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NETJOY HOLDINGS LIMITED

云想科技控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2131)

**UNAUDITED OPERATING STATISTICS FOR
THE FIRST QUARTER ENDED MARCH 31, 2021**

This announcement is made by Netjoy Holdings Limited (the “**Company**”, together with its subsidiaries and consolidated affiliated entity, collectively referred to as the “**Group**”) in accordance with Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, on the basis of the impressive growth achieved throughout the year of 2020, the scale effects of the Company’s core business arise and the revenue growth has significantly accelerated. The Group achieved rapid development in the first quarter ended March 31, 2021. For the three months ended March 31, 2021, the gross billing recorded an amount of approximately RMB1,631 million, representing a significant increase of approximately 103.62% over the same period in 2020. As of the date of this announcement, the Group’s monthly short-video production capacity has reached 16,640, of which 11,440 videos were self-produced by the Group’s short-video production team composed of 132 full-time staff members.

The Company’s software as a service (“**SaaS**”) is gradually being commercialized and has already achieved key milestones. For example, based on the demand for significantly improving efficiency under the data-driven environment, the Company’s Trade+ (連山) system, a one-stop short-video programmatic advertising trading platform, which has been developed specifically for short-video placement and effect management, has been publicly deployed to realize cross-platform and cross-account advertising placement, material management and intelligent derivation, data report analysis and generation and other functions. The Company has launched the “Tradeplus” cloud service platform in the first quarter of 2021 to provide paid services of programmatic advertising placement and data management to the first batch of registered advertisers and service providers. The Company will continue to increase investment in research and development, promote the commercialization of SaaS and artificial intelligence technology, and seize opportunities for the development of the short-video market to achieve multi-dimensional scale growth.

The above operating statistics is unaudited and prepared based on the preliminary internal information of the Company. In view of the uncertainties that may exist in the process of collecting such information, such operating statistics may differ from the figures disclosed in the audited or unaudited consolidated financial statements of the Company issued on an annual or half-year basis. Accordingly, the above operating statistics is preliminary in nature and for investors' reference only. Investors are advised to exercise caution and to avoid any undue reliance on such information when dealing in the securities of the Company. If in any doubt, investors should seek professional advice from professionals or financial advisers.

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

Shanghai, the PRC, May 17, 2021

As at the date of this announcement, the Board comprises Mr. XU Jiaqing and Mr. WANG Chen 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.