DEFINITIONS

In this document, unless the context otherwise requires, the following terms shall have the meanings set out below. Certain other terms are explained in the section headed "Glossary of Technical Terms" in this document.

"2023 Restricted Share Incentive Scheme"	a restricted share incentive scheme approved by the third extraordinary general meeting for 2023 of our Company dated 9 October 2023, the principal terms of which are set out in "Appendix V — Statutory and General Information";
"2025 Restricted Share Incentive Scheme"	a restricted share incentive scheme approved by the second extraordinary general meeting for 2025 of our Company dated 7 May 2025, the principal terms of which are set out in "Appendix V — Statutory and General Information";
"A Share(s)"	ordinary share(s) issued by our Company, with a nominal value of RMB1.00 each, which are listed on the Shenzhen Stock Exchange and traded in Renminbi;
"Accountants' Report"	the accountants' report for the Track Record Period of our Company, the text of which is set out in Appendix I to this document;
"affiliate(s)"	with respect to any specified person, any other person, directly or indirectly, controlling or controlled by or under direct or indirect common control with such specified person;
"AFRC"	the Accounting and Financial Reporting Council;
"Articles of Association" or "Articles"	the articles of association of our Company conditionally adopted on 13 March 2026, with effect from the [REDACTED] and as amended from time to time, a summary of which is set out in "Appendix IV — Summary of Articles of Association" to this document;
"Audit Committee"	the audit committee of our Board;
"Board" or "Board of Directors"	the board of Directors of our Company;
"business day"	a day on which banks in Hong Kong are generally open for normal banking business to the public and which is not a Saturday, Sunday or public holiday in Hong Kong;
"CAC"	the Cyberspace Administration of China;
[REDACTED]	
[REDACTED]	
"China", "Chinese Mainland" or "PRC"	the People's Republic of China, but for the purpose of this document and for geographical reference only and except where the context requires otherwise, references in this document to "China" and the "PRC" do not apply to Hong Kong, the Macau Special Administrative Region and Taiwan of the People's Republic of China;
"CIC"	China Insights Industry Consultancy Limited, an independent market research and consulting company;

DEFINITIONS

"Companies Ordinance"	the Companies Ordinance (Chapter 622 of the Laws of Hong Kong), as amended, supplemented or otherwise modified from time to time;
"Companies (Winding Up and Miscellaneous Provisions) Ordinance"	the Companies (Winding Up and Miscellaneous Provisions) Ordinance (Chapter 32 of the Laws of Hong Kong), as amended, supplemented or otherwise modified from time to time;
"Company", "our Company" or "the Company"	Easy Click Worldwide Network Technology Co., Ltd. (易點天下網絡科技股份有限公司), a company established as a limited liability company in the PRC on 6 April 2005 which was converted into a joint stock company with limited liability on 6 February 2013, the A Shares of which are listed on the Shenzhen Stock Exchange (stock code: 301171);
"Company Law" or "PRC Company Law"	the Company Law of the PRC (《中華人民共和國公司法》), as amended, supplemented or otherwise modified from time to time;
"CSDC"	China Securities Depository and Clearing Corporation Limited (中國證券登記結算有限責任公司);
"CSRC"	the China Securities Regulatory Commission (中國證券監督管理委員會);
"Director(s)"	the director(s) of our Company;
"EIT Law"	the Enterprise Income Tax Law of the PRC (《中華人民共和國企業所得稅法》), as amended, supplemented or otherwise modified from time to time;
"ESG"	environmental, social and governance;
"Extreme Conditions"	the occurrence of "extreme conditions" as announced by any government authority of Hong Kong due to serious disruption of public transport services, extensive flooding, major landslides, large-scale power outage or any other adverse conditions before Typhoon Signal No. 8 or above is replaced with Typhoon Signal No. 3 or below;
[REDACTED]	
[REDACTED]	
[REDACTED]	
"Group", "our Group", "we", "our" or "us"	our Company and all of our subsidiaries and, where the context so requires, in respect of the period before our Company became the holding company of our present subsidiaries, the business operated by such subsidiaries or their predecessors (as the case may be);
"Guide"	The Guide for New Listing Applicants, as published by the Stock Exchange on 29 November 2023 and effective on 1 January 2024, as amended or supplemented or otherwise modified from time to time;
"H Share(s)"	ordinary share(s) in the share capital of our Company with a nominal value of RMB1.00 each, which are to be [REDACTED] for and [REDACTED] in Hong Kong dollars and to be [REDACTED] on [REDACTED];
[REDACTED]	
[REDACTED]	

