AKQ Global Travel

UNIFYINGA GLOBAL VISION,SPOTTING RESPONSIBLE INNOVATION

AKQ MEDIA GROUP AKQ MEDIA GROUP

CREATIVITY AS A FOUNDATION, RESPONSIBILITY AS A FOUNDATION, IMPACT ON THE WORLD

COMPANY PROFILE

COMPANY HISTORY

Founded in 1994 and headquartered in London, UK, AKQ MEDIA GROUP is a leading global creative advertising agency under the World Travel & Tourism Council (TTC) system, with strong professional experience and influence in the industry. Since its establishment, AKQ has always focused on providing customized, innovative advertising and promotion services for tourism, hotels, culture, city brands and other fields, and strives to create a communication platform with global influence.

With the goal of "creativity as the foundation and responsibility as the guideline", AKQ integrates advertising creativity, digital technology and social mission to promote the simultaneous enhancement of brand value and social value. We believe that brand communication is not only about business success, but also about social recognition and cultural connections.

GLOBAL POSITIONING

Focusing on "global creative exchange and local execution", AKQ has established more than 230 offices across five continents and built long-term partnerships with world-renowned scenic destinations and five-star hotels, forming a three-dimensional network that connects tourism, culture and communication globally. With deep industry experience and global resources, AKQ has established an operating system based on local execution and global communication, helping clients achieve the goals of brand globalization, content digitization and communication to maximize benefits.

As a company with a forward-looking strategic vision, AKQ has already completed a comprehensive transformation to an integrated "offline + online" model and established an independent digital platform to provide a unified and efficient collaboration system for global clients and employees, and to realize full-scale digital advertising content management from creativity to reach.

GROUP MISSION

AKQ aims to enhance the global visibility of cultural destinations and elite brands by integrating high-quality creativity and global resources, and enhance their market competitiveness and public appeal. The company always adheres to the principles of people-oriented, technology-oriented, creative and responsible to create a warm, valuable and forward-looking advertising ecosystem.

CORPORATE VISION AND MISSION

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CORPORATE VISION

BUILDING A NEW GLOBAL LANDSCAPE OF CREATIVE COMMUNICATION

AKQ'S MAIN VISION: To empower global travel brands through creativity and promote sustainable, responsible development of the industry.

Facing the global digital transformation and profound reconstruction of the tourism industry, AKQ strives to become a leader in global creative advertising, not only leading the trend of content expression, but also setting standards for value orientation. We hope to connect different cultures, markets and people throught the integration of technology and creativity , so that every city, every scenic spot and every hotel from the Maldives to South Africa has the right to speak on the world stage.

In the future development plan, AKQ is not only an advertising platform, but also an important fulcrum for global cultural communication, city diplomacy and tourism revival. We are building a truly transnational, cross–cultural and cross–industry ecology of creative communication.

CORPORATE MISSION

CREATIVITY CREATES BRANDS, RESPONSIBILITY SHAPES THE FUTURE

AKQ firmly believes that a great brand not only relies on communication effects, but also stems from the concepts and values behind it. Therefore, AKQ regards "creativity" and "responsibility" as the two foundations of its corporate mission:

CREATIVITY
Continue to create visual language and marketing content with global aesthetic impact to help clients stand out and impress people.

RESPONSIBILITY
When implementing each market, pay attention to social impact and civic values, especially in promoting employment, cultural protection, green transformation, and empowering vulnerable groups.

AKQ's mission is not only to bring commercial success to clients, but also to bring positive power to society. Through every advertisement and every brand communication, we spread beliefs, shape culture and change the world.

ORGANIZATIONAL STRUCTURE AND GLOBAL STRUCTURE

GLOBAL OPERATING SYSTEM

LOCAL EXECUTION, GLOBAL COLLABORATION

Since its establishment, AKQ has always adhered to a global development strategy. Focusing on the concept of "global creative exchange, local project execution", it has established more than 230 permanent offices on five continents built a three–dimensional business network in Europe, America, Asia, Africa and Latin America, including creative centers in Iceland, Dubai and Sri Lanka. While maintaining creative consistency, each office can carry out highly localized communication implementation according to the language culture, consumer habits and media ecology of the regional market to maximize the communication effect.

Headquartered in London, UK, AKQ has a global management center to coordinate strategic planning, brand creativity, platform technology, compliance oversight, and international client relationship management; at the same time, it has regional collaboration centers in Paris, Singapore, New York, Tokyo, Dubai and Cape Town, among other global hubs to meet the market needs of different languages, cultural backgrounds, and stages of development.

CONNECTION WITH DIGITAL PLATFORMS

ONLINE PLATFORM HELPS GLOBAL MANAGEMENT

To meet the growing needs of global businesses, AKQ has fully launched its own developed online work platform, which provides a unified project management and promotion task allocation system, supports remote collaboration, task tracking, data feedback, and employee performance summary across the globe.

THE PLATFORM HAS THE FOLLOWING KEY FEATURES:

- Multilingual interface and localization tool support
- Real–time data feedback and performance analysis system
- Intelligent task distribution and automated calculation mechanism
- Extensible API interface and external client connectivity

Through platform cooperation, AKQ has achieved standardized operation, transparent management, and efficient execution of global business, and has truly created a creative advertising service system that adapts to the communication logic of the 21st century.

STRATEGIC COOPERATION AND PROJECTS

AKQ *Global Travel*

GLOBAL NETWORK FOR COLLABORATION IN THE FIELD OF HIGH-QUALITY PROJECTS

AKQ has always adhered to the cooperation principle of "trust as the link and quality as the foundation". With its excellent creative execution capabilities and international vision, the company has established long–term strategic cooperative relationships with many representative cultural sites, luxury hotel groups and national travel agencies around the world, and continues to provide them with multi–level services such as advertising planning, brand presentation and digital presentation.

