ABAISHANCLOUD

Speed, Reliability & Security at the Edge

March 2020

About BaishanCloud

- A leading global cloud data service provider focusing on cross-border cloud content delivery and edge security.

- BaishanCloud's cloud delivery platform is designed to fulfill the data-transmission, data-security, and data-governance needs of Internet and enterprise customers.

370
Employees
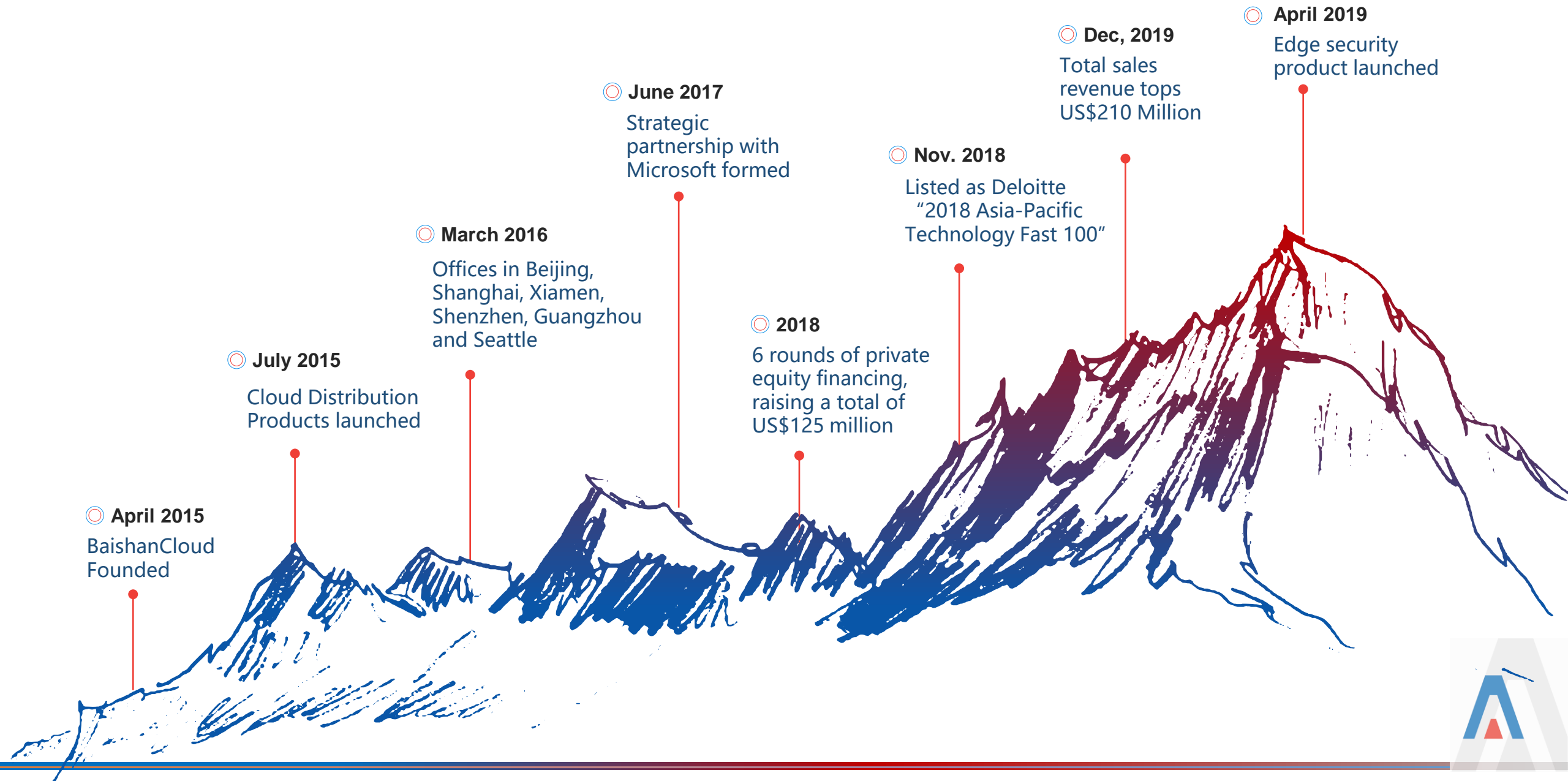
7
Offices Globally

600+
Corporate Clients

400+
Patents Filed

70%
R&D Workforce

Baishan Key Milestones

April 2015
BaishanCloud Founded

July 2015
Cloud Distribution Products launched

March 2016
Offices in Beijing, Shanghai, Xiamen, Shenzhen, Guangzhou and Seattle

June 2017
Strategic partnership with Microsoft formed

2018
6 rounds of private equity financing, raising a total of US$125 million

Nov. 2018
Listed as Deloitte "2018 Asia-Pacific Technology Fast 100"

