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UJU HOLDING LIMITED

(Incorporated in Cayman Islands with limited liability)

(Stock Code: 1948)

ANNUAL RESULTS ANNOUNCEMENT FOR THE YEAR ENDED DECEMBER 31, 2021

The board (the "**Board**") of directors (the "**Directors**") of UJU HOLDING LIMITED (the "**Company**") is pleased to announce the audited consolidated financial results (the "**Annual Results**") of the Company and its subsidiaries (together, the "**Group**") for the year ended December 31, 2021 (the "**Reporting Period**") together with the comparative figures for the year ended December 31, 2020 as follows. The Annual Results have been reviewed by the audit committee of the Company (the "**Audit Committee**").

In this announcement, "we", "us", and "our" refer to the Company and where the context otherwise requires, the Group.

FINANCIAL RESULTS HIGHLIGHTS

	Year ended December 31,		Year-on-year
	2021	2020	change
	(RMB in millions, except percentage)		
Revenue	**7,841.4**	6,360.7	23%
Gross profit	**429.4**	325.4	32%
Profit before income tax	**332.5**	178.2	87%
Profit for the year attributable to owners of the Company	**254.4**	133.2	91%
Adjusted net profit *(Note)*	**271.4**	136.6	99%

Note: Please refer to "Non-IFRS Measures: Adjusted Net Profit" on Page 10 of this announcement.

2021 RESULTS HIGHLIGHTS

2021 was a year of milestone for us. Amid the global economic shock of the Coronavirus disease ("**COVID-19**") epidemic, and under the influence of China internet industry regulatory policies, the Group's business continued maintaining a healthy and rapid growth. The total gross billing increased from RMB8.77 billion for the year ended December 31, 2020 to RMB10.99 billion for the year ended December 31, 2021, representing a year-on-year increase of 25%; and the total revenue increased from RMB6.36 billion for the year ended December 31, 2020 to RMB7.84 billion for the year ended December 31, 2021, representing a year-on-year increase of 23%. It is worth mentioning that the Group achieved a net profit of RMB254.4 million for the year ended December 31, 2021, representing a year-on-year increase of 91%, from RMB133.2 million for the year ended December 31, 2020.

We were successfully listed (the "**Listing**") on the Main Board of The Stock Exchange of Hong Kong Limited (the "**Stock Exchange**") on November 8, 2021 (the "**Listing Date**"). We attained investment from a number of well-known institutions, including the cornerstone investors for our Listing (i.e. Bytedance (HK) Limited, an investment holding company wholly-owned by Bytedance Ltd, and Green Better Limited, an investment company wholly owned by Xiaomi Corporation) and the pre-IPO investors for our Listing, including Gaorong Partners Fund V, L.P. and Gaorong Partners Fund V-A L.P. (collectively, "**Gaorong**"), during the year ended December 31, 2021.

BUSINESS REVIEW

Forging ahead against headwinds, the technology-driven cost efficiency approach adopted enabled the Group to enhance our efficiency while reducing cost; to provide professional online marketing services to our increasing number of premium customers; and to seize new live streaming e-commerce business opportunities, which resulted in our rapid business growth and significant increase in our revenue. The significant increase in net profit was mainly attributable to the Group's upgraded intelligent system of operating and risk management, gain of approximately 186 new customers and greatly enhanced the Group's performance and capital efficiency.

We have established extensive network for our online short video marketing solutions business. We have entrenched cooperation with a number of premium media partners for our online marketing solutions business which increased from 11 as of December 31, 2020 to 14 as of December 31, 2021, covering short video platforms, social platforms, search engines and mobile application markets and we have been playing an essential role in the marketing business of certain of our media partners. Attributed to our sophisticated short video marketing solutions, there was a significant increase in the number of our advertiser customers and brand influence for our services was established. The total number of our advertiser customers increased from 1,028 as of December 31, 2020 to 1,214 as of December 31, 2021. The retention rates of our advertiser customers with gross billing of over RMB10 million and RMB50 million were 94% and 100%, respectively, for the year ended December 31, 2021.

We see our robust creative content production capabilities as one of our core competences. Our content production team consisted of 291 people as of December 31, 2021 with a capacity to produce over 26,000 pieces of online short videos and marketing creatives each month. We have built short video shooting bases in Beijing, Chongqing and Wuhan, and all of them are equipped with professional equipment. Our shooting bases in Beijing have a total area of over 5,000 square meters with over 30 different shooting scenarios, enabling us to cater to diverse short video demands and preferences of our advertiser customers from various industry verticals.

Leveraging our accumulated online marketing experience, we have developed our proprietary technology-based online marketing solutions services platform. The U-engine platform, featuring with routing, labeling and digitization, manages the contents with structured digital labels throughout the whole life cycle of each piece of short-video advertising. The system deploys a variety of algorithm-driven technologies such as image recognition, face recognition and big data to carry out the advertising performance attribution analysis for the purpose of intelligent content production. We invested RMB14 million in content production and development of AI technology of our U-engine platform for the year ended December 31, 2021.

In February 2021, we started to prepare for the commencement of our live streaming e-commerce business and to establish live streaming e-commerce bases in Beijing, Hangzhou, and Guangzhou, which were officially put into operation in August 2021. We served 22 brand stores in various product categories including fashion, beauty, food, 3C digital, and household items, and contributed to a gross merchandise volume of RMB43 million for the year ended December 31, 2021. We innovatively expanded the live streaming e-commerce to the local lifestyle sector and served a number of local chain-operated catering customers, helping them promote their in-store services and products through live streaming platforms and have been actively exploring innovative local lifestyle marketing models such as arranging key opinion leaders ("**KOL**") to visit the stores.

