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**netjoy<sup>+</sup>**

**NETJOY HOLDINGS LIMITED**

**云想科技控股有限公司**

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

**(Stock Code: 2131)**

**VOLUNTARY ANNOUNCEMENT  
STRATEGIC COOPERATION AGREEMENT WITH HUISEN  
HOUSEHOLD**

This announcement is made by Netjoy Holdings Limited (the “**Company**”) on a voluntary basis.

**Strategic Cooperation Agreement**

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that on January 24, 2022, the Company and Huisen Household International Group Limited (“**Huisen Household**”, whose shares are listed on the Main Board of The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) (Stock code: 2127)) entered into a strategic cooperation agreement (the “**Strategic Cooperation Agreement**”). Under the Strategic Cooperation Agreement, (a) the Company shall provide Huisen Household with comprehensive solutions for the promotional business targeting the domestic market, in particular short video marketing business; (b) the Company shall provide Huisen Household with full-cycle services and full link data management for online marketing and continuously optimize and enhance the efficiency of marketing and results of advertisement placement by Huisen Household with the big data ability of the Company; and (c) the Company and Huisen Household shall jointly cooperate in developing sales cooperation projects for cloud virtual smart home based on Metaverse, including but not limited to experience interaction and new consumption realized by way of virtual reality and artificial intelligence (“**AI**”) virtual human-being technology, such as interaction experience of virtual reality online exhibition and live sales with AI virtual anchor.

## **Benefits of the Strategic Cooperation Agreement**

Huisen Household, which is principally engaged in the design and production of a wide range of functional and economical panel-type furniture, upholstered furniture and sport-type and recreational equipment, is the largest panel-type furniture exporter in the People's Republic of China (the "PRC"), and the Company is a leading short video marketing solutions provider in the PRC. Through the strategic cooperation with Huisen Household, the Company expects to further expand its product line, to enter into the household sub-segment and reach a brand-new group of family-based targets, and to accelerate the large-scale implementation of virtual reality commercial product sales through big data and AI technology in virtual reality interaction, virtual human live streaming and other scenarios, so as to achieve rapid improvement in user experience and commercial value. On the other hand, Huisen Household will also reach more consumer groups through the Company's comprehensive marketing efforts, thereby opening up the market and increasing the market share and awareness of its brand.

## **Implication of the Listing Rules**

Entering into the Strategic Cooperation Agreement does not constitute to a disclosable transaction of the Company under Chapter 14 of the Rules Governing the Listing of Securities on the Stock Exchange (the "**Listing Rules**").

To the knowledge of the Company, as at the date of this announcement, Huisen Household and its ultimate beneficial owners are third parties independent of the Company and its connected persons (as defined in the Listing Rules).

**Shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company.**

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

Shanghai, the PRC, January 24, 2022

*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 and Mr. WANG Jianshuo as non-executive Directors; and Mr. CHEN Changhua, Dr. RU Liyun and Ms. CUI Wen as independent non-executive Directors.*