Dec, 2019
Total sales revenue tops US$210 Million

April 2019
Edge security product launched

Cloud Delivery

Fast, reliable and secure content delivery to users

Streaming

Seamless streaming experience to users anywhere on any device

Cloud Security

Ultimate security protection against all types of cyber-attacks

Dynamic Acceleration

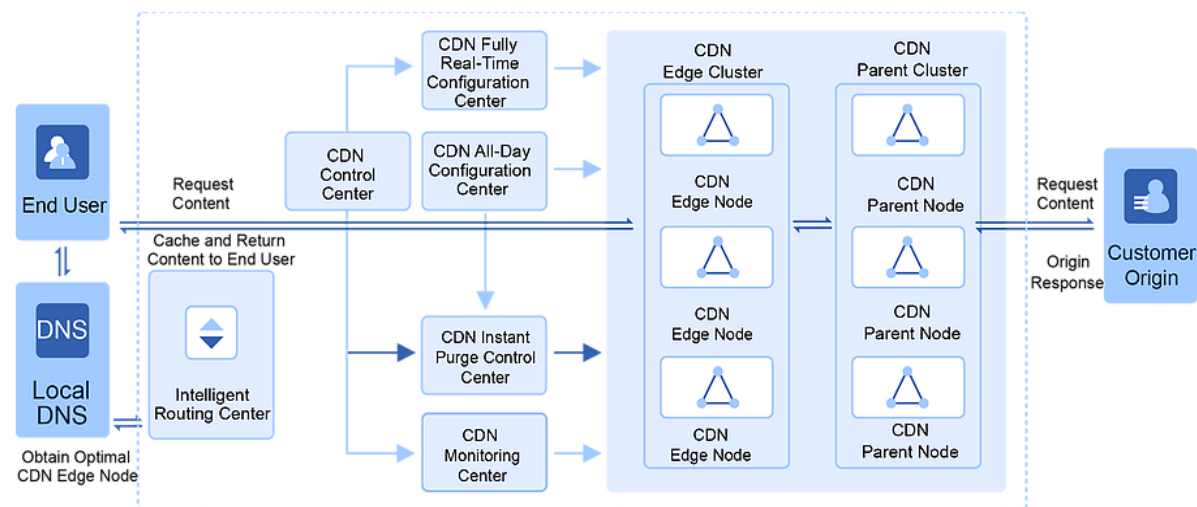Reliable real-time, interactive and personalized content delivery at the edge

Baishan Product Offering

BaishanCloud provides advanced cloud technology and solutions to deliver seamless digital experience to millions of users in China, Asia and beyond.

Cloud Delivery

Ultra Speed | Easy Customization | High Capacity | Uncompromised Security

Slow webpage download can drive your customers away in seconds. Baishan's globally distributed edge servers connect millions of end-users worldwide and deliver your assets in an ultra-fast, reliable and secure fashion, enabling you to focus on creating the best digital experience for your customers.

