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PHOENITRON

PHOENITRON HOLDINGS LIMITED

品創控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 8066)

**VOLUNTARY ANNOUNCEMENT
ENTERING INTO A VOICE AI TECHNOLOGY COOPERATION
FRAMEWORK AGREEMENT**

This announcement is made by the board (the “**Board**”) of directors (the “**Directors**”) of Phoenix Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis to keep the Shareholders and potential investors of the Company informed of the latest business development of the Group.

The Board is pleased to announce that CyberMirage (HK) Limited (“**CyberMirage**”), a wholly owned subsidiary of the Company, has recently entered into a voice artificial intelligence (“**AI**”) technology cooperation framework agreement (the “**Framework Agreement**”) with 熾揚信通科技股份有限公司 (Zhiyang Xintong Technology Co., Ltd.*), a joint stock company established in the People’s Republic of China (“**Zhiyang Xintong**”) in relation to intelligent fire protection service system projects to be undertaken by Zhiyang Xintong in and outside the People’s Republic of China. To the best of the Directors’ knowledge, information and belief, having made all reasonable enquiries, Zhiyang Xintong and its ultimate beneficial owner(s) are third parties independent of the Company and its connected persons (as defined in Rules Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited (the “**GEM Listing Rules**”)).

Pursuant to the Framework Agreement, Zhiyang Xintong shall act as the main contractor of such projects and shall be responsible for project bidding and tendering, while CyberMirage shall be responsible for providing professional voice AI technical support to Zhiyang Xintong during the tendering process. Upon successful award of any such project, CyberMirage shall be engaged as a subcontractor to undertake the technical development and related service tasks in respect of the voice AI technology system, subject to the terms of the formal agreement(s) to be entered into between the parties and in accordance with the relevant project documents. Following completion of the implementation of any such project, CyberMirage will also provide system maintenance and iterative maintenance services for the voice AI technology.

The Framework Agreement serves as a fundamental framework for future cooperation. The Framework Agreement does not create any legally binding commitment on either party in respect of any specific project or transaction except for certain general terms including the terms regarding confidentiality, intellectual property rights and dispute resolution. The parties may enter into definitive agreement(s) after negotiations on specific projects only if and when Zhiyang Xintong is awarded the relevant project and the internal approvals of both parties have been obtained. The Framework Agreement has a term of five years, and may be terminated by either party by giving thirty (30) days' prior written notice to the other party. The cooperation under the Framework Agreement is on a non-exclusive basis.

Further announcement(s) will be made as and when necessary, in compliance with the GEM Listing Rules.

The Board believes the Framework Agreement will strengthen the Group's voice AI business and further its strategy of developing proprietary voice AI technology capabilities across new application areas. There is no assurance that any project will be awarded, that any definitive agreement(s) will be entered into, or that any project will be successfully completed.

Shareholders of the Company and potential investors should exercise caution when dealing in the shares of the Company.

* *For identification purpose only*

By order of the Board
Phoenitron Holdings Limited
Guo Rongxiang
Executive Director

Hong Kong, 8 July 2026

As at the date of this announcement, the Board comprises four executive Directors, Ms. Lily Wu (Chairman), Mr. Guo Rongxiang, Mr. Chang Wei Wen (Chief Executive Officer) and Mr. Yang Meng Hsiu, and three independent non-executive Directors, Ms. Wong Ka Wai, Jeanne, Mr. Yeung Man Chit, Daniel and Mr. Chan Siu Wing, Raymond.

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 in 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.phoenitron.com.