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Data Union Capital International Holdings Group Limited
數盟資本國際控股集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 8375)

SUPPLEMENTAL ANNOUNCEMENT
BUSINESS UPDATE

Reference is made to the announcement of the Data Union Capital International Holdings Group Limited (the "**Company**"; together with its subsidiaries, the "**Group**") dated 15 August 2025 (the "**Announcement**") in relation to, *inter alia*, the establishment of the Dubai Subsidiary and its proposed business in providing software-as-a-service ("**SaaS**") and digital marketing solutions through the utilisation of the Pilot Algorithm System ("**PAS**"). Unless otherwise defined herein, capitalised terms in this announcement shall have the same meanings given to them in the Announcement.

This supplemental announcement is made by the Company to provide to its shareholders and potential investors further details in relation to, amongst other things, the nature and scope of the business of the Dubai Subsidiary and its relationship with the existing businesses of the Group.

BUSINESS OF THE DUBAI SUBSIDIARY

Nature and scope of business activities

The principal business activities of the Dubai Subsidiary include: (a) software development and implementation; (b) development of web portals and SaaS platforms; (c) provision of information technology ("**IT**") consultancy and services; and (d) provision of marketing management and digital marketing consultancy.

Operational model and product offerings

The business model of the Dubai Subsidiary targets global merchants and vendors in the retail, e-commerce, travel and tourism, real estate, automotive and luxury goods sectors, as well as digital application platform operators and service providers. The Dubai Subsidiary will offer the SaaS digital marketing solutions to its clients primarily through the operation of the PAS and the continued development and enhancement of its functionalities. In addition, it is also intended that the Dubai Subsidiary will act as a technical service provider, delivering system deployment, module expansion, brand customisation and data analysis services, collaborating with its business partners to ensure that the PAS can be deployed and utilised in local and cross-border markets.

Details of the PAS

The PAS is a proprietary digital marketing infrastructure developed by the Group which aims to enhance customer engagement and loyalty management through the integration of token mechanism, big data analytics and artificial intelligence ("**AI**") modelling. The key features and functionalities of the PAS and the SaaS digital marketing solutions provided by the Dubai Subsidiary include, amongst other things: (a) enabling merchants to issue and manage electronic coupons and customer loyalty points; (b) the creation of personalised, tailor-made offers based on consumer behaviour analysis, thereby improving customer retention and repurchase rates; (c) software solutions with configurable rules to enable merchants to design and launch targeted promotions for their products and services; and (d) facilitating cross-merchant points interchange and joint marketing initiatives with enhanced adaptability and interoperability for diverse types of businesses in the retail and e-commerce sectors. Through its SaaS cloud application, the PAS also enables quick deployment and offers flexible subscription plans to clients, enabling rapid launch without local installations.

Although the Group does not presently hold any patent, copyright or other intellectual property right registrations in respect of the PAS or any algorithm or software solutions developed by the Group, the Group may in future apply for such intellectual property right registrations in the relevant jurisdictions. Appropriate disclosures will be made by the Company in relation to any intellectual property rights and/or registrations which may be held by the Group in respect of the PAS or any algorithm or software solutions or any applications for such registrations which may be made by the Group in accordance with the GEM Listing Rules and the applicable laws and regulations as and when appropriate.

Revenue model

It is presently expected that the primary source of revenue of the Dubai Subsidiary will be derived from SaaS subscription fees payable by its customers, which may be billed on a monthly or annual basis, as well as fees for add-on services and features such as customised deployments and modular feature expansions.

