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UJU HOLDING LIMITED

(Incorporated in Cayman Islands with limited liability)

(Stock Code: 1948)

POSITIVE PROFIT ALERT

This announcement is made by UJU HOLDING LIMITED (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders of the Group (the “**Shareholders**”) and potential investors that, based on a preliminary review of the unaudited consolidated management accounts of the Company for the year ended 31 December 2021 and information currently available to the Board, the Company is expected to record a substantial increase in its profit attributable to owners of the Company for the year ended 31 December 2021 for more than 60% as compared to that for the year ended 31 December 2020.

The expected increase in the Company’s profit attributable to owners of the Company for the year ended 31 December 2021 is mainly due to the following reasons:

- (a) the diversified media partner strategy continued to leverage its competitive advantages, which enabled the Group to establish in-depth partnerships with major media partners and advertiser customers, leading to a continuous increase in its revenue;
- (b) the online short video shooting bases in Beijing, Chongqing and Wuhan were officially put into use during the year ended 31 December 2021, which significantly boosted the production capacity of advertising materials;
- (c) the continuous enhancement of the Group’s account receivable control system and working capital management capability which led to a decrease in expected credit losses during the year ended 31 December 2021; and
- (d) Uju Interactive (Beijing) Technology Co., Ltd* (優矩互動(北京) 科技有限公司), a subsidiary of the Group, was qualified for an additional 10% deduction of value-added tax, which was recognised as other income for the year ended 31 December 2021.

The information contained in this announcement is only based on the preliminary assessment by the Board with reference to the information currently available to the Board and the unaudited consolidated management accounts of the Company which have not been audited or confirmed by the Company's auditors and reviewed by the audit committee of the Company, and may be subject to further revisions or adjustments. As the Company is still in the process of finalising its annual results for the year ended 31 December 2021, its final results may be subject to changes and may be different from the information disclosed in this announcement. The Company expects to announce its annual results for year ended 31 December 2021 on 30 March 2022. The financial information to be disclosed in the Company's annual results announcement for the year ended 31 December 2021 shall prevail over the information contained in this announcement.

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

By order of the Board
UJU HOLDING LIMITED
MA Xiaohui
*Chairman of the Board and
Executive Director*

Beijing, 20 March 2022

* *For identification purpose only*

As at the date of this announcement, the Board of the Company comprises Mr. Ma Xiaohui, Mr. Peng Liang and Ms. Luo Xiaomei as executive Directors, and Mr. Zhang Peiao, Ms. Lin Ting, Mr. Wang Wenping as independent non-executive Directors.