

Monday, February  
22, 2021

H.E. António  
Guterres  
Secretary-General  
United Nations  
New York, NY  
10017 USA

Dear Mr. Secretary-General,

I am pleased to confirm that [*Shanghai Bai Lian'AI Advertising Co.,Ltd*] supports the Ten Principles of the United Nations Global Compact on human rights, labour, environment and anti-corruption. With this communication, we express our intent to implement those principles. We are committed to making the UN Global Compact and its principles part of the strategy, culture and day-to-day operations of our company, and to engaging in collaborative projects which advance the broader development goals of the United Nations, particularly the Sustainable Development Goals. [*Shanghai Bai Lian'AI Advertising Co.,Ltd*] will make a clear statement of this commitment to our stakeholders and the general public.

We recognize that a key requirement for participation in the UN Global Compact is the annual submission of a Communication on Progress (COP) that describes our company's efforts to implement the Ten Principles. We support public accountability and transparency, and therefore commit to report on progress within *one year* of joining the UN Global Compact, and *annually* thereafter according to the UN Global Compact COP policy. This includes:

- A statement signed by the chief executive expressing continued support for the UN Global Compact and renewing our ongoing commitment to the initiative and its principles. This is *separate* from our initial letter of commitment to join the UN Global Compact.
- A description of practical actions (i.e., disclosure of any relevant policies, procedures, activities) that the company has taken (or plans to undertake) to implement the UN Global Compact principles in each of the four issue areas (human rights, labour, environment, anti-corruption).
- A measurement of outcomes (i.e., the degree to which targets/performance indicators were met, or other qualitative or quantitative measurements of results).

Sincerely yours,

[Signature]

[Name: Mr Zhouzhen]

[Title\* CEO/Managing Director]

zhouzhen

21.2.22

地址：上海漕河泾开发区松江高科技园莘砖公路 518 号 2 幢 303 室  
/Room303,Building2,No.518,Xinzhuan Road,SongjiangHi-tech Park,Caohejing  
Development Zone,Shanghai

电话：021-67766100

邮箱：info@shblai.com

网址：www.shblai.com