Some of the landmark cooperation projects are as follows:

### WORLD-CLASS CULTURAL AND TOURIST DESTINATIONS

ICELAND AURORA CAMPAIGN
Create a digital campaign to promote Iceland's Northern Lights and eco–tourism season to global travelers seeking immersive nature experiences.

DUBAI CULTURAL WEEK
Organize a multi–city festival showcasing Dubai's blend of tradition and innovation, including architectural media tours, digital storytelling, and luxury tourism features.
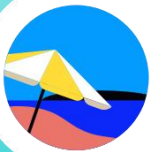
SRI LANKA BLUE WORLD SERIES
Launch a coastal–themed digital media series blending Sri Lanka's natural wonders, cultural rituals, and sustainable travel stories for online and mobile platforms.

STRATEGIC COOPERATION AND PROJECTS

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LEADING INTERNATIONAL LUXURY HOTEL GROUP

HILTON HOTELS GLOBAL EXPERIENCE CAMPAIGN

Collaborated with Hilton to launch a global digital promotion campaign that combines immersive travel storytelling with real–time booking integration.

SHANGRI-LA CULTURAL HERITAGE PROJECT

Partnered with Shangri–La to co–produce digital media series highlighting Asia–Pacific cultural experiences across multiple luxury destinations.

NATIONAL TOURISM PROMOTION ORGANIZATION

AKQ has established stable cooperation with national tourism bureaus in more than 70 countries and regions around the world, including France, Iceland, Sri Lanka, United Arab Emirates, South Africa, and more.The cooperation includes:

ANNUAL NATIONAL TOURISM PROMOTION PLAN

CREATION OF VISUAL CREATIVE CONTENT FOR TOURIST DESTINATIONS

DATA–DRIVEN ADVERTISING AND ITS IMPACT MEASUREMENT

STRATEGIC ADVANTAGES OF ONLINE PLATFORM INTEGRATION

By fully integrating the aforementioned partners into AKQ's own digital platform, AKQ can efficiently transfer resources across markets, unify communication logic, and ensure a consistent content style. At the same time, it provides partners with quantifiable and trackable communication data and performance reports to help them continuously optimize their global advertising structure.

STRATEGIC COOPERATION PLAN FOR SOUTH AFRICA

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EXPANDING TOURISM THROUGH CULTURAL IMPACT AND EMPLOYMENT GROWTH

In 2025, AKQ entered a strategic partnership with public and private institutions in South Africa to support tourism revitalization, digital transformation, and sustainable employment. This cooperation aims to boost national visibility of South Africa's iconic destinations such as Kruger National Park, Table Mountain, and the Garden Route through digital promotion and creative campaigns.

THREE-YEAR COOPERATION GOAL

CREATE LOCAL JOBS & TRAINING PROGRAMS

Work with local tourism agencies to generate employment in the cultural, hospitality, and content creation sectors through digital collaboration.

ESTABLISH LOCAL CREATIVE HUBS

Create content incubation centers in Johannesburg, Cape Town, and Durban to nurture local creators, translators, and digital producers.

ELEVATE SOUTH AFRICA'S GLOBAL TOURISM IMAGE

Design storytelling campaigns and immersive video content that promote South Africa's diversity, nature, and heritage to international markets.

ENHANCE TOURISM ACCESSIBILITY

Collaborate on campaigns highlighting family, eco, and adventure travel, making South Africa more discoverable to new tourist demographics.

SUPPORT INFRASTRUCTURE AND DIGITALIZATION

Invest in tools, training, and online promotion channels to help destinations adopt data–driven communication and strengthen long–term visibility.

GOVERNMENT ALIGNMENT & COMMUNITY IMPACT

Co–develop programs aligned with national tourism strategy to ensure inclusiveness, employment fairness, and measurable growth impact.

WHY SHOULD YOU CHOOSE THE SOUTH AFRICAN MARKET?

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AKQ chose South Africa, which is not only a key expansion region in its global communication strategy, but also a high–potential market with unique tourism assets, mobile–first infrastructure, and strong government support. AKQ firmly believes that South Africa will become a creative growth hub for culture, employment, and international visibility.

1. RICH NATURAL RESOURCES AND GLOBAL TOURISM POTENTIAL

South Africa is home to world–renowned destinations such as Kruger National Park, Table Mountain, and the Garden Route. These iconic landscapes attract millions of international tourists each year, providing a powerful foundation for destination branding.

2. STRONG DIGITAL INFRASTRUCTURE AND MOBILE REACH

With over 70% internet penetration and rapidly growing digital payment ecosystems (e.g. SnapScan, Yoco), South Africa offers a tech–friendly environment for tourism promotion, mobile bookings, and real–time campaign feedback.

3. GOVERNMENT SUPPORT FOR TOURISM AND EMPLOYMENT

The South African government actively encourages tourism–driven employment through national policies, infrastructure investments, and collaboration with global partners to create long–term economic impact.

4. CULTURAL DIVERSITY AND GLOBAL APPEAL

As the "Rainbow Nation", South Africa hosts 11 official languages and rich cultural identities. Its fusion of African, European, and Indian influences creates a unique travel experience that appeals to a wide range of global tourists.

5. FULL ALIGNMENT WITH AKQ'S BRAND MISSION

South Africa's focus on inclusive growth, youth employment, and sustainable tourism aligns directly with AKQ's mission of "creativity + responsibility". It provides a real–world setting for AKQ's social impact communication model.