Establishment and launch timeline

As disclosed in the Announcement, the Dubai Subsidiary was incorporated in the Emirate of Dubai, United Arab Emirates (the "**UAE**"), on 10 December 2024 and the entire issued share capital of the Dubai Subsidiary was initially held by the service agent as the nominee (the "**Nominee**") upon incorporation. As at the date of this announcement, all of the shares of the Dubai Subsidiary in issue have been transferred from the Nominee to Suntown Capital Limited, a directly wholly-owned subsidiary of the Company incorporated in the British Virgin Islands, so that the Dubai Subsidiary has become an indirectly wholly-owned subsidiary of the Company. The Group has also recruited a team of experienced management personnel with diverse backgrounds and qualifications to oversee and manage the business operations of the Dubai Subsidiary.

The Dubai Subsidiary is currently in the product development and internal testing phase and it is expected that the core system functionality validation process of the PAS will be completed by the end of the third quarter of 2025, to be followed by pilot testings and initial launch of the PAS and its SaaS solutions in the fourth quarter of 2025. It is also anticipated that, from 2026 onwards, the Dubai Subsidiary will aim to establish and gradually expand its presence in emerging markets in the Middle East and Southeast Asia to establish a cross-border points interchange and joint marketing ecosystem.

Further announcement(s) will be made by the Company to inform shareholders and potential investors of the Company of material updates to the business of the Dubai Subsidiary as and when appropriate.

Regulatory compliance

The Company has obtained the written opinion of its legal advisors in the UAE, which concluded that the Dubai Subsidiary's business in general software and IT services did not fall within regulated sectors and that the Dubai Subsidiary did not require any approval or licence from any regulatory authority to carry on its business in the UAE.

Should the Dubai Subsidiary expand the scope of its business activities in the future, the Company and/or the Dubai Subsidiary will seek further advice from its legal advisors as appropriate to ensure continued compliance with all applicable laws and regulations.

RELATIONSHIP WITH THE EXISTING BUSINESSES OF THE GROUP

As disclosed in the annual report of the Group for the year ended 31 December 2024 published by the Company on 22 April 2025, the Group has in recent months expanded its business to enter the high-end smart electronic devices and AI sectors and aims to build an end-to-end solution chain to harness the three-dimensional synergy of electronic components, smart hardware and AI algorithms.

The establishment of the Dubai Subsidiary and its engagement in software development, IT consultancy and offer of SaaS digital marketing solutions represent a further step in the Group's initiatives to develop its business in the areas of innovative digital products and high-tech solutions. Additionally, the Dubai Subsidiary will share research and development resources and technical support with other companies within the Group and will also work in collaboration with other Group companies to offer a unified global PAS solution for multinational clients.

While the Group has ventured into new areas of business with a view to diversifying its profile and revenue streams, the Group intends to maintain its existing businesses and has no intention or plan to dispose of, discontinue or downsize any of its existing businesses. To the best of the information, knowledge and belief of the Directors, as at the date of this announcement, neither the Company nor any other company within the Group has entered into any formal or informal agreement, arrangement or understanding with a view to the disposal, discontinuation or downsizing of any of the Group's existing businesses.

Further announcement(s) will be made by the Company to keep its shareholders and potential investors informed of any material changes to the businesses of the Group as and when appropriate in accordance with the requirements of the GEM Listing Rules and applicable laws and regulations.

There is no assurance that the launch of the business of the Dubai Subsidiary will proceed in accordance with the expected timeline or that any other initiatives of the Group to expand its business will materialise as envisaged. Shareholders and potential investors of the Company should exercise caution when dealing in the securities of the Company.

By Order of the Board
Data Union Capital International Holdings Group Limited
Mai Junhui
Chairman of the Board

Hong Kong, 8 September 2025

As at the date of this announcement, the Board comprises two executive Directors, namely Mr. Mai Junhui (Chairman & Chief Executive Officer) and Mr. Zhong Chuanyong, and three independent non-executive Directors, namely Mr. Deng Kaihong, Mr. Wu Yuantao and Ms. Li Weiwei.

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 "Latest Listed Company Information" page of the website of the Stock Exchange at www.hkexnews.hk for at least 7 days from the date of its publication and on the website of the Company at https://www.datauniooncapital.com.