

DEFINITION

“Accountant’s Report of the Group”	the accountants’ report for the Track Record Period, the text of which is set out in Appendix I to this Document
“affiliate(s)”	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 of Hong Kong
“Articles” or “Articles of Association”	the articles of association of our Company, conditionally adopted on April 8, 2026 with effect from the [REDACTED], and as amended from time to time, a summary of which is set out in the section headed “Summary of the Articles of Association” in Appendix III to this Document
“associate(s)”	has the meaning ascribed thereto under the Listing Rules
“Audit Committee”	the audit committee of the Board
“Board” or “Board of Directors”	the board of Directors of our Company
“BQ Zhicheng”	Shanghai Buy Quickly Zhicheng Enterprise Management Co., Ltd. (上海百秋志成企業管理有限公司) is limited liability company established in the PRC on July 17, 2019. As of the Latest Practicable Date, BQ Zhicheng was owned as to 99.99% by Mr. Liu Zhicheng (劉志成)
“Business Day” or “business day”	any day (other than a Saturday, Sunday or public holiday in Hong Kong) on which banks in Hong Kong are generally open for normal banking business
“Buy Quickly E-Commerce”	Shanghai Buy Quickly E-Commerce Digital Technologies Co., Ltd. (上海百秋新網商數字科技有限公司), a limited liability company established in the PRC on May 2, 2013 and one of our major subsidiaries
“Buy Quickly E-Vogue”	Shanghai Buy Quickly E-Vogue Network Services Co., Ltd. (上海百秋智尚網絡服務有限公司), a limited liability company established in the PRC on May 19, 2017 and one of our major subsidiaries

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“Buy Quickly Future Retail”	Shanghai Buy Quickly Future Retail Network Services Co., Ltd. (上海百秋全週網絡服務有限公司), a limited liability company established in the PRC on August 24, 2018 and one of our major subsidiaries
“Buy Quickly NewLogis”	Shanghai Buy Quickly NewLogis Supply Chain Management Co., Ltd. (上海百秋新洛傑斯供應鏈管理有限公司), a limited liability company established in the PRC on August 26, 2021 and one of our major subsidiaries
“Buy Quickly Partner”	Shanghai Buy Quickly Partner Enterprise Management Center (Limited Partnership) (上海百秋帕特尼企業管理中心(有限合夥)), a limited partnership established in the PRC on July 25, 2019, one of our employee shareholding platforms and member of our Controlling Shareholder Group
“Buy Quickly Warehousing (JiaXing)”	Buy Quickly Warehousing Services (Jiaxing) Co., Ltd. (百秋倉儲服務(嘉興)有限公司), a limited liability company established in the PRC on March 7, 2018 and one of our major subsidiaries
“Buy Quickly YIERYI”	Shanghai Buy Quickly YIERYI Enterprise Management Center (Limited Partnership) (上海百秋壹貳壹企業管理中心(有限合夥)), a limited partnership established in the PRC on December 18, 2025, and a member of our Controlling Shareholder Group
“[REDACTED]”	[REDACTED]
“[REDACTED]”	[REDACTED]
“China” or “PRC”	the People’s Republic of China, excluding, for the purposes of this Document only, the regions of Hong Kong, Macau Special Administrative Region and Taiwan of the People’s Republic of China, except where the content or context requires otherwise
“Companies Ordinance”	the Companies Ordinance (Chapter 622 of the Laws of Hong Kong), as amended, supplemented or otherwise modified from time to time

DEFINITION

“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” or “our Company” or “Buy Quickly”	Shanghai Buy Quickly BMax Technology Services Group Co., Ltd. (上海百秋尚美科技服務集團股份有限公司), formerly known as Shanghai Buy Quickly Network Technologies Co., Ltd. (上海百秋網絡科技有限公司), a limited liability company established in the PRC on September 16, 2010, which was converted into a joint stock limited company in the PRC on December 30, 2021
“Company Law” or “PRC Company Law”	the Company Law of the People’s Republic of China (《中華人民共和國公司法》) as amended, supplemented or otherwise modified from time to time
“Compliance Advisor”	Maxa Capital Limited
“connected person(s)”	has the meaning ascribed to it under the Listing Rules
“connected transaction(s)”	has the meaning ascribed to it under the Listing Rules
“Controlling Shareholder(s)” or “Controlling Shareholders Group”	has the meaning ascribed to it under the Listing Rules and unless the context otherwise requires, refers to Mr. Liu Zhicheng, Mr. Hu Shaoqun, Mr. Qiu Yuhong, Buy Quickly Partner, BQ Zhicheng, and Buy Quickly YIERYI, as further detailed in the section headed “Relationship with Our Controlling Shareholders” in this Document
“Conversion of Unlisted Shares into H Shares”	The conversion of [REDACTED] Unlisted Shares in aggregate held by 13 existing Shareholders into H Shares upon the completion of the [REDACTED].
“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