DEFINITIONS

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

"Hong Kong"	the Hong Kong Special Administrative Region of the PRC;
"Hong Kong dollar(s)" or "HKD" or "HK$"	Hong Kong dollars(s), the lawful currency of Hong Kong;

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

"Huanliang Zhongqing"	Xi'an Huanliang Zhongqing Network Technology Co., Ltd. (西安環量眾擎網絡科技有限公司), a limited liability company incorporated in the PRC on 22 December 2020, which is a directly non wholly-owned subsidiary of our Company;
"IFRS Accounting Standards"	IFRS Accounting Standards as issued by the International Accounting Standards Board;

DEFINITIONS

"Independent Third Party(ies)"	individuals or entities, who or which, to the best of our Directors' knowledge, information and belief, having made all reasonable enquiries, is not a connected person of our Company within the meaning of the Listing Rules;
[REDACTED]	
[REDACTED]	
[REDACTED]	
[REDACTED]	
"Latest Practicable Date"	20 March 2026, being the latest practicable date for the purpose of ascertaining certain information contained in this document prior to its publication;
[REDACTED]	
[REDACTED]	
"Listing Committee"	the listing sub-committee of the board of directors of the Stock Exchange;
[REDACTED]	
[REDACTED]	
[REDACTED]	
"MOF"	the Ministry of Finance of the PRC (中華人民共和國財政部);
"MOFCOM"	the Ministry of Commerce of the PRC (中華人民共和國商務部);
"Mr. Zou"	Mr. Zou Xiaowu (鄒小武), our executive Director, chairman of the Board and a member of our Single Largest Group of Shareholders;
"NDRC"	the National Development and Reform Commission of the PRC (中華人民共和國國家發展和改革委員會);
"NEEQ"	National Equities Exchange and Quotations (全國中小企業股份轉讓系統);

DEFINITIONS

"Ningbo Zhongdianyi"	Ningbo Zhongdianyi Enterprise Management Partnership (Limited Partnership) (寧波眾點易企業管理合夥企業(有限合夥)), previously known as Ningbo Zhongdian Equity Investment Partnership (Limited Partnership) (寧波眾點股權投資合夥企業(有限合夥)), which is a limited partnership established in the PRC on 7 April 2016 and a member of our Single Largest Group of Shareholders;
"Nomination Committee"	the nomination committee of our Board;
[REDACTED]	
[REDACTED]	
[REDACTED]	
"PBOC"	the People's Bank of China (中國人民銀行), the central bank of the PRC;
"PRC government"	the central government of the PRC and all governmental subdivisions (including provincial, municipal and other regional or local government entities) and organisations of such government or, as the context requires, any of them;
"PRC Legal Advisers"	T&C Law Firm, our legal advisers as to PRC laws in connection with the [REDACTED];
[REDACTED]	
[REDACTED]	
"province"	a province or, where the context requires, a provincial level autonomous region or municipality, under the direct supervision of the central government of the PRC;
"R&D"	research and development;
"Regulation S"	Regulation S under the U.S. Securities Act;
[REDACTED]	