MAIN SERVICES AND FUNCTIONS OF THE PLATFORM

AKQ is not only a creative advertising company, but also a digital bridge connecting "content creation, brand communication and market transformation". Relying on global resources and technology platforms, AKQ has created a full set of efficient service systems covering planning, execution, distribution and feedback, as well as customized digital communication solutions for industries such as tourism, hotels, culture and city brands.

COMMUNICATION AND BRAND PROMOTION SERVICES

AKQ strives to create highly personalized, culturally resonant, and trackable brand promotion services for clients, including:

FORMULATING A GLOBAL COMMUNICATION STRATEGY

Based on analysis of market behavior in many countries, create brand language and media channels adapted to local conditions;

INTEGRATED ADVERTISING CREATIVITY AND EXECUTION

from visual content to communication copywriting, from online materials to offline activities, provide a single outlet;

MULTIPLATFORM ACCESS

combine social media, OTA travel platforms, search engines and industry vertical channels for precise reach;

MONITORING AND OPTIMIZATION OF EFFICIENCY

real–time data tracking, audience interaction analysis, communication effect assessment, and support for further strategy adjustments.

MAIN SERVICES AND FUNCTIONS OF THE PLATFORM

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EXCLUSIVE FEATURE OF THE ONLINE PROMOTION PLATFORM

AKQ's in–house developed digital platform is a work center for employees and partners from all over the world with the following features:

➢ **ISSUE AND TASKS COMPLETION SYSTEM**

Advertising tasks are issued daily according to project needs. Employees can accept orders, send materials and data online to achieve closed–loop management.

➢ **A TOOL FOR COLLABORATION WITH MULTILINGUAL CONTENT**

Supports multilingual promotion tasks, meets the language needs of different national markets, and provides cultural localization.

➢ **INTELLIGENT PRODUCTIVITY TRACKING SYSTEM**

The platform has built–in behavioral analytics and performance evaluation models that assess employee performance and provide incentives based on content completion, impact data, and interactive effectiveness.

➢ **PROJECT CONNECTION AND CUSTOMER SERVICE MODULE**

Collaborating clients can view progress, upload materials, and approve content in real time to improve collaboration efficiency.

INDIVIDUAL SERVICE AREAS

AKQ provides diversified service modules covering tourism, hotel and cultural tourism integration scenarios, including but not limited to:

Destination City international brand packaging

Communication design in a high–class hotel

Digital promotion of a cultural festival

Annual planning of national tourism

International Exhibition, Artistic IP Marketing Content Customization

PROFIT MODEL AND PROFIT DISTRIBUTION MECHANISM

AKQ Global Travel

AKQ adheres to the platform concept of "co-creation and mutual win-win" and has built a stable, transparent and motivating profit model, which not only ensures the continuous growth of the company, but also allows employees and partners to share profits. In line with the current trend of the platform economy, AKQ's profit mechanism has become one of the main pillars for its rapid global expansion and high employee participation.

MAIN SOURCE OF PROFIT: ORDER-DRIVEN PROFIT MODEL

AKQ's main revenue comes from advertising contracts signed with clients such as international travel agencies, national cultural promotion agencies and high-end hotel groups. These contracts typically relate to the following:

- Brand display tasks (advertising graphics, videos, H5 interaction, etc.)
- Multilingual content localization products
- Multi-channel delivery and public opinion management
- Planning and conducting marketing activities

Clients set prices based on service cycles, regional coverage, content release and other parameters, and AKQ routes employees around the world through the platform to complete tasks and report results for efficient execution.

COMPOSITION OF INCOME OF EMPLOYEES AND USERS

The AKQ platform directly distributes 60%-70% of order revenue between employees and referrers who complete tasks, including the following types of revenue:

1. STANDING COMMISSION
Employees can earn a suitable base income by completing advertising tasks set by the platform every day; Tasks are rewarded differently depending on the quality and quantity of completion.

2. RECOMMENDATION REWARD MECHANISM
- Officials can invite others to join the platform as interns;
- Once interns become permanent employees, those who recommend will receive a one-time reward and an ongoing profit share from completing tasks.

3. MANAGEMENT DIVIDENDS SYSTEM
- Employees who have subordinate teams can receive management incentives based on the performance of their team members;
- The platform has a tier mechanism and points incentive model to support team size expansion and leveling up.

4. FINANCIAL FUND PLAN
- Official employees can participate in the cooperation platform plan with a portion of their income to obtain medium- and short-term investment returns;
- Offer a variety of combined income plans to adapt to different risk preferences.

PROFIT MODEL AND PROFIT DISTRIBUTION MECHANISM

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PROFIT EXPANSION MECHANISM

To meet the needs of more users for profits, AKQ has also created the following two scalable money–making mechanisms:

1. MECHANISM OF PARTICIPATION OF THE FINANCIAL FUND

Users can choose to participate in the digital fund plan launched by the platform, with a part of the reward for completing the task. The system will distribute dividends according to the performance of the fund, which belongs to the medium and long–term profit model. The fund's income is calculated on a periodic basis, and cash withdrawal and withdrawal are supported at any time. The platform transparently discloses the fund's fund flow and historical return rate for each period.

2. COMMISSION INVITATION SYSTEM

For each new participant who successfully requests a registered real name and completes the task, the invitee will receive 6%–20% of the participant's task income as a referral reward (without affecting the referrer's initial income). The more invitations, the higher the income. The referral mechanism is unlimited, which is suitable for users who want to create long–term network assets.

