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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)

(1) COMPLETION OF PLACING OF NEW SHARES UNDER GENERAL MANDATE; (2) SUPPLEMENTAL INFORMATION IN RELATION TO USE OF PROCEEDS; AND (3) BUSINESS UPDATES

Placing Agent

雅利多證券
ARISTO SECURITIES LIMITED

Reference is made to the announcement of Data Union Capital International Holdings Group Limited (the "**Company**"; together with its subsidiaries, the "**Group**") dated 29 December 2025 in relation to, inter alia, the placing of up to 57,600,000 Placing Shares under the General Mandate (the "**Announcement**"). Unless otherwise defined herein, capitalised terms used in this announcement shall have the same meanings given to them in the Announcement.

COMPLETION OF THE PLACING

The Board is pleased to announce that all conditions precedent set out in the Placing Agreement have been fulfilled and the Placing was completed on 21 January 2026 (after the trading hours of the Stock Exchange) in accordance with the terms and conditions of the Placing Agreement. The Placing Agent has successfully placed 57,600,000 Placing Shares, representing approximately 16.67% of the issued share capital of the Company as enlarged by the allotment and issue of the Placing Shares immediately after completion of the Placing, to not less than six (6) Placees at the Placing Price of HK$0.99 per Placing Share.

To the best of the knowledge, information and belief of the Directors, having made all reasonable enquiries, all the Placees and their respective ultimate beneficial owner(s) (where applicable) are Independent Third Parties. None of the Placees and their respective ultimate beneficial owner(s) (where applicable) has become a substantial shareholder (as defined under the Listing Rules) of the Company immediately after completion of the Placing.

The gross proceeds from the Placing are HK$57,024,000. The net proceeds from the Placing (after deducting all applicable costs and expenses, including but not limited to placing commission, levies and professional fees and expenses) amount to approximately HK$55.40 million (the "**Net Proceeds**"). The reduction of Net Proceeds from approximately HK$55.78 million as disclosed in the Announcement to approximately HK$55.40 million as stated hereinbefore is primarily due to the increase in professional costs arising from regulatory compliance requirements in connection with the Placing, including without limitation reasonable and normal professional costs in preparing the additional disclosures contained in this announcement. The Net Proceeds will be used for the intended purposes as set out in the Announcement and as further elaborated hereinbelow.

EFFECTS ON THE SHAREHOLDING STRUCTURE OF THE COMPANY

The table below sets out the changes to the shareholding structure of the Company: (i) immediately before completion of the Placing; and (ii) immediately after completion of the Placing and as at the date of this announcement:

Name of Shareholders	**Immediately before completion of the Placing**		**Immediately after completion of the Placing and as at the date of this announcement**	
	Number of Shares	*Approximate %*	*Number of Shares*	*Approximate %*
Super Date Co., Ltd ("**Super Date**") *(Notes 1 and 2)*	188,150,000	65.33	188,150,000	54.44
Placees	–	–	57,600,000	16.67
Other Shareholders	99,850,000	34.67	99,850,000	28.89
Total	**288,000,000**	**100.00**	**345,600,000**	**100.00**

Notes:

(1) Super Date is wholly and beneficially owned by Mr. Guo Fan ("**Mr. Guo**"). Therefore, Mr. Guo is deemed to be interested in all the shares held by Super Date under the SFO.

(2) Ms. Jiang Caiyun ("**Ms. Jiang**") is the spouse of Mr. Guo. Therefore, Ms. Jiang is deemed to be interested in the same number of Shares in which Mr. Guo is interested by virtue of the SFO.

(3) Certain percentage figures included in the above table are subject to rounding adjustments. Accordingly, figures shown as totals may not be an arithmetic aggregation of the figures preceding them.

FURTHER DETAILS ON THE USE OF PROCEEDS

As mentioned hereinabove, the Net Proceeds amount to approximately HK$55.40 million. As disclosed in the Announcement, the Company intends to apply approximately 30% of the Net Proceeds for each of (a) the Group's business development in trading electronic components, (b) the Group's business development in SaaS solutions and innovative digital products, and (c) technical upgrades and research and development in the PAS, and the remaining balance (amounting to approximately 10% of the Net Proceeds) will be allocated for the general working capital of the Group.