BUSINESS – OUR STRATEGIES

Continue to upgrade our U-engine platform with AI capabilities and to put our content factory platform into operation

U-engine platform is an intelligent technology platform which embedded the essence of our sophisticated marketing experience. Looking ahead, we plan to continue to develop, upgrade and utilize AI, algorithm-driven and machine-learning technologies to realize automatic, customized and massive placement of online marketing solutions. Apart from that, we plan to increase our research and development expenditures to develop and enhance our online short videos content production capacity by upgrading our U-engine platform to a content production platform, with a vision of empowering the whole ecosystem with digital production capacities, in order to enhance the performance and reduce the costs of short video marketing solutions through streamlining the content production process. Our ambition is to put the content production platform into operation in 2022. It is expected that the content production platform will further strengthen our close ties with both our media partners and advertiser customers, and to enhance our indispensable strategic position in the short video marketing solutions industry.

Optimize our service portfolios and refining the operation of our e-commerce business

According to iResearch, it is estimated that the market size of China's live streaming e-commerce will exceed RMB4.9 trillion in 2023. Brand broadcasting ("店播"), a model of e-commerce, has become a vital model of live streaming e-commerce and its market share has been increasing year by year. As such, brand broadcasting has become a major sales scenario for quite a number of brands and it is estimated to take up nearly 50% of the live streaming e-commerce market share in 2023. The new model enables brands to tailor its services and to respond to the real-time interaction with consumers, with an objective to assist consumers to make their purchasing decisions and to enhance consumer loyalty, at more controllable cost while achieving steady growth in sales.

In 2022, we will further optimize the service portfolios of our e-commerce business. Leveraging our experience in the e-commerce industry, we aim to design and operate live streaming studios for more well-known brands, and to analyze performance data on brand exposure, conversion and sales volume in order to empower e-commerce with technologies. Moreover, we target to leverage our competitive advantages to provide branding, effectiveness and sales (品效銷) integrated solutions for our e-commerce customers, including event planning, advertising content production and placement, official account operation, live studio operation, KOL engagement, consumer behavioral data analysis and marketing technology toolkit.

Expand online media partners and reinforce the network effect of our online marketing business

In 2022, we will assign a team to expand China's emerging online media partners and to assist the new media platforms to develop close and stable relationships with key account advertisers. Through this strategic plan, we expect to benefit from the increasing marketing budget of the advertiser customers and to continuously reinforce the network effect of our online marketing business.

MANAGEMENT DISCUSSION AND ANALYSIS

Revenue

The following table sets forth our revenue by revenue streams for the years indicated:

	Year ended December 31,			
	2021		2020	
	(RMB'000)	***% of the total***	*(RMB'000)*	*% of the total*
Online marketing solutions business(Note)	**7,835,439**	**99.9**	6,360,724	100.0
Others	**5,978**	**0.1**	–	–
Total	**7,841,417**	**100.0**	6,360,724	100

Note: Including revenue from provision of advertisement distribution services of approximately RMB129.2 million for the year ended December 31, 2021 (2020: RMB79.9 million).

We normally enter into annual framework agreements with our advertiser customers and charge them for our online marketing solutions based primarily on a mix of CPC (i.e. cost per click) and CPT (i.e. cost per time). Our revenue from online marketing solutions business increased rapidly by 23.2%, from approximately RMB6,360.7 million for the year ended December 31, 2020 to approximately RMB7,835.4 million for the year ended December 31, 2021, primarily attributable to (i) our diversified media partner strategy continued to leverage its competitive advantages, which enabled us to establish in-depth partnerships with major media partners and advertiser customers, leading to a continuous increase in revenue; (ii) the online short video shooting bases in Beijing, Chongqing and Wuhan were officially put into use during the year ended December 31, 2021, which significantly boosted the production capacity of advertising materials; and (iii) the increasing recognition and popularity of online short video marketing by both final consumers and advertiser customers. For the year ended December 31, 2021, the revenue generated from our online marketing solutions business accounted for 99.9% of our total revenue.

Revenue from online marketing solutions business by type of advertiser customers

Our advertiser customers mainly include direct advertisers and, to a lesser extent, advertising agencies on behalf of their advertisers. The table below sets forth a breakdown of revenue generated from our online marketing solutions business by type of advertiser customers for the years indicated:

	Year ended December 31,			
	2021		2020	
	(RMB'000)	***% of the total***	*(RMB'000)*	*% of the total*
Direct advertisers	**7,708,327**	**98.4**	6,294,906	99.0
Advertising agencies	**127,112**	**1.6**	65,818	1.0
Total	**7,835,439**	**100.0**	6,360,724	100.0

Revenue from online marketing solutions business by industry

The advertiser customers we serve operate in a wide array of industries, which primarily include e-commerce, internet services, gaming, leisure & travelling, education, financial services and real estate & home furnishing. The table below sets forth a breakdown of revenue generated from our online marketing solutions business by industry of our direct advertisers for the years indicated:

	Year ended December 31,			
	2021		2020	
	(RMB'000)	***% of the total***	*(RMB'000)*	*% of the total*
E-commerce	**3,946,457**	**51.2**	3,362,948	53.4
Internet services	**1,274,204**	**16.5**	918,933	14.6
Gaming	**1,226,098**	**15.9**	961,931	15.3
Leisure & Travelling	**339,131**	**4.4**	255,995	4.1
Education	**478,988**	**6.2**	646,436	10.3
Financial services	**356,050**	**4.6**	82,820	1.3
Real Estate & Home Furnishing	**45,066**	**0.6**	39,365	0.6
Others(Note)	**42,333**	**0.6**	26,478	0.4
	7,708,327	**100**	6,294,906	100

Note: Others mainly include automobile sales and fast-moving consumer goods industries

During the year ended December 31, 2021, the e-commerce industry was our largest group of advertising customers. Our revenue generated from the e-commerce industry increased by 17%, from approximately RMB3,362.9 million for the year ended December 31, 2020 to approximately RMB3,946.5 million for the year ended December 31, 2021, primarily due to rapid growth of e-commerce industry. Our revenue generated from the internet services industry increased by 39%, from approximately RMB918.9 million for the year ended December 31, 2020 to approximately RMB1,274.2 million for the year ended December 31, 2021, attributable to the newly acquired internet services customers. Our revenue generated from the gaming industry increased by 27%, from approximately RMB961.9 million for the year ended December 31, 2020 to approximately RMB1,226.1 million for the year ended December 31, 2021, as the result of a growth in billing from recurring customers.