SYSTEMATIC PROFIT DISTRIBUTION AND SETTLEMENT MECHANISM

With its built–in intelligent settlement system, the AKQ platform achieves the following:

- Daily statistics, weekly updates and monthly calculations of all income

- Profit distribution data can be viewed in real time, and the withdrawal process is safe and convenient

- All revenue sources and distribution details can be tracked to eliminate black boxes and delays

PROFIT MODEL AND PROFIT DISTRIBUTION MECHANISM

WIN-WIN CONCEPT: INCOME GROWTH AND SOCIAL VALUE GO HAND IN HAND

AKQ believes that a truly sustainable business model must consider employee benefits, customer value, and social contribution. Through this profit sharing mechanism, AKQ not only encourages employees from around the world to participate in the creation of the platform, but also promotes employment, improves digital skills, and stimulates regional economic vitality in key markets such as South African market.

OVERVIEW OF THE PLATFORM'S REVENUE MODEL

To meet the time, resources, and development goals of different users, the AKQ platform provides five combined and advanced income generation methods, forming a complete income system:

REVENUE MODEL	SHORT DESCRIPTION
Task commission model	Complete the tasks defined by the platform (e.g., scenic spot evaluation, hotel reviews) to earn a monetary reward, and the calculation will be transparent
Invitation discount model	After successfully inviting others to register and complete the task, the invitee can receive long–term commissions
Salary model	Once the job standard is reached, enjoy the monthly fixed bonus and profit sharing of the team
Fund Investment Model	Voluntarily subscribe to the AKQ Financial Fund, the system distributes dividends proportionally, steadily and significantly every day
Team Leadership Bonus	Users who have reached the Intern Assistant level or higher can receive the share of active tasks and the outgoing bonuses of subordinates

All earnings are automatically calculated by the system to ensure they are verified, controlled, and tracked. Users can view revenue details and distribution records in the [Personal Center].

DIVERSIFIED EMPLOYMENT MODEL

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Driven by global operations and digital transformation, AKQ has created a flexible, diverse, and inclusive employment system that seeks to provide effective and feasible income channels for people from diverse backgrounds, regions, and abilities. Whether they are urban white–collar workers, rural youth, students, housewives or retired military, they can find suitable jobs through the AKQ platform to achieve a double increase in personal value and economic benefit.

THE THREE MAIN TYPES OF WORK

1. FULL-TIME POSITIONS

- Applicable for professionals with strong skills in content creation, project management, or working with platforms;
- The content of the job includes customer docking, advertising execution, platform data maintenance, project management, etc.;
- Provide numerous benefits such as base salary + performance bonus + platform capital incentives.

2. ONLINE PART-TIME JOBS

- For flexible employment of people around the world;
- Mainly responsible for carrying out advertising tasks, distributing materials, interacting with content to display, etc., published by the platform;
- Earn commissions and growth points instantly based on the number and quality of tasks completed.

3. LEADERSHIP POSITIONS

- Open to employees with organizational skills and experience in team management;
- Can apply for the position of Regional Promotion Supervisor, Online Team Leader, Director of Training, etc.;
- In addition to distributing the profits from the team task, a monthly fixed management allowance is also established.

NO THRESHOLD FOR POSITIONS, AND THE MECHANISM FOCUSES ON INCENTIVES

The AKQ platform adheres to the employment philosophy of "decentralization, de–education, and emphasis on performance" and does not impose restrictions on education, gender, region, industry background, etc. If you have basic work skills, a desire to complete tasks, and an attitude towards learning, you can enter the employment system through platform registration, training, internships, promotions, and other processes.

At the same time, the platform continues to motivate employees through the following mechanisms:

TASK-LEVEL POINT SYSTEM

Daily performance evaluation, regular level ups, and task benefit increases

TEAM COLLABORATION RANKING SYSTEM

get additional rewards by completing tasks in a team;

ACHIEVEMENT BADGE SYSTEM

There are honor systems such as monthly stars, innovation awards, and assistants' awards.

DIVERSIFIED EMPLOYMENT MODEL

AKQ Global Travel

SYSTEMATIC DISTRIBUTION OF PROFITS AND SETTLEMENT MECHANISM

The platform's system intelligently recommends tasks on a daily basis based on past employee performance, interest tags, and time slots; Employees can choose whether to take orders on their own, truly realizing "free time, free income". This mechanism is especially suitable for people with multiple identities and fragmented time, giving them a high degree of freedom in their income channels.

LOCALIZED EMPLOYMENT SUPPORT POLICY

As part of AKQ's global development and social responsibility initiatives, the platform provides localized employment support programs to help improve regional job participation and long–term income stability.

- Simplified onboarding and review procedures for new employees in developing markets;

- Multilingual guidance and local task support to ensure accessibility for all participants;

- Establish cooperation with regional partners to promote fair employment and inclusive growth.

TRUST AND VERIFICATION MECHANISM

To ensure the transparency and reliability of all project operations, AKQ adopts a trust–based verification mechanism that safeguards both users and clients.

Every participant must complete real–name verification, and all transactions are securely managed through an independent, supervised system.

The mechanism prevents unauthorized actions, ensures compliance with platform standards, and maintains a fair and secure working environment for every contributor.

TRAINING AND CAREER DEVELOPMENT

AKQ knows that the sustainable development of an enterprise depends on the growth and empowerment of talent. To ensure that employees around the world have continued efficiency and professionalism, AKQ has created a systematic, hierarchical, trackable learning system and provided a clear career path to help employees achieve career transitions from "entry-level" to "elite."

STANDARDIZED TRAINING SYSTEM: FROM ZERO BASIS TO PROFESSIONALIZATION

The AKQ training platform provides relevant training resources for employees at different levels and positions, which are divided into three modules: "basic on-the-job training", "professional development courses" and "management development plan":

1. BASIC BRIEFING IN THE WORKPLACE

- For interns and junior employees who join the platform for the first time;

- Includes the process of completing tasks, platform rules, communication skills, data return specifications, and other content;

- Supports local language versions and visual instruction manuals to lower the entry threshold.