High Performance Caching Servers

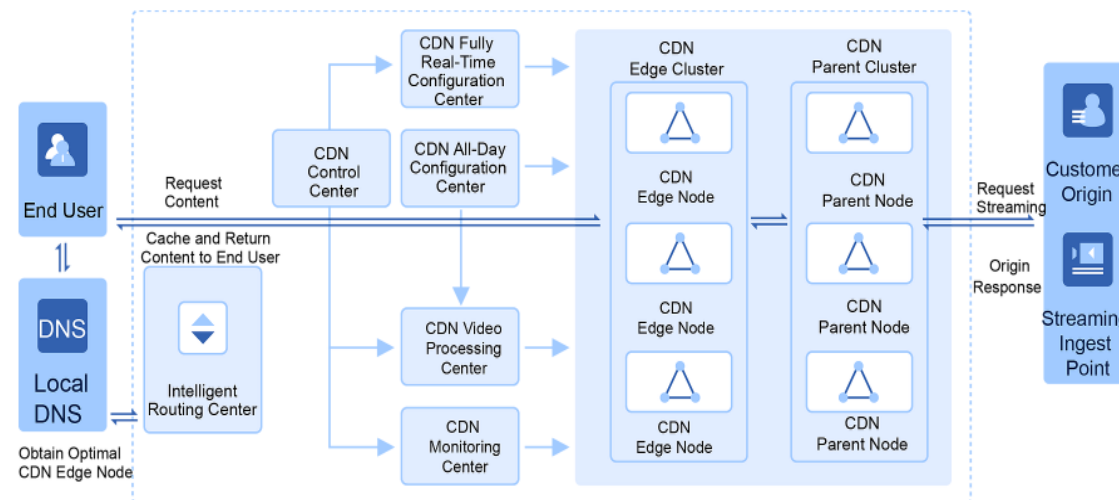**Tiered Caching Architecture**

Instant Purging

Intelligent Route Optimization

Streaming

Seamless End User Experience | One-stop Services | Onsite Professional Support

Baishan' streaming platform is designed to ingest and accelerate both VOD and Live Streaming content over multiple streaming formats. With advanced streaming engines for encoding, transcoding, and optimized routing, Baishan provides one-stop streaming services, enabling customers to focus on creating content and rely on Baishan to deliver a superior streaming experience to your end-users.

Instant Playback

Multi-Format Transcoding

Adaptive Bitrate
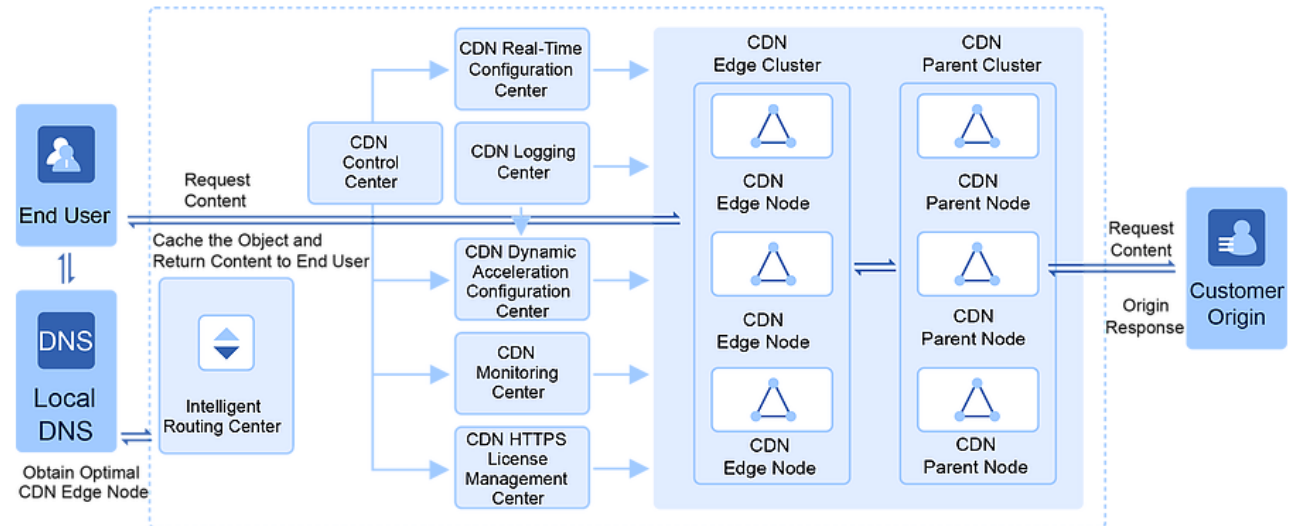
Real-Time Log Analytics

Watermark

Mobile Optimization

Dynamic Acceleration

Optimized Routing | High Service Availability | Ultimate Security Protection

Baishan's Dynamic Acceleration platform provide an end-to-end solution that helps overcome network congestion delay, cross-country bottlenecks, and packet loss. Customers can focus on creating content for your users and rely on Beishan's dynamic content acceleration to guarantee your site performance.

