



BlueCity Corporate Social Responsibility Report

2019

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Report Description

Period

From January 1, 2019 to December 31, 2019. In order to better reflect the development process of the company, some of the contents are beyond the above period.

Organizational Scope

This report is the first Corporate Social Responsibility Report (referred to as the "CSR Report" or "Report") issued by BlueCity Holdings Limited ("Company" and its subsidiaries, collectively referred to as "BlueCity", "Group" or "we". For the convenience of reading, BlueCity Holdings Limited in the Report is also expressed as "BlueCity", "Company" or "we".

Data Description

The information and data cited in the Report are all from the Company's official documents and confirmed by the Company's management. The picture materials are provided by employees and partners, only to show the image of the Company's employees and partners, and are not used for any commercial purposes.

Compilation Basis

"ISO 26000: Guidance on Social Responsibility (2010)" of International Organization for Standardization"- Sustainable Development Reporting Standards (2016)" of Global Reporting Initiative

Access

The Report is released in both paper version and electronic version. You can contact the Company's Brand & PR Department to obtain the paper version of the Report, or you can obtain the electronic version of the Report through the Company's official website or WeChat official account.



QR code of company website

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Speech by the Founder



Twenty years ago, I created the personal website of "My Blue Memory". Years later, I gave up the police work that I had been doing for 16 years and resolutely went to Beijing to start a business.

Since then, with increasing number of young newcomers with lofty ideals and belief, our team was expanded constantly and our services were richened and improved continuously: In 2008, we established a corporate social responsibility platform focusing on HIV prevention and control, Danlan Public Interest; in 2012, BlueCity was established, and the mobile application Blued was launched in the same year; in 2016, we launched Bluedbaby, an overseas platform dedicated to providing personalized family planning services; in 2019, the Company's He Health, a health service platform focusing on men's health, was launched; in 2019, Danlan Public Interest Fund was approved to be established.....During the period, BlueCity was rated as the "Beijing Advanced Unit for Building Harmonious Labor Relations", and awarded the "Beijing Leifeng Volunteer Service Post", and the "Social Service Innovation Award of the China Social Enterprise and Social Investment Award". I have also won the titles such as the "Beijing Model" and the "Young Entrepreneur Innovation Model".

Over the past 20 years, we have been adhering to the concept, "To Innovate Our Diverse Life with Technology", in a bid to provide a variety of services for the target groups we serve, improve their living environment and create a positive and healthy social atmosphere.

public interest is an important gene of BlueCity, and corporate social responsibility has been deeply rooted in the Company.

In the years of development, we are committed to promoting public welfare undertakings for AIDS prevention based on communities. Through donations to relieve poverty, establishment of public welfare funds, use of mobile applications to carry out online intervention, offline detection, psychological care, project research, community organization empowerment, popularization of science in the campus and other ways, together with the initial intention of public welfare and commercial operation, we use public-interest to lead business, and nurture public-interest with business, practicing the original intention and goal of creating value for the society.

This Report is not only a review and summary of our past performance of corporate social responsibility, but also an introspection of our shortcomings and defects.

"An educated gentleman cannot but be resolute and broad-minded, for he has taken up a heavy responsibility and a long course." Please believe that, on the road of going forward and doing good for public interest, we will never forget our original ideals and aspirations and carry forward despite ups and downs.

Thank you for your support and love, and please continue to stand with us. Looking forward to the journey ahead with all of you!

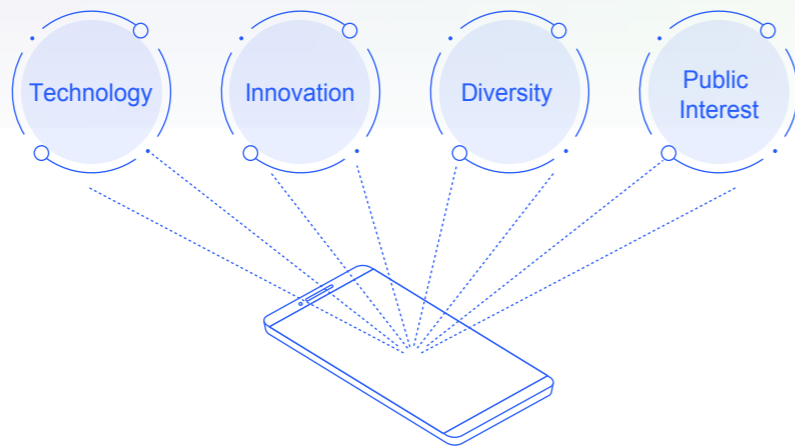
Baoli Ma, Founder and CEO of BlueCity

Our Business

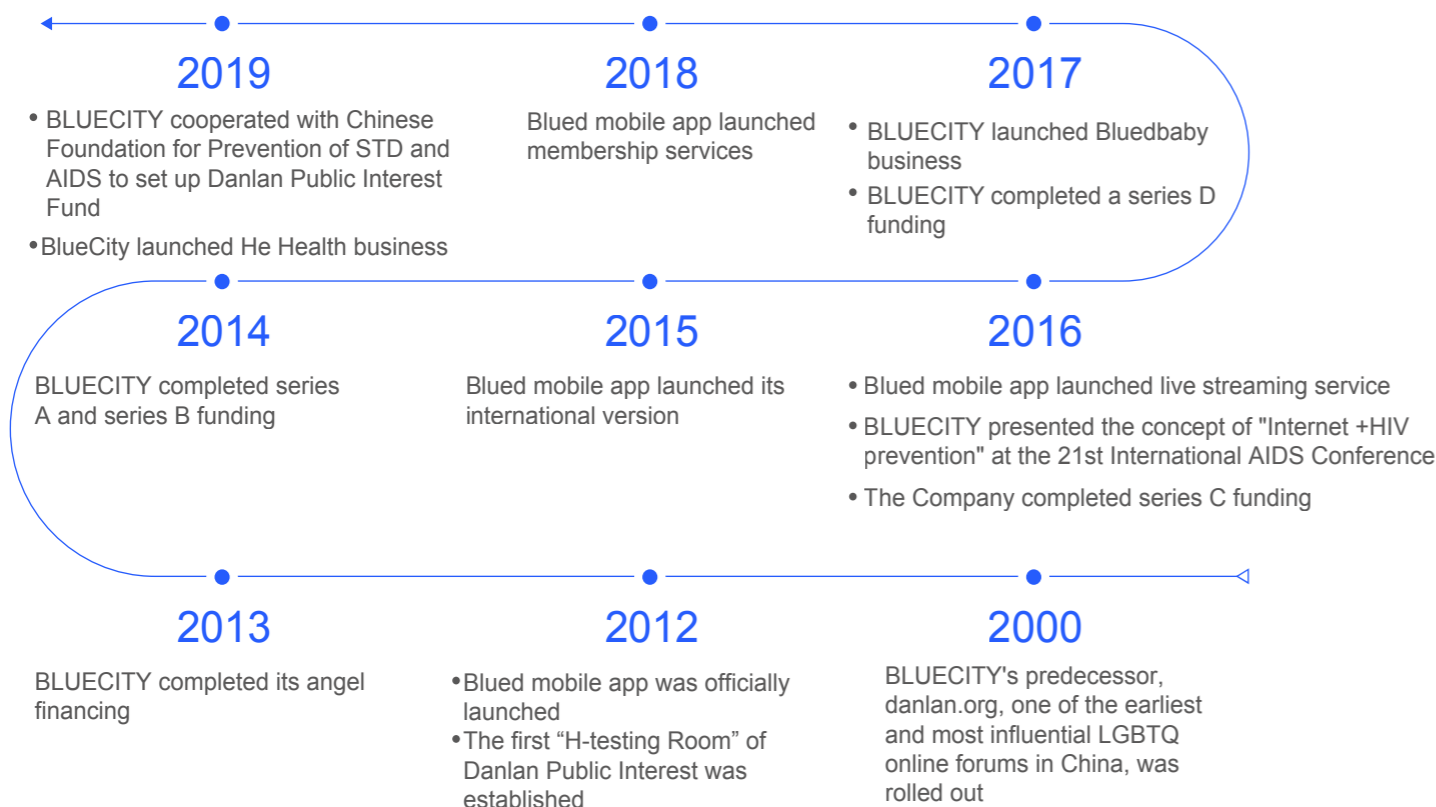
About us

BlueCity is an Internet company providing a full suite of high quality services empowering a diverse group of people around the world.

Technology, innovation, diversity and public-interest are the key words of our brand. Empowered by technological innovation and international expansion, we hope to become a company where the community has a strong sense of belonging.



Milestones



Note: 1. According to the 2019 FROST&SULLIVAN Report; 2. As of March 31, 2020; 3. Three months as of March 31, 2020; 4. In March 2020

Our Service



Blued

We provide users with social support through a variety of location-based and content-based social network services. Blued aims to meet the diverse social needs of users, enabling them to connect with each other more conveniently and expand their relationships from online to offline. We use artificial intelligence technology to help our users integrate into a large and warm global community and provide them with interesting and relevant content.



Bluedbaby

In 2017, we launched Bluedbaby featuring personalized and assisted fertility counseling services for users, with the purpose to make the pursuit of parenthood smoother. We only cooperate with the assisted reproductive technology service partners who have been strictly screened and have high levels of experience, technology and facilities,



Danlan Public Interest

Boasting our deep understanding and extensive contacts with the LGBTQ community that we have accumulated over the years since the establishment of danlan.org, we continue to carry out various public-interest programs related to the LGBTQ community through BlueCity' Corporate Social Responsibility Department, Danlan Public Interest. With the support of our platform technology and data traffic, we are the first in China to introduce the concept of "Internet + HIV prevention" to integrate online and offline public welfare work of AIDS prevention.



