Table S1. Inclusion and exclusion criteria	
Inclusion Criteria	Exclusion Criteria
• Male or female subjects 18-75 years of age. • Diagnosis of hepatocellular carcinoma. A biopsy is the preferred method of diagnosis (option 1). As far as clinically possible, the results of a biopsy should be obtained to confirm the diagnosis before the initiation of investigational product administration. Non-biopsy criteria are allowed in cases where a biopsy result is unavailable, and a biopsy procedure is not clinically indicated (option 2). (Option 1: Biopsy-proven HCC (histology or cytology); Option 2 - patient must fulfill the following criteria: i. Radiological evidence of HCC showing lesion arterial hypervascularity and venous phase washout by either dynamic (triple-phase), contrast-enhanced computed tomography of the abdomen OR dynamic (triple-phase) contrast (gadolinium)-enhanced MRI, AND ii. Serology positive for hepatitis B or C, AND iii. Alpha-fetoprotein > 400 μg/L at the time of diagnosis.) • No metastasis outside the liver. • Unable or unwilling to receive radical surgery. • No prior transcatheter arterial chemoembolization. • No prior treatment of bufalin, including Huachansu. • At least one measurable untreated lesion. All subjects must have at least one measurable lesion unidimensionally by CT or MRI scan, according to modified RECIST for HCC, that has not been previously treated with surgery, irradiation, radiofrequency ablation,	• Previously treated target lesion with irradiation, TACE, radiofrequency ablation, percutaneous ethanol or acetic acid injection, or cryoablation. • Cirrhotic status of Child-Pugh Class C. • Severe diseases of the heart, liver, kidney, etc. that may cause inadequate organ functions • History of other malignant tumors in 5 years. • Pregnant or lactating women. • Mentally disordered. • Participation in other clinical trials within a month.

percutaneous ethanol or acetic acid injection, or cryoablation. • Cirrhotic status of Child-Pugh Class A or B. • Adequate hematologic function with absolute neutrophil counts ≥ 1.5×109 /L, platelet count ≥ 50 x 109/L, and hemoglobin ≥ 85 g/L. • Signed Written Informed Consent. • Subjects who have a life expectancy of at least 3 months. • Women of childbearing potential (WOCBP) must be using an adequate method of contraception to avoid pregnancy throughout the study so that the risk of pregnancy is minimized.	

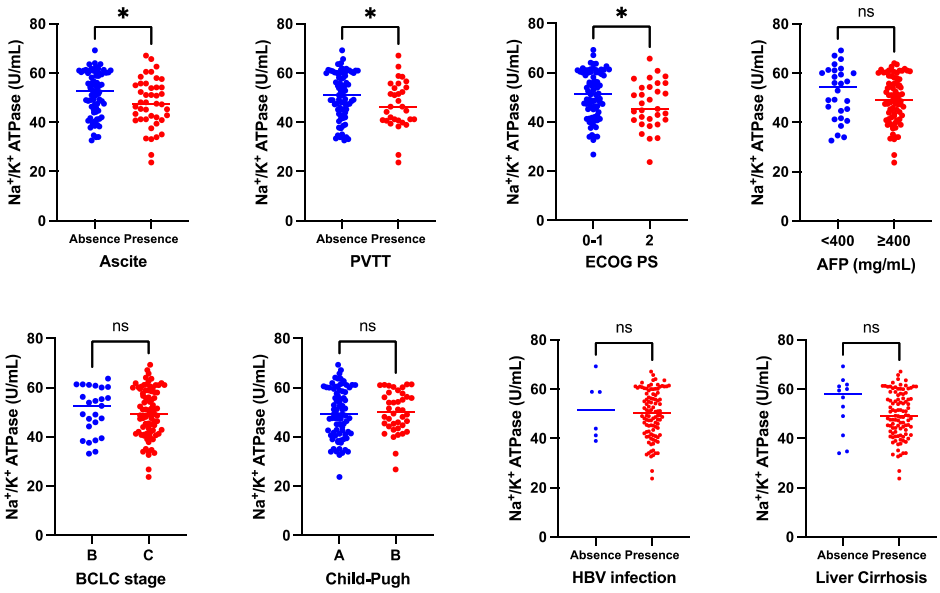

Figure S1. The baseline Na^+/K^+-ATPase α3 across different clinical characteristics. * $p < 0.05$; ns: non-significant; HBV, hepatitis B virus; AFP, Alpha-fetoprotein; BCLC, Barcelona Clinic Liver Cancer staging system; ECOG PS, Eastern Cooperative Oncology Group Performance Status; PVTT, Portal vein tumor thrombus