Cost of services

The following table sets forth a breakdown of our cost of services by nature for the years indicated:

	Year ended December 31,	
	2021	2020
	(RMB'000)	*(RMB'000)*
Traffic acquisition and monitoring costs	**7,248,283**	5,936,274
Outsourcing video production costs	**18,617**	13,475
Employee benefit expenses	**119,015**	71,565
Depreciation and amortization expenses	**11,344**	4,484
Taxes and surcharges	**7,189**	5,496
Office expenses	**1,297**	1,164
Travelling expenses	**873**	408
Others	**5,433**	2,477
Total	**7,412,051**	6,035,343

Our cost of services primarily consist of traffic acquisition and monitoring costs and employee benefit expenses. For the year ended December 31, 2021, traffic acquisition and monitoring costs constituted the largest portion of our cost of services, and employee benefit expenses constituted the second largest portion of our cost of services. Our traffic acquisition and monitoring costs increased by 22.1%, from approximately RMB5,936.3 million for the year ended December 31, 2020 to approximately RMB7,248.3 million for the year ended December 31, 2021, which was in line with our business expansion and growth in revenue. Our employee benefit expenses increased by 66.2%, from approximately RMB71.6 million for the year ended December 31, 2020 to approximately RMB119.0 million for the year ended December 31, 2021, which was primarily attributable to the increases in the headcounts and the general compensation level of our employees, which was in line with our rapid business expansion.

Gross profit and gross profit margin

Our gross profit consists of our revenue less cost of services. The Group recorded gross profit of approximately RMB429.4 million for the year ended December 31, 2021, representing an increase of approximately 32.0% as compared to approximately RMB325.4 million for the year ended December 31, 2020, which was mainly attributable to the rapid growth in our revenue.

Gross profit margin represents gross profit divided by total revenue, expressed as a percentage. Our gross profit margin increased from 5.1% for the year ended December 31, 2020 to 5.5% for the year ended December 31, 2021, which was mainly attributable to (i) our continuous business expansion led to scale effect which stimulated the profitability of our operations; (ii) the efficient operation empowered by our U-engine platform which resulted in more effective and efficient content production and storage, advertisement placement, performance analysis and optimization and operation management of the content production teams; and (iii) in-depth partnership with our advertiser customers and media platforms which resulted in a decrease in our average traffic acquisition costs.

Selling expenses

Our selling expenses primarily consist of (i) employee benefit expenses; (ii) travelling expenses for the transportation and accommodation of business travels.

Our selling expenses increased by approximately 46.5%, from approximately RMB18.8 million for the year ended December 31, 2020 to approximately RMB27.5 million for the year ended December 31, 2021, which was mainly attributable to the increase in the headcounts and average remuneration of our sales and marketing staff.

General and administrative expenses

Our administrative expenses primarily consist of (i) employee benefit expenses; (ii) listing expenses; (iii) professional and consulting service fees; (iv) depreciation and amortisation expenses; and (v) office expenses.

Our administrative expenses increased significantly by approximately 46.3% from approximately RMB44.7 million for the year ended December 31, 2020 to approximately RMB65.4 million for the year ended December 31, 2021, which was mainly attributable to the increase in listing expenses of approximately RMB14.1 million and the increase in professional and consulting service fees of approximately RMB7.0 million.

Research and development expenses

Our research and development expenses primarily comprise of expense incurred for employee benefit expenses for our research and development staff.

Our research and development expenses increased by approximately 212.1% from approximately RMB4.4 million for the year ended December 31, 2020 to approximately RMB13.7 million for the year ended December 31, 2021, which was mainly attributable to the increase in number of employees dedicated in upgrading and developing the U-engine platform and SaaS technologies.

Net impairment losses on financial assets

Our net impairment losses on financial assets comprise provision for impairment losses on accounts receivables, financial assets at fair value through other comprehensive income and other receivables, net of reversal. We recognized net impairment losses on financial assets of approximately RMB28.4 million for the year ended December 31, 2021, decreased by approximately 47.1% from approximately RMB53.7 million for the year ended December 31, 2020, which was mainly attributable to the continuous enhancement of the Group's credit control system and working capital management capability which led to a decrease in expected credit losses.

Other income

Our other income increased by approximately 1,146.7%, from approximately RMB3.5 million for the year ended December 31, 2020 to approximately RMB43.8 million for the year ended December 31, 2021, which was mainly attributable to the additional 10% deduction of value-added tax enjoyed by Uju Interactive (Beijing) Technology Co., Ltd* (優矩互動(北京)科技有限公司), a subsidiary of the Group, amounting to approximately RMB36.5 million, and was recognised as other income for the year ended 31 December 2021.

Finance costs, net

Our finance costs, net decreased by approximately 11.0%, from approximately RMB27.4 million for the year ended December 31, 2020 to approximately RMB24.4 million for the year ended December 31, 2021, which was mainly attributable to the decrease in the interest expenses arising from factoring borrowings by approximately RMB5.4 million and the decrease in interest on borrowing from related parties by approximately RM2.6 million which is partially offset by the increase in interest expenses on bank borrowings and borrowings from third parties.

Income tax expenses

Our income tax expenses increased by approximately 73.6%, from approximately RMB45.0 million for the year ended December 31, 2020 to approximately RMB78.2 million for the year ended December 31, 2021, which was mainly due to the increase in taxable profit for the year ended December 31, 2021. Our effective income tax rate slightly decreased from 25.3% for the year ended December 31, 2020 to 23.5% for the year ended December 31, 2021, which is mainly attributable to the preferential income tax rate of 15.0% as enjoyed by Hainan Uju Technology Co., Ltd. (海南優矩科技有限公司) a subsidiary of the Group, Hainan Uju, in 2021 in accordance with the policy of the State Administration of Taxation.

Profit for the year attributable to owners of the Company

As a result of the above, our profit for the year attributable to owners of the Company increased by approximately 91.0% from approximately RMB133.2 million for the year ended December 31, 2020 to approximately RMB254.4 million for the year ended December 31, 2021.

