OVERVIEW

Our Board consists of seven Directors, comprising of four executive Directors and three independent non-executive Directors.

Our Board is responsible for, and has the general authority and powers to oversee, the management, operation, and conduct of our business. The day-to-day management of our business is carried out by our senior management team, who operate under the supervision and guidance of our Board.

The table below sets out certain information concerning our Directors and senior management:

Directors

Name	Age	Date of joining our Group	Date of appointment as Director	Current position in our Group	Roles and Responsibilities	Relation with other Director(s) and/or senior management
Mr. ZHONG Jian (鍾堅)	51	10 September 2013	20 January 2025	Executive Director, the Chairman, chairman of the Nomination Committee and Investment Committee, chairman of the board of Guangdong Holyfire, and member of the Remuneration Committee	Overall management, strategic and business development of our Group	Brother-in-law of Mr. Luo Zhiyong
Mr. LUO Zhiyong (羅智勇)	52	10 September 2013	22 August 2025	Executive Director and Chief Executive Officer of our Company, and director and chief executive of Guangdong Holyfire	Overall operations and management of our Group	Brother-in-law of Mr. Zhong Jian
Ms. WANG Huan (王歡)	41	9 May 2016	22 August 2025	Executive Director, member of the Investment Committee, company secretary of our Company, and director and board secretary of Guangdong Holyfire	Oversight of corporate governance and Board operations, management of investor relations, risk and compliance matters of our Group	Nil
Ms. ZHONG Xiaojian (鍾小建)	36	10 September 2013	22 August 2025	Executive Director, director of Guangdong Holyfire, and general manager of Xiufei Shanghai	Oversight of sales and marketing and business development of our Group	Nil
Ms. DUAN Chunlin (段淳林)	61	[●]	[●]	Independent non-executive Director, [Chairlady of the Audit Committee, member of the Remuneration Committee and Nomination Committee]	[Supervising and providing independent advice to our Board]	Nil
Mr. HE Jie (何捷)	37	[●]	[●]	Independent non-executive Director, [chairman of the Remuneration Committee, and member of the Audit Committee]	[Supervising and providing independent advice to our Board]	Nil
Mr. XIE Fang (謝昉)	41	[●]	[●]	Independent non-executive Director, and [member of the Audit Committee, Nomination Committee and Investment Committee]	[Supervising and providing independent advice to our Board]	Nil

Senior Management

Name	Age	Date of joining our Group	Date of appointment	Current position in our Group	Roles and Responsibilities	Relation with other Director(s) and/or senior management
Mr. ZHONG Jian (鍾堅)	51	10 September 2013	22 August 2025	Executive Director, the Chairman, Chairman of the Nomination Committee and Investment Committee, and chairman of the board of Guangdong Holyfire, and member of the Remuneration Committee	Overall management, strategic and business development of our Group	Brother-in-law of Mr. Luo Zhiyong
Mr. LUO Zhiyong (羅智勇)	52	10 September 2013	22 August 2025	Executive Director and Chief Executive Officer of our Company, and director and chief executive of Guangdong Holyfire	Overall operations and management of our Group	Brother-in-law of Mr. Zhong Jian
Ms. WANG Huan (王歡)	41	9 May 2016	22 August 2025	Executive Director, member of the Investment Committee, company secretary of our Company, and director and board secretary of Guangdong Holyfire	Oversight of corporate governance and Board operations, management of investor relations, risk and compliance matters of our Group	Nil
Ms. ZHONG Xiaojian (鍾小建)	36	10 September 2013	22 August 2025	Executive Director, director of Guangdong Holyfire, and general manager of Xiufei Shanghai	Oversight of sales and marketing and business development of our Group, and overall management of Xiufei Shanghai	Nil
Mr. FANG Xianhao (方賢浩)	45	13 July 2018	22 August 2025	Director and vice president of Guangdong Holyfire, and general manager of IOT Data	Overall management of the operations of our marketing technology service business segment	Nil
Mr. HU Haichao (胡海超)	44	26 March 2018	22 August 2025	Chief financial officer	Overall financial management of our Group	Nil

DIRECTORS

Executive Directors

Mr. ZHONG Jian (鍾堅), aged 51, founded the Group in September 2013 and has been a director of Guangdong Holyfire since February 2016. He is currently the chairman of the board of Guangdong Holyfire. He was appointed as a Director on 20 January 2025 and redesignated as an executive Director on 22 August 2025 and appointed as the chairman of the Board on 22 August 2025, and is primarily responsible for the overall management, strategic and business development of our Group.

Mr. Zhong has over 20 years of experience in management. From January 2005 to July 2010, Mr. Zhong was the executive director of Guangzhou Honghui Industrial Co., Limited (廣州泓暉實業有限公司) ("**Guangzhou Honghui**"), a company principally engaged in the processing, installation and sale of fiber-reinforced polymer and hardware products, where he was responsible for the overall management, strategic planning and business development of the company. From December 2007 to November 2013, Mr. Zhong was an executive director and manager of Guangdong Qihong Media Development Co., Limited (廣東啟宏傳媒發展有限公司) ("**Guangdong Qihong**"), a company principally engaged in the operation of performances and brokerage agency, where he was responsible for the overall management, strategic planning and business development of the company. From June 2016 to June 2021, Mr. Zhong served as a director of Xiufei (Shanghai).