2. ADVANCED TRAINING COURSES

- Designed for professional areas such as content creation, marketing, and customer management;

- Providing hands-on courses such as case analysis, tool training, ad copywriting, and social media strategy;

- The courses support regular on-demand updates to ensure that they keep up with industry trends.

3. ADVANCED PROGRAM MANAGEMENT

- For employees who already have a team or wish to develop to become regional managers;

- The content covers team management, data analysis, development of an incentive mechanism, leadership training, etc.;

- Joint leadership of the headquarters and regional joint mentors combined with simulation of actual combat and target assessment.

TRAINING AND DEVELOPMENT

AKQ Global Travel

MULTI-LEVEL CAREER DEVELOPMENT PATHS (BASED ON A GLOBAL JOB EVALUATION SYSTEM)

AKQ has established a transparent and easy–to–understand promotion mechanism to ensure every employee has the opportunity to grow and advance in their career. The platform offers employees different incentive incomes, helping them steadily advance to senior management positions and inviting them to participate. Different incentive incomes are associated with different job levels.

PROMOTION AND COMPENSATION STANDARDS (AKQ UNIFIED GLOBAL STANDARDS):

Position Title	Minimum Team Size	Direct Invitation Requirements	Monthly Ranking Rewards (in local currency)
Intern Assistant	10	50%	550
Full–time Assistant	20	40%	1,700
Intern Agent	50	30%	4,600
Full–time Agent	100	25%	6,000
Market Supervisor	300	20%	20,000
Market Manager	500	15%	50,000
Market Director	1,000	10%	120,000
City Manager	3,000	5%	250,000

Note: Directly invited participants must be active participants who have completed tasks and passed real–name verification in the promotion assessment.

REFERRER PROMOTION COMMUNICATION MECHANISM

Once users successfully complete tasks and pass real–name verification, the system will automatically grant them "Intern Assistant" status and include them in the global position assessment system, providing them with a corresponding fixed monthly salary and higher qualifications.

As teams expand, users will be promoted to higher levels. The platform will also unlock management bonuses, exclusive training resources, and priority participation in global projects, helping them reach "management" levels and creating a clear promotion path.

TRAINING AND CAREER DEVELOPMENT

DESCRIPTION OF PROMOTION AND EVALUATION MECHANISM

The platform's system will automatically track and evaluate employees' qualifications based on the following parameters:

ACTIVITY

frequency of logging into the system, timeliness of task acceptance;

PERFORMANCE

the quality of the task, evaluation according to customer reviews;

ADVISORY ABILITY

the share of directly invited members turned into full-time employees, the activity of recommenders;

TEAMWORK

team retention rate, subordinate completion rate, and cooperation rate.

When an employee meets the requirements, they can apply for a promotion and automatically receive a monthly bonus. All process data is tracked, standards are open, and advertising is fair and transparent.

ORGANIZATIONAL CULTURE OF TRAINING

The AKQ encourages a culture of "self-learning and self-movement" and "team mutual assistance" and has the following mechanisms to foster a learning atmosphere:

GLOBAL MENTORING PROGRAM

Outstanding performers serve as online mentors to encourage newcomers to complete tasks

MONTHLY LEARNING ACTIVITY

Set course learning objectives and interactive questions to encourage active participation

SYSTEM OF CERTIFICATES AND HONORS

completion of special courses can earn official AKQ certification, improve resumes and credibility

TECHNOLOGY AND DIGITAL INNOVATION

AKQ *Global Travel*

In today's era of increasing digitalization and intelligence in the advertising and communication industry, AKQ has always considered technology as one of its core competitiveness, continuously invested in R&D and system building, and contributed to platform modernization, improved efficiency, and optimized the user experience. Through a combination of intelligent tools and data–driven systems, AKQ has achieved the digital transformation of advertising services from "creative output" to "accurate reach."

1. INTELLIGENT PLATFORM ARCHITECTURE: A SINGLE CONTROL CENTER

AKQ's self–developed online promotion and work platform integrates several core modules, such as task release, execution management, data monitoring, performance analysis, calculations, and payment, providing global users and project parties with an efficient, transparent, and scalable work platform.

THE MAIN MODULES OF THE SYSTEM INCLUDE:

- **TASK SCHEDULING SYSTEM**

Automatically maps the user's capabilities to project tasks and requirements to achieve accurate allocation and progress tracking.

- **MULTILINGUAL COLLABORATION MODULE**

supports more than ten languages worldwide to improve the efficiency of cross–border communication.

- **PERFORMANCE TRACKING SYSTEM**

Built–in scoring algorithm and data indicator model to assess task completion quality and impact in real–time.

- **SECURE PAYMENT SYSTEM**

Supports multi–currency settlement with encrypted verification to ensure the integrity and security of user transactions.

2. DATA-DRIVEN CREATIVE DELIVERY MODEL

AKQ implements data–driven strategies in the ad delivery process and achieves accurate distribution of creative content using AI and big data models:

- **CREATING AN AUDIENCE PORTRAIT**

Create a multidimensional audience tag system based on different countries, cultures, languages, and age groups.

- **OPTIMIZATION OF THE DELIVERY PATH**

Combine content type and media effect to intelligently select platforms (e.g., social media, travel platforms, search engines) to deliver content.

- **CONVERSION RATE ANALYSIS MODEL**

Real–time recording of key metrics such as reach, clicks, interactions, and conversions, providing customers with detailed delivery reports and optimization suggestions.

