement Manager.

2.10 Product specifications refer to major indicators reflecting Product quality.

2.10.1 Product specifications should be the collection or scope of their values, e.g., length range between 1 ~100 mm and color includes red, yellow, blue and green. The specifications information should not exceed 100 characters. Please complete the “Specifications” page for detailed specifications.

2.10.2 For Products with same attribute values and different specifications values, the information should be provided on the same page of the Product. Generally, it is not allowed to display values in multiple pages. Notwithstanding the foregoing, if the Supplier Member decides that it is not suitable to display the

specification value in the form of scope or collection, the specifications values can be properly divided into multiple pages.

2.11 Product Key Picture. The primary picture of the Product is called Product Key Picture, which should be Product's real picture, design drawing and finished product drawing, etc.

2.11.1 In the search results and browse pages, the Key Picture is used to represent the Product. It is also the first picture that any Buyer Member will see on the page of Product Details. The Key Picture should be the picture of the Product in front of a white background. It must be a professional photo with high resolution without containing any additional accessories and support that may be misleading to the potential buyers. It shall not contain scripts, pictures and watermarks that are not descriptions of the Product.

2.11.2 The Key pictures must be clear and complete and consistent with the Product introduced in the information contents. No more than 5 pictures of each Product can be displayed.

2.11.3 Key Picture size: 500px*500px, photo format: JPG

2.11.4 The Key Picture information must be lawful and displayable; it is strictly forbidden to release any pictures that are infringing the rights of any third parties, pornographic, anti-government or anti-Party, or otherwise illegal under the applicable laws and regulations.

2.11.5 The Supplier Party shall make its best efforts to provide pictures of the real product as the Key Picture. It is allowed to provide descriptive picture of package properly; it is not allowed to use pictures whose copyright belongs to others.

2.11.6 It is forbidden to use pictures that contain store information such as phone number, address and email, etc.

2.12 Product Details. Details Descriptions means the detailed description of the function, purpose, usage and other characteristics of the Product.

2.12.1 The Detailed Descriptions are released in English describing the characteristics of the product, conditions of use, scope of

application, advantages, package information, whether there is any accessory and shipping methods, etc.

2.12.2 Without prior approval of the Platform Operator, the Detailed Descriptions shall not contain links, embedded video or video link of any form.

2.12.3 It is strictly forbidden to release any information that are infringing the rights of any third parties, pornographic, anti-government or anti-Party, or otherwise illegal under the applicable laws and regulations.

2.12.4 It is forbidden to release information that is inconsistent with the Product name, pictures or property, etc.

2.12.5 It is allowed to provide multiple pictures whose height shall be 700px, width shall be 900px and size shall be within 1 M and shall be in the form of .JPG.

2.13 Manufacturer Information. The Supplier Member should provide information such as company overview, history, corporate culture, credentials and honors, factory building, R&D capacity and other contents of the product manufacturer.

2.13.1 The information of the real product manufacturer should be provided. It is forbidden to replace the manufacturer's information with the distributor or agent's information.

2.13.2 It is forbidden to infringe on IPR of others, trade secret and other proprietary rights of others.

2.13.3 It is allowed to provide multiple pictures whose height shall be 700px, width shall be 900px, and size shall be within 1 M and shall be in the form of .JPG.

2.14 The list of specifications refers to the list that contains the information of specific product model and specifications, measurement unit, manufacturing period and serial number. Multiple attachments can be submitted without format requirements, and single document should not exceed 10M. The foregoing is not mandatory.

2.15 The technical attachment should provide information such as the product manual, technical documents and certificates. Multiple attachments can be submitted without format requirements, and single document should not exceed 10M. The foregoing is not mandatory.

3 Supplementary Provisions

- 3.1 Industry standards relating to transactions in the Products among commercial entities similar to the Registered Members in question shall be used to interpret these Rules.
- 3.2 The Rules shall be effective on January 1, 2019.
- 3.3 The platform operator reserves all rights to the final interpretation of the Rules.
- 3.4 The Platform Operator reserves the right to amend the Rules or formulate the supplementary rules and publicize the amended rules or the supplementary rules from time to time. The amended rules or relevant supplementary rules will be effective on the designated date in the public announcement. The Rules shall be legally binding on all relevant parties on the Platform from the effective date.