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Stream Ideas Group Limited
源想集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 8401)

VOLUNTARY ANNOUNCEMENT
MEMORANDUM OF UNDERSTANDING

Reference is made to the announcement (the "**Announcement**") of Stream Ideas Group Limited (the "**Company**") dated 4 July 2025 in relation to, among other things, the entering into of a non legally-binding strategic cooperation agreement with the Business Partner. Unless otherwise defined, capitalised terms used herein shall have the same meanings as those defined in the Announcement.

We are pleased to announce that, on 21 August 2025, the Company has entered into a memorandum of understanding (the "**Memorandum of Understanding**") with the Business Partner and 深圳大白時代科技有限公司 (the "**New Partner**"), to expand the scope of our strategic cooperation in the development, production, sales and rental of water dispensers in China and overseas, with a focus on integrating advanced water management solutions and enhancing our media and advertising capabilities in high-traffic urban areas. The Memorandum of Understanding builds upon the original strategic cooperation agreement announced on 4 July 2025 (the "**Original Agreement**"), incorporating the New Partner's expertise in omni-channel new media and digital transformation to further drive innovation in dynamic advertising integrations on screens and monitors.

The Memorandum of Understanding has superseded and replaced the Original Agreement. It is non legally-binding and the parties may enter into a formal and legally binding agreement within 12 months from the date of the Memorandum of Understanding pursuant to the terms of the Memorandum of Understanding.

INFORMATION ON THE NEW PARTNER

The New Partner is a high-tech enterprise established in Shenzhen, focused on omni-channel new media operations and enterprise digital transformation services. The company keenly grasps the wave of the digital economy, with "industrial IP commercial linkage" as its core strategy, committed to building a high-speed road for digital transformation for enterprises and constructing a new ecological platform for third-industry services.

The New Partner's core business and advantages include: (a) omni-channel new media comprehensive operations, serving as deep partners of mainstream platforms such as Douyin and Kuaishou, providing national e-commerce large model construction and operations, local life service point of interest (POI) matrix construction and cloud chain operations, content creation, social media management, data analysis, brand marketing, and expanding into short videos, virtual reality, and short drama shooting; (b) growth-driving talent matrix, owning leading domestic key opinion leader (KOL) and key opinion consumer (KOC) talent and professional matrix operation capabilities for systematic incubation, precise reach, brand exposure, scenario-based promotion, and efficient sales conversion to achieve performance branding; and (c) three core businesses empowering industries, encompassing local life services focusing on "eat, live, travel, tour, shop, entertain" with different dimensional optimization to enhance POI popularity and store traffic; integration of local and e-commerce to break barriers and build online-offline traffic closed loops; and comprehensive e-commerce deep cultivation in live and PC e-commerce, building IPs like "老字號甄選平台" and "大白好物" to help traditional brands renew digital vitality and achieve youth transformation.

The New Partner's strength has been recognized by various authorities. It invites enterprises seeking digital transformation or market expansion to collaborate, leveraging professional omni-channel capabilities and innovative thinking to grasp digital economy opportunities and customize growth plans.

MEMORANDUM OF UNDERSTANDING

Under the Memorandum of Understanding, the Company, the Business Partner, and the New Partner have agreed to collaborate on leveraging the New Partner's expertise as the operator of screens and monitors on water machines and other IoT equipment, including water machines, coffee machines, and unmanned smart retail devices, each equipped with smart advertising display screens. This arrangement aims to expand the integration of the Company's dynamic advertising solutions onto these devices, thereby enhancing the Group's media and advertising coverage in living communities within China's Central Business District (CBD) areas, while promoting innovative advertising through new media operations across China and overseas. Through the Memorandum of Understanding, the Company will leverage the New Partner's digital platforms and networks to expand the deployment of advertising screens, broadening our media reach in community and urban settings while fostering synergies in consumer engagement and digital marketing.

