

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

PRIME INTELLIGENCE SOLUTIONS GROUP LIMITED

懶豬科技集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 08379)

VOLUNTARY ANNOUNCEMENT STRATEGIC COOPERATION FRAMEWORK AGREEMENT

The board (the “**Board**”) of directors (the “**Directors**”) of Prime Intelligence Solutions Group Limited (the “**Company**”) is pleased to announce that on 14 June 2024, the Group entered into a strategic cooperation framework agreement (the “**Strategic Cooperation Framework Agreement**”) with Guizhou Little Butterfly Cultural Tourism Industry Development Co. Ltd.* (貴州小蝴蝶文化旅遊產業發展有限公司) (“**Guizhou Little Butterfly Cultural**”), a company established under the laws of the People’s Republic of China (“**PRC**”) which mainly operates the business of entrusted operation and management of tourist attractions.

Pursuant to the Strategic Cooperation Framework Agreement, the Group and Guizhou Little Butterfly Cultural will cooperate on various matters including but not limited to joint development of intellectual property rights in digital cultural tourism and exploration of potential opportunities through the operation of e-commerce platforms or other feasible approaches. Based on the principle of resources complementing, advantage sharing and win-win cooperation, both parties aim to make business breakthroughs in areas with great potential such as cultural tourism, recreation and healthcare and extensive consumption, so as to broaden the sources of business and enhance the sustainability of business growth.

The Strategic Cooperation Framework Agreement represents the intention of the parties to cooperate only and does not have any legal effect. As at the date of this announcement, the Group has not entered into any legally binding agreement with Guizhou Little Butterfly Cultural. The Strategic Cooperation Framework Agreement shall be effective for a term of one year.

REASONS FOR AND BENEFITS OF ENTERING INTO THE STRATEGIC COOPERATION FRAMEWORK AGREEMENT

The Board is of the view that entering into the Strategic Cooperation Framework Agreement will enable the Group to leverage on the strength, resources and experience of Guizhou Little Butterfly Cultural to expand the Group’s business mix, including but not limited to making business breakthroughs in areas such as cultural tourism, recreation and healthcare and extensive consumption. It will enable the Group to broaden the sources of business and enhance the sustainability of business growth, and maximise the Group’s business values and

the interest of the shareholders of the Company. Accordingly, the entering into the Strategic Cooperation Framework Agreement is in the interests of the Company and its shareholders as a whole.

INFORMATION ON GUIZHOU LITTLE BUTTERFLY CULTURAL

Guizhou Little Butterfly Cultural is a company established under the laws of the PRC which is mainly engaged in entrusted operation and management of tourist attractions. To the best of the knowledge, information and belief of the Directors, having made all reasonable enquiries, Guizhou Little Butterfly Cultural and its ultimate beneficial owner are third parties independent of the Company and its connected persons.

The Board wishes to emphasise that the strategic cooperation under the Strategic Cooperation Framework Agreement may or may not be materialised and that the Strategic Cooperation Framework Agreement is not intended to be legally binding. Shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
Prime Intelligence Solutions Group Limited
懶豬科技集團有限公司
Wang Yicheng
Chairman

Hong Kong, 14 June 2024

As at the date of this announcement, the executive Directors are Mr. Wang Yicheng, Ms. Yuen Mei Ling, Pauline, Mr. Lin Shixing and Ms. Zhang Yushan; the non-executive Director is Mr. Yuen Kwok Wai, Tony; and the independent non-executive Directors are Mr. Chung Billy, Mr. Wong Ching Wan, Mr. Ke Tianxiong and Mr. Yang Chuan.

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 GEM of The Stock Exchange of Hong Kong Limited 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 beliefs 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 “Latest Listed Company Information” page of The Stock Exchange of Hong Kong Limited’s website at <http://www.hkexnews.hk> for at least seven days from the date of its publication. This announcement will also be published on the Company’s website at www.primeintelligence.com.hk.

* *The English translation of the name in Chinese which is marked with “*” is for identification purpose only.*