This mechanism significantly improves the controllability, measurability, and cost–effectiveness of AKQ's advertising services, providing brands with more valuable global communication solutions.

TECHNOLOGY AND DIGITAL INNOVATION

AKQ Global Travel

SUPPORT FOR MOBILITY AND DECENTRALIZATION

In response to the global trend of remote work, the AKQ platform is fully adapted for mobile operations, and users can perform task management and view revenue anytime, anywhere. And reserve modular interfaces that enable secure authentication and transparent content management across global markets, ensuring accessibility and reliability for all contributors.

CONTINUOUS TECHNOLOGY ITERATION AND OPEN COLLABORATION

AKQ has a global technology R&D team that continuously iterates the platform's functions, implements advanced algorithms, and actively expands interface cooperation with third–party technology vendors, such as:

- Access to an AI platform for content creation (e.g. automatic text polishing, video editing assistance)

- Blockchain authentication platform docking (ensuring the authenticity and authenticity of advertisers' brands)

- Education System API Collaboration (Access to External Training Course Resources)

AKQ is not only an advertising company, but also an innovative platform that changes the creative industry's production relationship with technology.

GREEN TOURISM AND SUSTAINABLE DEVELOPMENT

AKQ Global Travel

AKQ has always believed that tourism is not only an economic activity, but also a deep dialogue between people and nature, people and culture. Therefore, we integrate the "green concept" and "sustainable development" into the entire chain of branded services, project operations and social responsibility. By promoting green tourism projects, low–carbon communication methods, and promoting environmentally friendly behavior, AKQ creates a global communication platform that takes into account both commercial value and environmental responsibility.

1. PROMOTE THE DISSEMINATION OF GREEN TOURISM CONCEPTS

Working with tourism agencies in more than 70 countries around the world, AKQ has always been environmentally oriented and assisted the governments of countries and scenic destinations in developing strategies to promote sustainable tourism. The main content includes:

PROMOTING SUSTAINABLE TRAVEL

encouraging the use of low–carbon transport, such as trains, shared electric vehicles and bicycles;

PROMOTING SUSTAINABLE PLACEMENT

prioritizing the promotion of eco–certified hotel brands and rural eco–friendly homes;

DEVELOPING LOW-CARBON TRAVEL ITINERARIES

combining cultural experience with nature conservation scenes, reducing the congestion of scenic spots and balancing tourist resources;

EMPHASIS ON THE DISSEMINATION OF ENVIRONMENTAL VALUES

Conveying environmental awareness through visual content and guiding tourists to travel responsibly.

2. LOW-CARBON WORKING MECHANISM INSIDE THE PLATFORM

AKQ's own platform operations also apply low–carbon and environmental principles, mainly including:

FULL ONLINE OFFICE

project execution, training and calculations are carried out online, which significantly reduces paper and travel costs;

INTELLIGENT DATA OPTIMIZATION

reduce resource expenditure with AI intelligent scheduling system, improve task distribution and personnel utilization efficiency;

ELECTRONIC TASK SYSTEM

100% of the platform's documents, copywriting, and materials are delivered electronically to promote a "paperless" office culture;

GREEN CONTENT VERIFICATION MECHANISM

The platform sets ecologically sensitive words and thematic guidelines to ensure that the source content is in line with sustainability values.

GREEN TOURISM AND SUSTAINABLE DEVELOPMENT

3. PARTICIPATE IN ENVIRONMENTAL COOPERATION PLANS

AKQ has joined forces with several international conservation organizations, non–profit organizations, and local communities to promote the following public welfare projects in partner countries:

- Planning and conducting events "Environmental Protection Day" in tourist sites;

- Collaborate with environmental NGOs to co–create public welfare films on sustainable tourism;

- Provide content exposure and tourism support for remote villages and heritage areas to help them thrive in conservation.

4. LONG-TERM GREEN STRATEGIC COMMITMENT

AKQ wrote "ecology and sustainability" into the company's long–term development plan and promised:

- All cooperation projects must undergo an environmental impact examination;

- Over the next three years, the coverage rate of green certification projects in cooperative areas will be increased to more than 80%;

- Support customers and tourists in the gradual transition to a "low–carbon value chain".

SOCIAL IMPACT AND RESPONSIBILITY FOR PUBLIC WELFARE

AKQ Global Travel

AKQ has always believed that the value of a company should be reflected not only in revenue growth, but also in the positive impact it has on society. As an important participant in the global creative advertising industry, AKQ has internalized "social responsibility" as one of its core corporate development strategies. From promoting employment, supporting vulnerable groups to cultural protection and social inclusion, AKQ continues to expand the depth and breadth of its impact, striving to become a positive force in promoting social progress.

1. SUPPORTING EMPLOYMENT AND EMPOWERMENT OF VULNERABLE GROUPS

In its mission of global advancement, AKQ pays special attention to empowering the following groups:

Members of poor families	Women and single mothers

People with disabilities and physical disabilities

Youth in remote villages

By providing mechanisms such as threshold–free enrollment, online assignments, self–acceptance, and flexible settlement, AKQ breaks down traditional barriers to employment and allows more marginalized groups to gain economic opportunity and a sense of dignity. At the same time, by creating "public social welfare services" and "special funds for advanced training", it helps them to integrate into the digital economy chain in a long–term and stable way.

2. IN-DEPTH COOPERATION WITH CIVIL SOCIETY ORGANIZATIONS AND GOVERNMENTS

In key global markets, AKQ has established long–term cooperative frameworks with governments, educational institutions, and civil society organizations to promote inclusive employment, cultural exchange, and sustainable social development.