HTTP/2 and IPv6 Support

Optimized Routing

Multi-tiered Architecture

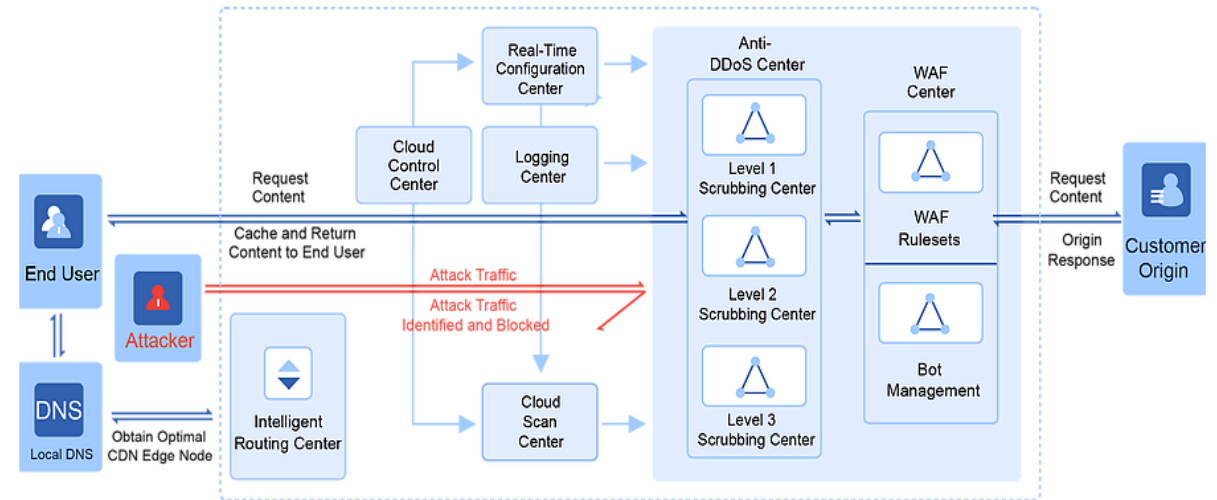**Inherent Security**

Intelligent Network Monitoring

Fast Failover

Cloud Shield Security

Complete Protection | Superior Performance | Real-Time Control and Visibility

Baishan's Cloud Shield security solution provides broad protection for websites and applications against all common types of sophisticated attacks, including DDoS, web application, and direct to origin attacks, leveraging its high-bandwidth, globally distributed network with multiple tiered architectures.

Comprehensive WAF rulesets

Bot Behavioral Management

Security Scanning & Alerting

3-level Anti-DDoS Scrubbing Center

Self Configuration

Why Baishan is Different?

Our extensive network coverage, expertise in hard-to-reach markets, highly customizable solutions and top-class global service has made us a preferred and trusted provider of cloud data services to clients all over the world.