DEFINITION

“Unlisted Share(s)”	ordinary share(s) issued by the Company, with a nominal value of RMB1.00 each, which is/are subscribed for or credited as paid in Renminbi and not listed on any stock exchange
“EIT”	enterprise income tax
“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”	Environment, social, and governance
“Exchange Participant(s)”	a person: (a) who, in accordance with the Hong Kong Listing Rules, may trade on or through the Hong Kong Stock Exchange; and (b) whose name is entered in a list, register or roll kept by the Hong Kong Stock Exchange as a person who may trade on or through the Hong Kong Stock Exchange
“Extreme Conditions”	extreme conditions including but not limited to serious disruption of public transport services, extensive flooding, major landslides or large-scale power outage after super typhoons as announced by the government of Hong Kong
“[REDACTED]”	[REDACTED]
“Frost & Sullivan”	Frost & Sullivan (Beijing) Inc., Shanghai Branch Co., an independent global market research and consulting company
“Frost & Sullivan Report”	the independent industry report prepared by Frost & Sullivan as commissioned by us
“[REDACTED]”	[REDACTED]
“Group,” “our Group,” “the Group,” “we,” “us,” or “our”	our Company and its subsidiaries (or our Company and any one or more of its subsidiaries, as the context may require)

DEFINITION

“Guide for New Listing Applicants” or “Guide”	the Guide for New Listing Applicants issued by the Stock Exchange effective from January 1, 2024, as amended, supplemented or otherwise modified from time to time
“H Share(s)”	overseas listed foreign shares in the share capital of our Company with nominal value of RMB1.00 each, which are to be [REDACTED] for and traded in HK dollars and are to be [REDACTED] on the Hong Kong Stock Exchange
“[REDACTED]”	[REDACTED]
“[REDACTED]”	“[REDACTED]”
“[REDACTED]”	[REDACTED]
“Hong Kong” or “HK”	the Hong Kong Special Administrative Region of the PRC
“HK\$” or “Hong Kong dollars”	Hong Kong dollars and cents, respectively, the lawful currency of Hong Kong
“[REDACTED]”	[REDACTED]
“[REDACTED]”	[REDACTED]
“[REDACTED]”	[REDACTED]
“[REDACTED]”	[REDACTED]

DEFINITION

“Hong Kong Listing Rules” or “Listing Rules” the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (as amended from time to time)

“[REDACTED]” [REDACTED]

“[REDACTED]” [REDACTED]

“Hong Kong Stock Exchange” or “Stock Exchange” The Stock Exchange of Hong Kong Limited, a wholly-owned subsidiary of Hong Kong Exchanges and Clearing Limited

“[REDACTED]” [REDACTED]

“[REDACTED]” [REDACTED]

“IFRS” or “IFRSs” the International Financial Reporting Standards, which include standards, amendments and interpretations promulgated by IASB and the IAS and interpretations issued by the International Accounting Standards Board (“IASB”)

“Independent Third Party(ies)” any person(s) or entity(ies) and their respective ultimate beneficial owner(s), who/which, to the best of our Directors’ knowledge, information and belief, having made all reasonable enquiries, is/are not connected (within the meaning of the Listing Rules) with our Company

DEFINITION

“[REDACTED]” [REDACTED]

“[REDACTED]” [REDACTED]

“[REDACTED]” [REDACTED]

“[REDACTED]” [REDACTED]

“Latest Practicable Date” April 20, 2026, being the latest practicable date for the purpose of ascertaining certain information contained in this Document prior to its publication

“[REDACTED]” [REDACTED]

“[REDACTED]” [REDACTED]

“[REDACTED]” [REDACTED]

DEFINITION

“Main Board”	the stock exchange (excluding the option market) operated by the Stock Exchange which is independent from and operated in parallel with the Growth Enterprise Market of the Stock Exchange
“Ministry of Finance” or “MOF”	the Ministry of Finance of the PRC (中華人民共和國財政部)
“Mr. Liu”	Mr. Liu Zhicheng (劉志成), an executive Director, chairman of the Board, chief executive officer, and member of our Controlling Shareholder Group
“MOFCOM”	the Ministry of Commerce of the PRC (中華人民共和國商務部)
“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)
“NewLogis (Changxing)”	Buy Quickly NewLogis (Changxing) Supply Chain Management Co., Ltd. (百秋新洛傑斯(長興)供應鏈管理有限公司), a limited liability company established in the PRC on September 7, 2021 and one of our major subsidiaries
“NPC”	the National People’s Congress of the PRC (中華人民共和國全國人民代表大會)
“[REDACTED]”	[REDACTED]
“[REDACTED]”	[REDACTED]
“[REDACTED]”	[REDACTED]

