

Rules of Reviewing the Release of Advertisements

1. General Rules

1.1 The Rules of Reviewing the Release of Advertisements (the “Rules”) are basic procedure and rules that review and regulate advertisements and promotional activities made by the Registered Members on the platform in accordance with relevant laws and regulations such as E-commerce Law of the People’s Republic of China and Advertising Law of the People's Republic of China. The Rules are laid down by Epec E-commerce Co., Ltd. (the “Platform Operator”), the operator of Epec International Business Platform (the “Platform”).

1.2 Definitions

1.2.1 “Publishers” means the Registered Members that publish advertisements and make promotional activities on the Platform, including Buyer Members and Supplier Members.

1.2.2 “Advertisements Information” means the photo, goods information, digital description and other advertising materials about the goods or company overview published by the Publishers on the Platform advertising space.

1.3 Scope of application

The Rules are applicable to all advertisement spaces on the Platform.

1.4 Authenticity and accuracy

Advertisements on the Platform shall disclose information of goods or services fully, truly, accurately and promptly, and protect consumers' right of information and right of selection. Advertisements on the Platform shall not use false transactions, fabricated user review etc. to conduct false or misleading business promotion, so as to defraud or mislead consumers

2. Rules of Advertisement Release

2.1 Relevant qualifications

2.1.1 The Publishers should make sure the goods they advertise have qualifications or authorization as stipulated by the laws and regulations. They cannot release the Advertisement Information of the goods unless such information is reviewed and approved by the Platform Operator.

Expression regarding performance, functionality, place of origin, usage, quality, ingredients, price, manufacturer, warranty period, undertaking etc. for goods, or expression of contents, service provider, form, quality, price, undertaking etc. regarding services in advertisements shall be accurate, clear and unequivocal.

2.1.2 The Publishers are not allowed to use any content that infringes on or might infringe on legitimate rights and interests of others.

2.1.3 If the Advertisement Information claims that goods or Publishers have won the award, patent and honorary title such as “Quality Product”, the Publisher should provide the photocopy or other credentials to the Platform Operator to prove such award, patent or honorary title.

2.1.4 Where it is stated in an advertisement that the goods or services are sold with a gift, the type, specification, quantity, period and method of such gift shall be specified.

2.2 Regulations about release of advertisement goods and Advertisement Information

2.2.1 When the Publisher releases goods advertisements, they should do it within the scope of goods category shelved on the Platform and should not promote or release information of goods forbidden or constrained on the platform.

2.2.2 It is not allowed to promote goods suspected of infringement or illegal distribution, or release Advertisement Information of such goods, such as the fake and pirate goods.

2.2.3 It is not allowed to promote goods that are vulgar, indecent or immoral, or publish Advertisement Information of such goods; it is not allowed to promote goods that carry negative topics or have negative influence such as indecent online marketing, or release Advertisement Information of such goods.

2.2.4 It is not allowed to promote goods that are suspected of containing superstitious, numerology or religious beliefs, or release Advertisement Information of such goods.

2.2.5 It is not allowed to promote other goods whose sales or information release are prohibited or constrained by laws and regulations.

2.3 Regulations of description of Advertisement Information products

2.3.1 It is not allowed to release Advertisement Information in which the photo, goods price, sales quantity and other description contents cannot be proved or fail to comply with the facts.

2.3.2 It is not allowed to release the Advertisement Information of goods which is not identical to the real brand of goods.

2.3.3 It is not allowed to release Advertisement Information which has ambiguous description of goods materials.

2.3.4 It is not allowed to release Advertisement Information that contains false, exaggerated, promise statements or exaggerated statements whose authenticity are unable to determine.

2.3.5 It is not allowed to release Advertisement Information suspected of unfair competition or comparison with others, or Advertisement Information that damages the business reputation and goods reputation of competitors or third party.

2.3.6 It is not allowed to release Advertisement Information suspected of cheating for clicks.

2.3.7 Advertisements on the Platform shall not use or indirectly use the national flag, national anthem, national emblem, military flag, military anthem, military emblem of the People's Republic of China.

2.3.8 Advertisements on the Platform shall not use or indirectly use the name or image of State agencies, personnel of State agencies.

2.3.9 Advertisements on the Platform shall not use wordings such as "national level", "highest level" and "best".

2.3.10 Advertisements on the Platform shall not harm the dignity or interests of the State and divulge State secrets.

2.3.11 Advertisements on the Platform shall not hinder social stability and harm public interest.

2.3.12 Advertisements on the Platform shall not endanger personal and proprietary safety, and shall not intrude personal privacy.

2.3.13 Advertisements on the Platform shall not hinder public order or violate social morality.

2.3.14 Advertisements on the Platform shall not contain obscenity, pornography, gambling, superstition, terrorism, violence contents.

2.3.15 Advertisements on the Platform shall not contain ethnic, racial, religious, sexual discrimination contents.

2.3.16 Advertisements on the Platform shall not be against the protection of environment, natural resources or cultural heritage.

2.3.17 Advertisements on the Platform shall not be those that are forbidden by laws and administrative regulations.

2.4 Regulations of script and photo release in the Advertisement Information

2.4.1 The Publishers should follow the following rules when the Advertisement Information contains scripts.

- (1) Script contents: The contents should be genuine, accurate and concise;
- (2) Font selection: Chinese contents shall be used and designed based on Microsoft Yahei font, while English contents shall be used and designed based on Helvetica Bold font;
- (3) Script typesetting: The script typesetting should be holistic, uniform and should not be over-disperse in layout. All materials in the Advertisement Information should have proper distance with the border. The script contents can take no more than 50% in the composition of Advertisement Information.
- (4) Text processing: Try not to use drop shadow, shadow, emboss, outline, outer flow and other effects, and avoid unnecessary character deformation. Slight gradual-change effect can be used properly for the needs of Advertisement Information. Ensure the explicit distinction between script effect and background.

2.4.2 The photos used by the Publisher in the Advertisement Information should comply with the following requirements:

- (1) The photos should be clear and readable; avoid such circumstances as incomplete photo, ambiguous photo, edge zigzag or pixel miscellaneous points, etc.
- (2) Use the static Platform photo, and do not use the photos that have dynamic effects such as GIF frame skip, sparkle and FLASH, etc.

2.5 Measures against violations

2.5.1 If the relevant data in advertisements and promotion are so unreasonable that are against the reality, the data releaser shall correct the

relevant data in time. If the data releaser refuses to correct, the Platform Operator has the right to cancel the advertisements that have been released on the advertisement space.

2.5.2 If the Publisher releases the Advertisement Information in violation of the Rules, the Platform Operator has the right to make independent judgment of the nature and degree of violation, and take the following measures individually or jointly in according with the Rules or other relevant rules of the Platform.

- (1) Refuse, limit and prohibit promotion of goods in the relevant Advertisement Information;
- (2) Refuse to release relevant Advertisement Information or delete it; and
- (3) Other measures that comply with the Rules or other rules on the Platform.

2.5.3 In one of the following circumstances, the Platform has the right to terminate providing advertisement space and refuse to refund the fees for the space;

- (1) Violate the Rules and have serious consequence or influence;
- (2) Violate the Platform Rules and be levied with Right Limit or above punishments;
- (3) Have the membership suspended or cancelled.

3. Supplementary Provisions

3.1 The Rules shall be effective on January 1, 2019.

3.2 Advertisements released on the Platform shall abide by the Rules and Advertising Law of the People's Republic of China and other relevant laws and regulations.

3.3 The Rules shall be interpreted by the Platform Operator.

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.