Mr. Zhong obtained his Stage Art (Stage) Professional Technical Qualification* (舞美(舞台)專業技術資質) as a Stage Lighting Technician (舞台燈光師), issued by the China Association of Performing Arts* (中國演出行業協會) in March 2017. Mr. Zhong also obtained his qualification as a performance broker, issued by the Ministry of Culture and Tourism of PRC* (中華人民共和國文化和旅遊部) in November 2018.

Mr. Zhong obtained his diploma in finance (securities) from Sun Yat-sen University* (中山大學), in the PRC in July 2002.

Mr. Zhong is a Controlling Shareholder and the brother-in-law of Mr. Luo Zhiyong (an executive Director).

Mr. Zhong was the director of the following companies prior to their dissolution:

Name of the company	Place of incorporation	Principal business activity prior to dissolution	Date of dissolution	Means of dissolution	Reason for dissolution
Guangdong Qihong	PRC	Operation of performances and brokerage agency	11 November 2013	Deregistration	Cessation of business
Guangzhou Honghui	PRC	Processing, installation and sale of fiber-reinforced polymer and hardware products	26 July 2010	Deregistration	Cessation of business
Guangzhou Yijun Industrial Company Limited* (廣州市伊駿實業有限公司)	PRC	Advertisement, production and manufacturing of outdoor fiberglass, tables, chairs and umbrella	30 August 2005	Deregistration	Cessation of business

To the best of our Directors' knowledge, information and belief after making reasonable enquiries, there was no judgment or finding of fraud, dishonesty, misconduct or wrongful act on the part of Mr. Zhong involved in the dissolution of the above companies. As at the Latest Practicable Date, there was no outstanding liability, ongoing claim or litigation against Mr. Zhong in his capacity as the director prior to their dissolution. Mr. Zhong confirmed that the companies were solvent at the time of their dissolution.

Mr. LUO Zhiyong (羅智勇), aged 52, joined our Group in September 2013, and was appointed as a director of Guangdong Holyfire in February 2016. He currently serves as the chief executive of Guangdong Holyfire. He was appointed as our executive Director and the Chief Executive Officer of our Company on 22 August 2025, and is primarily responsible for the overall operations and management of our Group.

Mr. Luo has approximately 25 years of experience in advertising and business management. From August 2000 to August 2004, Mr. Luo was the founder and executive director of Hainan Jialin Advertisement Co., Limited* (海南佳林廣告有限公司), a company principally engaged in the design, production, agency, and publication of advertisements, where he was responsible for the overall business management, strategic planning and business development. From August 2004 to November 2009, Mr. Luo served as a manager of Guangzhou Honghui, where he was primarily responsible for the day-to-day management and business development. From November 2009 to August 2013, Mr. Luo was the deputy general manager of Guangdong Qihong, where he was primarily responsible for day-to-day operational management and the expansion in business and clientele. Since June 2016, Mr. Luo has been a supervisor of Xiufei (Shanghai).

Mr. Luo obtained his Stage Art (Stage) Professional Technical Qualification* (舞美(舞台)專業技術資質) as a Stage Art Director (舞美總監) and Stage Lighting Technician (舞台燈光師), respectively, both issued by the China Association of Performing Arts* (中國演出行業協會) in March 2017. Mr. Luo also obtained his qualification of a performance broker issued by the Ministry of Culture and Tourism of PRC* (中華人民共和國文化和旅遊部) in November 2018.

Mr. Luo Zhiyong is the brother-in-law of Mr. Zhong (a Controlling Shareholder, an executive Director and the chairman of the Board).

Mr. Luo was the director of the following companies prior to their dissolution:

Name of the company	Place of incorporation	Principal business activity prior to dissolution	Date of dissolution	Means of dissolution	Reason for dissolution
Guangzhou Tuowei Advertising Co., Ltd.* (廣州市拓維廣告有限公司)	PRC	Design, production, agency, and publication of advertisements	8 June 2011	Deregistration	Cessation of business
Hainan Jialin Advertisement Co., Limited* (海南佳林廣告有限公司) ("**Hainan Jialin**")	PRC	Design, production, agency, and publication of advertisements	10 August 2004	Strike off	Business licence was revoked due to the said company did not conduct its annual inspection and cessation of business
Haikou Xinmei Advertising Decoration Engineering Co., Ltd.* (海口鑫美廣告裝飾工程有限公司) ("**Haikou Xinmei**")	PRC	Design of advertisements	15 August 2001	Strike off	Business licence was revoked due to the said company did not conduct its annual inspection and cessation of business

As confirmed by Mr. Luo, Hainan Jialin and Haikou Xinmei had ceased business operations in or around 2003 and December 2000, respectively. This led to the unfortunate situation where there was an absence of administrative or legal personnel who were familiar with the relevant requirements of the relevant PRC laws and regulations. The lack of such knowledgeable personnel had, in turn, resulted in a gap in the respective company's secretarial support in order to assist its director(s), including Mr. Luo, in conducting the annual inspection in a timely manner. Such oversight was unintentional and inadvertent in nature. Each of Hainan Jialin and Haikou Xinmei had omitted one annual inspection before its licence was revoked.