The following sets out further details on the intended use of the Net Proceeds, including breakdown by category and expected utilisation timeline:

(1) Business development in trading electronic components

Approximately HK$16.62 million of the Net Proceeds will be allocated towards the development of the Group's business in trading of electronic components, as follows:

Intended Use of the Net Proceeds	**Estimated Amount of the Net Proceeds** *HK$ million (approximate)*	**Percentage of the Net Proceeds** *% (approximate)*	**Expected Utilisation Timeline of the Net Proceeds**
Recruitment of new employees	2.77	5.00	By 31 December 2026
Development of marketing plans	5.54	10.00	By 31 December 2026
Expansion of product mix and sales network	8.31	15.00	By 31 December 2026
Total	**16.62**	**30.00**	

Recruitment of new employees

To support the development of the Group's electronic component trading business and in response to growing market demand, the Group intends to expand its sales, operations, customer service and technical support teams to enhance customer service standards and product sales capabilities. Recruitment will focus on individuals possessing relevant industry experience and expertise for roles in business development, operations management, as well as finance and accounting and administrative assistance. It is expected that a total of 5 to 8 new employees will be recruited.

Development of marketing plans

The Group plans to conduct in-depth market research to identify and analyse consumer demands and market trends in order to optimise its product portfolio and sales strategies. The Group intends to engage professional marketing consultants with expertise in the electronic component trading industry to assist in carrying out market analysis and formulating marketing plans and strategies to facilitate the acceleration of market penetration of the Group's electronic component and hardware products.

Expansion of product mix and sales network

As will be further elaborated hereinbelow, the Group intends to expand its product offerings for the electronic component trading business to include new products such as charging devices and LED monitors and display screens. The Group plans to expand its local and cross-border sales channels for its products, including, without limitation, the development of online sales channels to be established via selling accounts with major business-to-business ("**B2B**") e-commerce platforms such as Amazon Business (https://sell.amazon.com/programs/amazonbusiness) and other similar platforms. The Group also intends to establish business relationships with electronic product manufacturers, consumer electronics brands, industrial enterprises, resellers, as well as advertising and exhibition service providers, and to participate in industry trade fairs and specialised exhibitions to enhance brand visibility, market coverage and project acquisition capabilities.

Further details on the latest updates in relation to the development of the Group's electronic component trading business are provided in the section of this announcement headed "*Business Updates – (1) Electronic component trading business*" hereinbelow.

(2) Business development in SaaS solutions and innovative digital products

Approximately HK$16.62 million of the Net Proceeds will be allocated towards the development of the Group's business in SaaS solutions and innovative digital products, as follows:

Intended Use of the Net Proceeds	**Estimated Amount of the Net Proceeds** *HK$ million (approximate)*	**Percentage of the Net Proceeds** *% (approximate)*	**Expected Utilisation Timeline of the Net Proceeds**
Recruitment of new employees	5.54	10.00	By 31 December 2026
Development of marketing plans	5.54	10.00	By 31 December 2026
Expansion of sales network	5.54	10.00	By 31 December 2026
Total	**16.62**	**30.00**	

Recruitment of new employees

The Group intends to recruit approximately 8 to 12 data scientists and software engineers to enhance the capabilities of its research and development team for its business in SaaS solutions and innovative digital products and to strengthen its technical development and implementation capacities.

Development of marketing plans

The Group intends to develop and implement comprehensive marketing plans to promote its SaaS solutions and innovative digital products through online and offline channels, thereby expanding its customer base and increasing market share. Among other things, the Group intends to hold conferences and roadshows primarily in Asia and Dubai commencing from the first quarter of 2026 to promote the PAS, SaaS solutions and related products and services offered by the Group.

Expansion of sales network

With a view to expanding the sales network for its SaaS solutions and innovative digital products, the Group will seek to establish strategic alliances with partners in the industry (such as distributors and sales agents) to increase market share and enhance competitiveness. As will be further elaborated below, the Group is also in the process of establishing a subsidiary in the mainland of the People's Republic of China (the "**PRC**", which expression, for the purpose of this announcement, excludes Hong Kong, Macau and Taiwan) to support the sales and marketing of the Group's SaaS solutions and product offerings in the PRC.