He Health

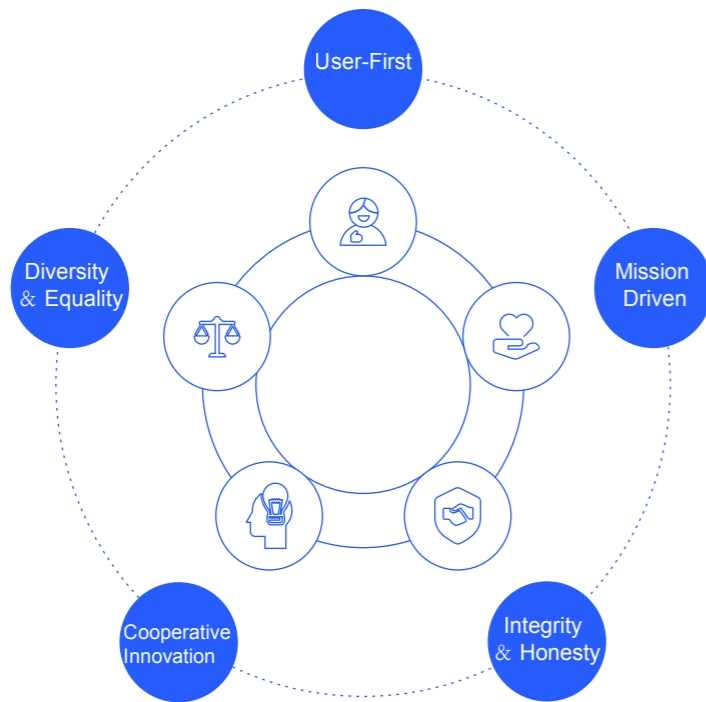
Making full use of the innovative technology and marketing capabilities of the platform, we launched He Health in 2019, providing personalized health services for LGBTQ groups. We work with high-quality suppliers and medical practitioners to provide a wide range of HIV-related drugs and counseling services, as well as other services related to men's health.

Our Management

Core Values

Creating and meeting the needs of users is the reason for the existence of enterprises. Taking users' needs as the fundamental basis for all the Company's strategies and actions, we are dedicated to creating value for users, along with the development of the Company.

We are committed to building a diversified and inclusive workplace environment, as well as an equal and friendly working atmosphere, so that every employee can create value and grow in his or her own position.



This is both a promise and a requirement. We promise that we will always adhere to the original intention that "Science and Technology Create a Better Life" and require all staff to strive to realize the Company's mission with resolute execution.

Only cooperation can help create greater value, and only innovation can deliver the driving force for continuous progress. We not only require the close collaboration of various business units on the platform, but also emphasize the cooperation between partners in the ecological chain, and strive to jointly create greater value for users, industry and society.

Honest management is the basis for the sustainable development of enterprises. We regard integrity and honesty as the bottom line requirement of business operation, as well as an important standard for hiring and promoting.

Compliance and Governance

Compliance is the bottom line. We continue to improve the construction of systems, enhance the level of compliance, optimize the governance structure, and ensure the healthy and sound operation of the Company.



Improve Governance Structure

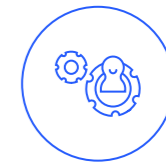
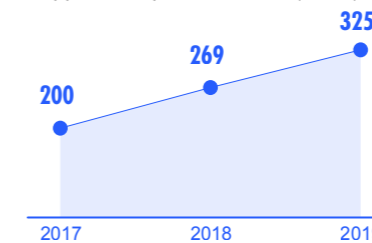
We have set up the "Corporate Governance Committee" to assist the Board of Directors in formulating the Company's development strategy and supervising its implementation. The Corporate Governance Committee needs to focus on and identify the Company's operational risks, assess the Company's risk level, risk management status and risk tolerance, put forward comprehensive risk management advices, and ensure that the Board of Directors and senior management perform compliance management duties.



Strengthen Compliance Review

We have established systems such as the "Supplier Management System", "Purchasing Management Measures" and "Price Comparison Management Measures" to conduct background checks on suppliers and require them to sign compliance commitments to ensure that risks in the supply chain are reduced or avoided.

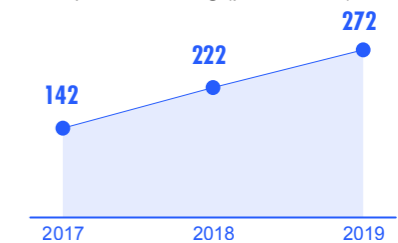
Supplier compliance review (times)



Improve Management System

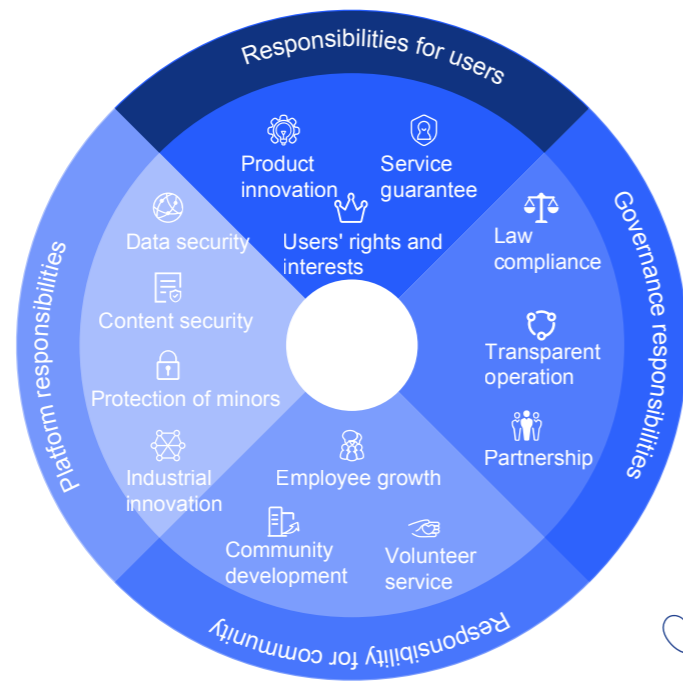
We have formulated policies such as "Anti-overseas Corruption Law Compliance Policy" and "Anti-Fraud Policy" to carry out compliance training for employees. Personnel in all key positions of the Company are required to sign the Letter of Commitment of Integrity and Self-discipline. The Company has set up the fraud reporting hotline to monitor and deal with violations in a timely manner.

Compliance training (person-time)



Social Responsibility Issues

With a deep understanding of the current challenges to sustainable development and the important role of the Internet in economic and social life, we believe that Internet companies should earnestly responsibilities for users, responsibility for community, platform responsibilities and governance responsibilities. To this end, combined with the business characteristics of the Company, we have established the key issues of social responsibility, as a lever to promote corporate social responsibility work and practice corporate social responsibility.



Stakeholder Communication

On the path of pursuing sustainable development, we always hope to listen to more voices from stakeholders, establish stakeholder communication mechanisms to communicate with stakeholders, identify risks and opportunities in the Company's development, and promote the implementation of social responsibility

issues, thus achieving coordinated development between the corporation and society.

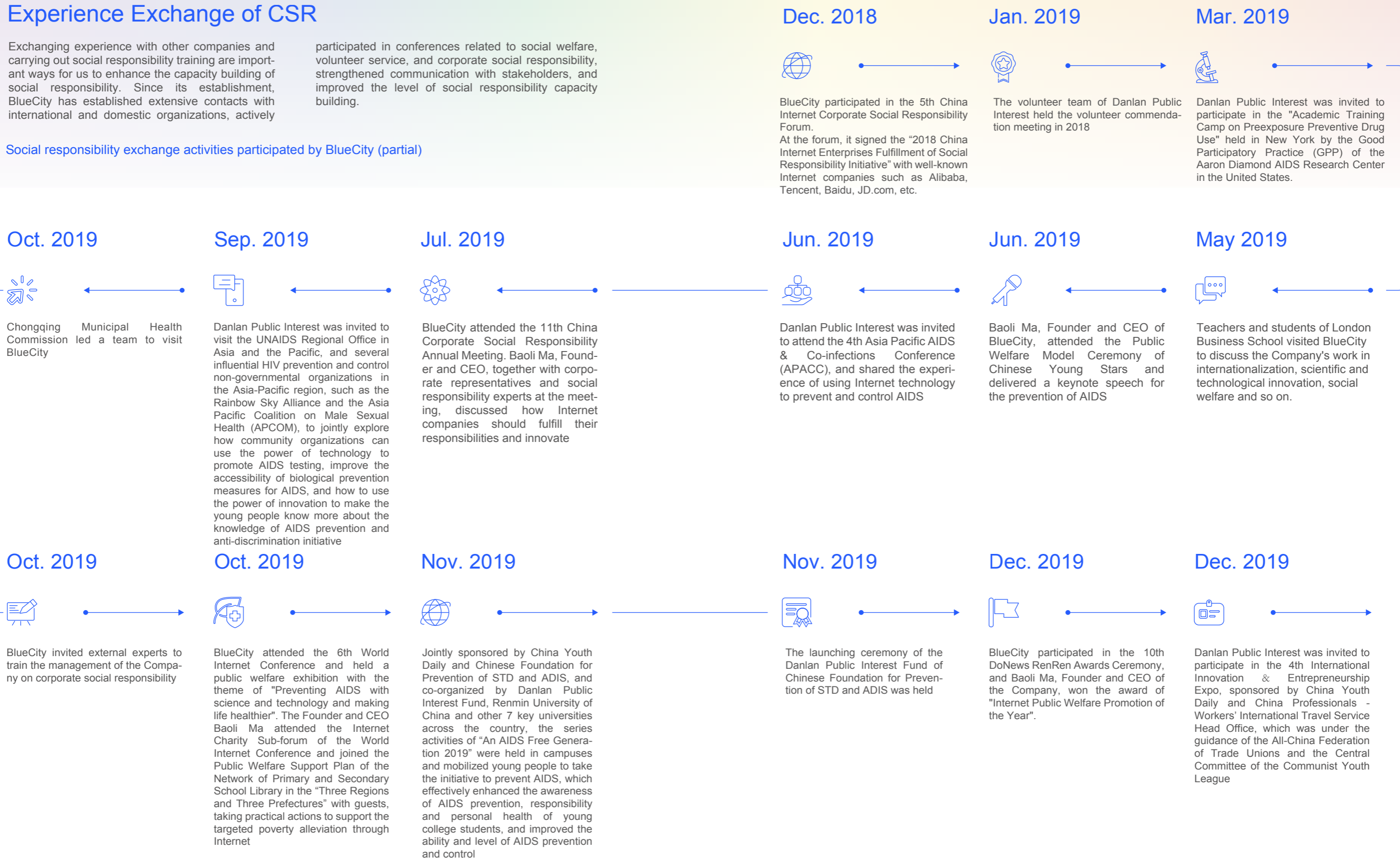
Stakeholders	Communication mechanism and mode	Demands and expectations
Users	<ul style="list-style-type: none"> • Daily communication • User survey 	<ul style="list-style-type: none"> • Quality products and services • Protection of rights and interests
Employees	<ul style="list-style-type: none"> • Work communication • Training • Work Union • Suggestion and feedback 	<ul style="list-style-type: none"> • Guarantee of labor rights • Competitive welfare • Career development opportunities • Friendly workplace
Partners	<ul style="list-style-type: none"> • Cooperation agreement • Standardized system 	<ul style="list-style-type: none"> • Fair operational policy • Mutual benefit and win-win result
Shareholders	<ul style="list-style-type: none"> • Information disclosure • Regular communication 	<ul style="list-style-type: none"> • Risk prevention • Good return on investment
Government	<ul style="list-style-type: none"> • Participation in government meetings • Daily communication report 	<ul style="list-style-type: none"> • Compliance operation • Pay taxes in accordance with the law
Communities	<ul style="list-style-type: none"> • Support collaboration • Communication 	<ul style="list-style-type: none"> • Participate in community activities • Fuel the development and promotion of communities