Mr. Luo confirmed that (i) there was no intentional wrongful act on his part leading to the revocation of business licence of Hainan Jialin and Haikou Xinmei; and (ii) he was not aware of any actual or potential claim that has been or will be made against him as a result of the revocation of business licence of Hainan Jialin and Haikou Xinmei.

Our Directors believe that the dissolution of Hainan Jialin and Haikou Xinmei would not affect the suitability of Mr. Luo to act as a director of our Group for the purposes of Rules 3.08 and 3.09 of the Listing Rules given that (i) the cessation of operations occurred was well before the establishment of Guangdong Holyfire and the Company; (ii) Mr. Luo has not been found by any court, regulatory or other competent authority to have engaged in any misconduct, breach of fiduciary duties or other impropriety in relation to the affairs of Hainan Jialin and Haikou Xinmei; (iii) as advised by the PRC Legal Advisers, there has been no applicable laws and regulations in the PRC restricting Mr. Luo from serving as a director or senior management of any company since he first joined our Group; and (iv) Mr. Luo has established track record and reputation in the industry during his time at our Group and demonstrated his integrity, competence and suitability to act as a director to the satisfaction of the other Board members.

To the best of our Directors' knowledge, information and belief after making reasonable enquiries, there was no judgment or finding of fraud, dishonesty, misconduct, negligence or wrongful act on the part of Mr. Luo involved in the dissolution of the above companies. As at the Latest Practicable Date, there was no outstanding liability, ongoing claim or litigation against Mr. Luo in his capacity as the director prior to their dissolution. Mr. Luo confirmed that the companies were solvent at the time of their dissolution.

Ms. WANG Huan (王歡), aged 41, joined our Group as an executive assistant to the chairman and an information disclosure officer of Guangdong Holyfire in May 2016, and is currently serving as a director and the board secretary of Guangdong Holyfire. She was appointed as our executive Director and our company secretary on 22 August 2025, and is primarily responsible for the oversight of corporate governance and Board operations, management of investor relations, risk and compliance matters of our Group.

Ms. Wang has over 15 years of experiences in accounting and management. From July 2007 to March 2010, Ms. Wang worked at Guangdong Esquel Textiles Co., Ltd.* (廣東溢達紡織有限公司), a company principally engaged in the textile industry, where she was primarily responsible for the in-house accounting work. From August 2012 to September 2013, Ms. Wang served as a listing director of Guangzhou Zhongmao Yuanlin Construction Engineering Company Limited* (廣州中茂園林建設工程有限公司), where she was responsible for the overall management of the listing of the company. From September 2013 to May 2015, Ms. Wang worked at Jiahe Fund Management Company Limited* (嘉合基金管理有限公司), with her last position as fund accountant, where she was responsible for the valuation calculation of the company's fund products. From June 2015 to December 2015, Ms. Wang served as an investment director at Guangzhou Yifeng Information Technology Co., Ltd.* (廣州翼鋒信息科技有限公司), where she was responsible for the management of investment of the company. Ms. Wang was appointed as a director of Guangdong Holyfire in April 2017 and a supervisor of IOT Data in August 2017.

Ms. Wang obtained her finance economics qualification certificate of speciality and technology (專業技術資格證書) issued by the Department of Human Resources and Social Welfare of Guangzhou of the PRC in December 2014. Ms. Wang obtained her company secretary qualification certificate issued by National Equities Exchange and Quotations Co., Ltd* (全國中小企業股份轉讓系統有限公司) in May 2017.

Ms. Wang obtained her bachelor's degree in investment from Zhongnan University of Economics and Law* (中南財經政法大學), in the PRC in June 2007.

Ms. Wang was the supervisor of the following company prior to its dissolution:

Name of the company	Place of incorporation	Principal business activity prior to dissolution	Date of dissolution	Means of dissolution	Reasons for dissolution
Guangzhou Tongxian Investment Management Company Limited* (廣州同賢投資管理有限公司)	PRC	Investment management	9 July 2013	Deregistration	Cessation of business

To the best of our Directors' knowledge, information and belief after making reasonable enquiries, there was no judgment or finding of fraud, dishonesty, misconduct or wrongful act on the part of Ms. Wang involved in the dissolution of the above company. As at the Latest Practicable Date, there was no outstanding liability, ongoing claim or litigation against Ms. Wang as supervisor prior to its dissolution. Ms. Wang confirmed that the company was solvent at the time of its dissolution.

Ms. ZHONG Xiaojian (鍾小建) (formerly known as Zhong Feihua (鍾妃花)), aged 36, joined our Group in September 2013 and was appointed as a director of Guangdong Holyfire in April 2014. Since February 2025, Ms. Zhong has been the general manager of Xiufei Shanghai, where she is primarily responsible for overseeing the business operation of the company. She was appointed as our executive Director on 22 August 2025 and is primarily responsible for the oversight of sales and marketing and business development of our Group.