The Memorandum of Understanding outlines an expanded framework for collaboration among the Company, the Business Partner, and the New Partner, focusing on the joint development, production, sales, and rental of intelligent water dispensers and related IoT devices in China and overseas. Key provisions include the integration of advertising screens on the partners' equipment assets to facilitate dynamic content display, the independent operation of the advertising business under the Company's oversight, and the authorization for the New Partner to handle business expansion, management, and operational aspects of the advertising ecosystem using its new media expertise. The Memorandum of Understanding also incorporates data analytics for tracking consumer engagement and refining marketing strategies, alongside interactive formats to enhance user participation.

Pursuant to the Memorandum of Understanding, the ongoing collaboration facilitates the independent operation of the advertising business across all equipment assets held by the Business Partner. The Company has granted full authorization and entrusted the New Partner with the tasks of business expansion and management of the advertising screens. By utilizing the New Partner's channels and marketing capabilities in China and overseas, dynamic content will be displayed on screens and monitors positioned in high-traffic locations. This development is anticipated to expand the Company's business scope and further solidify its market share in China's growing media and advertising sector.

Furthermore, the Memorandum of Understanding encompasses data analysis and consumer behavior research as integral components of the collaboration. By leveraging advanced analytics tools, the parties will track engagement metrics and consumer behaviors associated with advertisements displayed on the water dispensers and other IoT devices. This data-driven approach enables the refinement of advertising strategies, ensuring the delivery of appropriate messages to targeted audiences at optimal times. Brands will benefit from real-time measurement of campaign effectiveness, empowering them to make informed decisions and optimize their marketing efforts accordingly.

In the Memorandum of Understanding, the Company contributes to the data analysis and consumer behavior research efforts by providing guidance on these aspects. With its background in media and advertising, the Company will assist in combining and reviewing data from the IoT devices, using its analytics tools to handle engagement metrics like view counts, interaction rates, and dwell times related to the advertisements shown. This includes the Company carrying out studies on consumer behavior to note patterns, preferences, and trends, which can help in shaping content and adjusting campaigns. Through this use of data, the Company seeks to support more accurate advertising placements, helping brands with personalized and timely messages, while following data privacy rules and sharing insights among the partners to aid growth in the media area.

The Memorandum of Understanding extends the strategic collaboration by emphasizing the utilization of daily interactions with water dispensers and other IoT devices in high-traffic areas such as office buildings, shopping centers, and public transportation hubs. These devices offer not only essential hydration services but also serve as key touchpoints for brands to engage consumers. By integrating the Company's advertising knowledge with the established placements of the Business Partner and the New Partner's new media operations in prominent locations, the Memorandum of Understanding facilitates the delivery of targeted and contextually relevant content to audiences in receptive settings. This approach combines utility with marketing elements to encourage consumer interaction. Additionally, the collaboration seeks to diversify the Company's digital advertising offerings amid the shift towards digital media platforms. Through the placement of advertising solutions on these devices, the Company can provide brands with additional channels for reaching their target audiences effectively. In this context, the Company assumes a central role in developing and managing the advertising content, leveraging its expertise to curate dynamic displays, coordinate campaign integrations across the partners' networks, and ensure alignment with evolving market trends, thereby supporting its position in the media sector while collaborating on operational aspects with the partners.

In summary, the Memorandum of Understanding outlines a multifaceted collaboration among the Company, the Business Partner, and the New Partner, with objectives centered on elevating brand visibility through integrated advertising on IoT devices, delivering innovative advertising solutions that blend utility with dynamic content, harnessing data analytics for refined consumer targeting, and encouraging consumer engagement through interactive formats. The Company assumes a prominent role in this framework, spearheading the development and curation of advertising content, providing strategic expertise in media integration and digital innovations, leading data-driven insights to optimize campaign performance, and coordinating cross-partner initiatives to ensure the creation of a transformative advertising platform that addresses brand requirements while fostering meaningful consumer interactions. As the partnership progresses, the Company anticipates leveraging these synergies to generate significant opportunities and contribute positively to the evolving media and advertising sector in China and overseas.