Our net profit margin increased from 2.1% for the year ended December 31, 2020 to 3.2% for the year ended December 31, 2021.

Non-IFRS Measures: Adjusted Net Profit

To supplement our consolidated financial statements, which are presented in accordance with IFRS, we also use adjusted net profit as additional financial measures, which are not required by, or presented in accordance with, IFRS.

We believe these non-IFRS measures facilitate comparisons of operating performance from year to year by eliminating potential impacts of items which our management considers non-indicative of our operating performance.

We believe these measures provide useful information to investors and others in understanding and evaluating our consolidated annual results of operations in the same manner as they help our management.

However, our presentation of adjusted net profit may not be comparable to similarly titled measures presented by other companies.

The use of these non-IFRS measures has limitations as an analytical tool, and should not be considered in isolation from, or as a substitute for an analysis of, our results of operations or financial condition as reported under IFRS.

The following tables reconcile our adjusted net profit for the years presented to the most directly comparable financial measures calculated and presented in accordance with IFRS:

	Year ended December 31,	
	2021	2020
	(RMB in millions)	
Profit for the year attributable to owners of the Company	**254.4**	133.2
Add:		
Listing expenses	**17.0**	2.9
Share based compensation	**–**	0.5
Adjusted net profit	**271.4**	136.6

Accounts receivables

There was an increase in accounts receivables as of December 31, 2021 of approximately RMB453.6 million as compared to December 31, 2020 which was in line with our business expansion.

Liquidity and financial resources

Our business operations and expansion plans require a significant amount of capital for acquiring user traffic from online media, enhancing our content production capabilities, improving our big data analytics capabilities and operation capacity, upgrading our U-engine platform as well as other working capital requirements.

During the year ended December 31, 2021, we financed our capital expenditure and working capital requirements mainly through bank and other borrowings, and capital contributions from shareholders of the Company (the "**Shareholders**") and the proceeds received from the global offering of the Company's shares in November 2021 (the "**Global Offering**").

As at December 31, 2021, we had bank borrowings of approximately RMB100.1 million (2020: RMB70.1 million). The range of effective interest rates on the borrowings was 3.9% to 4.5% (2020: 4.0% to 5.0%) per annum for the year ended December 31, 2021. The Group's gearing ratio as at December 31, 2021, calculated based on total borrowings (including bank and other borrowings and lease liabilities) divided by total equity, was 0.3 (2020: 1.0) time.

Our cash and cash equivalents increased significantly from approximately RMB130.2 million as of December 31, 2020 to approximately RMB499.9 million as of December 31, 2021, mainly attributable to the proceeds received from the Global Offering and also the capital contribution from the pre-IPO investors. The table below sets out our cash and cash equivalents as of December 31, 2021 and 2020, respectively:

	As of December 31,	
	2021	2020
	(RMB in millions)	
Cash and cash equivalents denominated in:		
– RMB	**170.4**	130.2
– USD	**195.6**	–
– HKD	**133.9**	–
	499.9	130.2

Key Financial Ratios

	Year ended/As of December 31,	
	2021	2020
	(%)	*(%)*
Profitability ratios		
Gross profit margin[(1)]	**5.5**	5.1
Net profit margin[(2)]	**3.2**	2.1
Return on equity[(3)]	**20.6**	57.4
Return on assets[(4)]	**7.4**	5.5
	(times)	(times)
Liquidity ratios		
Current ratio[(5)]	**1.5**	1.1
Capital adequacy ratio		
Gearing ratio[(6)]	**0.3**	1.0
Net debt-to-equity ratio[(7)]	**N/A**	0.1

Notes:

(1) Gross profit margin is calculated based on gross profit for the year divided by revenue for the respective year and multiplied by 100%.

(2) Net profit margin is calculated based on profit for the year divided by revenue for the respective year and multiplied by 100%.

(3) Return on equity is calculated based on profit for the year divided by the closing balances of total equity and multiplied by 100%.

(4) Return on assets is calculated based on profit for the year divided by the closing balances of total assets and multiplied by 100%.

(5) Current ratio is calculated based on total current assets divided by total current liabilities.

(6) Gearing ratio is calculated based on total borrowings (including bank and other borrowings and lease liabilities) divided by total equity.

(7) Net debt to equity ratio is calculated based on total borrowings (including bank and other borrowings and lease liabilities) less cash and cash equivalents and restricted cash divided by total equity. The Group is in a net cash position as at December 31, 2021 and hence is not applicable to present the net debt-to-equity ratio.

CONSOLIDATED STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

	Note	Year ended December 31, 2021 RMB'000	2020 RMB'000
Revenue	*4*	**7,841,417**	6,360,724
Cost of services	*6*	**(7,412,051)**	(6,035,343)
Gross profit		**429,366**	325,381
Selling expenses	*6*	**(27,532)**	(18,797)
General and administrative expenses	*6*	**(65,365)**	(44,678)
Research and development expenses	*6*	**(13,728)**	(4,399)
Net impairment losses on financial assets		**(28,441)**	(53,744)
Other income	*5*	**43,835**	3,516
Other gains/(losses), net		**18,786**	(1,650)
Operating profit		**356,921**	205,629
Finance income		**1,643**	255
Finance costs		**(26,052)**	(27,686)
Finance costs, net		**(24,409)**	(27,431)
Profit before income tax		**332,512**	178,198
Income tax expenses	*7*	**(78,161)**	(45,019)
Profit for the year attributable to owners of the Company		**254,351**	133,179
Other comprehensive income/(loss)			
Items that may be subsequently reclassified to profit or loss			
Changes in the fair value of financial assets at fair value through other comprehensive income, net of tax		**2,483**	(806)
Exchange differences on translation of foreign operations		**3,646**	–
		6,129	(806)
Items that will not be reclassified to profit or loss			
Exchange differences on translation of the financial statements of the Company		**(7,116)**	–
		(987)	(806)
Total comprehensive income for the year attributable to owners of the Company, net of tax		**253,364**	132,373
Earnings per share for profit attributable to owners of the Company (expressed in RMB per share)			
Basic and diluted earnings per share	*9*	**0.52**	0.31