Experience Exchange of CSR

Exchanging experience with other companies and carrying out social responsibility training are important ways for us to enhance the capacity building of social responsibility. Since its establishment, BlueCity has established extensive contacts with international and domestic organizations, actively

participated in conferences related to social welfare, volunteer service, and corporate social responsibility, strengthened communication with stakeholders, and improved the level of social responsibility capacity building.

Social responsibility exchange activities participated by BlueCity (partial)



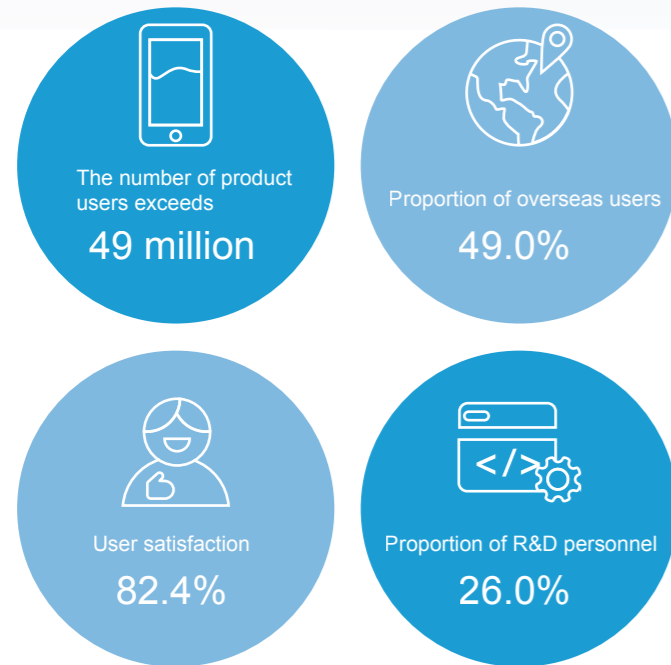
Our Honor



<p>Jan. 2019</p> <p>BlueCity's selected as the "2018 Potential Employer of Lagou TOP Employer"</p> <p>www.lagou.com</p>	<p>Jan. 2019</p> <p>BlueCity won the 2018 Excellent Team of Internet Security Management in Chaoyang District of Beijing</p> <p>2019 Internet Enterprise Security Management Work Meeting of Chaoyang District, Beijing 2019 Internet Enterprise Security Management Work Meeting of Chaoyang District, Beijing</p>	<p>Feb. 2019</p> <p>Blued was awarded the "Growth Star" of App Annie 2018</p> <p>App Annie</p>
<p>Jul. 2019</p> <p>Frost & Sullivan China New Economy Award</p> <p>Frost & Sullivan</p>	<p>Jul. 2019</p> <p>The project of "H-testing Room" won the "Annual Innovation Responsibility Case" Award of the 11th China CSR Annual Forum</p> <p>Southern Weekly</p>	<p>Sep. 2019</p> <p>Baoli Ma, Founder and CEO of BlueCity, was elected as the council member of the Internet Society of China</p> <p>Internet Society of China</p>

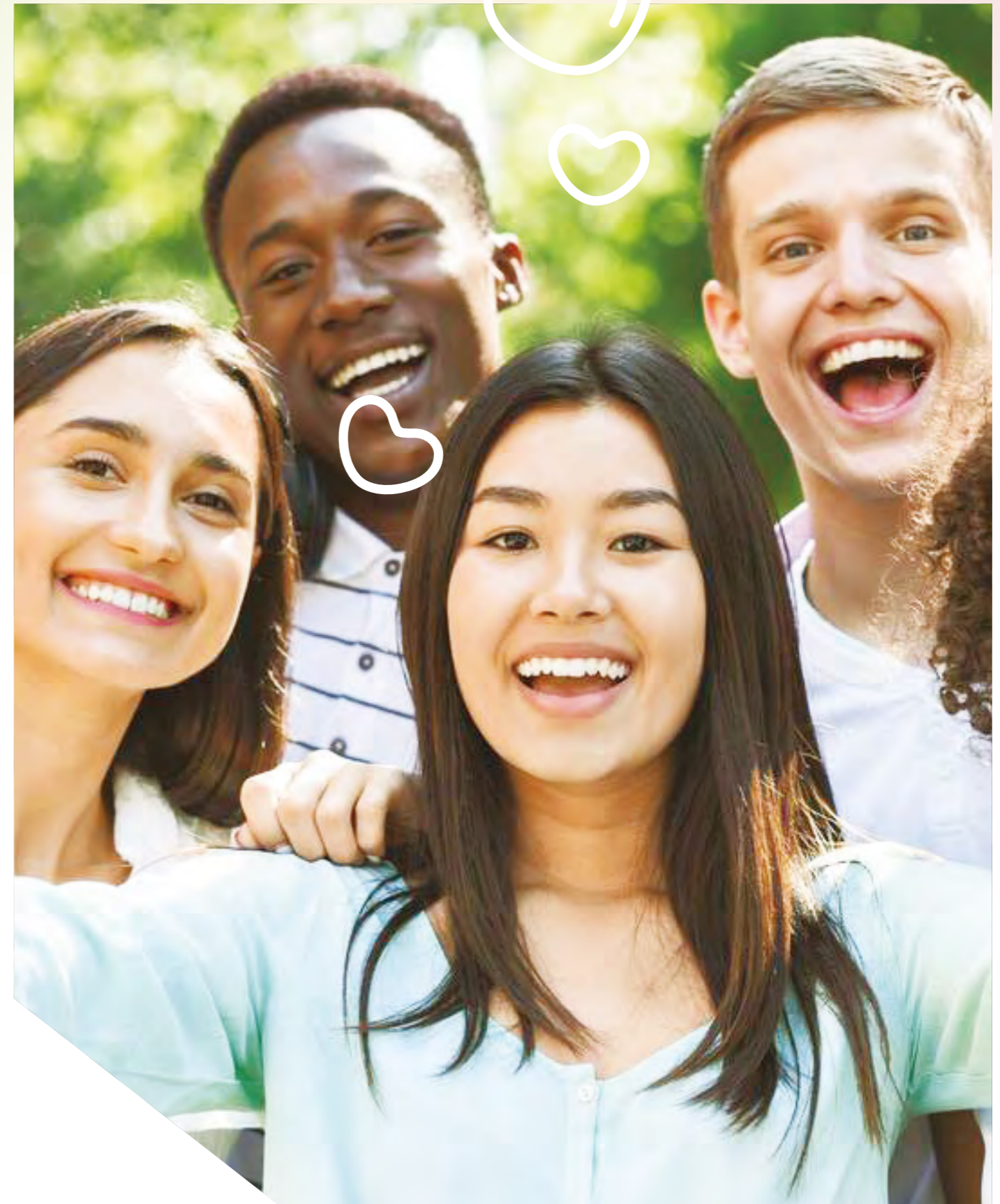
<p>Nov. 2019</p> <p>BlueCity won the title of "Workers' Home" Demonstration by Beijing Chaoyang District Federation of Trade Unions</p> <p>Beijing Chaoyang District Federation of Trade Unions</p>	<p>Nov. 2019</p> <p>Blued won the title of the 2019 Green App</p> <p>Software Green Alliance</p>	<p>Nov. 2019</p> <p>Top 20 High-tech Enterprises with High Growth in Beijing Chaoyang District</p> <p>Deloitte Touche Tohmatsu Limited</p>
<p>Nov. 2019</p> <p>Excellent Secretary of the Party Committee of Non-public Economic Organization in Beijing</p> <p>Beijing Federation of Industry and Commerce</p>	<p>Dec. 2019</p> <p>BlueCity was awarded the "Beijing Advanced Unit for Building Harmonious Labor Relations" and "Chaoyang District Harmonious Labor Relations Unit"</p> <p>Beijing Municipal Human Resources and Social Security Bureau, Security Bureau, Beijing Chaoyang District Federation of Trade Unions, Beijing Chaoyang District Federation of Industry and Commerce, Beijing Chaoyang District Enterprise Confederation, etc.</p>	<p>Dec. 2019</p> <p>Outstanding Innovation Achievement Award of the 4th International Innovation & Entrepreneurship Expo</p> <p>Organizing Committee of International Innovation & Entrepreneurship Expo</p>
<p>Dec. 2019</p> <p>Baoli Ma, Founder and CEO of BlueCity, won the "Internet Public Welfare Promotion of the Year" Award of the 10th DoNews Award</p> <p>Infinities</p>		

Innovation Making Technology Warmer



Before using Blued, I was almost isolated from the outside world, especially when I encountered emotional problems, I was ashamed to express myself and couldn't find someone to talk to, so I always got along with others cautiously. Although there are some social platforms on the Internet, they are far from meeting the needs of social interaction, and the information is fragmented. I have been using Blued since 2016. This is the first community product I use that really understands me, because I have made real friends here. On the platform, we talk about how to get along well with others, face ourselves bravely and honestly, and know ourselves accurately. Moreover, the doubts and anxieties of the past disappear gradually. So Blued not only provides me with a social channel, but also promotes self-awareness and acceptance for minorities, which let me know how to be a better self. I also believe that such a warm product will help eliminate the misunderstanding between the public and minority groups.