Extensive Network Presence

China/Asia Expertise

Customized Solutions

Global Professional Support

Baishan's Global Network Footprint

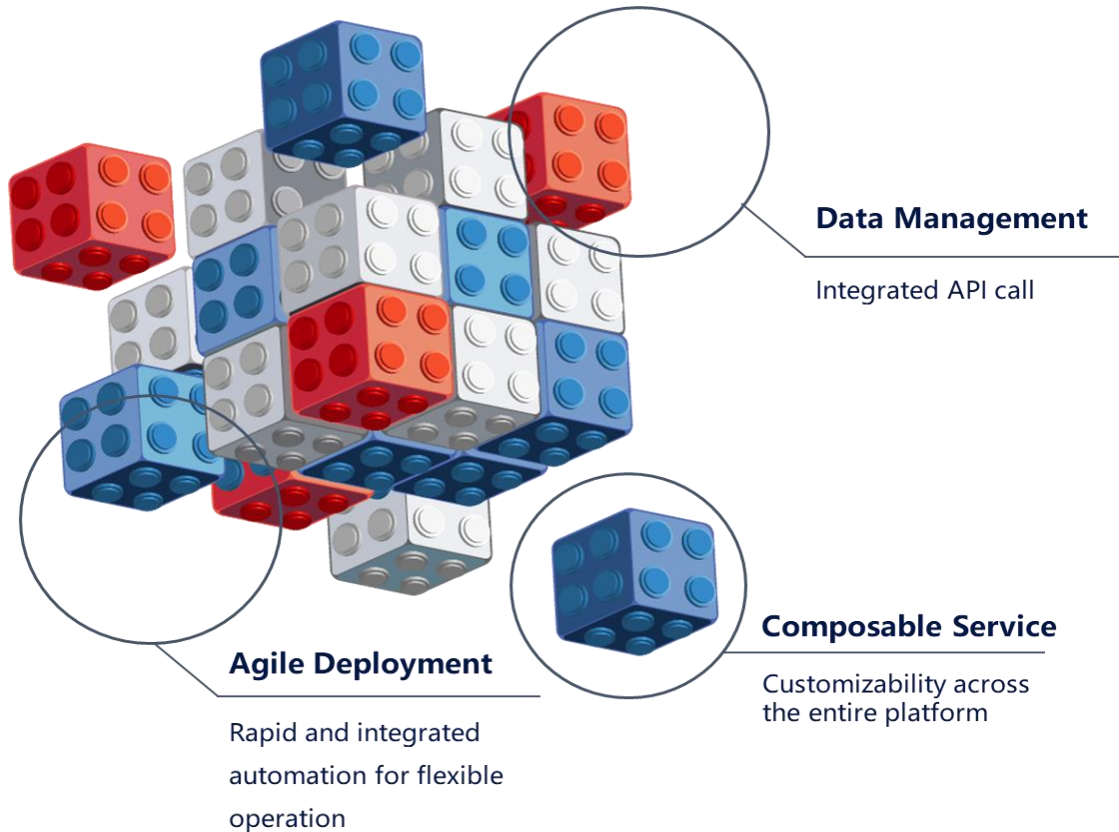**400+ PoPs Globally**   **300+ Cities across 6 Continents**   **30+ International Partners**   **Strong ISP Interconnectiviy**

Baishan Customized Solutions

Customized Delivery Map | Geo-based Content Routing | Customized Origin Integration | Customized Token Strategy...