These partnerships aim to integrate public welfare into practical action by combining digital resources with social impact programs.

The collaboration includes:

JOINTLY CONDUCTING VOCATIONAL AND SKILLS TRAINING PROGRAMS to help individuals from vulnerable communities enter the digital economy;

ESTABLISHING PUBLIC DIGITAL WORKSTATIONS that provide access to computers, networks, and creative tools for participants without technical resources;

PROMOTING THE DISSEMINATION OF SOCIAL AWARENESS CAMPAIGNS on topics such as anti–discrimination, mental health, and educational equality;

SUPPORTING LOCAL AUTHORITIES AND NGOS through technical assistance and shared data platforms to enhance community management and education outcomes.

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3. CULTURAL PROTECTION AND INCLUSIVE COMMUNICATION

In the process of global communication, AKQ focuses on respecting cultural differences and expressing diverse values in a comprehensive manner:

- The platform's content verification mechanism avoids sensitive discrimination issues such as race, religion, and gender

- Encourage content creators to tell local, real–life stories and showcase the beauty of diverse cultures

- Support the spread of small languages and the creativity of local cultural symbols, and protect non–core languages and cultural heritage

- AKQ believes that culture is not only a material for communication, but also a common heritage of humanity. It must be treated with respect and disseminated responsibly.

4. CHARITABLE FOUNDATION AND SOCIAL FEEDBACK MECHANISM

AKQ has created a special charitable foundation, and the platform directs a portion of its operating income each year to a fund that is used exclusively for:

- Support for environmental charities

- Education subsidies for extremely poor families

- All expenses are regularly made public and subject to control by public and cooperative institutions.

PLATFORM GOVERNANCE AND TRANSPARENCY MECHANISM

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In an era where globalization, multilateral cooperation and social responsibility are becoming increasingly important, AKQ is constantly striving to build an open and transparent platform governance system with clear rules, traceable data and accountability that can be controlled. to achieve real long–term cooperation and mutually beneficial development.

1. BASIC CONCEPT OF PLATFORM MANAGEMENT

The management of the AKQ platform adheres to the following three basic principles:

TRANSPARENT MECHANISM

all task execution processes, revenue calculations, performance evaluations, and financial calculations are open and clear;

DATA TRACKING

These actions on the platform and the implementation of projects leave traces, are subject to verification and can be reproduced.

MULTILATERAL JOINT MANAGEMENT

Introduce user representatives, cooperative customers, and community organizations to jointly oversee the platform's activities to increase equity and participation.

2. TRANSPARENCY OF ORDERS AND REVENUES

To protect the order on the platform and the interests of participants, AKQ has established a systematic system of accounting for income and tasks:

THE SOURCE OF ORDERS CAN BE CHECKED

all numbers of advertising projects are clear and visible to the relevant customers;

THE COMPLETION OF THE TASK CAN BE CHECKED

the entire process of accepting an order, submitting, reviewing and solving each task is recorded in the form of data;

THE STRUCTURE OF PROFIT DISTRIBUTION IS VISUALIZED

Employees can view their revenue structure in real–time, including base commissions, referral rewards, management revenue, and other multi–dimensional information;

THE SETTLEMENT PROCESS IS OPEN AND TRANSPARENT

The settlement cycle, processing fees, and withdrawal policy are clearly announced, the platform is released on time, and supports multiple currencies and local payment interfaces.

PLATFORM GOVERNANCE AND TRANSPARENCY MECHANISM

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3. COMPLIANCE OPERATING SYSTEM

AKQ strictly adheres to data privacy, labor laws and regulations, and advertising content compliance standards in cooperating countries and regions, and has an independent compliance management team responsible for the following matters:

- Content compliance verification mechanism (to avoid sensitive, misleading, or discriminatory content)

- Standardization of employment contracts and terms of service provision

- Verification of the fulfillment of the advertising order and qualification certification of the customer

- Data privacy and information security protection (in accordance with GDPR and relevant international standards)

- The platform is regularly monitored by third–party audit agencies to ensure that transactions comply with international business ethics and government regulatory requirements.

4. MULTILATERAL OVERSIGHT MECHANISM

AKQ encourages stakeholders to participate in the governance of the platform and has the following mechanisms:

FEEDBACK SYSTEM WITH USER REPRESENTATIVES
Create "User Management Representatives" to participate in online management meetings on a quarterly basis, provide feedback, and review system adjustments;

MECHANISM OF JOINT CONTROL OVER CLIENTS
Customers can view ad execution records and performance analysis through the platform's exclusive channel;

PUBLIC NOTIFICATION AND COMPLAINT CHANNELS
Create reporting and complaint portals to deal with violations, content abuse, false assignments, and other issues;

WINDOW OF COOPERATION WITH THE SOUTH AFRICAN GOVERNMENT
establish official channels for key South African markets to strengthen policy coordination and risk management.

FUTURE DEVELOPMENT GOALS (2025-2028)

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In the next three years (2025–2028), AKQ will comprehensively promote the all–wheel drive strategy of "technology + content + responsibility", based on the established global creative communication system and digital platform, with the core of continuously expanding market impact, strengthening platform capabilities and deepening social responsibility, and enter a new stage of global creative advertising.

BUSINESS GROWTH GOAL： 30% GROWTH IN THREE YEARS

AKQ aims to achieve sustainable business growth exceeding 30% within the next three years by expanding its global partnerships, optimizing platform systems, and enhancing user experience.

The growth strategy focuses on:

Strengthening collaboration with more than 70 national tourism offices and global hotel partners.

Expanding operations across emerging regions to diversify business exposure and market channels.