Further details on the latest updates in relation to the development of the Group's SaaS solutions and innovative digital products business are provided in the section of this announcement headed "*Business Updates – (2) SaaS solutions and innovative digital products business*" hereinbelow.

(3) Technical upgrades and research and development in the PAS

Approximately HK$16.62 million of the Net Proceeds will be allocated towards technical upgrades and research and development in the PAS, as follows:

Intended Use of the Net Proceeds	**Estimated Amount of the Net Proceeds** *HK$ million (approximate)*	**Percentage of the Net Proceeds** *% (approximate)*	**Expected Utilisation Timeline of the Net Proceeds**
Technical upgrades	8.31	15.00	By 31 December 2026
Research and development	8.31	15.00	By 31 December 2026
Total	**16.62**	**30.00**	

Technical upgrades

The Group intends to carry out technical upgrades for the PAS from time to time to continuously improve its functionalities and provide added value for its customers. To this end, the Group will develop a detailed version update plan to ensure that new releases are delivered promptly to meet market and customer requirements.

Research and development

To secure its technological leadership position in the market, the Group intends to deploy additional resources (including human and other resources) to the research and development of new technologies to enhance the performance and accuracy of existing algorithms of the PAS. In addition, to improve operational efficiencies and accelerate the pace of technological innovation to enable rapid deployment of high-quality products, the Group will also engage external specialists to conduct certain research and development work.

The intended application of approximately 30% of the Net Proceeds for technical upgrades and research and development of the PAS relates primarily to the development of the Group's SaaS solutions and innovative digital products business, given that the SaaS solutions and related products and services being offered by the Group are primarily developed through the utilisation of the PAS as the core technical infrastructure which enables the creation of the software programmes that provide the key functionalities and features of the SaaS products and services. For further details, please refer to the section of this announcement headed "*Business Updates – (2) SaaS solutions and innovative digital products business*" hereinbelow.

(4) General working capital

Approximately HK$5.54 million of the Net Proceeds will be allocated towards the general working capital of the Group, as follows:

Intended Use of the Net Proceeds	**Estimated Amount of the Net Proceeds** *HK$ million (approximate)*	**Percentage of the Net Proceeds** *% (approximate)*	**Expected Utilisation Timeline of the Net Proceeds**
General working capital for the Group, including but not limited to office rent and utilities, staff salaries, professional fees (such as fees of legal advisors and auditors) and other administrative overheads	5.54	10.00	By 30 June 2026
Total	**5.54**	**10.00**	

As disclosed in the interim report of the Company for the six (6) months ended 30 June 2025 ("**6M2025**"), the Group's cash and cash equivalents as at 30 June 2025 amounted to approximately HK$24.48 million. Subject to future changes depending on the Group's actual needs, the Company intends to also apply such existing cash and cash equivalents (in addition to approximately HK$5.54 million of the Net Proceeds as stated hereinabove) towards general working capital and other general corporate expenses of the Group, including but not limited to payroll expenses for the Group's existing employees, rental and utility expenses of office premises, legal and other professional fees, annual listing fee and other administrative overheads.

While the Company expects that the Net Proceeds will be fully utilised in the manner and by the timelines set out hereinabove, the Company will place the Net Proceeds which are pending utilisation (if any) in current accounts and/or time deposit accounts maintained with licensed banks and/or other authorized financial institutions within or outside Hong Kong as appropriate having regard to the business and operational needs of the Group and the interests of the Company and its shareholders as a whole.

BUSINESS UPDATES

The Board also wishes to provide shareholders and potential investors of the Company with the following updates in relation to the electronic component trading business and the SaaS solutions and innovative digital products business of the Group.

