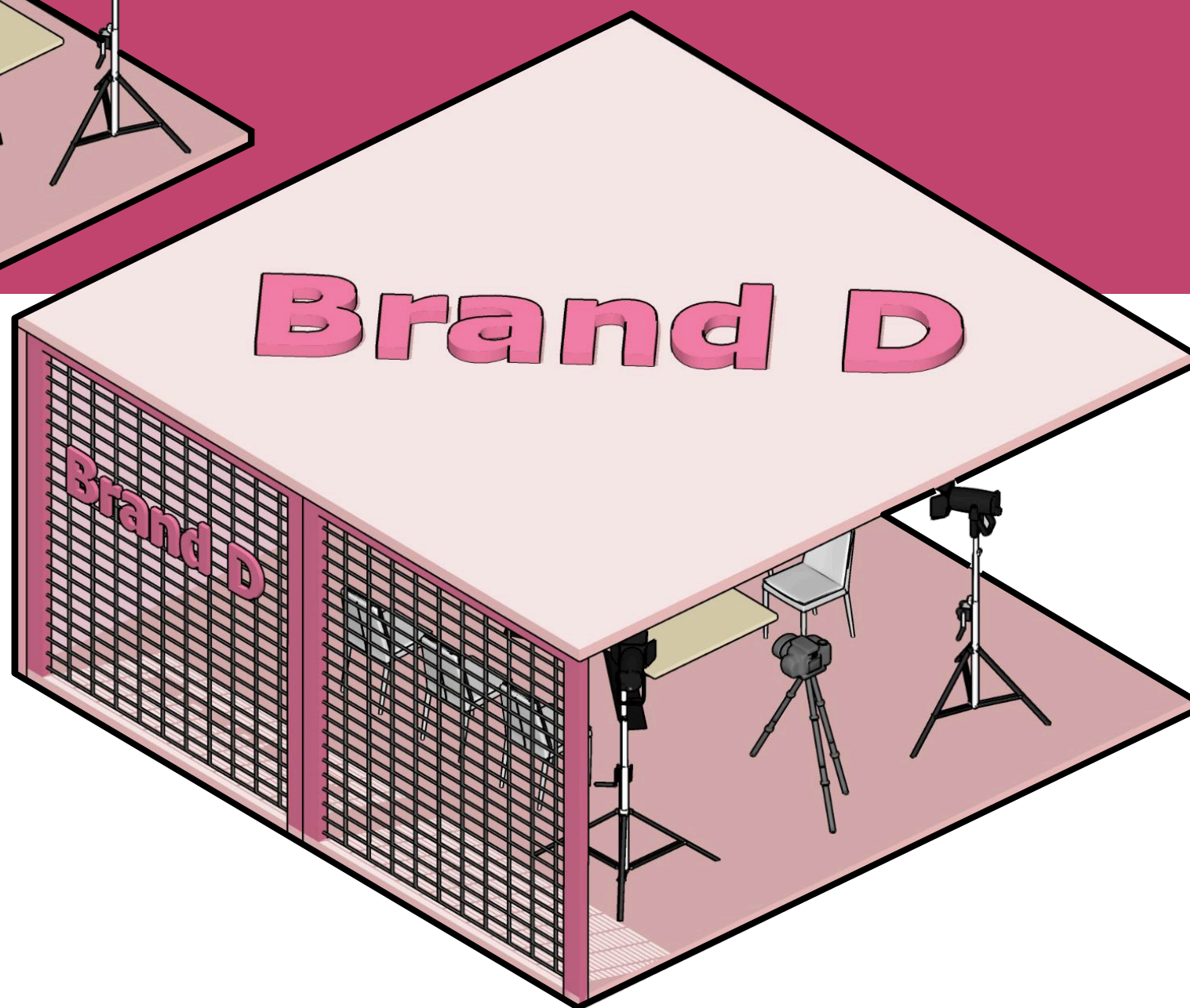


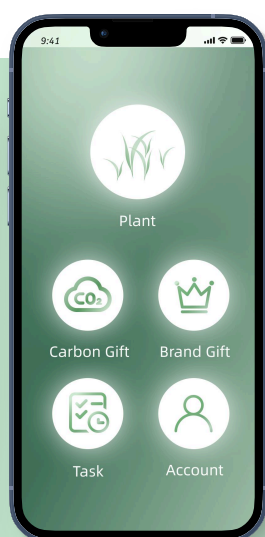
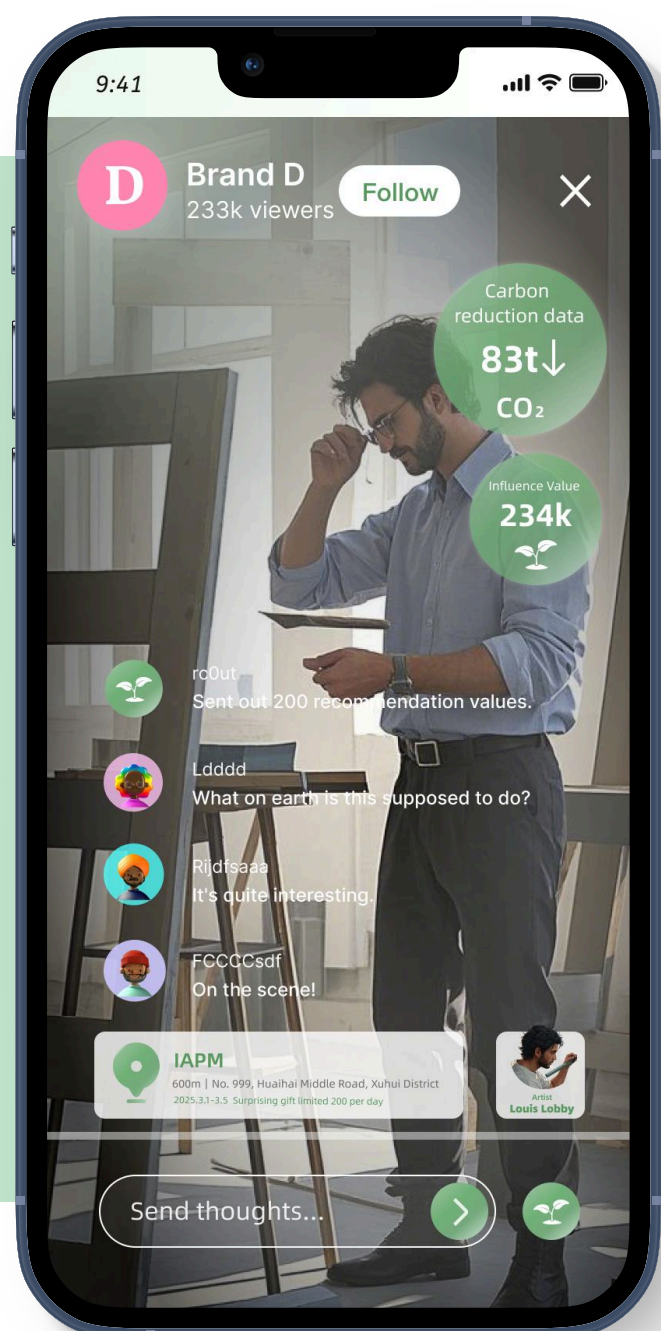
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PLANTING PLACE



“Planting Place” has a new mission and value. Here, the brand meticulously plans and **organizes sustainable workshops, inviting industry experts, environmentalists, and consumers to jointly explore green lifestyles.** At the same time, live - streaming activities are carried out to convey sustainable concepts and practical experiences to a wider audience.

For the waste materials generated from each HPP event, an innovative and in - depth cooperation model with artists is launched. Under the artists' ingenuity and craftsmanship, these waste materials will be transformed into the theme installation for the next HPP event. The transformation process will be live - streamed throughout, increasing the brand's online and offline exposure. This process will, invisibly, deepen the emotional bond with the consumer group, enhance their brand recognition and loyalty, and deeply embed the concept of sustainable development in the interaction between the brand and consumers, leading the industry towards green and sustainable development.



Planting Place is a third - party independent APP, which focuses on enabling consumers of luxury - light fragrance and beauty brands to experience an artistic and sustainable luxury - light lifestyle. Various luxury - light fragrance and beauty brands can join this app and live - stream the sustainable workshops in the Planting Place during HPP events.

This app is not only used for live - streaming but also features a highly accurate carbon emission calculation method and an incentive mechanism. Users can earn certain carbon credits by watching live - streams and completing carbon - reduction tasks, which can be used to exchange for carbon - friendly gifts provided by brands. Brands, on the other hand, can promote their products and concepts for the new quarter within the APP, enabling more consumers to learn about the HPP events and thus expanding their influence.

