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netjoy⁺

NETJOY HOLDINGS LIMITED

云想科技控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(the “**Company**”)

(**Stock Code: 2131**)

**VOLUNTARY ANNOUNCEMENT
COOPERATION FRAMEWORK AGREEMENT
IN RESPECT OF
SHORT VIDEO COMPREHENSIVE SERVICE BASE**

This announcement is made by Netjoy Holdings Limited (the “**Company**”, together with its subsidiaries and consolidated affiliated entity, the “**Group**”) on a voluntary basis for keeping the shareholders of the Company and potential investors informed of the latest business development of the Group.

The board of directors of the Company (the “**Board**”) is pleased to announce that on December 24, 2020, Yunxiang Entertainment (Shanghai) Co., Ltd. (雲想娛樂(上海)有限公司) (“**Yunxiang Entertainment**”), a wholly-owned subsidiary of the Company, entered into a framework agreement in relation to the co-construction of short video comprehensive service bases (the “**Cooperation Framework Agreement**”) with Science and Technology Zhongchuang (Beijing) Network Co., Ltd. (科技眾創(北京)網路股份有限公司) (“**TechTemplate**”, together with Yunxiang Entertainment, the “**Parties**”), a company established in the PRC and the shares of which are listed on the National Equities Exchange and Quotations of the PRC (全國中小企業股份轉讓系統) (stock code: 839893). Pursuant to the Cooperation Framework Agreement, the Parties shall cooperate to co-construct the short video comprehensive service bases in several cities in the PRC (including, but not limited to, Chengdu, Ningbo and Jinhua) in provision of trainings in short video industry, online marketing solution services, live streaming operation services and other related human resources outsourcing services surrounding certain well-known short video platforms, such as Douyin, Kuaishou and Tencent. The term of the Cooperation Framework Agreement will commence on December 24, 2020 and expire on December 23, 2025.

TechTemplate is primarily engaged in creating ecological space in the PRC, and the Company is a leading short video marketing solutions provider and an online content services provider focusing on pan-entertainment in the PRC. Considering the historical proven co-operation on the Kuaishou short video base located in Beijing Economic-Technological Development Area, the Parties wish to deepen the cooperation and implement the Cooperation Framework Agreement which will allow the Company to leverage on TechTemplate's resources and expertise in the entrepreneurial community, and further promote the Company's market profile in the industry chain and realize the content ecological innovation. On the other hand, TechTemplate will also benefit from the Company's position and resource in the short video marketing solutions to enhance its market presence.

To the best knowledge of the Company, TechTemplate is not a connected person of the Company within the meaning of The Rules Governing Listing of Securities on The Stock Exchange of Hong Kong Limited as of the date of this announcement.

By order of the Board
Netjoy Holdings Limited
XU Jiaqing
Chairman of the Board

Hong Kong, December 30, 2020

As at the date of this announcement, the Board comprises Mr. WANG Chen and Mr. XU Jiaqing as executive Directors, Mr. QIN Miaomiao, Mr. DAI Liqun, Mr. ZHANG Jianguo and Mr. WANG Jianshuo as non-executive Directors and Mr. CHEN Changhua, Dr. RU Liyun and Ms. CUI Wen as independent non-executive Directors.