From September 2013 to April 2017, Ms. Zhong served as a customer service manager at Guangdong Holyfire, where she was primarily responsible for the daily management of customer service department, account reconciliation and customer relationship management of the company.

Ms. Zhong obtained her diploma in corporate business administration from Zhaoqing Vocational College of Business and Technology* (肇慶工商職業技術學院) (currently known as Guangdong University of Business and Technology* (廣東工商職業技術大學)), in the PRC in July 2011.

Independent Non-executive Directors

Ms. Duan Chunlin (段淳林), aged 61, was appointed as our independent non-executive Director on [●]. She is primarily responsible for [supervising and providing independent advice to our Board].

Ms. Duan has over 19 years of experience in the tertiary education industry. Since December 2006, Ms. Duan has been a professor at the School of Journalism and Communication at South China University of Technology* (華南理工大學).

Ms. Duan is currently serving as an independent non-executive director of (i) Guangdong Guangzhou Daily Media Co., Ltd* (廣東廣州日報傳媒股份有限公司) (a company listed on the Shenzhen Stock Exchange (stock code: 002181) and is principally engaged in newspaper media business) since July 2022; (ii) Guangdong Advertising Group Company Limited* (廣東省廣告集團股份有限公司) (a company listed on the Small and Medium Enterprise Board of the Shenzhen Stock Exchange (stock code: 002400) and is principally engaged in advertising business) since April 2022; and (iii) Guangdong Brandmax Marketing Co., Ltd* (廣東電聲營銷股份有限公司) (a company listed on

ChiNext Board of the Shenzhen Stock Exchange (stock code: 300805) and is principally engaged in providing marketing services) since August 2023, where she was primarily responsible for supervising and providing independent advice to the respective board of directors of those companies.

Ms. Duan obtained the "Outstanding Contributor to China's Advertising Education over 40 Years"* (中國廣告教育40年突出貢獻人物) award issued by the China Advertising Association (中國廣告協會) in November 2023, and the "Outstanding Contribution Award for Advertising Education in Guangdong Province"* (廣東省廣告教育傑出貢獻獎) award issued by the Guangdong Advertising Association* (廣東省廣告協會) in March 2023.

Ms. Duan obtained her bachelor's degree in philosophy (majoring in political education) from Shanxi Normal University* (山西師範大學), in the PRC in July 1986. Ms. Duan obtained her master's degree in Marxism theory education from Xi'an Jiaotong University* (西安交通大學), in the PRC in June 1991. Ms. Duan obtained her doctorate degree in journalism and communication (media operation and management) from Wuhan University* (武漢大學), in the PRC in June 2010.

Ms. Duan was the supervisor of the following company prior to its dissolution:

Name of the company	Place of incorporation	Principal business activity prior to dissolution	Date of dissolution	Means of dissolution	Reasons for dissolution
Guangzhou Zhiwo Enterprise Management Consulting Co., Ltd.* (廣州市智沃企業管理顧問有限公司)	PRC	Enterprise management	26 October 2017	Deregistration	Cessation of business

To the best of our Directors' knowledge, information and belief after making reasonable enquiries, there was no judgment or finding of fraud, dishonesty, misconduct or wrongful act on the part of Ms. Duan involved in the dissolution of the above company. As at the Latest Practicable Date, there was no outstanding liability, ongoing claim or litigation against Ms. Duan as supervisor prior to its dissolution. Ms. Duan confirmed that the company was solvent at the time of their dissolution.

Mr. He Jie (何捷), aged 37, was appointed as our independent non-executive Director on [●]. He is primarily responsible for [supervising and providing independent advice to our Board].

Mr. He has approximately 15 years of experience in auditing, accounting and management. From July 2010 to January 2021, Mr. He served as an auditor and project manager at GP Certified Public Accountants (Special General Partnership)* (廣東正中珠江會計師事務所(特殊普通合夥), where he was primarily responsible for providing tax auditing, asset valuating and consulting services. Mr. He joined Guangdong Sinong Certified Public Accountants (Special General Partnership)* (廣東司農會計師事務所(特殊普通合夥)) in January 2021, and is currently serving as the manager of the tax audit department, where he is primarily responsible for providing tax auditing services. He is also currently serving as a Deputy Secretary of the Party Committee of the Communist Party of China Sinong Certified Public Accountants (Special General Partnership)* (中國共產黨司農會計師事務所(特殊普通合夥)) since January 2025.

Mr. He is a certified public accountant and has been a practicing member of the Guangdong Institute of Certified Public Accountants* (廣東省註冊會計師協會) since March 2021. Mr. He was qualified as an intermediate level accountant by the Guangdong Province Ministry of Human Resources and Social Security* (廣東省人力資源和社會保障部) and Ministry of Finance* (中華人民共和國財政

部) of the PRC in September 2016. Mr. He obtained the honorary certificate of expert issued by Guangdong Institute for Social Policy* (廣東省社會政策研究會) in July 2023. Mr. He passed the National Senior Audit Qualification Exam (全國會計專業技術高級資格考試) in June 2023. He has also obtained the senior accountant (高級會計師) qualification certificate issued by the Guangzhou Municipal Human Resources and Social Security Bureau (廣州市人力資源和社會保障局) in November 2025.