User Story Apollo, Blued's user in Beijing



Scientific and Tech Inclusion

Each group is supposed to enjoy the convenience of digital technologies equally, and technologies are supposed to serve everyone in a more inclusive and accessible manner. We are upholding such an idea and are committed to realizing it.

Serving Users

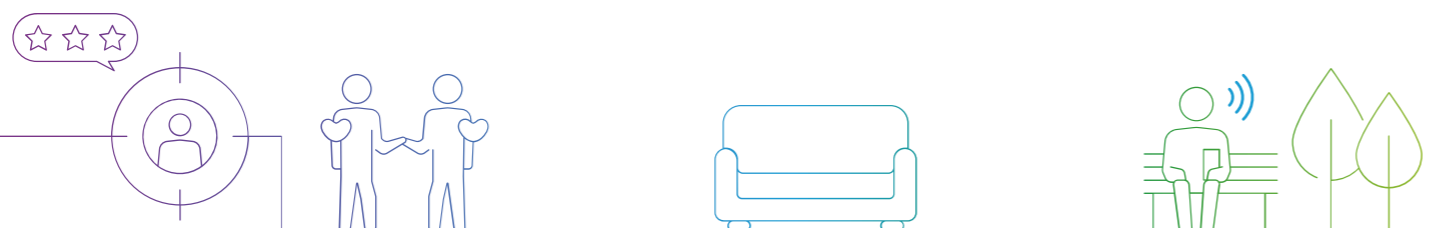
Society has long discriminated against LGBTQ group, and there has long been lack of effective communication channels within LGBTQ community itself and beyond. We are committed to ameliorating and solving this issue with the help of mobile Internet.

BlueCity harbored the vision of “to innovate our diverse life with technology” since the very beginning and facilitated communication, networking and entertainment for the LGBTQ community with Blued, the professional and vertical social platform. It is not only conducive to self-identification within the community itself, but also creating a more inclusive social atmosphere. As of March 2020, Blued has a total of more than 49 million registered users in over 210 countries and regions, among which overseas users account for more than 49%.



Blued's Users

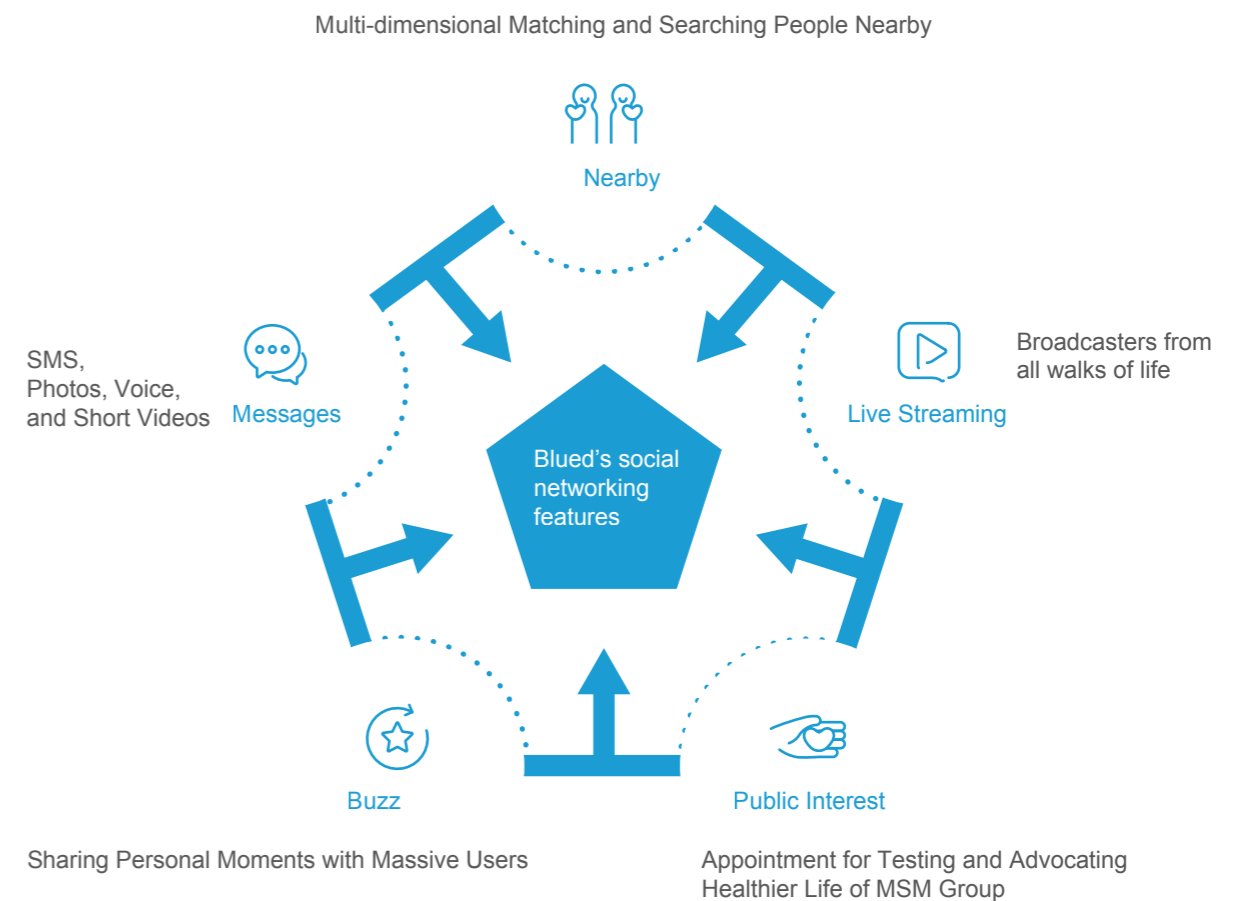
Period	May 2013	Dec. 2014	Feb. 2016	Feb. 2018	Mar. 2020
Total users (Ten thousand)	Nearly 100	Nearly 1500	Nearly 2700	Over 4400	Over 4900
Proportion of overseas users (%)	/	Nearly 20%	Nearly 22%	Nearly 40%	Nearly 49%



Product Innovation

In 2000, Baoli Ma created “My Blue Memory” and it later upgraded to danlan.org, which provides users with information services. In 2012, to answer to the development trend of mobile Internet and more diversified appeals for social networking, we launched the app Blued to provide users with more convenient social channels and more friendly service.

In the process of continuous optimization, Blued's social functions have been continuously expanded and it has been recognized by users and industry because of its stability and safety. In 2018 and 2019, Blued won the "Green Application of the Year" awarded by the Software Green Alliance for two consecutive years.



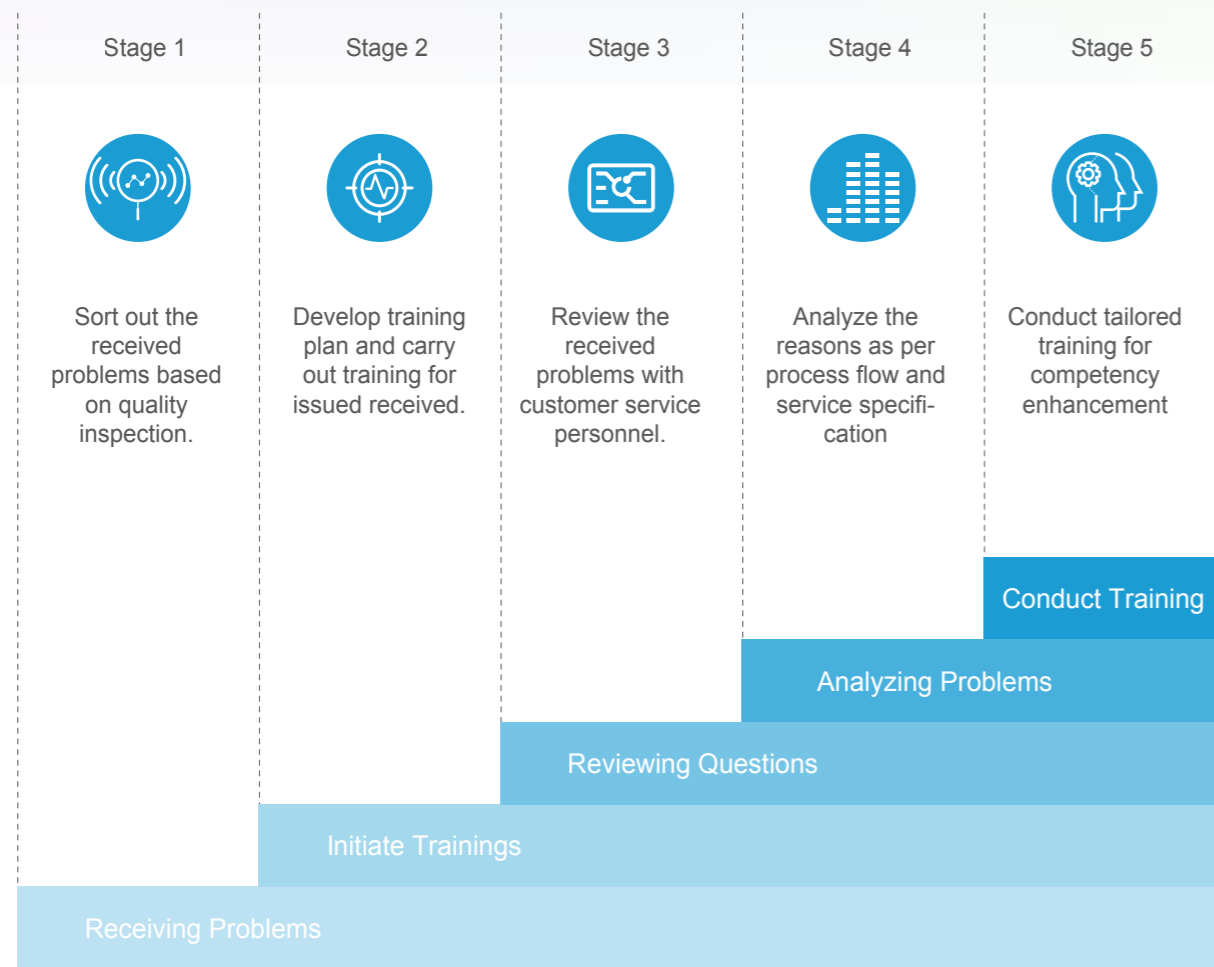
We are always committed to improving our service quality and boosting users' satisfaction.