Data Management

Integrated API call

Agile Deployment

Rapid and integrated automation for flexible operation

Composable Service

Customizability across the entire platform

LEGLIST Loosely Coupled Platform Enables Rapid Customization

01 Efficient Development

02 Rapid Feature Deployment

03 Enhanced Ops-automation

Baishan Global Professional Support

One-stop, enterprise-grade support coupled with local and global expertise

Experienced technical team provides bilingual support around the clock

Instant response worldwide; dedicated support available

How Baishan can help you

- Significantly reduce network latency

- Deliver seamless cross-border user experience

- Improve service availability

- Optimize user experience and capture business opportunities across the globe

- Comply with China Internet regulations

- Complete protection against sophisticated cyber-attacks

- High level data privacy and protection

- Global protection without sacrificing performance
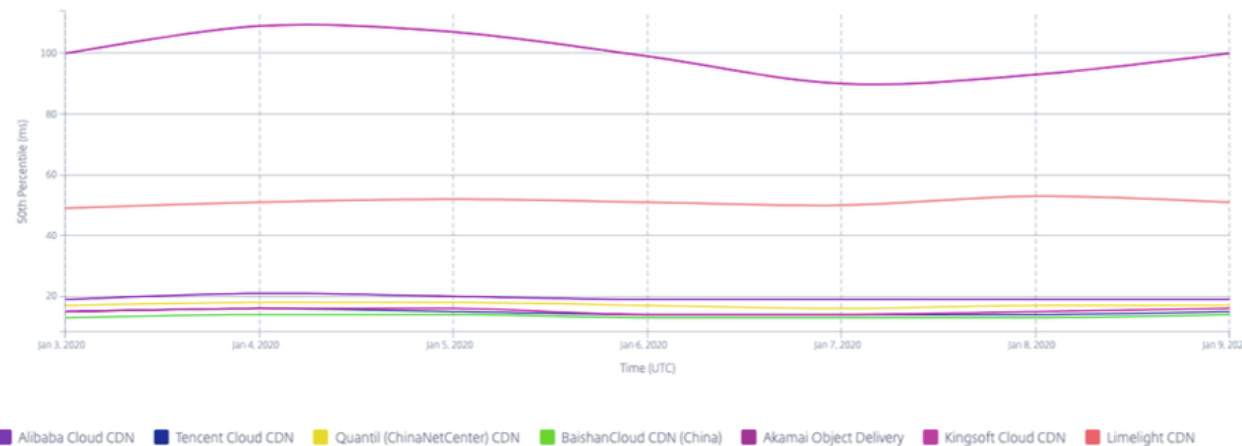
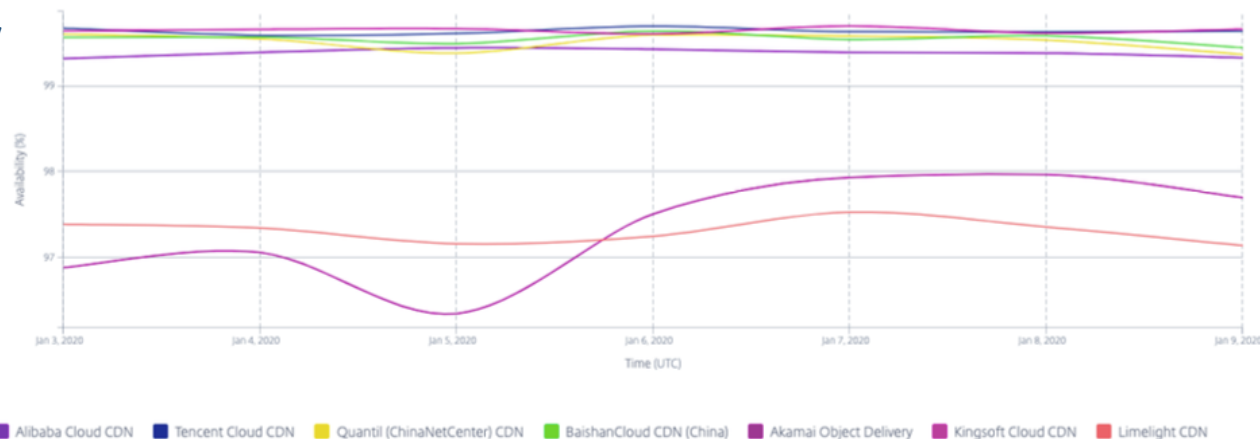# Baishan Representative Clients

Baishan Service Performance

BaishanCloud tops peer CDN providers in key performance metrics.

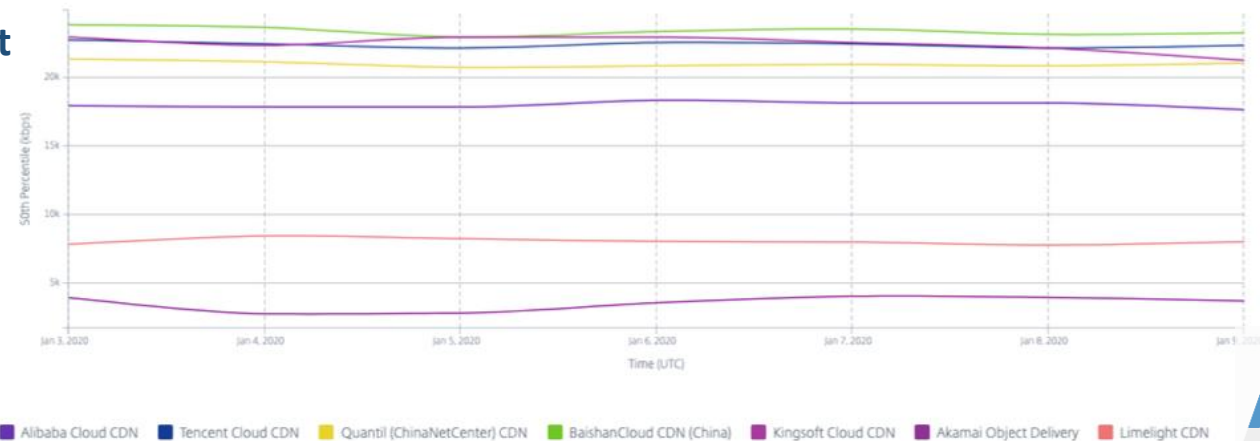Source: Citrix Community Report
Monitoring Area: China
Time: Jan, 2020

Response Time

Availability

Throughput

Thank You!

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