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Jiufang Digital Technology Holdings Limited
玖方數智科技控股有限公司
(formerly known as Winto Group (Holdings) Limited 惠陶集團(控股)有限公司)
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 8238)

VOLUNTARY ANNOUNCEMENT BUSINESS DEVELOPMENT STRATEGY UPDATE ESTABLISHING THE NORTHERN REGIONAL CENTRE

This announcement is made by Jiufang Digital Technology Holdings Limited (the "**Company**", together with its subsidiaries, the "**Group**"), on a voluntary basis to provide the shareholders of the Company (the "**Shareholders**") and potential investors with information on the latest business development of the Group.

STRATEGIC PLAN TO ESTABLISH THE NORTHERN REGIONAL CENTRE

The board (the "**Board**") of directors (the "**Directors**") of the Company is pleased to announce that the Group has completed the acquisition of Henan Zhihui Shenghe Digital Communication Co., Ltd.* (河南智匯盛合數字傳播有限公司) ("**Zhihui Shenghe**") on 29 July 2026. As the applicable percentage ratios in respect of this acquisition are all less than 5%, this acquisition does not constitute a notifiable transaction under Chapter 19 of the Rules Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited (the "**GEM Listing Rules**"). Following the completion of the acquisition of Zhihui Shenghe, the Group will strategically establish a new regional centre in Zhengzhou, Henan, the PRC (the "**Northern Regional Centre**").

* *For identification purpose only*

The Group has already established a business presence in Shenzhen to serve customers in South China, where its AI and omni-media precision marketing business has developed rapidly. For the six months ended 30 June 2026, revenue amounted to approximately HK$80.6 million, demonstrating the commercial viability of the Group's AI-driven omni-media precision marketing service model. With the rapid development of AI technology and the widespread adoption of digital transformation, demand for AI and omni-media precision marketing services is increasing in North China.

Zhihui Shenghe has established a deep presence in Henan and the surrounding provinces and cities for many years. It has built a stable local customer network and media resource channels and possesses an in-depth understanding of the market environment, customer needs and industry trends in North China. Through this acquisition, the Group can directly access Zhihui Shenghe's existing business base in the region, substantially shortening the time and reducing the costs required to develop a business in the North China market from scratch. At the same time, the Group can apply the proven AI technology capabilities and omni-media precision marketing solutions of its Shenzhen operations to Zhihui Shenghe's existing customer base, thereby leveraging technology deployment to synergize with customer base monetisation.

Leveraging the above advantages, the Northern Regional Centre will serve as a core hub for the Group to expand its reach into the North China market, with the aim of better serving existing local customers, developing prospective customer relationships and replicating the successful experience of the Shenzhen operations to a larger market in North China.

The Northern Regional Centre will focus on:

1. Deepening the application of AI technology in the field of precision marketing, providing customers with more efficient and intelligent omni-media marketing solutions;

2. Capitalising on the vast business opportunities in the North China market, expanding the Group's market share and enhancing its brand influence; and

3. Leveraging the synergies arising from the acquisition of Zhihui Shenghe and optimising resource allocation, with the aim of enhancing the overall profitability of the Group.

The Board considers that the establishment of the Northern Regional Centre is in line with the Group's core strategy of deepening its presence in digital marketing and the application of AI technology. The Group plans to provide appropriate funding and resources, which will be mainly invested in operation team development, technology enablement and market expansion of the Northern Regional Centre, and in active development of customer relationships in North China, thereby broadening the Group's business footprint and potentially creating long-term value for the Company and its shareholders.

GENERAL INFORMATION

Shareholders and potential investors should note that this announcement is made on a voluntary basis, in order to keep the public informed of the latest business developments of the Company. The Board expects that, should the Northern Regional Centre operate successfully and achieve its expected business objectives, it could potentially broaden the Group's business footprint and create long-term development opportunities. However, there can be no assurance that any revenue or profit will be generated.

The Company will make further announcements as and when appropriate or required in accordance with the GEM Listing Rules.

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

By Order of the Board
Jiufang Digital Technology Holdings Limited
Kam Chun Ying Francis
Executive Director

Hong Kong, 15 September 2026

As at the date of this announcement, the Board comprises Ms. Lao Lai, Mr. Zhou Yihong, Mr. Kam Chun Ying Francis and Mr. Liu Heung Ming as executive Directors; Mr. Tian Tao as non-executive Director; and Mr. Liu Weishi, Ms. Wang Shiling and Mr. Zhou Zhencun as independent non-executive Directors.

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 Company Announcements" page of the Stock Exchange website at http://www.hkexnews.hk for at least 7 days from the date of its posting and be posted and remains on the website of the Company at http://www.8238.hk.