

**Special Terms and Conditions of Xiaohongshu Online Promotion Package (“the Service”)**

1. Xiaohongshu Online Promotion Package is governed by HKBN Enterprise Solutions Limited (“HKBNES”)’s General Terms and Conditions (<https://www.hkbnes.com/web/terms-conditions/>) and the terms and conditions stated herein.
2. Customer understands that HKBNES is not the provider of this Service and makes no representation or guarantee regarding the quality of this Service. This Service is provided and managed by Guangzhou Junyu Information Service Co., LTD (廣州俊宇信息服務有限公司) (“Junyu”). Customer agrees to be bound by Junyu’s relevant terms and conditions and any subsequent revisions published from time to time when utilizing this Service. Please refer to below Packages and general Scope of Work (SOW) for reference:

**Packages:**

<b>Xiaohongshu Online Promotion Package – Plan A (D-24)</b>
- To create and publish 1 Video or 1 Note on Xiaohongshu Platform (1 KOL with 50k - 200k followers); the same content will be published to the same KOL's account in WeChat Video Platform.
- To create and publish 1 Video on Douyin Platform (1 KOL with 50k - 200k followers); the same content will be published to the same KOL's account in WeChat Video Platform.
- Include one-day round-trip transportation expenses of KOL and photographer. (one-off)

<b>Xiaohongshu Online Promotion Package – Plan B (D-25)</b>
- To create and publish 1 Video or 1 Note on Xiaohongshu Platform (1 KOL with 50k - 200k followers); the same content will be published to the same KOL's account in WeChat Video Platform.
- To create and publish 1 Video on Douyin Platform (1 KOL with 50k - 200k followers); the same content will be published to the same KOL's account in WeChat Video Platform.
- 50 related Videos / Notes will be published to Xiaohongshu / Douyin / Wechat Platform (KOC with 1k - 10k followers).
- Include one-day round-trip transportation expenses of KOL and photographer. (one-off)

<b>Xiaohongshu Online Promotion Package – Plan C (D-26)</b>
- To create and publish 1 Video or 1 Note on Xiaohongshu Platform (1 KOL with 50k - 200k followers); the same content will be published to the same KOL's account in WeChat Video Platform.
- To create and publish 2 Videos on Douyin Platform (2 KOL with 50k - 200k followers); the same content will be published to the same KOL's account in WeChat Video Platform.
- 60 related Videos / Notes will be published to Xiaohongshu / Douyin / Wechat Platform (KOC with 1k - 10k followers).
- Include one-day round-trip transportation expenses of KOL and photographer. (one-off)

<b>Xiaohongshu Online Promotion Package – Plan D (D-27)</b>
- To create and publish 2 Videos or 2 Notes on Xiaohongshu Platform (2 KOL with 50k - 200k followers); the same content will be published to the same KOL's account in WeChat Video Platform.
- To create and publish 2 Videos on Douyin Platform (2 KOL with 50k - 200k followers); the same content will be published to the same KOL's account in WeChat Video Platform.
- 100 related Videos / Notes will be published to Xiaohongshu / Douyin / Wechat Platform (KOC with 1k - 10k followers).
- Include one-day round-trip transportation expenses of KOL and photographer. (one-off)

The following Top-up Services are only available with the purchase of a Xiaohongshu Online Promotion Package and cannot be purchased separately:

<b>Xiaohongshu Online Promotion Package – Top-up Service (T01)</b>	
Account Setup	- To create and setup The Customer's own account on Xiaohongshu and Douyin (e.g. introduction, profile and background picture, etc.). - To assist The Customer to apply Xiaohongshu Enterprise Account and Douyin Enterprise Account (i.e. the "Blue V" certification). The authentications are subject to Xiaohongshu's and Douyin's approval, and are not guaranteed.
Duration	- The duration is 6 months. After 6 months, the contents, operation and ownership of the Account will be transferred to The Customer.
Content Management and Operation	- Planning and optimization of content. - 6 Notes will be created and published on Xiaohongshu per month. - 6 Videos will be created and published on Douyin per month. - Conversion marketing. - Keywords optimization. - Graphic design (materials to be provided by The Customer).
Data Analysis and Optimization	- Weekly data feedback and optimization. - Market intelligence / insight. - Monthly data analysis report.
Comments Monitoring and Review	- Comments review, reply and interaction (include follow-up of enquiry and collection of data).

Strategic Ad Placements	- To assist The Customer to maximize Content exposure and optimize sales lead generation.
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<b>Xiaohongshu Online Promotion Package – Top-up Service (T02)</b>	
- To upgrade the KOL of Xiaohongshu and/or Douyin Platform from 50k - 200k followers to 200k - 300k followers.	

**General SOW:**

Planning Services:	- Implement planning schemes, media strategies, promotion topics and activity creativity.
	- Summary of execution effectiveness, data analysis, summary and writing of case closure report (will be provided in around 15 days after publishing).
Content Creation:	- Content planning and writing, key message and title optimization.
	- Scene design and matching, materials preparation, graphic design, video shooting planning, script writing, creativity development.
	- KOL article optimization review and modification.
	- Length of video content: around 1 minute to 2 minutes.
	- Video shooting duration: around 2 hours.
	- The Draft of Content will be ready for The Customer to review within 5 working days after video shooting.
	- The Customer could request to modify the Content no more than 3 times within 2 weeks after the Draft is delivered. The modification request shall be made within 24 hours after the Draft is delivered.
	- After the Draft is confirmed by The Customer, the Content will be published on captioned platforms for at least 90 days.
Public opinion monitoring:	- The Customer warrants that all Customer Content comply with applicable laws and regulations and do not infringe, misappropriate, or violate any third-party intellectual property rights, privacy rights, or other legal rights.
	- Original Content is authorized for publishing in The Customer's brand channel.
	- Track and monitor platform posts, retrieve content from both influencers and UGC users, monitor and analyse the priority of key keyword content.
	- Record data on note exposure/likes/hides/reviews/keyboard rankings, and provide real-time feedback and response to positive and negative use reviews.
	- By analysing the marketing actions of competitors and user evaluations of brand products on the publishing platform, we provide real-time crisis warning and grading management for attacks and negative public opinion targeting brand products, and offer crisis public relations and public opinion optimization solutions.

3. Customer agrees to grant the rights to Junyu, its subsidiaries and/or its affiliates to use the content and/or materials provided by Customer ("Customer Content") for providing the Service to Customer without any infringement of intellectual property rights of Customer or of any third party, and holding harmless against all costs, claims, demands, expense, losses, damages and/or liabilities of whatsoever nature arising out of or in connection with the ownership, display, sale or use of the Customer Content for providing the Service.
4. This Service is charged on a one-off basis by HKBNES and prepayment is required in advance. The charges already paid by Customer are non-refundable under any circumstances. This Service cannot be sold and/or redeemed for cash or other products. If prepayment is not received by HKBNES within 1 month after Order Confirmation Form is submitted, the order will be treated as cancelled and will not proceed.
5. Customer acknowledges that the Contact Person specified in the Order Confirmation shall be its authorized representative and HKBNES, its agents and/or contractors may take instructions directly from the Contact Person on any matters relating to the Order Confirmation including configuration of equipment(s), function or feature setting of the equipment(s) and provisioning of service(s).
6. HKBNES reserves the right to change or terminate this Service and amend all related terms and conditions at any time without prior notice. In case of any dispute, the decision of HKBNES shall be final and conclusive.