CONSOLIDATED BALANCE SHEET

		As of December 31,	
		2021	2020
	Notes	***RMB'000***	*RMB'000*
Non-current assets			
Property, plant and equipment		**12,086**	9,521
Right-of-use assets		**15,395**	7,550
Deferred income tax assets		**27,998**	41,632
Deposits		**1,941**	1,910
Total non-current assets		**57,420**	60,613
Current assets			
Accounts receivables	*10*	**2,262,400**	1,808,817
Prepayments, deposits and other assets		**523,243**	289,014
Financial assets at fair value through other comprehensive income		**17,576**	66,944
Restricted cash		**55,016**	87,746
Cash and cash equivalents		**499,943**	130,155
Total current assets		**3,358,178**	2,382,676
Total assets		**3,415,598**	2,443,289
Non-current liabilities			
Lease liabilities		**5,398**	3,176
Total non-current liabilities		**5,398**	3,176
Current liabilities			
Accounts payables	*11*	**1,275,045**	1,475,505
Other payables and accruals		**378,162**	353,579
Borrowings		**299,900**	225,417
Lease liabilities		**11,407**	5,383
Contract liabilities		**163,184**	66,133
Current income tax liabilities		**49,018**	82,124
Total current liabilities		**2,176,716**	2,208,141
Total liabilities		**2,182,114**	2,211,317
Equity attributable to owners of the Company			
Combined capital		**–**	10,000
Share capital		**38,380**	–
Share premium		**765,068**	–
Other reserves		**22,330**	6,737
Retained earnings		**407,706**	215,235
Total equity		**1,233,484**	231,972
Total liabilities and equity		**3,415,598**	2,443,289

1 GENERAL INFORMATION

UJU HOLDING LIMITED (the "**Company**") was incorporated in the Cayman Islands on September 21,2020 as an exempted company with limited liability under the Companies Act (as revised) of the Cayman Islands. The address of the Company's registered office is P. O. Box 31119 Grand Pavilion, Hibiscus Way, 802 West Bay Road, Grand Cayman, KY1–1205 Cayman Islands.

The Company has completed its listing on the Main Board of The Stock Exchange of Hong Kong Limited on November 8, 2021 (the "**Listing**").

The Company is an investment holding company. The Company and its subsidiaries (together referred as the "**Group**") are principally engaged in provision of one-stop cross-media online marketing solutions through media partners to market the products and services of the Group's advertiser customers in the People's Republic of China (the "**PRC**") (collectively referred to as the "**Listing Business**").

The ultimate holding company of the Company is Supreme Development Limited ("**Supreme Development**"), a company incorporated in the British Virgin Islands, and is controlled by Mr. Ma Xiaohui ("**Mr. Ma**"), the ultimate controlling shareholder (the "**Controlling Shareholder**") of the Group.

After the Coronavirus Disease 2019 ("**COVID-19**") outbreak in early 2020, a series of precautionary and control measures have been and continued to be implemented across the PRC. The Group prioritises the health and safety of its employees, and has taken various preventative and quarantine measures across the Group soon after the COVID-19 outbreak. As of the date of the consolidated financial statements, management is not aware of any material adverse effects on the financial position of the Group as of December 31, 2021 and its operating results for the year then ended. Recent development of the COVID-19 pandemic in China, such as increasing cases reported in Shanghai in March 2022 and other cities, continues to generate uncertainties over the Group's business, results of operations, financial condition and cash flows. The Group will continue to closely monitor the development of the COVID-19 outbreak and take appropriate counter-measures if any adverse impact is arising.

2 REORGANISATION

Prior to the incorporation of the Company and the completion of the reorganisation (the "**Reorganisation**") as mentioned below, the Listing Business was carried out by Uju Interactive (Beijing) Technology Co., Ltd. (優矩互動(北京)科技有限公司, "**Uju Beijing**") and its subsidiaries, mainly including Qingdao Uju Technology Co., Ltd. (青島優矩科技有限公司, "**Qingdao Uju**"), Hainan Uju Technology Co., Ltd. (海南優矩科技有限公司, "**Hainan Uju**"), Beijing Juliang Tongchuang Technology Co., Ltd. (北京矩量同創科技有限公司, "**Beijing Juliang**") and Shanghai Juqing Technology Co., Ltd. (上海矩擎科技有限公司, "**Shanghai Juqing**") (collectively the "**Uju Beijing Group**"). The Uju Beijing Group were controlled by the Controlling Shareholder throughout the years ended December 31, 2021 and 2020.

Uju Beijing, the major subsidiary of the Company, was established in the PRC on November 23, 2017 as a limited liability company (legal person sole investment) with an initial registered capital of RMB10,000,000. As at the date of incorporation of the Company, the entire 100% equity interests of Uju Beijing was wholly owned by Guangzhou Uju Information Technology Co., Ltd. ("**Guangzhou Uju**"), which is ultimately controlled by the Controlling Shareholder. On January 30, 2020, Mr. Ma and Mr. Xiong Xiangdong ("**Mr. Xiong**") reached the agreement, pursuant to which Mr. Xiong had invested RMB3,750,000 for the equity interest in Uju Beijing, through Winston Holdings International Limited ("**Winston**"), wholly owned by Mr. Xiong, which became a shareholder of Uju Beijing in September 2020 and its was agreed that, after completion of the Reorganisation, Mr. Xiong's investment would be converted to an effective 0.68% equity interest of the Company. The initial registered capital of Uju Beijing was fully paid up on March 15, 2018.

Uju Beijing commenced business in 2018 and is mainly engaged in the business of providing online marketing solutions to its customers.

In preparation for the Listing, the Group has underwent a Reorganisation which was completed on March 3, 2021. Upon completion of the Reorganisation, Uju Beijing becomes a wholly-owned subsidiary of Uju Hong Kong Limited (a wholly-owned subsidiary as incorporated by the Company on November 2, 2020).

