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## **MERDEKA FINANCIAL GROUP LIMITED**

### **領智金融集團有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 8163)**

### **VOLUNTARY ANNOUNCEMENT BUSINESS UPDATE ON THE DIGITAL PLATFORM BUSINESS OF THE GROUP**

This announcement is made by Merdeka Financial Group Limited (the “**Company**”, together with its subsidiaries, collectively the “**Group**”) on a voluntary basis to provide its shareholders and potential investors with the latest business development of the Group.

The Company has been seeking suitable investment and business opportunities in light of the market conditions to create value for the Company and its shareholders in a long term and sustainable manner. In light of the growth and potential of the Web 3.0 market in recent years, the Company has completed the acquisition of NOIZChain Limited (“**NOIZ**”) in the second half of 2022. NOIZ is a Blockchain-as-a-Service company that provides tailor made services and advice to businesses allowing them to use cloud-based solutions to manage and develop their applications and smart contracts without needing to develop and maintain their own blockchain environments. NOIZ aims to make blockchain technology widely available for every business and to drive blockchain into mass adoption and commercialisation. NOIZ is also committed to empower enterprises to embrace Web 3.0 environmentally.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company would like to inform the shareholders of the Company and potential investors that NOIZ is in collaboration with, amongst others, Mapxus to co-create the world’s first indoor location-based move-to-earn metaverse on NOIZ’s environment friendly blockchain that converges art, culture and community, namely Honio (the “**Honio Metaverse**”).

Mapxus is a comprehensive indoor Geographic Information System (GIS) platform that provides global indoor mapping and navigation services, aiming to make indoor mapping smart and simple, and to create a barrier-free and inclusive city experience for everyone. Mapxus innovative indoor map data infrastructure is designed to empower people and businesses, improving daily experiences and work efficiency.

Mapxus has partnered with, amongst others, NOIZ to build spatial digital twins of real-life shopping malls and landmarks in the Honio Metaverse, using indoor maps and positioning technology. Honio Metaverse is being developed as a mobile app that will enable easy access for everyone. Honio Metaverse app users will be rewarded with free tokens and art element drops according to the time they spend in physical stores, and these tokens can be used not only for non-fungible token trading in the Honio Metaverse but also for redeeming real-life commodities and experiences. Powered by NOIZ's blockchain technology, the Honio Metaverse will be able to record all customer transactions. As a result, Honio Metaverse is expected to boost foot traffic in shopping malls by increasing user retention time in physical stores while enhancing marketing analytics to enable more comprehensive data reports.

It is anticipated that Honio Metaverse will first focus mainly on the Japanese market with a target to cover around 2,000 landmarks by 2023 and 5,000 buildings by 2024, and is expected to dip into other Asia Pacific markets in future.

Further announcement(s) will be made by the Company in respect of the Group's business development on the digital platform business as and when appropriate.

By order of the Board  
**MERDEKA FINANCIAL GROUP LIMITED**  
**Wong Hin Shek**  
*Chairman and Chief Executive Officer*

Hong Kong, 7 March 2023

*As at the date of this announcement, the executive Directors are Mr. Wong Hin Shek (Chairman and Chief Executive Officer), Mr. Cheung Wai Yin, Wilson and Ms. Tsang Kwai Ping, the independent non-executive Directors are Ms. Ng Ka Sim, Casina, Mr. Wong Wing Kit and Ms. Yeung Mo Sheung, Ann.*

*This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the GEM of The Stock Exchange of Hong Kong Limited (the "**Stock Exchange**") for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.*

*This announcement will remain on the Stock Exchange's website at <http://www.hkexnews.hk> on the "Latest Listed Company Information" page for at least seven days from the day of its publication and posting and will be published and remains on the website of the Company at <http://www.merdeka.com.hk>.*