(1) Electronic component trading business

Existing business model

Overview

The trading of electronic components forms one of the principal businesses of the Group. As disclosed in the prospectus of the Company dated 31 October 2017 (the "**Prospectus**") and the annual reports of the Company for the years ended 31 December 2017, 31 December 2018, 31 December 2019, 31 December 2020, 31 December 2021, 31 December 2022, 31 December 2023 and 31 December 2024, respectively, electronic components traded by the Group include: (a) integrated circuits; (b) semiconductors (such as diodes and transistors); and (c) LED lighting products. The Group purchases the electronic components from suppliers and sells these products to resellers and manufacturers of electronic appliances, being the end users.

Currently, the Group's electronic component trading business is primarily carried out by Vertical Technology Company Limited (弘峰科技有限公司) ("**Vertical Technology**") in Hong Kong and Dongguan Shouke Electronics Technology Limited* (東莞首科電子科技有限公司) ("**Dongguan Shouke**") in the PRC. While Vertical Technology is primarily responsible for sales of the Group's trading products to customers in Hong Kong, Macau and Japan, Dongguan Shouke is primarily responsible for procurement of the products from PRC-based suppliers and sales to customers in the PRC.

Suppliers

Suppliers of the electronic components traded by the Group primarily include manufacturers and wholesale distributors based in the PRC. The Group maintains an approved list of suppliers from which the Group will select for the procurement and purchase of the electronic components. The approved suppliers are selected based on factors such as, among other things, track record of product and/or service quality, timeliness of delivery and reliability. The Group requires its suppliers to provide quality check reports before delivery of the products and conducts sample-checks on the products with respect to quality and compliance with specifications.

The Group generally enters into a framework agreement for quality assurance with its suppliers to govern, among other things, the quality of the electronic components that the Group purchases from its suppliers. The Group will place a purchase order to effect each purchase, with each purchase order setting out the products required, designs and/or specifications (as applicable). Pricing of the products as well as the payment terms will be negotiated for each transaction which will be set out in the purchase order.

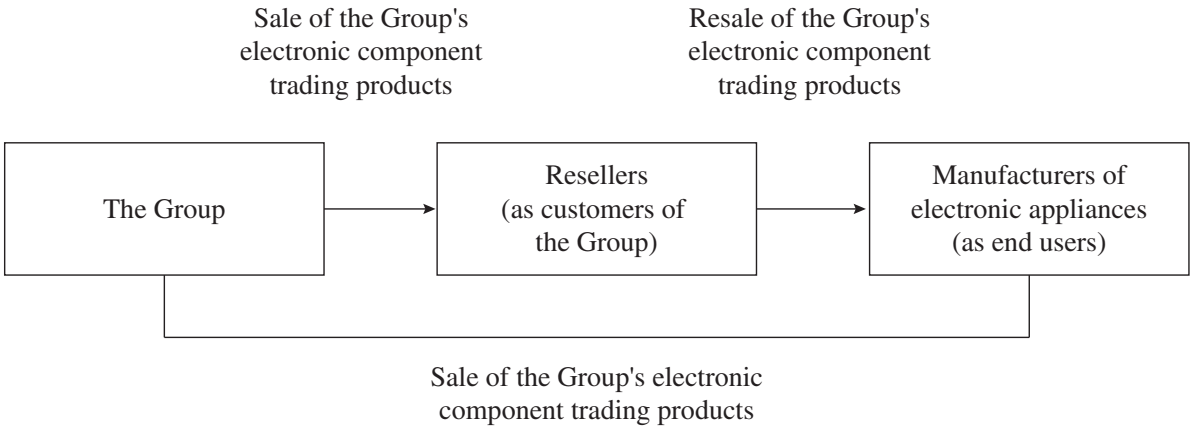
Customers

The Group's electronic component trading business adopts a B2B model. Customers of the Group include resellers and manufacturers of electronic appliances, which are primarily based in the PRC, Hong Kong, Macau and Japan. Over the years, the Group has maintained a stable customer base, comprising a total of 138 trading customers for the year ended 31 December 2024 ("**FY2024**").