Mr. He was recognised as an outstanding Party Worker* (優秀黨務工作者) in the tax agents industry by the Communist Party of China Certified Tax Agents Association* (中共中國注冊稅務師行業委員會) in July 2016. He obtained the certificate of expert issued by Guangdong Institute for Social Policy* (廣東省社會政策研究會) in July 2023. He was accepted as a financial management expert of the Guangdong Basic and Applied Basic Research Foundation* (廣東省基礎與應用基礎研究基金項目) by the Department of Science and Technology of Guangdong Province* (廣東省科學技術廳) in May 2024.

Mr. He obtained his diploma in accountancy (certified practising accountant route) from Jiangxi Vocational College of Finance and Economics* (江西財經職業學院), in the PRC in July 2010. He obtained his master’s degree in business administration jointly run by New York Institute of Technology, in the United States of America and Jiangxi University of Finance and Economics* (江西財經大學), in the PRC in May 2022.

Mr. Xie Fang (謝昉), aged 41, was appointed as our independent non-executive Director on [●]. He is primarily responsible for [supervising and providing independent advice to our Board].

Mr. Xie has approximately 18 years of experience in the finance and investment industries. From July 2007 to May 2009, Mr. Xie served as a financial consultant at the sales department of Changjiang Securities Company Limited* (長江證券股份有限公司), where he was primarily responsible for managing the daily operations of the customer service department and client management. From June 2009 to August 2010, Mr. Xie served as a financial manager at the sales department of Goldstate Securities Company Limited* (金元證券股份有限公司), where he was primarily responsible for overseeing daily operations, client management, and sales development. From October 2010 to October 2014, Mr. Xie served as the vice president and the chief investment consultant of the stock investment centre of the headquarters of Guangzhou Securities Co., Ltd.* (廣州證券有限責任公司), where he was primarily responsible for overseeing the management of the investment advisory centre and serving high net-worth clients. From April 2015 to April 2021, Mr. Xie served as a senior partner at Shenzhen Yuanrong Fangde Investment Management Co., Ltd.* (深圳市圓融方德投資管理有限公司) (currently known as Shenzhen Yuanrong Fangde Enterprise Management Consulting Co., Ltd.* (深圳市圓融方德企業管理諮詢有限公司)), where he was primarily responsible for managing clients’ assets and serving high net-worth clients. Since July 2021, Mr. Xie currently serves as a general manager at Guangzhou Ingoal Private Placement Investment Fund Management Co., Ltd.* (廣州市銀國達私募證券投資基金管理有限公司), where he was primarily responsible for managing clients’ assets and serving high net-worth clients.

Mr. Xie obtained the intermediate economist qualification (金融中級資格) issued by the Guangdong Provincial Department of Human Resources and Social Security* (廣東省人力資源和社會保障廳) in February 2013, and the certified financial planner qualification* (國家理財規劃師資) issued by the Guangdong Provincial Department of Human Resources and Social Security* (廣東省人力資源和社會保障廳) in June 2013.

Mr. Xie obtained his bachelor's degree in finance and laws from Zhongnan University of Economics and Law* (中南財經政法大學), in the PRC in June 2007. Mr. Xie graduated from a graduates' course in economics from Sun Yat-sen University* (中山大學), in the PRC in September 2015.

Other disclosure pursuant to Rule 13.51(2) of the Listing Rules

Save as disclosed in the section headed "Directors and Senior Management — Directors" in this document, each of our Directors confirms, with respect to himself or herself, that:

(i) he or she did not hold any other positions in our Company or other members of our Group as at the Latest Practicable Date;

(ii) he or she did not hold any other directorship in any public company with securities listed on any securities market in Hong Kong or overseas during the three years immediately preceding the date of this document;

(iii) he or she has no other relationships with, any Directors, members of our senior management, substantial Shareholders, or Controlling Shareholders as at the Latest Practicable Date;

(iv) he or she does not have any interests in our Shares within the meaning of Part XV of the SFO, save as disclosed in "Substantial Shareholders" of this document;

(v) he or she does not have any interests in any business that competes, or is likely to compete, directly or indirectly, with our Group's business, which is disclosable under the Listing Rules; and

(vi) to the best of the knowledge, information, and belief of our Directors, having made all reasonable enquiries, there is no additional information relating to our Directors or senior management that is required to be disclosed pursuant to Rule 13.51(2) of the Listing Rules, and there are no other matters with respect to their appointments that need to be brought to the attention of our Shareholders as at the Latest Practicable Date.

Confirmation from our Directors

Each of our Directors confirms that he or she (i) has obtained the legal advice referred to under Rule 3.09D of the Listing Rules on 22 August 2025, and (ii) understands his or her obligations as a director of a **[REDACTED]** under the Listing Rules.

