



**BEYONDSRING INC.
SOCIAL MEDIA POLICY
Adopted February 9, 2017**

At BeyondSpring Inc. (the “*Company*”), we understand that social media can be a fun and rewarding way to share your life and opinions with family, friends and co-workers around the world. However, use of social media also presents certain risks and carries with it certain responsibilities. To assist you in making responsible decisions about your use of social media, we have established these guidelines for appropriate use of social media. This Social Media Policy (this “*Policy*”) applies to all employees of the Company.

Social media like blogs, wikis, social networks (e.g. Facebook, Twitter, Instagram, Snapchat, YouTube, LinkedIn etc.), team spaces or personalized web sites are changing the way we are communicating, interacting, and doing business – with each other, our customers, and our broader communities.

Despite new social media tools and platforms emerging and changing all the time, its basic aspect remains constant and is similar to traditional ways of communication: to engage in dialogue, provide and exchange information, and build understanding. Social media’s high speed, level of interactivity and global access to any information you publish merits particular consideration to the appropriate uses for these applications.

The same principles and guidelines found in the Company’s policies and three basic beliefs apply to your activities online. First, you are solely responsible for what you post online. Second, before creating online content, consider some of the risks and rewards that are involved. Lastly, keep in mind that any of your conduct that adversely affects your job performance, the performance of other employees or otherwise adversely affects employees, customers, people who work on behalf of the Company or the Company’s legitimate business interests may result in disciplinary action up to and including termination.

Above all else, the best advice with respect to social media is to use sound judgment and common sense.

1. Know & Follow the Rules

Carefully read this Policy, the Company’s Ethics Policy, the Company’s Communication Policy, the Company’s Related Party Transaction Policy, and the Company’s Policy Against Discrimination and Harassment, and ensure that your postings are consistent with these policies. Inappropriate postings that may include discriminatory remarks, harassment, and threats of violence or similar inappropriate or unlawful conduct will not be tolerated and may subject you to disciplinary action up to and including termination.

Additionally, always remember that there is no separation in the minds of others between your personal and your business profiles within social media. While we respect your right of free



speech, you must remember that customers, competitors, regulatory agencies, as well as colleagues may have access to the online content you post. Keep this in mind when publishing information online and know that information originally intended just for a small group can, and probably will, be forwarded on.

Be careful if talking about the Company and Company business and activities. Only share publicly available information. For example, you are not allowed to talk about the revenue, new products, development activities, future plans, regulatory filings or outcomes, or any other sensitive information as this may have serious legal repercussions for you and the Company. Keep in mind that something as innocent as saying you are going to a particular city or area on Company business can lead to conclusions in the marketplace about our business activities and can have repercussions.

2. Be Respectful

Always be fair and courteous to fellow employees, customers and people who work on behalf of the Company. Also, keep in mind that you are more likely to resolve work-related complaints by speaking directly with your co-workers than by posting complaints to a social media outlet. Nevertheless, if you decide to post complaints or criticism, avoid using statements, photographs, video or audio that reasonably could be viewed as malicious, obscene, threatening or intimidating, that disparage coworkers or customers, or that might constitute harassment or bullying. Examples of such conduct might include offensive posts meant to intentionally harm someone's reputation or posts that could contribute to a hostile work environment on the basis of race, sex, disability, religion or any other status protected by law or company policy. Again, this type of activity can have serious legal consequences.

3. Be Honest & Accurate

Make sure you are always honest and accurate when posting information or news, and if you make a mistake, correct it quickly. Be open about any previous posts you have altered. Remember that the Internet archives almost everything; therefore, even deleted postings can be searched. Never post any information or rumors that you know to be false about the Company, other employees, customers, people working on behalf of the Company or competitors.

4. Post Only Appropriate & Respectful Content

- a) Maintain the confidentiality of the Company's intellectual property, trade secrets and private or confidential information. Trade secrets may include information regarding the development of systems, processes, products, know-how and technology. Do not post internal reports, protocols, policies, procedures, study results, developments or other internal business-related confidential communications.
- b) Do not create a link from your blog, website or other social networking site to the Company website without identifying yourself as an employee of the Company.

- c) Express only your personal opinions. Never represent yourself as a spokesperson for the Company. If the Company is a subject of the content you are creating, be clear and open about the fact that you are an employee and make it clear that your views do not represent those of the Company, fellow employees, customers, suppliers or people working on behalf of the Company. If you do publish a blog or post online related to the work you do or subjects associated with the Company, make it clear that you are not speaking on behalf of the Company. It is best to include a disclaimer such as, “The postings on this site are my own and do not necessarily reflect the views of BeyondSpring Inc.”

5. Using Social Media at Work

Refrain from using social media while on work time or on equipment we provide, unless it is work-related as authorized by your manager. Do not use the Company e-mail addresses to register on social networks, social media, blogs or other online tools utilized for personal use.

6. Retaliation is Prohibited

The Company prohibits taking negative action against any employee for reporting a possible deviation from this Policy or for cooperating in an investigation. Any employee who retaliates against another employee for reporting a possible deviation from this Policy or for cooperating in an investigation will be subject to disciplinary action, up to and including termination.

7. Speaking on Behalf of BeyondSpring

Unless you have specific written permission from the Chief Financial Officer of the Company, you should never speak on behalf of the Company in social media. If you are asked by the CFO to speak on behalf of the Company, you will be given additional guidance by legal counsel on what you can and cannot say in social media.

8. Media Contacts

Employees should not speak to the media on the Company’s behalf without contacting Chief Financial Officer. All media inquiries should be directed to them.

9. For More Information

If you have questions or need further guidance, please contact Chief Financial Officer.