The Group does not generally enter into a written agreement with its customers for the electronic component trading business. The basic terms of business with those customers are set out in the purchase orders issued by the customers to the Group, and such purchase orders typically include the types of products required, quantity required, time and place of delivery, unit price, payment terms and quality assurance. The unit price is usually already agreed at the outset between the Group and the customers. The delivery cost is usually borne by the Group if the products are to be delivered to Hong Kong or within the PRC, whereas the customer usually bears the delivery cost if the products are required to be delivered to overseas.

As there is no long term contract such as a distribution agreement between the Group and its reseller customers, the relationship between the Group and the reseller customers is a seller / buyer relationship and not a principal / agent relationship, and the Group is not in any position to control, monitor or manage the activities of the reseller customers.

The following diagramme illustrates a typical value chain between the Group and the end users of the Group's electronic component trading products, which has been maintained since the date of the Prospectus:



Trading model

The trading process is typically initiated by the customer's request for the purchase of specified types of electronic components. The Group sources the relevant products from its approved suppliers and provides to the customer its quotation based on, among other things, the prices quoted by the suppliers. Upon the placing of the purchase order by the customer, the Group purchases the relevant products from the supplier and arranges the delivery of the products to the customer via third-party logistics service providers in accordance with the terms of the purchase order.

As disclosed in the annual report of the Group for FY2024 and the interim report of the Group for 6M2025, the credit period allowed by the Group to its customers was up to 30 to 120 days from the date of issuing the invoice during FY2024 and 6M2025.

Consistent with the Group's trading model since the date of the Prospectus, the Group does not maintain any inventories for its electronic component trading products. The Group will only purchase the relevant products from its suppliers when it has received orders in writing from its customers.

Value-added services

Value-added services provided by the Group include, without limitation: (a) performing assessment on the suppliers of the electronic component trading products, including but not limited to assessment on their track record of product and/or service quality, timeliness of delivery and reliability; (b) assisting customers to source and sell to them certain specified electronic components upon request, thereby catering to the specific needs of the customers; and (c) arranging logistics services, including shipment and transportation of the goods ordered by customers via third-party logistics service providers, thereby saving time and costs for the customers.

Pricing strategies

The Group's sales department is responsible for proposing the selling prices of the Group's trading products, which will then be presented to the assistant sales manager and general manager for approval. In pricing its products, the Group will make reference to the prevailing market price of products with similar attributes including, but not limited to, specifications and performance. Other factors that are taken into account in pricing the Group's trading products would also include the profit margin to be derived and the order size.

Revenue model

Revenue of the Group's electronic component trading business is primarily generated by the receipt of payments for the sale of the trading products. The Group does not receive commissions from its suppliers (including distributors of the electronic components) and does not have any profit sharing or revenue sharing arrangements with its reseller customers, with whom the Group establishes a seller/buyer relationship rather than a principal/agent relationship.

Hence, the profits derived from the Group's electronic component trading business consists primarily of the differences between the prices at which the products are purchased from the Group's suppliers and the prices at which the products are sold to the customers. Such differences in the purchase price and the sale price generally reflect, among other things, the value-added services provided by the Group as mentioned hereinabove.

Revenue and gross profit

The following table sets out the revenue, gross profit and gross profit margin attributable to the Group's electronic component trading business for the years ended 31 December 2022, 31 December 2023 and 31 December 2024, respectively, based on the audited financial results disclosed in the annual reports of the Company for those financial years:

	Year ended 31 December		
	2022	**2023**	**2024**
Revenue *(HK$'000)*	16,761	10,647	12,855
Gross profit *(HK$'000)*	1,601	385	422
Gross profit margin *(%)*	9.55	3.62	3.28

The Company is of the view that the main reason for the decline in gross profit margin for the Group's electronic component trading business in the last three (3) audited financial years as referred to hereinabove was attributable to the flat demand on traditional electronic components and excess supply, causing fierce price competition. The Group adopted a more aggressive pricing approach to maintain its market share.

Business developments

With a view to enhancing the competitiveness and revenue potential of its electronic component trading business in the fast-developing market, the Group aims to: (a) expand its product mix to include the trading of new electronic component and hardware products in addition to the existing products; (b) expand its sales and distribution channels, customer base and target markets; and (c) enhance its customer services, including technical consultancy services, logistics and bonded warehouse services and after-sales services, as will be further elaborated below.