"Remuneration and Appraisal Committee"	the remuneration and appraisal committee of our Board;
"Renminbi" or "RMB"	the lawful currency of the PRC;
"Restricted Share Incentive Schemes"	2023 Restricted Share Incentive Scheme and 2025 Restricted Share Incentive Scheme;
"SAFE"	State Administration of Foreign Exchange of the PRC (中華人民共和國國家外匯管理局);
"Saidian Juliang"	Xi'an Saidian Juliang Network Technology Co., Ltd. (西安賽點聚量網絡科技有限公司), a limited liability company incorporated in the PRC on 15 February 2022, which is an indirectly wholly-owned subsidiary of our Company;
"SAMR"	State Administration for Market Regulation of the PRC (中華人民共和國國家市場監督管理總局);
"SAT"	State Administration of Taxation of the PRC (中華人民共和國國家稅務總局);
"SCNPC"	The Standing Committee of the National People's Congress (全國人民代表大會常務委員會);
"Securities and Futures Commission" or "SFC"	the Securities and Futures Commission of Hong Kong;
"SFO"	the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong), as amended, supplemented or otherwise modified from time to time;
"SGD"	Singapore dollar(s), the lawful currency of Singapore;
"Shanghai Dianmao"	Shanghai Dianmao Enterprise Management Consulting Centre (Limited Partnership) (上海點茂企業管理諮詢中心(有限合夥)), a limited partnership established in the PRC on 17 March 2021;
"Shanghai Diansheng"	Shanghai Diansheng Enterprise Management Consulting Centre (Limited Partnership) (上海點盛企業管理諮詢中心(有限合夥)), a limited partnership established in the PRC on 17 March 2021;
"Shanghai-Hong Kong Stock Connect"	a securities trading and clearing links programme developed by the Hong Kong Stock Exchange, Shanghai Stock Exchange (上海證券交易所), HKSCC and CSDC for the establishment of mutual market access between Hong Kong and Shanghai, including southbound trading and northbound trading;
"Share(s)"	ordinary share(s) in the share capital of our Company with a nominal value of RMB1.00 each, comprising the H Share(s) and the A Share(s);
"Shareholder(s)"	holder(s) of our Share(s);
"Shenzhen-Hong Kong Stock Connect"	a securities trading and clearing links programme developed by the Hong Kong Stock Exchange, Shenzhen Stock Exchange, [REDACTED] and CSDC for mutual market access between Hong Kong and Shenzhen;
"Shenzhen Stock Exchange"	the Shenzhen Stock Exchange (深圳證券交易所);
"Single Largest Group of Shareholders"	Mr. Zou and Ningbo Zhongdianyi, details of which are set out in the section headed "Relationship with Our Single Largest Group of Shareholders" in this document;

DEFINITIONS

"Sole Sponsor"	CITIC Securities (Hong Kong) Limited;
[REDACTED]	
[REDACTED]	
"State Council"	the State Council of the PRC (中華人民共和國國務院);
"Stock Exchange" or "Hong Kong Stock Exchange"	The Stock Exchange of Hong Kong Limited, a wholly owned subsidiary of Hong Kong Exchanges and Clearing Limited;
"Strategy Committee"	the strategy committee of our Board;
"Track Record Period"	the three years ended 31 December 2023, 2024 and 2025;
"Trial Measures"	Trial Administrative Measures of Overseas Securities Offering and Listing by Domestic Companies (《境內企業境外發行證券和上市管理試行辦法》), as amended, supplemented or otherwise modified from time to time;
"U.S." or "United States"	the United States of America, its territories, its possessions and all areas subject to its jurisdiction;
"U.S. dollar(s)", "US$" or "USD"	United States dollar(s), the lawful currency of the United States;
"U.S. Securities Act"	United States Securities Act of 1933, as amended, supplemented or otherwise modified from time to time, and the rules and regulations promulgated thereunder;
[REDACTED]	
[REDACTED]	
"VAT"	value-added tax;
[REDACTED]	
[REDACTED]	
"Xiaoya Creation"	Xiaoya Creation (Beijing) Cultural Communication Co., Ltd. (小雅造物(北京)文化傳播有限公司), a limited liability company incorporated in the PRC on 17 October 2017, which is an indirectly non wholly-owned subsidiary of our Company;
"Xi'an Diangao"	Xi'an Diangao Network Technology Co., Ltd. (西安點告網絡科技有限公司), a limited liability company incorporated in the PRC on 12 June 2015, which is a directly wholly-owned subsidiary of our Company;
"Xi'an Guangzhi"	Xi'an Guangzhi Network Technology Co., Ltd. (西安廣知網絡科技有限公司), a limited liability company incorporated in the PRC on 25 January 2016, which is an indirectly wholly-owned subsidiary of our Company;
"%"	per cent.

DEFINITIONS

In this document, the terms "associate," "close associate," "connected person," "core connected person," "connected transaction", "controlling shareholder", "notifiable transaction", "substantial shareholder" and "subsidiary" shall have the meanings given to such terms in the Listing Rules, unless the context otherwise requires.

For ease of reference, the names of certain Chinese laws and regulations, governmental authorities, institutions, natural persons or other entities (including certain of our subsidiaries) have been included in the document in both the Chinese and English languages and in the event of any inconsistency, the Chinese versions shall prevail. English translations of company names and other terms from the Chinese language are provided for identification purposes only.

Certain amounts and percentage figures included in this document were subjected to rounding adjustments. Accordingly, figures shown as totals in certain tables may not be arithmetic aggregation of the figures preceding them.