Improving advertising efficiency and customer retention through intelligent digital tools and refined service systems.

2. PLATFORM FEATURE UPDATES AND DIGITAL INNOVATIONS

To support global expansion, AKQ will continuously upgrade its digital infrastructure with a focus on intelligence, inclusivity, and innovation:

• EMPOWERING ARTIFICIAL INTELLIGENCE:

Integrate AI–driven tools for creative assistance, visual analytics, and intelligent content delivery.

• BUILDING A GLOBAL ECOSYSTEM OF CREATORS:

Attract diverse creators, designers, and producers to collaborate through AKQ's unified creative platform.

• STRENGTHENING MULTILINGUAL MANAGEMENT SYSTEMS:

Expand multilingual interfaces to cover the world's major languages and streamline cross–border coordination.

3. BUILDING REPLICABLE DEMONSTRATION MARKETS

AKQ will develop demonstration markets in select developing regions to model inclusive employment, creative incubation, and social return.

This initiative aims to:

- Establish localized digital service centers and support platforms to facilitate online employment and professional development.

- Promote the integration of creative industries with digital advertising and tourism ecosystems.

- Transfer and replicate successful models internationally, supporting cooperation between the public sector, private enterprises, and community organizations.

4. TALENT STRATEGY AND ORGANIZATIONAL EXPANSION

By 2028, AKQ will strengthen its global talent ecosystem through a flexible and inclusive framework:

- **REGIONAL HEADQUARTERS & TRAINING CENTERS:** Establish regional hubs to manage local operations and continuous learning.

- **GLOBAL MENTORING NETWORK:** Launches a "hiring manager to hiringmanager" coaching and training program to develop leadership

- **LOCALIZED TALENT EMPOWERMENT:** Promote the principle of "local talent for global collaboration" to enhance regional adaptability and long–term growth.

5. PLAN FOR DEEPENING SOCIAL RESPONSIBILITY

AKQ will continue expanding its public welfare and ESG initiatives through an integrated responsibility framework:

- Increase the proportion of **green communication content** to support environmental awareness and sustainable tourism.

- Launch **the AKQ Inclusive Employment Fund** to help vulnerable groups participate in the digital economy.

- Strengthen cooperation with leading **international NGOs** to advance social innovation and inclusive growth.

- Publish the **AKQ Global Social Impact Report** annually, ensuring transparency, measurable progress, and accountability to the public.

INVITATION TO GLOBAL COLLABORATION

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Against the backdrop of the recovery of global tourism, the growth of digital communications and the strengthening of social responsibility, AKQ sincerely invites partners from government agencies, corporate brands, cultural organizations, media platforms and individual creators to work together to build a more creative, responsible and influential global communication ecosystem.

1. INVITATION TO COOPERATE WITH STATE AND LOCAL AUTHORITIES

AKQ hopes to establish formal cooperation with governments, local city offices, tourism development bureaus, etc., focusing on the following areas:

- **BUILDING A NATIONAL TOURISM BRAND**

development of international visual content and delivery strategies for cultural monuments, historical scenic sites and images of cities;

- **COMBINING CREATIVITY WITH EMPLOYMENT PROJECTS**

assistance in the formation of local content teams, increasing employment and digital literacy;

- **GREEN COMMUNICATION AND SUSTAINABILITY ADVOCACY**

joint promotion of the implementation of eco–friendly tourism and low–carbon development concepts in the communication system.

2. INVITATION TO COOPERATE WITH GLOBAL HOTELS, SCENIC SPOTS, AIRLINES AND CULTURAL TOURISM ENTERPRISES

AKQ has a global advertising network, a digital delivery platform, and a community of creators that can provide customers in the travel industry:

One–stop content creation and distribution services

Social media delivery capabilities that are accurately distributed to target customers

Tracking Complete Process Data and Visual Performance Analysis

Integration of high–risk resources in cooperation with national projects

INVITATION TO GLOBAL COLLABORATION

3. INVITING CONTENT CREATORS, FREELANCERS, AND MEDIA PROFESSIONALS TO JOIN

The AKQ platform invites individual creators, photographers, copywriters, language experts, and video editors from all over the world to join:

- Provide a stable content task and instant income mechanism;

- Establish growth points and a skill certification mechanism to support personal career development;

- Provide global customer docking, work exhibition, official approval, and other promotion opportunities for high–quality creators;

- Have decentralized support for the mechanism for protecting the rights and interests of creators.

4. INVITATION TO COOPERATION OF PUBLIC ORGANIZATIONS AND EDUCATIONAL INSTITUTIONS

AKQ is committed to the creation of long–term public welfare projects and invites NGOs, universities and public welfare foundations to participate:

- Promote education and digital literacy in remote areas;

- Provide employment assistance and exchange of training courses;

- Jointly create a model of cooperation "creativity + employment + public welfare", which can be reproduced;

- Support women, youth, and vulnerable groups around the world for equal participation in the digital economy.

5. CREATE A NEW ERA OF GLOBAL CREATIVE COMMUNICATION

AKQ is not an advertising factory, but a global open collaboration platform. We look forward to working with each visionary to create:

- A creative co–building network that is not limited by the framework

- A platform for participation that is not limited by identity

- A business ecosystem that does not accept profit as the only criterion

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START WITH CREATIVITY AND ACHIEVE THE FUTURE WITH RESPONSIBILITY

CONNECT GLOBAL BRANDS AND USERS AND CREATE A COMMUNICATION MODEL WITH COMMERCIAL VALUE AND SOCIAL WARMTHv

CREATIVITY CONNECTS THE WORLD, PLATFORM CREATES THE FUTURE

AKQ MEDIA GROUP