Expansion of product mix

In addition to the existing electronic components traded by the Group referred to hereinabove, the Group intends to expand its product mix to include the following new products:

(a) integrated circuits which support a wider range of electronic products, including but not limited to: (i) household electronic appliances; (ii) consumer electronic devices, such as smartphones, notebooks and tablets; (iii) automotive electronic systems, such as car cameras and global positioning system (GPS) systems; and (iv) industrial machinery for factories and other manufacturing facilities;

(b) charging devices which support multi-protocol fast charging with enhanced safety standards, catering to consumer electronics brands and end users; and

(c) LED monitors and display screens for application in advertising, conferences, exhibitions and cultural tourism settings.

The introduction of the above new products is intended to enhance the synergies of the Group's trading product mix, given the complementary nature of these electronic component and hardware products. For instance, manufacturers of electronic appliances and consumer electronics brands, as customers of the Group, may simultaneously require integrated circuits, semiconductors and LED monitors as components for the manufacture, production and assembly of the electronic appliances and devices as finished products, while also offering charging devices to provide a complete set of consumer products to end users of such electronic appliances and devices. Similarly, purchasers of LED screens (such as advertising and exhibition service providers) would also require charging devices to ensure continued power supply to support the use of the LED screens in advertising, conferences, exhibitions and cultural tourism settings.

Through the synergies of its expanded product mix, the Group aims to provide comprehensive procurement solutions for its customers to more fully satisfy their needs, while increasing the sales volumes and average transaction values for the Group's electronic component trading business.

Expansion of sales and distribution channels, customer base and target markets

The Group intends to expand the sales and distribution channels and customer base of its electronic component and hardware products by means of:

(a) establishing online sales channels via major B2B e-commerce platforms such as Amazon Business and other similar platforms;

(b) participating in industry trade fairs and specialised exhibitions in Hong Kong, Shenzhen and overseas to showcase the Group's electronic component and hardware products;

(c) making on-site visits to key target customers, such as electronic product manufacturers, factory owners and advertising and exhibition service providers; and

(d) other sales and marketing methods, such as cold calling and distribution of marketing materials via email.

Through the above means, the Group aims to: (i) establish business relationships with a larger number of customers, including electronic product manufacturers, consumer electronics brands, industrial enterprises, resellers, as well as advertising and exhibition service providers; and (ii) expand the target markets of the Group's trading products to other countries and regions, such as North America, Europe and Southeast Asia, in addition to the existing markets of the PRC, Hong Kong, Macau and Japan, thereby increasing the market reach and sales volumes of the Group's trading products.

Enhancement of customer services

To reinforce the Group's role as a trusted partner in supply chain management, the Group intends to enhance its customer services with a view to providing comprehensive procurement solutions to its customers, covering: (a) technical consultancy services; (b) logistics and bonded warehouse services; and (c) after-sales services, as follows:

(a) Technical consultancy services

The Group intends to provide technical consultancy services to its customers, including providing recommendations on the selection of the appropriate electronic components and/or hardware products (such as the appropriate types and/or specifications of these products) catered to the customer's needs and requirements, as well as alternative solutions where it is not feasible to obtain a certain component or hardware product, due to costs, shortage of supply, time constraints or otherwise.

(b) Logistics and bonded warehouse services

In view of the intended expansion of target markets for the Group's electronic component and hardware products to overseas markets such as North America, Europe and Southeast Asia, the Group intends to provide, via collaboration with third-party logistics service providers, international shipping services as well as bonded warehouse services for the temporary storage of the goods pending customs clearance, to facilitate the cross-border delivery of the Group's products to overseas customers.

(c) After-sales services

To improve customer experience and enhance trust, the Group also intends to strengthen its after-sales services, including: (i) following up on the processing of the purchase orders placed by the customers; (ii) handling customer enquiries and complaints; (iii) arranging the return and/or replacement of the goods purchased by customers, such as in the event of product defect or damage, in accordance with the terms of sale; and (iv) providing technical support and/or guidance on the use of the products purchased.