On March 9, 2021, each of Aoji Education Development (China) Limited (澳際教育發展（中國）有限公司) (formerly known as Richjoin Investments Limited (富滙投資有限公司)), Clever Gain Management Limited (嘉顧管理有限公司), Market Harvest Limited, Sky Infinity Holdings Limited (藍天控股有限公司), Week8 Holdings (Singapore) Pte. Ltd., Gaorong Partners Fund V-A, L.P. and Gaorong Partners Fund V, L.P., as Pre-IPO Investors, agreed to subscribe for an aggregate of 10.0% of the total issued share capital of the Company prior to the issue of shares to be made upon capitalisation of certain sum standing to the credit of the share premium account of the Company and the Listing.

There is no special right under the Pre-IPO investment agreements surviving upon Listing.

3 BASIS OF PRESENTATION AND PREPARATION

Prior to the Reorganisation, the Listing Business was conducted through the Uju Beijing Group controlled by the Controlling Shareholder. To rationalise the corporate structure in preparation of the Listing, the Group underwent the Reorganisation as mentioned in the section headed "Reorganisation" in Note 2 above. Upon completion of the Reorganisation, the Company became the holding company of the Group. The Company has not been involved in any other business prior to the Reorganisation and do not meet the definition of a business. The Reorganisation is merely a recapitalisation of the Listing Business with no change in management and the owners of the Listing Business. Accordingly, the Group resulting from the Reorganisation is regarded as a continuation of the Listing Business under the Uju Beijing Group.

The consolidated financial statements have been prepared by including the historical financial information of the companies engaged in the Listing Business, as if the current group structure had been in existence throughout the years presented, or since the date when the combining companies first came under the control of the Uju Beijing Group, whichever is a shorter period.

The consolidated financial statements have been prepared in accordance with International Financial Reporting Standards ("**IFRSs**") issued by the International Accounting Standards Board ("**IASB**") and the disclosure requirements of the Hong Kong Companies Ordinance Cap. 622.

The consolidated financial statements have been prepared under the historical cost convention, as modified by the revaluation of certain financial assets measured at fair value.

The preparation of financial statements in conformity with IFRSs requires the use of certain critical accounting estimates. It also requires management to exercise its judgement in the process of applying the Group's accounting policies.

New and amended standards adopted by the Group

The IASB has issued a number of new and amended IFRSs. For the purpose of preparing the consolidated financial statements, the Group has adopted all applicable new and amended IFRSs consistently throughout the years presented except for any new or interpretation that are not yet effective.

New/amended standards and annual improvements not yet adopted

The following new/amended standards and annual improvements have been published (which may be applicable to the Group) but not mandatory for reporting periods ended on December 31, 2021 and have not been early adopted by the Group:

	New standards, amendments and annual improvements	**Effective for annual periods beginning on or after**
Amendments to IFRS 3	Update Reference to the Conceptual Framework	January 1, 2022
Amendments to IAS 16	Property, Plant and Equipment: Proceeds before Intended Use	January 1, 2022
Amendments to IAS 37	Onerous Contracts – Costs of Fulfilling a Contract	January 1, 2022
Annual Improvements	Annual Improvements to IFRS Standards 2018-2020 Cycle	January 1, 2022
IFRS 17	Insurance Contracts	January 1, 2023
Amendments to IAS 1	Classification of Liabilities as Current or Non-current	January 1, 2023
Amendments to IAS 1 and IFRS Practice Statement 2	Disclosure of Accounting Policies	January 1, 2023
Amendments to IAS 8	Definition of Accounting Estimates	January 1, 2023
Amendments to IAS 12	Deferred Tax related to Assets and Liabilities from a Single Transaction	January 1, 2023

The Group has already assessed the impact of these new/amended standards and annual improvements. According to the assessment made by the directors of the Company, no significant impact on the financial performance and position of the Group is expected when the aforesaid new/amended standards and annual improvements become effective.

4 SEGMENT INFORMATION AND REVENUE FROM CONTRACTS WITH CUSTOMERS

The Group is principally engaged in the provision of all-in-one online marketing solutions services (including traffic acquisition from top media platforms, content production, big data analysis and advertising campaign optimisation) and also advertisement distribution services to the customers (which are primarily providing traffic acquisition service only) to customers in the PRC. For the purpose of resources allocation and performance assessment, the chief operating decision maker ("**CODM**") focuses on the operating results of the Group as a whole. As a result, the CODM considers that the Group's business is operated and managed as a single reportable segment and accordingly no segment information is presented.

An analysis of the Group's revenue from contracts with customers by category for the years ended December 31, 2021 and 2020 was as follows:

	Year ended December 31,	
	2021	2020
	RMB'000	*RMB'000*
All-in-one online marketing solution services	**7,706,284**	6,280,808
Advertisement distribution services	**129,155**	79,916
Others	**5,978**	–
Total	**7,841,417**	6,360,724

An analysis of the Group's revenue from contracts with customers by the timing of revenue recognition for the years ended December 31, 2021 and 2020 was as follows:

	Year ended December 31,	
	2021	2020
	RMB'000	*RMB'000*
Recognised at a point in time	**6,667,390**	5,487,140
Recognised over time	**1,174,027**	873,584
Total	**7,841,417**	6,360,724

The Group has concentration of credit risk from a major customer A as the customer contributed approximately 45% and 42% of the Group's total revenue for the years ended December 31, 2021 and 2020, respectively.

As at December 31, 2021 and 2020, the accounts receivable balance from the aforesaid major customer A amounted to approximately RMB1,215,855,000 and RMB1,094,268,000, representing approximately 54% and 60% of the total Group's accounts receivable, respectively.

Except for the abovementioned major customer A, no other individual customer has contributed more than 10% of the Group's total revenue during the years ended December 31, 2021 and 2020.

(a) Transaction price allocated to unsatisfied long-term contract

The Group generally enters into service contracts with customers for a contract term less than one year. Therefore, the Group has applied the practical expedient permitted under IFRS 15 "Revenue from Contracts with Customers" not to disclose the transaction price allocated to the unsatisfied performance obligations.

