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**Doumob**

**豆盟科技有限公司**

*(incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 1917)**

## **DISCLOSEABLE TRANSACTION SUBSCRIPTION FOR FINANCIAL PRODUCT**

### **SUBSCRIPTION FOR FINANCIAL PRODUCT**

Doumob Technology, a wholly-owned subsidiary of the Company, subscribed the Financial Product offered by CGB for RMB20 million on 12 May 2021.

### **LISTING RULES IMPLICATIONS**

Pursuant to Rule 14.07 of the Listing Rules, as certain of the applicable percentage ratios (defined under the Listing Rules) of the subscription amount for the Financial Product exceed 5% but are all less than 25%, the subscription for the Financial Product constituted a discloseable transaction of the Company for the purposes of the Listing Rules and is subject to the reporting and announcement requirements under Rule 14.34 of the Listing Rules.

### **SUBSCRIPTION FOR FINANCIAL PRODUCT**

The Board announces that, Doumob Technology, a wholly-owned subsidiary of the Company, entered into the Subscription Agreement with CGB on 12 May 2021, to subscribe the Financial Product. Principal terms of the Financial Product are set out below:

Date of Subscription: 12 May 2021

Parties: (1) Doumob Technology, as the subscriber; and  
(2) CGB, as the issuer

Name of the Financial Product: CGB “Wuhua Tianbao” G 2021 Series No. 93 RMB Structured Deposit (Institutional Version)

Subscription amount: RMB20 million

Investment term: 14 May 2021 to 12 August 2021

Type of the Financial Product: principal guaranteed with floating return

Expected annual return rate: 1.3% or 3.25% or 3.50%

## **REASONS FOR AND BENEFITS OF THE SUBSCRIPTION**

In order to enhance the capital efficiency as well as the return from working capital, the Group reasonably utilises its idle capital to subscribe for the financial product issued by the commercial banks and other financial institutions in the PRC to earn additional income without affecting its normal operations. At the same time, the financial products offer a better potential return to the Group when compared to the deposit interest rates normally offered by commercial banks in the PRC. The condition of the Financial Product will be closely and effectively monitored by the Company. In accordance with the relevant accounting standards, the Financial Product is accounted for as financial assets at fair value through profit and loss. The subscription for the Financial Product was funded by the surplus cash of the Company and are highly liquid, therefore they would not affect the working capital or the operation of the Company. The Subscription was not funded by the proceeds from the Company’s initial public offering.

The Directors are of the view that the subscription for the Financial Product is determined on normal commercial terms and are fair and reasonable, and that the entering into of the Subscription Agreement for subscription for the Financial Product is in the interests of the Company and the Shareholders as a whole.

## **INFORMATION ABOUT THE PARTIES**

The Company is a company incorporated in the Cayman Islands with limited liability, and the shares of the Company are listed on the Main Board of the Stock Exchange. The Company is principally engaged in the business of mobile advertising.

The principal activity of Doumob Technology is online sales services.

CGB is a licensed bank established under the laws of the PRC, which is principally engaged in the provision of corporate and personal banking and other financial services in the PRC.

To the best knowledge, information and belief of the Directors, having made all reasonable enquiries, CGB and its respective ultimate beneficial owner is independent from the Company and its connected persons (as defined under the Listing Rules).

## LISTING RULES IMPLICATIONS

Pursuant to Rule 14.07 of the Listing Rules, as certain of the applicable percentage ratios (defined under the Listing Rules) of the subscription amount for the Financial Product exceed 5% but are all less than 25%, the subscription for the Financial Product constituted discloseable transaction of the Company for the purposes of the Listing Rules and is subject to the reporting and announcement requirements under Rule 14.34 of the Listing Rules.

## DEFINITIONS

In this announcement, unless the context otherwise requires, the following expressions shall have the following respective meanings:

“Board”	the board of Directors of the Company
“CGB”	China Guangfa Bank, Beijing Guozhan Branch (廣發銀行股份有限公司北京國展支行)
“Company”	Doumob, an exempted company incorporated in the Cayman Islands with limited liability; the shares of the Company are listed on the Main Board of the Stock Exchange
“Director(s)”	the director(s) of the Company
“Doumob Technology”	Doumob (Beijing) Technology Co., Ltd. (豆盟(北京)科技股份有限公司), a company incorporated under the laws of the PRC with limited liability, a wholly-owned subsidiary of the Company
“Financial Product”	CGB “Wuhua Tianbao” G 2021 Series No. 93 RMB Structured Deposit (Institutional Version)
“Group”	the Company and its subsidiaries
“Hong Kong”	the Hong Kong Special Administrative Region of the PRC
“Listing Rules”	the Rules Governing the Listing of Securities on the Stock Exchange
“PRC”	the People’s Republic of China
“RMB”	Renminbi, the lawful currency of PRC
“Shareholder(s)”	the shareholders of the Company

“Stock Exchange”	The Stock Exchange of Hong Kong Limited
“Subscription”	the subscription by Doumob Technology for the Financial Product in accordance with the Subscription Agreement
“Subscription Agreement”	a subscription agreement dated 12 May 2021 entered into between Doumob Technology and CGB
“%”	percentage

By order of the Board  
**Doumob**  
**YANG Bin**  
*Chairman and executive Director*

Beijing, PRC, 12 May 2021

*As at the date of this announcement, the executive Directors of the Company are Mr. Yang Bin, Mr. Huang Kewang, Mr. Meng Dawei and Ms. Fan Zijing; the non-executive Director of the Company is Mr. Liu Ailun; and the independent non-executive Directors of the Company are Mr. Chan Yiu Kwong, Mr. Liu Binghai and Mr. Wang Yingzhe.*