Establishment of new subsidiary

To support the development of its electronic component trading business, the Group has established a new subsidiary in Hong Kong named Zentron Electronics Co., Limited (正乾電子有限公司) ("**Zentron**"), the shares of which are indirectly wholly owned by the Company, in April 2025. It is expected that Zentron will commence business operations within the first quarter of 2026.

It is intended that Zentron will be primarily engaged in the sourcing, distribution and sale of the Group's electronic component and hardware products (including both existing products and new products) through both online and offline channels, as well as the provision of related customer services. As at the date of this announcement, Zentron has made an application for the registration of a selling account on Amazon Business, and will further establish B2B selling accounts with other international and local e-commerce platforms.

It is intended that, in the initial stage, 5 to 8 new staff members will be recruited by the Group to join the sales, marketing, customer service and technical support teams of Zentron to support its business and operational activities.

Maintenance of existing business

Save as stated hereinabove, the business and operational model (including trading model and revenue model) of the Group's electronic component trading business will remain substantially the same as the existing model as described in the section of this announcement headed "*Business Updates – (1) Electronic component trading business – Existing business model*" hereinabove.

Among other things, the Group will continue to adopt a B2B trading model and intends to maintain business relationship with its existing customers, including resellers and manufacturers of electronic appliances in the PRC, Hong Kong, Macau and Japan. The Group will also continue to trade its existing products (such as integrated circuits, semiconductors and LED lighting products) through both existing offline sales channels as well as new online sales channels (such as e-commerce platforms) to be established by the Group. The primary source of revenue of the Group's trading of electronic components and hardware products will remain the differences between the purchase price offered by suppliers and the sale price to customers, which will reflect, among other things, the value-added services provided by the Group.

Further, while it is expected Zentron will be primarily responsible for the expansion of the Group's product mix and sales networks, it is intended that Vertical Technology and Dongguan Shouke will continue to conduct the trading of the Group's existing products in substantially the same manner as described in the section of this announcement headed "*Business Updates – (1) Electronic component trading business – Existing business model*" hereinabove.

Further announcement(s) will be made by the Company to provide its shareholders and potential investors with updates on the development of the Group's electronic component trading business as and when appropriate.

(2) SaaS solutions and innovative digital products business

As disclosed in the announcements of the Company dated 15 August 2025 and 8 September 2025, respectively, the Group has established a subsidiary in the Emirate of Dubai, United Arab Emirates (the "**Dubai Subsidiary**"), which is indirectly wholly owned by the Company, to support the Group's new business in the provision of SaaS solutions and innovative digital products. The key components of the new SaaS and innovative digital products business conducted by 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. The Group's business in SaaS and innovative digital products adopts a B2B model and 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.

Details of the PAS and SaaS solutions

The Group provides its SaaS solutions through the utilisation of the PAS, 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. In technical terms, the PAS comprises a collection of algorithms and source codes, representing the internal knowhow and proprietary technical methods of the Group. The PAS enables the development of the SaaS solutions by providing the algorithms and source codes which form the sets of programming language or instructions based on which the software programmes of the SaaS solutions are written by the technical team of the Group. The SaaS solutions, being the end products provided to the clients, can be deployed by integration of the source codes with the backend application programming interface (API) of the client's website or digital application, which enables the implementation and operation of the relevant functions and features on the website or digital application.

The SaaS solutions developed by the Group are designed to support digital marketing and customer loyalty management initiatives by providing software programmes with configurable rules which enable the creation of personalised, tailor-made marketing offers and the issuance and distribution of electronic coupons and customer loyalty points in an automated manner based on analysis of consumer behaviour through the application of AI and algorithmic functions, thereby promoting customer engagement and improving customer retention and repurchase rates.

The Group has developed a variety of modules of its SaaS solutions with different application scenarios catering to the diverse needs of its target clients. The users or customers of the client may receive rewards (such as electronic coupons or customer loyalty points) based on their participation or performance of certain tasks, such as the posting of contents or participation in certain games or campaigns on the website or platform, where the distribution, allocation and delivery of the rewards is executed automatically by means of analysis of the relevant user behaviour data collected (for example, the amount of views and interactions with the posted content or the number of game points earned) and the built-in rules of the algorithms embedded in the programme. The SaaS solutions provided by the Group are also customisable and may be tailor-made and configured according to the specific requirements of the clients.