Therefore, we have been taking customer service as a crucial management system, which is incorporated into induction training for new employees, daily skills training, on-site operation training and the training of

typical cases, among which we have been continuously enhancing our service awareness and elevating our ability of customer service.

In 2019, the users' satisfaction was about 82.42%, with up to 90% of the issues raised solved.

One-to-One Customer Service Training Process



We strive to make the product friendly to all of our users around the globe. In different countries and regions, we adjust our products to meet local users' habits. As of 2019, Blued has offered versions of 13 languages.



R&D and Innovation

During the operation practice, we found that due to the characteristics of users, our products are facing more challenges, such as greater subdivision of users' interest tags, more difficulties in identifying the authenticity of users' data, more diverse user feedbacks, and more frequent visits by users. Therefore, we must enhance our R&D and innovation to ensure better product performance and more friendly user experience.

In 2019, our company has been staffed with more than 130 employees in R&D, accounting for more than 26% of the total.

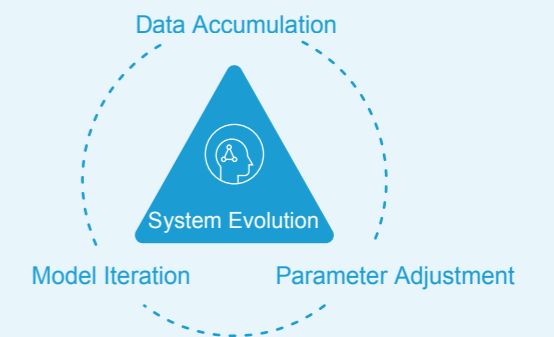
For talent development, we lay much emphasis on the training of personnel in R&D.

Case

On the basis of product demands, Blued's AI image technology proposals first disassemble several core image tasks and select suitable network models, such as image label detection model and image classification model. After that, we make full use of a large number of pictures generated on the platform for training and fine-tuning, and improving the basic model iteratively.

Finally, we integrate these models in different business scenarios and adjust the model output threshold parameters according to the test results at any time.

Algorithm Mechanism of Ai Image Technology Solution

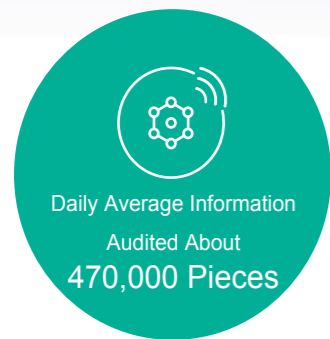


Service Expansion

The vertical service group and massive data accumulation enable us know the needs of our users better. Based on social networking, BlueCity expands its services to live streaming, mobile marketing, comprehensive health services to meet users' increasing needs in entertainment and health consultation, so that we may help users improve their life quality and create a healthier social community ecology.

Green

Making the Internet more secure



I have been serving the company for almost five years. As an content auditor, I review a great number of pictures and text information every day. For live video streaming, we have to review them all in full samples. We have to supervise more than a dozen live video streaming chambers at the same time every day to ensure the compliance of contents. Undoubtedly, it's a tedious task, but quite important in my view, as social platforms are always the "hardest-hit areas" of illegal and harmful information. Without the audit, it will be impossible to construct a green and healthy Internet environment.

Our audit rules have always been relatively strict, and sometimes users may even file a complaint because of their misunderstanding, we would like to patiently explain the rules to them. I have always been taking content audit as the infrastructure of user experience and prime contents. We are obliged to be responsible for all contents so that we can provide our users with better experience and contents. In terms of content auditing, we have been committed to protecting our users' privacy.

As an auditor, I have to implement the righteous principles and hold positive values and outlook on life, and maintain the safety of the platform with an objective and fair attitude so that we can provide our users with a healthy environment.

Auditor's Story [BlueCity's Auditor Miaomiao](#)



Internet Security

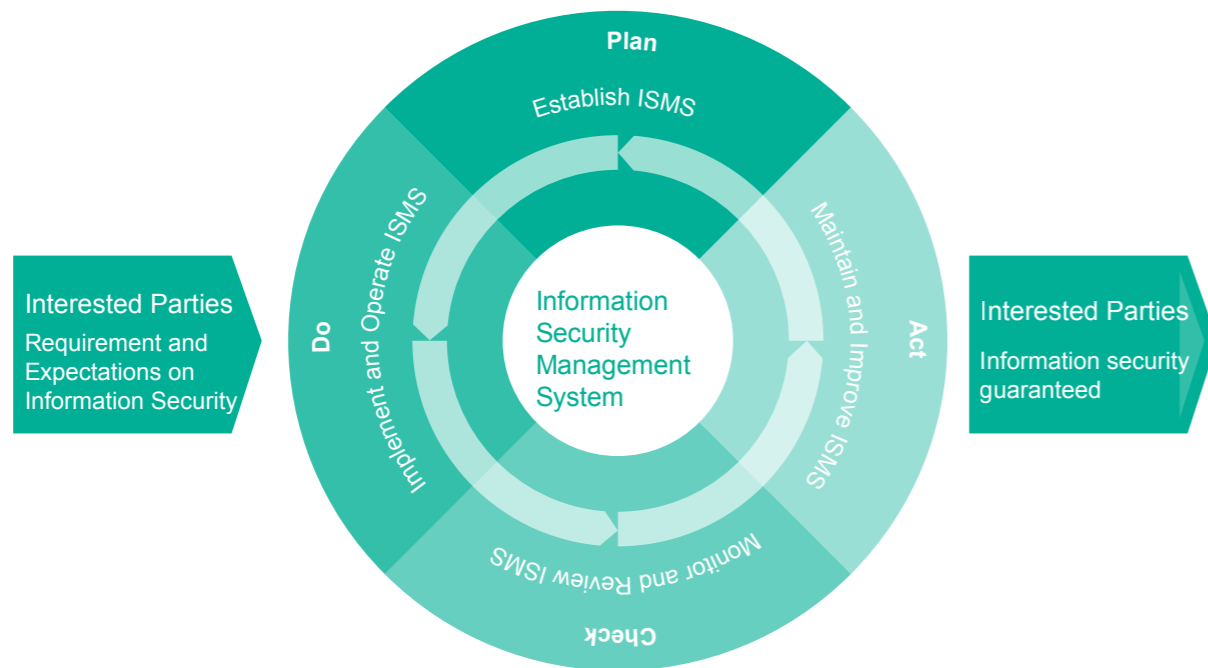
We are serving as an Internet enterprise, so creating a safe and healthy network environment is not only the basis for us to realize the continuous operation of our business, but also our responsibility. We are committed to ensuring the Internet security, and seek to build and improve information security management system, enhance data safety technology researches, expand platform information auditing, and raise employees' sense of security to minimize the safety risks.

Meanwhile, we actively cooperate with governmental authorities to combat and prevent cyber fraud, gambling, and drug-related matters for the purpose of creating a healthy Internet environment.

Safety Management System

In accordance with GB/T 22080-2016/ISO/IEC 27001: Information Technology - Security Techniques - Information Security Management Systems - Requirements (2013), we formulated the Information Security Management Manual, and systematically planned our company's information security management system and implementation steps so that there are rules for us to rely on.

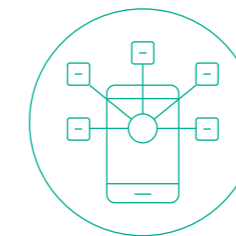
The great emphasis on Internet security and effective practice enabled us to win the honor of "2018 Excellent Internet Security Management Team" of Chaoyang District, Beijing.



Protection of User's Privacy

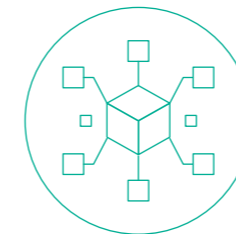
We strictly abide by the requirements of personal information collecting as stated in the Cybersecurity Law of the People's Republic of China, Information Security Technology - Personal Information Security Specification and other laws and regulations, follow the principles of "data minimization", "justified and necessary", hold prudent attitude to the personal information collection and utilization, and fully respect and protect users' privacy.