DEFINITION

“PBOC”	the People’s Bank of China (中國人民銀行), the central bank of the PRC
“PRC Legal Advisor”	JunHe LLP the legal advisor of our Company as to PRC laws in connection with the [REDACTED]
“Pre-[REDACTED] Investment(s)”	the investments made by the Pre-[REDACTED] Investors in our Company, details of which are set out in “History and Corporate Structure—Pre-[REDACTED] Investment” in this Document
“Pre-[REDACTED] Investor(s)”	the pre-[REDACTED] investors of our Company, details of which are set out in “History and Corporate Structure—Pre-[REDACTED] Investment” in this Document
“[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
“[REDACTED]”	[REDACTED]
“RMB”	Renminbi, the lawful currency of the PRC
“SAC”	the Securities Association of China (中國證券業協會)
“SAFE”	the State Administration of Foreign Exchange of the PRC (中華人民共和國國家外匯管理局), including local branches, when applicable
“SAMR”	the State Administration for Market Regulation (國家市場監督管理局)
“SAT”	the State Administration of Taxation of the PRC (中華人民共和國國家稅務總局)
“Securities and Futures Ordinance” or “SFO”	the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong), as amended, supplemented or otherwise modified from time to time
“Securities Law”	the Securities Law of the People’s Republic of China (中華人民共和國證券法), as amended, supplemented or otherwise modified from time to time

DEFINITION

“SFC”	the Securities and Futures Commission of Hong Kong
“Shanghai Romomo”	Shanghai Romomo Digital Technologies Co., Ltd. (上海容麼麼數字科技有限公司), a limited liability company established in the PRC on June 23, 2021 and one of our major subsidiaries. As of the Latest Practicable Date, Shanghai Romomo was owned as to (i) 70% by our Company, (ii) 20% by by Mr. Liu Jiangning (劉江寧), our executive Director, and (iii) 10% by Shanghai Momoda Enterprise Management Centre (L.P.) (上海麼麼搭企管理中心(有限合夥)), the general partner of which was Mr. Liu Jiangning, who held 98% of its partnership interest
“Shanghai Rongbo”	Shanghai Rongbo Media Technologies Co., Ltd. (上海容播傳媒科技有限公司), a limited liability company established in the PRC on December 29, 2023 and one of our major subsidiaries. As of the Latest Practicable Date, Shanghai Rongbo was owned as to 100% by Shanghai Romomo Digital Technologies Co., Ltd. (上海容麼麼數字科技有限公司)
“Share(s)”	ordinary share(s) with a par value of RMB1.00, each in the share capital of our Company
“Shareholder(s)”	holder(s) of the Share(s)
“Shenzhen Stock Exchange”	the Shenzhen Stock Exchange (深圳證券交易所)
“State Council”	the State Council of the PRC (中華人民共和國國務院)
“[REDACTED]”	[REDACTED]
“[REDACTED]”	[REDACTED]
“[REDACTED]”	[REDACTED]
“Sole Sponsor”	CITIC Securities (Hong Kong) Limited

DEFINITION

“subsidiary(ies)”	has the meaning ascribed thereto in section 15 of the Companies Ordinance
“substantial shareholder(s)”	has the meaning ascribed to it under the Listing Rules
“Supervisor(s)”	member(s) of our Supervisory Committee
“Supervisory Committee”	the supervisory committee of our Company
“Takeovers Code”	the Codes on Takeovers and Mergers and Share Buy-backs issued by the SFC, as amended, supplemented or otherwise modified from time to time
“Taiwan”	the Taiwan Region of the PRC
“Track Record Period”	the three years ended December 31, 2023, 2024 and 2025
“[REDACTED]”	[REDACTED]
“[REDACTED]”	[REDACTED]
“U.S.” or “United States”	the United States of America, its territories, its possessions and all areas subject to its jurisdiction
“[REDACTED]”	[REDACTED]
“US\$” or “U.S. dollar”	United States dollars, the lawful currency of the United States
“VAT”	value-added tax
“%”	percent

Unless otherwise specified or the context otherwise requires, the terms “associate,” “close associate,” “connected person,” “core connected person,” “connected transaction,” “controlling shareholder” and “substantial shareholder” in this Document shall have the meanings given to such terms in the Listing Rules, unless the context otherwise requires.

Unless otherwise specified, certain amounts and percentage figures included in this Document have been subject to rounding. Accordingly, figures shown as totals in certain tables may not be an arithmetic aggregation of the figures preceding them. Any discrepancies in any table or chart between the total shown and the sum of the amounts listed are due to rounding.

For ease of reference, the names of the PRC established companies or entities, laws or regulations have been included in this Document in both the Chinese and English languages and in the event of any inconsistency, the Chinese versions shall prevail.