REASONS FOR ENTERING INTO THE MEMORANDUM OF UNDERSTANDING

The Company considers that the Memorandum of Understanding signifies a continuation of the Group's strategic efforts to advance its presence in the media and advertising industry, leveraging the prior cooperation with the Business Partner. Through the establishment of independent advertising operations on the Business Partner's equipment assets and the delegation of authority to the New Partner for the business development and management of advertising screens, the Group intends to utilize the New Partner's established networks and new media expertise in China and overseas. This arrangement facilitates the incorporation of dynamic content on displays located at high-traffic areas, including central business districts, with the objective of improving brand visibility and facilitating consumer interactions via functional devices such as water dispensers.

The Company is of the view that the entering into of the Memorandum of Understanding as a prudent step to further the Group's strategic objectives in the media and advertising sector, particularly by leveraging the New Partner's capabilities in omni-channel new media operations. By collaborating with the Business Partner and the New Partner, the Group can enhance its digital advertising portfolio, capitalizing on innovative formats such as KOL-driven campaigns and interactive content. This initiative is expected to contribute to long-term value creation for shareholders through expanded advertising opportunities and strengthened partnerships, building on the foundation of the original strategic cooperation.

The Company believes that the Memorandum of Understanding presents an opportunity to develop distinctive advertising formats that could enhance consumer engagement within the collaborative framework. For instance, by incorporating interactive content on the IoT devices, such as promotions or surveys accessible during usage of water dispensers, the Group can facilitate more appealing advertising experiences and enable brands to gather additional consumer insights. This emphasis on two-way communication is expected to support stronger connections between brands and their target audiences, contributing to improved brand loyalty. Overall, entering into the Memorandum of Understanding aligns with the Group's strategy to innovate in digital media, diversify its advertising solutions, and capitalize on emerging trends in consumer interaction, thereby supporting growth in the media and advertising sector.

The Board believes that entering into the Memorandum of Understanding aligns with the dynamic evolution of China's media and advertising market, which has transformed into one of the world's largest sectors over the past two decades, driven by a population exceeding 1 billion and rapid urbanization. The Company expects this partnership positions the Group to tap into the ecosystem where adaptability to trends is key for success.

The Memorandum of Understanding enables the Group to capitalize on the shift to digital platforms, by integrating dynamic content on IoT devices in high-traffic areas. This supports growth in out-of-home (OOH) advertising, enhanced by technologies such as interactive displays, amid expanding cities and commuting populations.

The Company is of the view that entering into the Memorandum of Understanding as a strategic opportunity to strengthen the Group's position, adapt to industry advancements, and drive growth in China's media landscape, with a focus on digital and out-of-home (OOH) ecosystems while diversifying revenue through partnerships. This collaboration is expected to expand the Group's operational scope, reinforce its market position in China's evolving media and advertising sector, and align with objectives in portfolio diversification, data-driven strategies, and long-term development.

GENERAL

Shareholders and/or potential investors of the Company should exercise caution when dealing in the Company's shares, and if they are in any doubt about their investments, they should consult their professional advisers.

The Company will make further announcements in accordance with the applicable requirements under the Rules Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited as and when appropriate.

By the Order of the Board
Stream Ideas Group Limited
Lee Wing Leung Garlos
Executive Director

Hong Kong, 21 August 2025

As at the date of this announcement, the Board comprises five executive Directors, namely Ms. Cheung Lee, Mr. Lee Wing Leung Garlos, Ms. Choi Sin Yi, Ms. Cai Ying and Mr. Fu Tao; and four independent non-executive Directors, namely Mr. Kwan Chi Hong, Mr. Fenn David, Mr. Ho Ho Tung Armen and Ms. Meng Mei.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules 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 website of The Stock Exchange of Hong Kong Limited at www.hkexnews.hk on the "Latest Listed Company Information" page for at least 7 days from the date of its posting and will be published on the Company's website at www.stream-ideas.com.