(b) Assets recognised from costs to fulfil a contract

While providing all-in-one solution service to customers, the Group may incur fulfilment costs including production cost of short video, etc. However, considering that the service is usually satisfied in a short period, the Group did not capitalise assets recognised from costs to fulfil a contract.

5 OTHER INCOME

	Year ended December 31,	
	2021	2020
	RMB'000	*RMB'000*
Government grants	**4,819**	2,595
Investment income on wealth management products	**1,623**	870
Value-added tax additional deduction *(note)*	**36,479**	–
Others	**914**	51
Total	**43,835**	3,516

Note:

Pursuant to the Announcement on Relevant Policies for Deepening the Value-added Tax Reform (Cai Shui Haiguan [2019] 39) jointly issued by the Ministry of Finance, the State Administration of Taxation and the General Administration of Customs, the Group's subsidiary, Uju Beijing, as a modern service company, qualifies for additional 10% deduction of input VAT from output VAT from April 1, 2019 to December 31, 2021. The additional deduction is recognised as other income when it was incurred.

6 EXPENSES BY NATURE

The details of cost of services, selling expenses, general and administrative expenses and research and development expenses are as follows:

	Year ended December 31,	
	2021	2020
	RMB'000	*RMB'000*
Traffic acquisition and monitoring costs	**7,248,283**	5,936,274
Outsourcing short video production costs	**18,617**	13,475
Employee benefit expenses	**181,660**	116,135
Depreciation expenses	**15,406**	7,066
Professional and consulting service fees	**9,060**	4,189
Taxes and surcharges	**7,189**	5,496
Office expenses	**5,827**	4,357
Travelling expenses	**4,953**	4,917
Listing expenses	**17,026**	2,906
Auditor's remuneration		
– audit services	**2,500**	–
– non-audit services	**140**	–
Others	**8,015**	8,402
Total	**7,518,676**	6,103,217

7 INCOME TAX EXPENSES

Income tax expense during the years presented comprise of:

	Year ended December 31,	
	2021	2020
	RMB'000	*RMB'000*
Current income tax expense	**65,355**	64,821
Deferred income tax expense/(credit)	**12,806**	(19,802)
Income tax expense	**78,161**	45,019

(a) Cayman Islands Income Tax

The Company is incorporated as an exempted company with limited liability under the Companies Act (as revised) of the Cayman Islands and is not subject to Cayman Islands income tax.

(b) Hong Kong Profits Tax

Hong Kong profits tax rate is 16.5% up to April 1, 2018. When the two-tiered profits tax regime took effect on April 1, 2018, the applicable Hong Kong profits tax rate is 8.25% for assessable profits on the first HK$2 million and 16.5% for any assessable profits in excess of HK$2 million. During the yeas presented, no Hong Kong profits tax has been provided as there were no taxable profits deriving from Hong Kong.

(c) PRC Corporate Income Tax

Corporate income tax ("**CIT**") in the PRC is calculated based on the statutory profit or loss of subsidiaries incorporated in the PRC in accordance with the PRC tax laws and regulations, after adjusting certain income and expense items, which are not assessable or deductible for income tax purposes. According to the PRC Corporate Income Tax Law promulgated by the PRC government, the tax rate for the Company's PRC subsidiaries is 25% except that Qingdao Uju enjoys the CIT tax rate of 20% as a small and low-profit enterprise and Hainan Uju enjoys the preferential CIT tax rate of 15%.

(d) PRC Withholding Tax ("WHT")

According to the applicable PRC tax regulations, dividends distributed by a company established in the PRC to a foreign investor with respect to profits derived after January 1, 2008 are generally subject to a 10% WHT. If a foreign investor incorporated in Hong Kong meets the conditions and requirements under the double taxation treaty arrangement entered into between the PRC and Hong Kong, the relevant withholding tax rate will be reduced from 10% to 5%.

During the years presented, the Group had distributed certain portion of Uju Beijing's retained earnings to Guangzhou Uju. After completion of the Reorganisation in March 2021, the Group does not have any plan to further distribute the retained earnings of all PRC subsidiaries and intends to retain them for the operation and expansion of the Group's business in the PRC. Accordingly, no deferred income tax liability in connection with the undistributed retained earnings of the PRC subsidiaries has been recognised as at the end of each reporting period. As of December 31, 2021 and 2020, the undistributed retained earnings of those PRC subsidiaries amounted to approximately RMB416,897,000 and RMB215,235,000 respectively.

8 DIVIDENDS

	Year ended December 31,	
	2021	2020
	RMB'000	*RMB'000*
Dividends declared by Uju Beijing to Guangzhou Uju	**40,000**	22,000

Except for the above, no dividends have been paid or declared by the Company or the companies now comprising the Group during the years presented.

As of December 31, 2021, the abovementioned dividends declared to Guangzhou Uju have been fully settled.

On March 30, 2022, the Board proposed the payment of a final dividend of HK10 cents per share, totalling approximately HKD60 million (equivalent to approximately RMB49 million, translated using the exchange rate as of December 31, 2021) for the year ended December 31, 2021. The proposed payment of the final dividend is subject to the consideration and approval of the Shareholders at the forthcoming annual general meeting ("**AGM**") of the Company to be held on May 31, 2022.

9 EARNINGS PER SHARE

(a) Basic

The basic earnings per share is calculated by dividing the profit attributable to owners of the Company by the weighted average number of ordinary shares in issue (adjusted retrospectively for the share subdivision pursuant to the shareholders' resolution passed on October 8, 2021) during the years ended December 31, 2021 and 2020. In determining the weighted average number of ordinary shares in issue, total 1,800,000 shares were deemed to have been in issue since January 1, 2018. Pursuant to a shareholders' resolution dated October 8, 2021, each of the existing issued and unissued shares of the Company with a par value US$1.00 each are subdivided into 100 shares of par value of US$0.01 each. Also, the authorised share capital of the Company was increased from US$50,000 divided into 5,000,000 shares to US$100,000,000 divided into 10,000,000,000 shares by the creation of an additional 9,995,000,000 shares which shall, when issued and paid, rank pari passu in all respects with the existing issued shares.