Measures to Protect Users' Privacy (Partial)



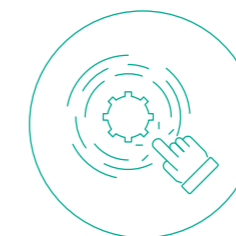
Product Design

- Provide watermark function to prevent users' photos from being stolen
- Obscure the location to prevent our users from being accurately located



Data Transmission and Storage

- Use encryption technology and anonymous processing to transmit and store data;
- The data period shall be the shortest period in accordance with the law
- Physically delete expired personal information



Access Control

- Restrict the scope and number of personnel who have access to user information
- Log all access operations;
- Organize security and privacy-protecting training



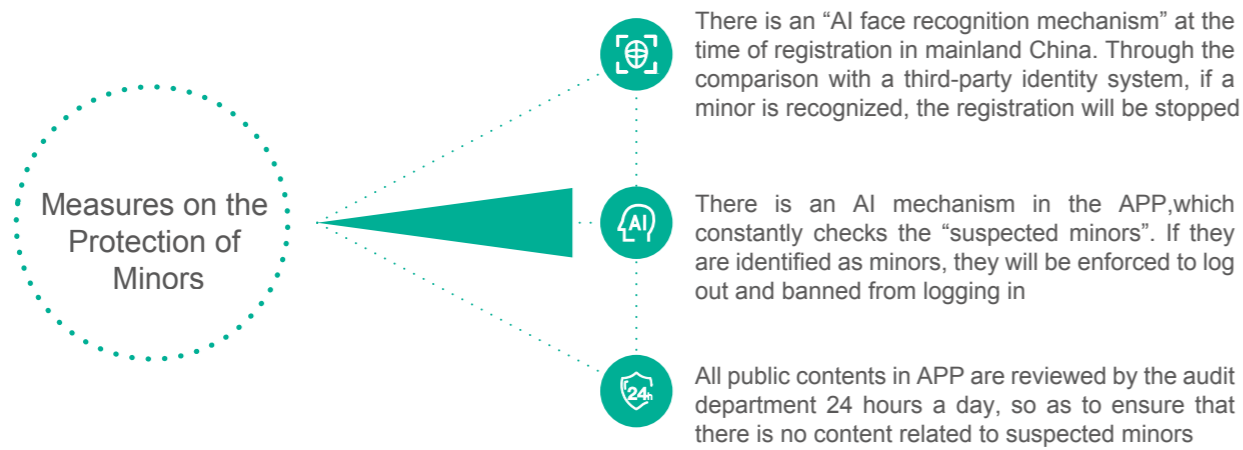
Policy Notification

- Publish the Privacy Policy to clearly inform users of the regulations on information collection, usage and retention

Protection of Minors

It is the responsibility of the whole society to protect minors. Based on our product attributes and service targets, we have taken effective measures to protect minors from logging in and using BlueCity since our establishment. The minor users who pretend to be adults, as well as any text, pictures, videos and other contents involving minors shall be deleted immediately by the auditing team and their accounts shall be blocked permanently upon verification.

In order to enhance the awareness of our employees, we have also included the review of minors' information into the performance appraisal, and worked out severe warnings and corresponding penalties for the wrong review of juvenile accounts. We have been sparing no efforts to protect minors.



Content Security

As social APPs are often the "hardest-hit area" of vulgar and harmful information, we are facing challenges. In order to build a healthy social platform, on the one hand, we enhance our review of the contents on the platform, and filter the harmful information timely; on the other hand, we are seeking to strengthen the construction of community norms,

advocate civilized and healthy Internet behaviors and convey positive values.

Content Review and Supervision

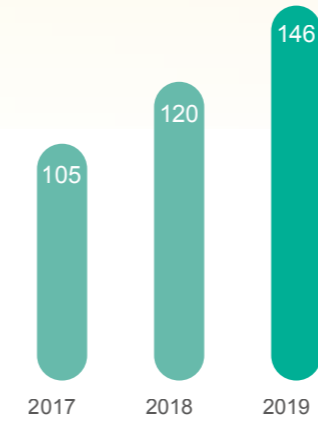
We resort to the auditing method of "human + machine" to audit the information posted by users. The machine filters the illegal information such as pornography, gambling and drug abuse at first, then the filtered information will be put into the 7x24-hour manual review pool for review, identification and filtering, including language violence, discrimination, soft pornography and misusing others' information to ensure that the contents are healthy and safe.

complicated for the auditing. On the one hand, we have boosted our investment in science and technology, such as setting up an AI department to conduct research on illegal contents appearing on the platform to improve the efficiency of machine identification and automatic processing; on the other hand, we are introducing more auditors to enhance manual review. At the same time, we provide more channels for users to report and feedback, so as to guide users to jointly protect themselves from bad information.

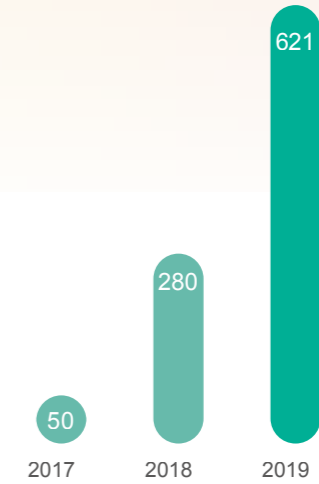
Social data is complex and fragmented, so it is extremely

We will delete the vulgar and illegal contents upon detection, and then ban or block the accounts of users who violate the rules on the entire platform. In 2019, we handled about 1.46 million pieces of illegal contents and blocked about 6.21 million illegal accounts.

Approximate Processing of Illegal Contents (10 Thousand)



Approximate Amount of Banned Accounts (10 Thousand)



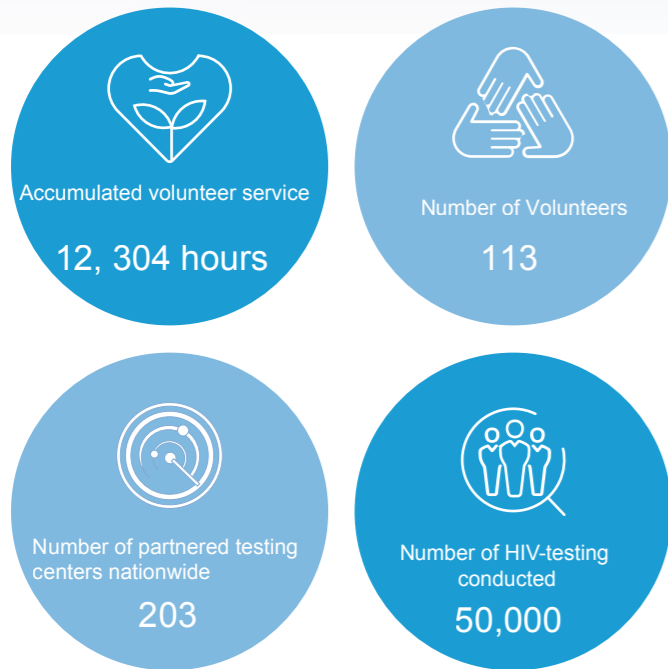
Construction of Community Norms

"Healthy and positive content" is one of the basic principles that we have to obey in developing social products, and an important goal of our community ecology. We have developed management systems such as the Review Standards of Content Department, Review Standards of Live Video Steaming Department, and Review Standards of Quality Inspection Department, to regulate the online words and deeds of users and

KOLs, and we are seeking to build a healthy and positive community environment.

Public Interest

Making Life More Beautiful



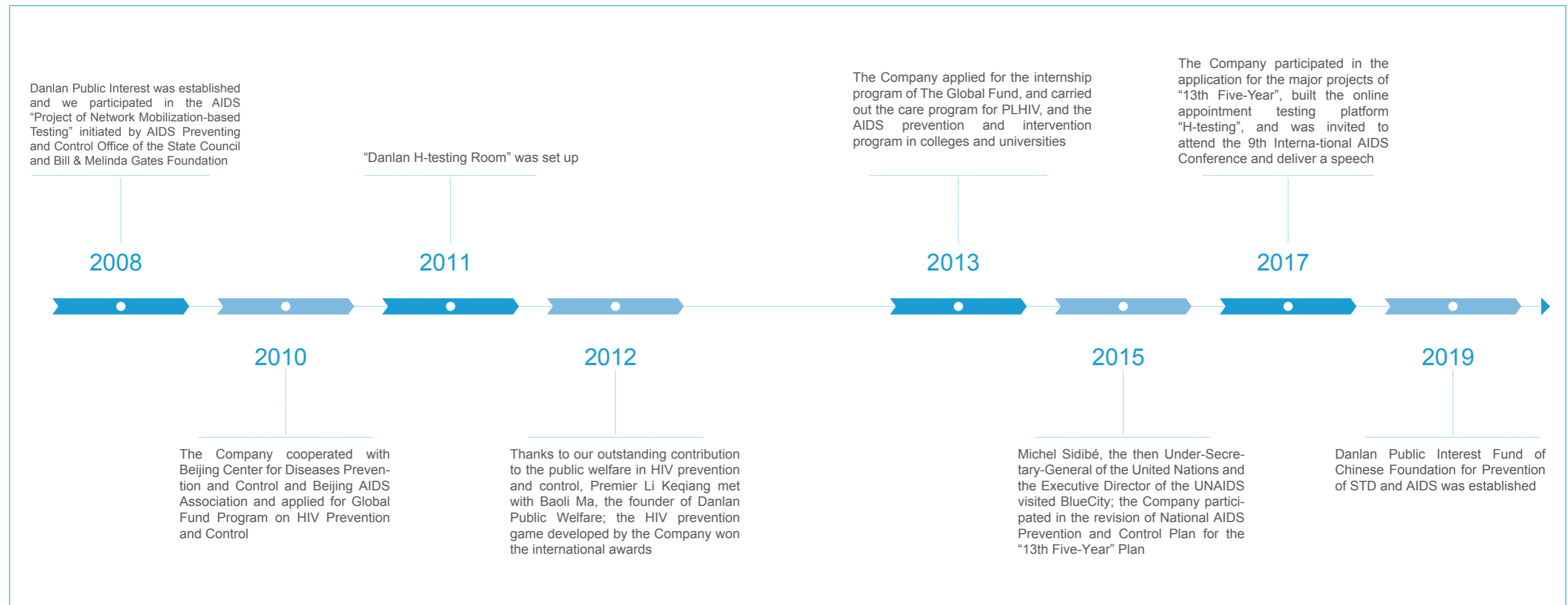
"Public interest" is the most prominent label of BlueCity. I got to know about BlueCity when I took part in the prevention, education and testing of HIV as a volunteer of Danlan Public Interest. Over the past few years since I was enrolled into the company, I have been volunteering for an average of 280 hours every year. In the process of HIV prevention test, I have accumulated common medical knowledge, helped some persons, and gained much happiness and praise. Pubic interest makes one more outgoing. In the course of getting along with other volunteers, I feel that I have learned how to be tolerant and considerate. Danlan Public Interest has also supported volunteers a lot. I have ever won two "Excellent Volunteer" awards and often participate in team building activities of volunteers. In fact, "Danlan" provided services to LGBTQ in the form of "a public service organization" in the very beginning. Up to now, it has been in matured commercial operation, and still takes public interest as an independent section, which enables me to understand the appeals of "Danlan" and Danlan Public Interest.