Each of our independent non-executive Directors confirms (i) his or her independence as regards each of the factors referred to in Rules 3.13(1) to (8) of the Listing Rules, (ii) he or she has no past or present financial or other interest in the business of the Company or its subsidiaries or any connection with any core connected person of the Company under the Listing Rules as at the Latest Practicable Date, and (iii) that there are no other factors that may affect his or her independence at the time of his or her appointment.

SENIOR MANAGEMENT

For biographical details of Mr. Zhong Jian, Mr. Luo Zhiyong, Ms. Wang Huan and Ms. Zhong Xiaojian, see "Directors — Executive Directors" above for their detailed background.

Mr. FANG Xianhao (方賢浩), aged 45, joined our Group as a director of the Internet Research and Development Centre of Guangdong Holyfire in July 2018. He was appointed as our vice president on 22 August 2025 and is responsible for the overall management of the operations of our marketing technology service business segment.

Mr. Fang has over 17 years of experience in management. From April 2008 to August 2008, Mr. Fang served as a project manager at the research centre of the Guangdong Telecom Engineering Co., Limited* (廣東省電信工程有限公司) (currently known as 中通服建設有限公司), a company principally engaged in telecommunication engineering, where he was primarily responsible for designing the structure of software development projects and project management. From September 2008 to March 2011, Mr. Fang served as a pre-sales technical consultant at Beijing Ultrapower Software Co., Limited* (北京神州泰岳軟件股份有限公司), a company principally engaged in the provision of gaming products and digital solutions, where he was primarily responsible for drafting pre-sales technical plans, writing proposals and bidding for software projects. From April 2011 to June 2013, Mr. Fang served as a senior product manager of Guangdong Iscreate Technologies Inc. (廣東海格怡創科技有限公司), a company principally engaged in the provision of telecommunication network construction, planning and optimisation services, where he was primarily responsible for product planning, design and version iteration management of the integrated management platform. From September 2013 to November 2016, Mr. Fang served as a product director of Guangzhou Kuandu Information Technology Co., Limited* (廣州寬度信息技術有限公司), a company principally engaged in the provision of software development and information technology consulting services, where he was primarily responsible for managing the products department. From December 2016 to March 2018, Mr. Fang held a similar role as product director at Guangdong Future Information Co., Limited* (廣東未來信息有限公司), a company principally engaged in the development of computer technology and research on electronic communications, where he was primarily responsible for managing the products department. From July 2018 to December 2020, Mr. Fang served as the director of the Internet Research and Development Centre of Guangdong Holyfire, overseeing its operation. Since January 2020, Mr. Fang has been serving as the general manager of IOT Data. Since May 2023, Mr. Fang has been serving as a director of Guangdong Holyfire.

Mr. Fang obtained his bachelor's degree in computer science and technology from Guangdong Polytechnic Normal College* (廣東技術師範學院) (currently known as Guangdong Polytechnic Normal University* (廣東技術師範大學)), in the PRC in July 2004.

Mr. HU Haichao (胡海超), aged 44, joined our Group as a financial controller in March 2018. Mr. Hu was appointed as our chief financial officer on 22 August 2025 and is responsible for the overall financial management of our Group including accounting, tax compliance and operating fund management.

Prior to joining our Group, from June 2004 to December 2009, Mr. Hu served as a software application engineer at YGSoft Inc.* (遠光軟件股份有限公司), a product and service provider on enterprise management and social service information technology, where he was primarily responsible for software implementation and the handling of customers' demands. From January 2010 to May 2012, Mr. Hu served as a consultant at the advisory department of Guangzhou Jingyuan Consulting Services Co., Ltd. (廣州市勁源諮詢服務有限公司) (currently known as Guangzhou Jingyuan Technology Co., Ltd.* (廣州勁源科技股份有限公司)), a company principally engaged in the provision of accounting, human resources and advisory services, where he was primarily responsible for the implementation of various consulting projects. From May 2012 to January 2014, Mr. Hu served as a project manager of Guangzhou Xiangxi New Technology Co., Limited* (廣州翔曦能源科技有限公司) (currently known as Guangzhou Xiangxi Technology Co., Ltd.* (廣州翔曦科技有限公司)), a company principally engaged in the development of solar energy and wind energy products and services, where he was primarily responsible for project planning and management. From November 2014 to April 2017, Mr. Hu served as an assistant auditor at Guangdong Zhengzhong Pearl River Accounting Firm (Special General Partnership)* (廣東正中珠江會計師事務所(特殊普通合夥)), where he was responsible for auditing.

Mr. Hu obtained his qualification certificate of tax advisor in the PRC issued by the China Certified Tax Agents Association* (中國註冊稅務師協會) in December 2016. Mr. Hu obtained the certificate for passing the Professional Stage of the National Uniform CPA Examination of PRC (註冊會計師全國統一考試專業階段考試合格證) issued by the Certified Public Accountant Examination Committee of the Ministry of Finance (財政部註冊會計師考試委員會) in December 2016, and was certified as an intermediate accountant by the Department of Human Resources and Social Welfare and the Ministry of Finance of the PRC in September 2020. Mr. Hu obtained his professional qualification as a certified public accountant issued by the Chinese Institute of Certified Public Accountants in February 2021 (currently non-practising). He has also obtained the senior accountant (高級會計師) qualification certificate issued by the Guangzhou Municipal Human Resources and Social Security Bureau (廣州市人力資源和社會保障局) in November 2025.