Revenue model

The Group adopts a subscription-based model for the provision of its SaaS solutions and services, whereby clients may subscribe for and obtain usage rights in respect of particular SaaS modules, as well as installation and deployment, product usage training and other technical support services, for a specified period time. It is expected that the revenues of the Group for the provision of SaaS solutions and services will be primarily derived from payment of licence fees and service fees by customers, including but not limited to: (a) one-off set-up fees, including initial installation and deployment service fees; (b) annual licence and subscription fees, which cover usage rights in respect of the SaaS modules subscribed for specified periods of time; (c) maintenance and technical service fees for ongoing maintenance and technical support services; and (d) additional fees for add-on services and features, such as customised deployments and modular feature expansions.

Business developments

As at the date of this announcement, the Group has completed the core system functionality validation and pilot testings of the PAS. As preparation for the initial launch of the PAS and its SaaS solutions is still underway, the Dubai Subsidiary does not currently have any customers nor any engaged or commissioned projects. However, the Dubai Subsidiary has been engaged in active discussions with a distributor based in Macau (the "**Distributor**") in relation to the proposed sale of copies of certain modules of the SaaS solutions and grant of usage licences by the Dubai Subsidiary to the Distributor to authorise the Distributor to distribute and sell copies of those SaaS modules to customers and/or sub-distributors.

Going forward, the Group intends to continue the development and technical upgrades of the PAS to enhance and optimise the functionalities of its product offerings and to expand the market reach of its SaaS solutions and related services, including but not limited to hosting conferences and roadshows to promote its PAS system and SaaS solutions and related product offerings. In particular, the Group intends to hold business promotion conferences and other marketing events on the PAS system and SaaS solutions at various locations across Asia and Dubai in 2026, including a roadshow in Hong Kong which is currently expected to take place within the first quarter of this year, to introduce to potential customers the PAS and to promote customer engagement and market interest in the SaaS solutions and related products and services of the Group. During the course of 2026, the Dubai Subsidiary will also 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.

In addition, the Group is currently in the process of establishing a subsidiary in the PRC (the "**PRC Subsidiary**") to support the operations and sales activities for its SaaS solutions and innovative digital products business in the PRC. The incorporation and registration of the PRC Subsidiary is expected to be completed within the first quarter of 2026.

Further, to provide legal protection for its proprietary technologies and innovations in furtherance of the Group's business interests, the Group intends to make applications for intellectual property ("**IP**") registrations for the PAS and/or its underlying algorithms, source codes, systems and/or technologies in the relevant jurisdictions. In this connection, the Dubai Subsidiary has submitted an application for registration of intellectual works rights in respect of the PAS to the Ministry of Economy and Tourism of the United Arab Emirates on 15 December 2025 (the "**UAE IP Registration**"), and it is expected that the UAE IP Registration will be completed by the end of February 2026. It is also intended that the Dubai Subsidiary will make IP registration application(s) in Malaysia after the successful approval of the UAE IP Registration.

Further announcement(s) will be made by the Company to provide its shareholders and potential investors with updates on the development of the Group's SaaS solutions and innovative digital products business as and when appropriate.

EXISTING BUSINESSES OF THE GROUP

While the Group aims to expand its product mix and sales network for its business in the trading of electronic components and has launched the new business in SaaS solutions and other innovative digital products as disclosed hereinabove and the previous announcements of the Company dated 15 August 2025 and 8 September 2025, respectively, the Group intends to maintain its existing businesses (including the manufacturing and trading of aluminum electrolytic capacitors and trading of electronic components) 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 of its subsidiaries 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 Listing Rules and applicable laws.

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

Hong Kong, 21 January 2026

As at the date of this announcement, the executive Directors are Mr. Mai Junhui and Mr. Zhong Chuanyong; and the independent non-executive Directors are 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 Rules Governing the Listing of Securities on GEM of 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 "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 www.datauniоncapital.com.

* *For identification purpose only.*