Volunteers' Story Hong Xuan, an Employee and Volunteer of BlueCity



Internet + HIV Prevention and Control

The situation of AIDS prevention is serious in China. Based on a joint assessment by China Center for Disease Control and Prevention, UNAIDS and the World Health Organization, about 1.25 million people in China were living with HIV, with an estimate of 80,000 new cases each year as of the end of 2018. Danlan Public Interest has been committed to utilizing Internet technology to carry out public welfare activities in preventing AIDS for the purpose of minimizing the impact and harm of AIDS on the key population. After the APP Blued was released online, we introduced the “Internet + HIV Prevention and Control” model, focusing on the publicity of AIDS prevention, HIV testing and international cooperation, and we have been recognized by relevant parties and got sound achievements.



Publicity of HIV Prevention

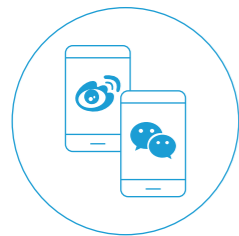
The publicity of AIDS prevention focuses on young people. We provided new media channels popular among young people including online short videos, live video streaming, micro-blogs and WeChat to extensively raise their awareness of HIV prevention. We launched the offline campaign of “Youth Without AIDS” and visited communities and colleges to call on the whole society to pay attention to the prevention and treatment of AIDS among the young.

Online Preventive Channels for AIDS



Danlan Public Interest Website

Hundreds of AIDS-related news, popular science and AIDS-related anti-discrimination contents are updated every year, with tens of millions of views



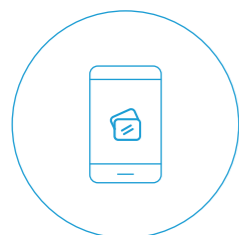
Weibo and WeChat Accounts of Danlan Public Interest

More than 40 articles related to HIV prevention are posted every month, including popular science texts, comics, charts and videos, with an average pageview of 50,000 per month



Blued Live Video Streaming

Experts in this field and volunteers are invited regularly to make live broadcast on Blued to explain and promote HIV prevention



Blued Boot Ads

Blued boot images and other advertising resources are utilized to release contents related to AIDS prevention



Case

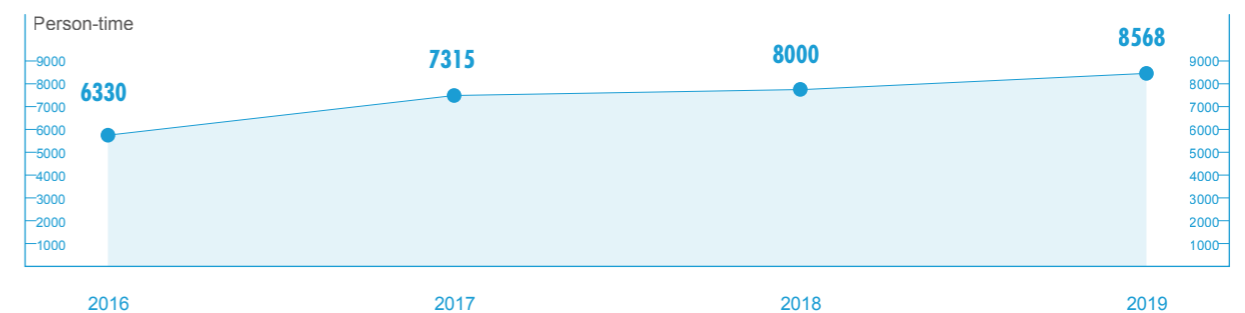
Since 2014, Danlan Public Interest has planned and organized the campaign every year prior to World AIDS Day through the cooperation with relevant departments and organizations. In November 2019, Danlan Public Interest together with China Youth Daily and Chinese Foundation for Prevention of STD and AIDS visited 8 universities in 4 cities across China to raise risk awareness among the young, and promote healthy behaviors to stay away from disease threats through a series of lectures. While holding campus activities of the “Youth Without AIDS”, Danlan Public Interest Fund also rolled out the short video and poster design competition on AIDS prevention, as well as “No discrimination against people with AIDS” activities to actively promote the knowledge of HIV prevention and control and prompt intervention.

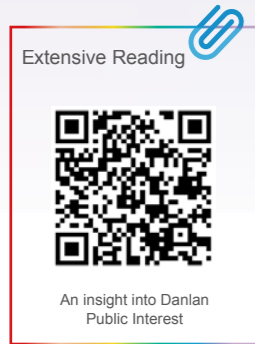


HIV Testing Mobilization

The diagnosis and treatment of AIDS are increasingly mature, and the focus of HIV prevention has shifted to how to let key populations take the initiative to take regular tests, so as to receive early detection and early treatment. However, due to the fear of discrimination or exposure of privacy, people haven't effectively utilized the existing medical testing resources. Relying on the Blued mobile application, we have succeeded in launching the “H-testing” online appointment test platform, which connects more than 200 HIV testing sites across China to help users find the nearest HIV testing centers as soon as possible. At the same time, we have cooperated with Beijing Center for Diseases Prevention and Control to establish H-testing Rooms operated by Danlan in Chaoyang District, Xicheng District and Changping District, providing consultants in Beijing with such services as professional, anonymous, friendly AIDS-related consultations, HIV express test and positive referral. As of 2019, we have established 203 testing centers in 26 cities and regions across China, and have provided testing appointment services for more than 50,000 people.

Number of people receiving testing and consulting services in “Danlan H-testing Room” in Beijing.





“ Comments by stakeholders

The Internet has played a crucial role in our daily life. Thanks to BlueCity for using Internet technology to provide free and professional HIV testing and consulting services for many young people.

—Wu Zunyou, Chief Epidemiologist of China Center for Disease Control and Prevention

"Internet + testing" is conducted anonymously without showing up or signing up during the whole process, which considerably protects the privacy of testees. This desensitization method is easier to be accepted by testers and also helps us find the HIV carriers who are not usually in contact.

—Lu Hongyan from Beijing Center for Diseases Prevention and Control

The Internet and the young are the focus of HIV prevention and treatment in the future, and China's experience accumulated in this field is worthy of reference by the world.

Eamonn Murphy, Director of UNAIDS Regional Office in Asia and the Pacific

Note: The above contents are extracted from public reports

Empowerment and Cooperation

HIV prevention needs to mobilize more people to engage in. On the one hand, we strive to strengthen the cooperation with other HIV prevention charity organizations, and provide network platforms and support for those organizations, so that they can better conduct their work and make more people accessible to the publicity of HIV prevention. As of 2019, a total of 96 AIDS prevention charity organizations have cooperated with the Blued platform and used officially certified accounts to promote AIDS prevention and treatment.

On the other hand, as we continue to expand globally, we have gradually strengthened exchanges and cooperation with international organizations such as World Health Organization and Joint United Nations Programme on HIV and AIDS (UNAIDS), learned advanced experience and promoted the "Internet +HIV prevention and control" model to more countries.

Case

Zhejiang Sunshine Coast Public Welfare Center serves as a social organization that provides health publicity and education for LGBT. In August 2019, the Center created an institutional account on Blued public interest platform and received authentication. After that, it can display its LOGO, name, service items and contact information on the Blued, and can also provide the information of its recent can also provide the information of its recent activities through the "Super Topic", "Pop-up Shooting"

and "Live Broadcasting" functions, in an attempt to involve nearby Blued users to participate in these activities. The person in charge of the organization stated that when focusing on the promotion of offline HIV testing, the platform account played an important role in the early publicity and was their main channel for attracting participants.

Case

In Vietnam, we sponsored and participated in offline activities such as "Diversity Day" and "Spirit Day" organized by the public service organization ICS, advocating anti-discrimination and educating young students about safe sexual behavior.



Case

In September 2019, Danlan Public Interest was invited to visit UNAIDS Regional Office in Asia and the Pacific, Rainbow Sky Alliance, APCOM and many other influential non-governmental organizations for HIV prevention and treatment in the Asia-Pacific region to discuss how community organizations can use the power of technology to promote AIDS testing and increase the accessibility of AIDS biological prevention measures, and how to bring AIDS prevention knowledge and anti-discrimination advocacy to the young through the power of innovation.



Case

In July 2017, the 9th International AIDS Society Conference on HIV Science was held in Paris, France. Nearly 10,000 professionals from around the world shared the latest scientific advances in the AIDS field at the conference. The representative of Danlan Public Interest, the only spokesperson from China, addressed to the conference on "information and communication technology and smart mobile technology for HIV prevention and control". In particular, he introduced the practice of "Internet +HIV prevention and control" through Blued platform and the application of world's leading information and communication technology and , which attracted wide attention.



Danlan Public Interest Fund

Danlan Public Interest continues to innovate health education and behavioral intervention model, conform to the development of mobile, social, fragmented and personalized media communication, make full use of Internet technology, methods and development concepts, and actively innovate the "Internet+" model for comprehensive intervention. In order to better explore the "Internet + HIV prevention and control" model, BlueCity and Chinese Foundation for Prevention of STD and AIDS jointly established Danlan Public Interest Fund.

As the first special fund sponsored by Chinese Foundation for Prevention of STD and AIDS, it aims at raising the health awareness of key populations, developing new ways of preventing and controlling infectious diseases, such as STD and AIDS, on the basis of scientific data, and further promoting the development of social organizations and individuals keen on public services in related fields. Since the establishment of Danlan Public Welfare Fund, we have donated more than RMB2 million for the prevention and treatment of AIDS for key populations.

Poverty Alleviation

While focusing on the public interest activities for AIDS prevention, we also actively respond to and implement the national policies and strategies to win the fight against poverty, and do our best to carry out public welfare practices such as poverty alleviation through consumption and education.

Case

In April 2019, Beijing Federation of Industry & Commerce, Beijing Poverty Alleviation Support Office, China Glory Society, Beijing Guangcai Program and Education Fund, and Alibaba Poverty Relief Fund, jointly launched the "2019 Poverty Alleviation Charity Live Broadcasting Ceremony" in mass entrepreneurship and innovation center in Beijing. BlueCity and 23 other live streaming platforms provided technological support for this event.

Case

In October 2019, the 6th World Internet Conference was held in Wuzhen. Baoli Ma, founder and CEO of BlueCity, was invited to attend the Internet Public Welfare and Charity sub-forum and joined the "three regions and three prefectures" online public welfare support plan for primary and secondary school libraries.