Mr. Hu obtained his bachelor's degree in accountancy from Changsha University of Science and Technology (長沙理工大學), in the PRC in June 2004.

JOINT COMPANY SECRETARIES

Ms. WANG Huan (王歡) has been appointed as our joint company secretary in 22 August 2025, with effect from the **[REDACTED]**. For her biographical details, see "Executive Directors" above.

Ms. Lo Kit Yin (盧潔妍) of SSC Corporate Services Limited has been appointed as our joint company secretary in 22 August 2025, with effect from the **[REDACTED]**. Ms. Lo is currently a department director at SSC Corporate Services Limited. Ms. Lo currently serves as a practicing accountant and a company secretary at ST Lo & Co. (譚盧潔妍會計師事務所) since July 2010. Ms. Lo has over 20 years of experience in the accounting field, where she served as a professional trainee and an audit senior later on at H. H. Lam & Co.* (林海涵會計師行) from September 2000 to April 2004, an audit senior at Aoba CPA Limited (青葉會計師有限公司) from April 2004 to December 2005, and a senior associate at PricewaterhouseCoopers Ltd. (羅兵咸永道會計師事務所) from January 2006 to February 2010. Ms. Lo obtained her bachelor's degree in arts in accountancy from The Hong Kong Polytechnic University, in Hong Kong in November 2000. She is currently registered as a certified public accountant by the Accounting and Financial Reporting Council in Hong Kong.

BOARD COMMITTEES

Our Board delegates certain responsibilities to various committees. We have established four board committees, namely the Audit Committee, the Remuneration Committee, the Nomination Committee and the Investment Committee.

Audit Committee

We have established an Audit Committee with written terms of reference in compliance with Rule 3.21 of the Listing Rules and the Corporate Governance Code as set out in Appendix C1 to the Listing Rules (the "**Corporate Governance Code**"). The primary duties of the Audit Committee are, among other things, to review and supervise the financial reporting system and internal control system of our Group, oversee the audit process, nominate and monitor external auditors, provide advice and comments to our Board on matters related to corporate governance.

Our Audit Committee consists of three members, namely Mr. He Jie, Ms. Duan Chunlin and Mr. Xie Fang. The chairlady of our Audit Committee is Ms. Duan Chunlin, who is our independent non-executive Director.

Remuneration Committee

We have established a Remuneration Committee with written terms of reference in compliance with Rule 3.25 of the Listing Rules and the Corporate Governance Code. The primary duties of the Remuneration Committee are, among other things, to review and make recommendations to our Board on our policy and structure concerning remuneration of our Directors and senior management, and on the establishment of a formal and transparent procedure for developing the remuneration policy and the remuneration package of each Director and senior management.

Our Remuneration Committee consists of three members, namely Ms. Duan Chunlin, Mr. He Jie and Mr. Zhong Jian. The chairman of our Remuneration Committee is Mr. He Jie, who is our independent non-executive Director.

Nomination Committee

We have established a Nomination Committee with written terms of reference in compliance with Rule 3.27 of the Listing Rules and the Corporate Governance Code. The primary duties of our Nomination Committee are, among other things, to review the structure, size and composition of our Board and Board diversity policy, assess the independence of the independent non-executive Directors and make recommendations to our Board on the appointment and re-appointment of Directors and succession planning for Directors.

Our Nomination Committee consists of three members, namely Mr. Zhong Jian, Ms. Duan Chunlin and Mr. Xie Fang. The chairman of our Nomination Committee is Mr. Zhong Jian, who is our executive Director.

Investment Committee

Our Group may from time to time invest its surplus funds, funds not designated for specific purpose, or funds designated for specific purpose but application of which is not immediately required (collectively, the "**Company's Funds**") in the form of wealth management products issued by major banks, for the purpose of preserving the value of the Company's Funds and/or achieve capital appreciation.

We have established an Investment Committee with written terms of reference on [●]. The purpose of the Investment Committee is to (i) oversee our investment activities; (ii) devise, review and update the investment policy; (iii) set out the short-term and long-term investment strategies and goals of our Group; (iv) identify and manage the risks that we may be exposed to in our investment activities; (v) conduct periodic reviews on our investments and report to the Board; and (vi) handle any issues or affairs related to the investment aspects of our Company.

Our Investment Committee consists of three members, namely Mr. Zhong Jian, Ms. Wang Huan and Mr. Xie Fang. The chairman of our Investment Committee is Mr. Zhong Jian, who is our executive Director.

REMUNERATION POLICY

The Director's fee for each of our Directors is subject to reviewed by our Board from time to time at its discretion after taking into account the recommendation of our Remuneration Committee. The remuneration package of each Director is determined with reference to market terms, seniority, experiences, duties and responsibilities within our Group. Our Directors are entitled to statutory benefits as required by applicable laws from time to time.

