

**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 general Scope of Work (SOW) for reference:

Planning Services:	<ul style="list-style-type: none"> <li>- Implement planning schemes, media strategies, promotion topics and activity creativity.</li> <li>- Summary of execution effectiveness, data analysis, summary and writing of case closure report (will be provided in around 15 days after the content is published).</li> </ul>
Content Creation:	- Content planning and writing, key and title optimization.
	- Length of video content: around 30 seconds to 5 minutes.
	- Video shooting duration: around 2 hours.
	- Content will be ready for review within 5 work days after video shooting.
	- Content will be published on captioned platforms for at least 90 days.
	- Original content authorized for brand channel use.
	- Scene design and matching, materials, graphic design, shooting planning, script, creativity.
Public opinion monitoring:	- KOL article optimization review and modification.
	- Track and monitor platform posts, retrieve content from both influencers and UGC users, monitor and analyze 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 analyzing the marketing actions of competitors and user evaluations of brand products on the publishing platform, to 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.