Case

In October 2019, BlueCity visited Beijing Guang'ai School in participating in the charity activity titled with "Guang'ai Public Welfare-Warm Children's Heart" organized by Beijing Internet Culture Association, and provided daily necessities for more than 80 students in this school to repay the society with practical actions and love.



Volunteer Team

We call on and encourage employees to participate in public services, convey the concept of public interest and support employee's volunteer service. In 2012, we set up the Danlan volunteer team to provide HIV counseling and testing services on weekends. In 2019, the company had 113 employees who volunteered 12,304 hours. With the growth of the volunteer team, we continue to strengthen volunteer training and standardize procedures of team's voluntary work. From March to May 2019, we, together with

Good Participatory Practices (GPP), organized three pre-exposure prevention training activities. 69 HIV testing consultants of Danlan Public Interest participated in the training activities. In December 2019, at the commendation meeting for the 7th anniversary of the establishment of the volunteer team, we released the "Volunteer Handbook" to systematically summarize the knowledge of volunteer service and accumulate volunteer service experience.



The volunteer service project launched by Danlan Public Interest was awarded the title of "Learning-from-Leifeng Voluntary Service Stations of Beijing" by Capital Civic Enhancement Committee Office.



"Volunteer Handbook" was officially released

Cooperation

Making the Ecology More Harmonious



I joined the company in 2013 and was one of the first employees who worked in the company. In the very beginning, the team was composed of 20 people, and I was in charge of marketing. With the development and comprehensive needs of the company, I gradually shifted focus from marketing to content review, then to management in the second half of 2015, and now I am the director of the content review department. In the past two years, I have been promoted from a grass-roots employee to a team leader. In addition to my own efforts, what I have now is inseparable from the values of equality, openness and inclusiveness always upheld by the company. The development of the company gives employees room to grow and encourages and supports them to make progress. BlueCity has helped me a lot with my work and life. On top of the employment relationship, the company and I are a community sharing mutual achievement and progress.

Employee's story Xiaojie, an employee in BlueCity



Employee Growth

Talent is the most valuable resource of an enterprise. We always attach importance to the recruitment and training of talents and continue to consolidate the foundation of enterprise organization. At work, we advocate a more equal partnership and create a bright workplace environment.

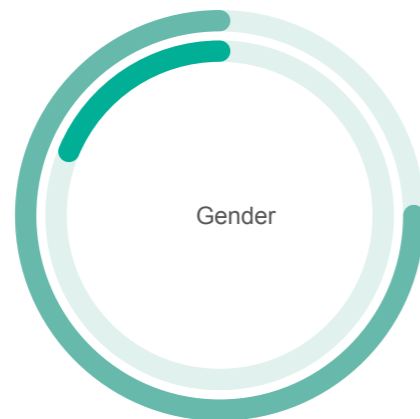
Educational Background Structure of Employees

Educational background	Number of people	Proportion
● Doctoral degree	4	1%
● Master degree	47	10%
● Bachelor degree	264	53%
● Junior college degree	141	29%
● Below junior college degree	35	7%



Gender Proportion of Employees

Gender	Number of people	Proportion
● Male	401	81.7%
● Female	90	18.3%



Note: All statistics are as of December 2019.



Welfare and social insurance

We take legal employment as our bottom line. On the basis of protecting the basic rights and interests of employees, we pay more attention to incentive measures to bring practical benefits to employees. In addition to special positions, the Company adopts the time management mode of flexible attendance, and considerably design attendance mechanism on the premise of completing basic tasks. In the event of overtime work during holidays, the Company provides employees with the overtime pay in accordance with relevant regulations. The Company conducts market salary surveys every year, and formulates measures to adjust employees' salary based on the survey. In the past three years, the Company has continuously improved relevant regulations on performance appraisal, so as to ensure that the Company's revenue targets are

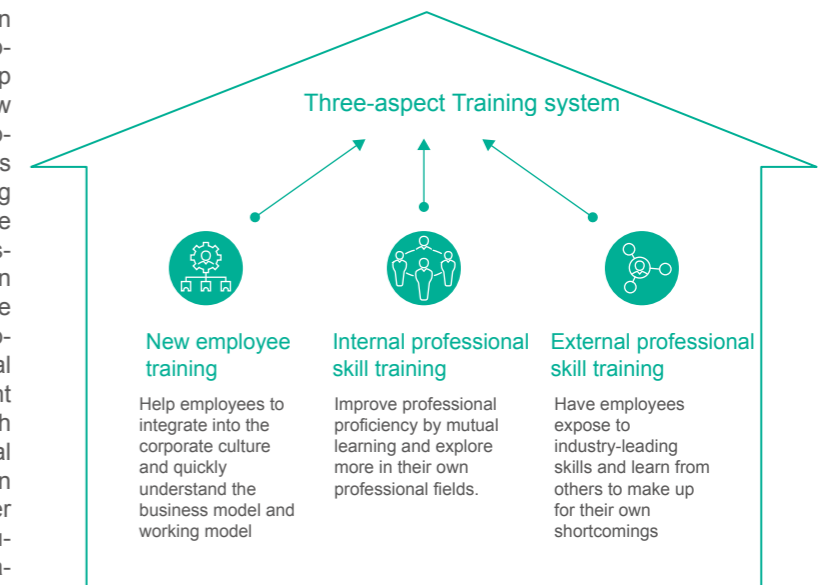
achieved while allowing employees to obtain higher income.

The Company has established a labor union to ensure the employees get real benefits. In recent years, the labor union has taken the lead in setting up interest groups such as basketball, badminton, dancing, roller skating, board games, etc., and regularly organized cultural and recreational activities for employees, which enriches their cultural life in leisure time.

In terms of foreign employee management, the Company has an employee relation specialist, who focuses on ensuring and improving their working experience in China and ensuring their employment is in compliance with the law.

Growth Support

BlueCity attaches great importance to empowering employees, so that it can truly become a platform for employees to improve their ability and obtain career development. We have established a sound training system to help employees quickly adapt to the new environment and embrace development. At present, the company has formed a three-aspect training system, namely, "new employee training, internal and external professional skills training respectively". In terms of rank management, the Company provides different promotion channels such as professional sequence and management sequence in combination with employee abilities and personal development demands. Employees in technology, product and other positions will get promotion opportunities by participating in the evaluation of the professional defense committee, and other employees are promoted through work summary and comprehensive evaluation.



New employee training

Help employees to integrate into the corporate culture and quickly understand the business model and working model



Internal professional skill training

Improve professional proficiency by mutual learning and explore more in their own professional fields.



External professional skill training

Have employees expose to industry-leading skills and learn from others to make up for their own shortcomings

Friendly Workplace

We are committed to creating an inclusive and friendly environment and strive to make every employee have a sense of belonging.

We champion diversity and equality, oppose and prohibit any discrimination against region, gender, sexual orientation, and age and set up "all gender" toilets, maternity rooms and other considerate infrastructure in the company.

We create an open and transparent workplace. We set up a complaint reporting mailbox to encourage employees to timely complain and report any corruption, harassment and injustice or other behaviors harmful to employees' personal or company interests. We advocate working in an eco-friendly way.

We call on employees to save energy, reduce waste of office resources such as paper, water and electricity, timely deal with office garbage and kitchen waste after employees have their meals, and create a more comfortable and eco-friendly office environment.

Gym



Rest area



All gender toilets



Team building activity in Qinhuangdao



Community Building

Case

In September 2019, Shuangjing13.com prepared the 2nd "Small Wish" activity and collected wishes of role models from different organizations. BlueCity actively supported and helped to Shuangjing Street Working Committee to carry out this activity, funding the children from Yuan 'an Special Education School to realize the dream of watching the flag raising in Beijing.



Case

In June 2019, the launching ceremony of the Network Technology Enterprise Alliance promoted by Beijing Chaoyang Shuangjing Street Federation of Trade Unions



Key Performance

Index	Unit	2019	2018	2017
Revenue	In RMB10,000	75,889	50,129	34,658
Number of R&D personnel	Person	134	96	50
Number of patents	Item	1	1	0
Registered users of the product	10,000	4,460	2,858	1,878
User's satisfaction	%	82.4	88.0	84.9
Users' complaint handled	%	90	99.3	100.0
Number of non-compliant content processed	10,000 pieces	146	120	105
Number of illegal accounts blocked	10,000	621	280	50
Supplier compliance review	Times	325	269	200
Total amount of employees	Person	491	364	263
Male employees	Person	401	300	224
Female employees	Person	90	64	39
Ethnic-minority employees	Person	34	27	14
Employees with disabilities	Person	3	3	2
Number of new employment	Person	142	111	78
Proportion of female executives	%	0	12.5	14.3
Labor contract signing rate	%	100.0	100.0	100.0
Social insurance coverage	%	100.0	100.0	100.0
Medical examination coverage of employees	%	82.3	79.8	74.4
Staff turnover rate	%	19.5	23.1	26.9
Casualties	Person	0	0	0
Total investment in employee training	In RMB10,000	96	56	55
Total electricity consumption	KWh (degrees)	30w	20w	10w
Total water consumption	Ton	5,100	4,800	4,200
Total amount of paper used	Package	300	300	200

Note: Due to the increase in the number of employees and the scale of the Company, the total amount of electricity, water, and paper in 2018 and 2019 has increased in varying degrees

Index Guidance

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Reader Feedback

Thank you for reading the 2019 BlueCity Social Responsibility Report. We would greatly appreciate it if you kindly give suggestions and comments on the report so that we can continue to improve this Report.

1. Which interested party do you belong to?

- Government Regulatory agency Shareholders and investors
- Customers Employees Suppliers and partners Community
- Public and media

2. What is your overall comment on the Report?

- Excellent Good Average Poor Terrible

3. Does the Report disclose any issues you care about?

- Yes No

4. If the issues you care about are not disclosed, what issues do you wish to be disclosed?

5. How do you like the content arrangement and design of the Report?

- Excellent Good Average Poor Terrible

Contact person _____

Address _____

Postcode _____

Fax _____

6. Do you have any suggestions for BlueCity in preparing a corporate social responsibility report in the future?