Prior to the **[REDACTED]**, the remuneration policy of our Group to reward its employees and executives was based on their performance, qualifications, competence and market comparables. Remuneration package typically comprised salary, contribution to pension schemes and discretionary bonuses relating to the profit of the relevant company. Upon and after the **[REDACTED]**, the remuneration package of our Directors and the senior management will, in addition to the above factors, be linked to the return to our Shareholders. The Remuneration Committee will review the remuneration of all our Directors annually to ensure that it remains competitive to attract and retain a competent team of executive members.

REMUNERATION OF DIRECTORS AND SENIOR MANAGEMENT

Our Directors and members of our senior management receive remuneration from our Group in the form of salaries, allowances and benefits in kind, performance-related bonuses, pension scheme contributions and social welfare.

For each of FY2023, FY2024 and FY2025, the total remuneration (including salaries, allowances and benefits in kind, performance-related bonuses, pension scheme contributions and social welfare) paid by us to our Directors amounted to approximately RMB2.5 million, RMB 2.5 million and RMB2.5 million, respectively.

The total remuneration (including salaries, allowances and benefits in kind, performance-related bonuses, pension scheme contributions and social welfare) paid to the five highest paid individuals of our Group for each of FY2023, FY2024 and FY2025 amounted to approximately RMB3.1 million, RMB3.1 million and RMB3.1 million, respectively.

No remuneration was paid by our Group to our Directors or the five highest paid individuals as an inducement to join or upon joining our Group or as a compensation for loss of office in respect of the Track Record Period. Further, none of our Directors waived or agreed to waive any remuneration during the same periods.

Under our arrangements currently in force, the aggregate remuneration (including salaries, allowances and benefits in kind, performance-related bonuses, pension scheme contributions and social welfare) of our Directors for the year ending 31 December 2026 is estimated to be approximately RMB2.5 million.

Save as disclosed in this section and Appendix I to this document, no other payments had been made, or are payable, by any member of our Group to our Directors or the five highest paid individuals during the Track Record Period.

For additional information on our Directors' remuneration during the Track Record Period as well as information on the five highest paid individuals, please refer to Note 13 of the Accountants' Report as set out in Appendix I to this document.

BOARD DIVERSITY POLICY

We [have adopted] a board diversity policy (the "**Board Diversity Policy**") setting out our approach to achieve diversity on our Board.

The Nomination Committee of our Company reviews and assesses the composition of our Board and recommends the appointment of new Directors. In doing so, we take into account a number of factors, including but not limited to gender, age, cultural and educational background, ethnicity, professional experience, skills, knowledge, industry and regional experience, and length of service. All Board appointments will be based on meritocracy, with candidates against objective criteria while having due regard for the benefits of diversity on our Board. We will disclose the composition of our Board annually in the corporate governance report and monitor the implementation of the Board Diversity Policy. Our Nomination Committee will review the Board Diversity Policy and assess its effectiveness, and where necessary, proposes revisions for consideration and approval by our Board.

Our Board has a balanced mix of experiences and industry backgrounds. Our Directors have diverse educational backgrounds, including law, finance, business, accountancy, consultancy, philosophy, journalism and communication, as well as different industry experiences and professional qualifications. We have three independent non-executive Directors with different industry expertise, representing more than one third of the members of our Board. Furthermore, our Board has three female Directors, and has a wide age range, comprising members from their 30s to 60s. Taking into account our Company's business model and the backgrounds and abilities of our Directors, we believe the composition of our Board satisfies the objectives of the Board Diversity Policy.

Our Nomination Committee is responsible for ensuring the diversity of our Board. After the **[REDACTED]**, our Nomination Committee will review the Board Diversity Policy from time to time to ensure its continued effectiveness, and we will disclose the implementation of the Board Diversity Policy in our corporate governance report on an annual basis.

[REDACTED]

In accordance with Rule 3A.19 of the Listing Rules, our Company has appointed **[REDACTED]** as our **[REDACTED]**. Pursuant to Rule 3A.25 of the Listing Rules, our Company will consult with and seek advice from the **[REDACTED]** on a timely basis in the following circumstances:

(a) before the publication of any regulatory announcement, circular or financial report;

(b) where a transaction, which might be a notifiable or connected transaction under Chapter 14 or 14A of the Listing Rules, is contemplated including share issues and share repurchases;

(c) where our Company proposes to use the **[REDACTED]** of the **[REDACTED]** in a manner different from that detailed in this document or where the business activities, developments or results of our Group deviate from any forecast, estimate, or other information in the document; and

(d) where the Stock Exchange makes an inquiry of the **[REDACTED]** under Rule 13.10 of the Listing Rules.

The term of appointment of the **[REDACTED]** of our Company shall commence on the **[REDACTED]** and end on the date when our Company complies with Rule 13.46 of the Listing Rules in respect of the financial results for the first full financial year commencing after the **[REDACTED]** and such appointment may be subject to extension by mutual agreement.