	Year ended December 31,	
	2021	2020
Profit attributable to owners of the Company *(RMB'000)*	**254,351**	133,179
Weighted average number of ordinary shares in issue *('000)*	**488,942**	432,000
Basic earnings per share *(expressed in RMB)*	**0.52**	0.31

(b) Diluted

Diluted earnings per share presented is the same as the basic earnings per share as there were no potentially dilutive ordinary shares issued during the years ended December 31, 2021 and 2020.

10 ACCOUNTS RECEIVABLES

	As at December 31,	
	2021	2020
	RMB'000	*RMB'000*
Accounts receivables	**2,347,933**	1,938,246
Less: credit loss allowance	**(85,533)**	(129,429)
Accounts receivables – net	**2,262,400**	1,808,817

The carrying amounts of the accounts receivables include receivables which are subject to a factoring arrangement (the "**transferred receivables**"). Under this arrangement, the Group has transferred the relevant receivables to the factoring company in exchange for cash and is prevented from selling or pledging the receivables. However, the Group has still retained late payment and credit risk associated with the transferred receivables. The Group therefore continues to recognise the transferred assets in their entirely in its balance sheet. The amount repayable under the factoring agreement is presented as secured borrowing. The Group considers that the held to collect business model remains appropriate for these receivables and hence continues measuring them at amortised cost. The factoring company will request the Group to transfer accounts receivables with carrying amounts much higher than the amounts repayable by the Group under the factoring arrangement which serves as additional securities for the borrowings from the factoring company. The relevant carrying amounts of transferred receivables and secured borrowings are as follows:

	As at December 31,	
	2021	2020
	RMB'000	*RMB'000*
Transferred receivables	**950,605**	68,052
Associated secured borrowings	**199,761**	51,905

All the cash as subsequent collected from the transferred receivables have to be deposited in a designated bank account and any usage of funds in the designated bank account is subject to the approval from the factoring company.

Accounts receivables are all dominated in RMB and due to the short-term nature of these current receivables, their carrying amounts are considered to approximate their fair values.

An aging analysis of the gross accounts receivables as at December 31, 2021 and 2020, based on invoice date, is as follows:

	As at December 31,	
	2021	2020
	RMB'000	*RMB'000*
Within 90 days	**2,163,912**	1,809,719
91 days – 180 days	**113,945**	48,020
181 days – 270 days	**20,034**	15,574
271 days – 1 year	**5,200**	12,663
Over 1 years	**44,842**	52,270
	2,347,933	1,938,246

The Group applies the simplified approach to provide for expected credit losses prescribed by IFRS 9 "Financial Instruments".

11 ACCOUNTS PAYABLES

Aging analysis of the accounts payables as at December 31, 2020 and 2021, based on the date of recognition are as follows:

	As at December 31,	
	2021	2020
	RMB'000	*RMB'000*
Less than 6 months	**1,264,945**	1,473,116
6 months to 1 year	**2,952**	1,862
Over 1 year	**7,148**	527
	1,275,045	1,475,505

Accounts payables are all denominated in RMB and the carrying amounts of which are considered to approximate their fair values due to their short-term in nature.

TREASURY POLICIES

The Group has adopted a prudent financial management approach towards its treasury policies and thus maintained a healthy liquidity position throughout the period under review. The Group strives to reduce exposure to credit risk by performing ongoing credit assessments and evaluations of the financial status of its customers. To manage liquidity risk, the Board closely monitors the Group's liquidity position to ensure that sufficient financial resources are available in order to meet its funding requirements and commitment timely.

Foreign exchange exposure

Foreign exchange risk refers to the risk of loss caused by the changes in foreign exchange rates. The operations of the Group are mainly located in the PRC with most transactions denominated and settled in Renminbi.

During the year ended December 31, 2021, no financial instrument was used for hedging purposes, and we did not commit to any financial instruments to hedge our exposure to foreign exchange risk, as the expected foreign exchange risk is not significant. The Directors and senior management of the Company will continue to closely monitor the foreign exchange exposure and take measures when necessary to ensure that the foreign exchange risk is within the controllable range.

Capital structure

The shares of the Company were listed on Main Board of the Stock Exchange on the Listing Date. There has been no major change in the capital structure of the Company since then.

Contingent liabilities

The Group did not have any material contingent liabilities as of December 31, 2021 and 2020.

Charge on the Group's assets

As of December 31, 2021, restricted cash balance of RMB45.0 million and other receivable balance of RMB15.0 million were pledged as guarantee for borrowings from banks (2020: nil). As of December 31, 2021 and 2020, accounts receivables of RMB950.6 million and RMB68.1 million were respectively pledged as securities for the factoring borrowings.

USE OF THE NET PROCEEDS FROM THE GLOBAL OFFERING

The net proceeds received from the Global Offering, after deducting the underwriting fees and commissions and expenses payable by the Company in connection with the Global Offering, amounted to approximately HK$748.5 million (equivalent to approximately RMB615.1 million). During the period from the Listing Date to December 31, 2021, the net proceeds from the Global Offering was utilised in the manner as follows:

	Approximate percentage of the total net proceeds	Net proceeds from the Global Offering *HKD million*	Net proceeds utilised as of December 31, 2021 *HKD million*	Remaining net proceeds as of December 31, 2021 *HKD million*	Expected time to utilize the remaining net proceeds in full
Upgrading the U-Engine platform with a focus on research, development and utilization of AI capabilities and SaaS technologies					
Connecting the U-Engine with enlarged advertiser customer and media partner bases	2.3%	17.0	1.1	15.9	By the end of the year ending December 31, 2023
Developing the digitalization services platform of the U-Engine platform	2.0%	14.8	0.6	14.2	By the end of the year ending December 31, 2024
Upgrading the internal management system	0.6%	4.4	1.0	3.4	By the end of the year ending December 31, 2023
Expanding business opportunities in e-commerce businesses on online short video platforms	3.3%	24.4	1.1	23.3	By the end of the year ending December 31, 2024
Enhancing the content production capacities with AI technologies	6.6%	49.6	0.0	49.6	By the end of the year ending December 31, 2024
Enhancing our relationships with existing media partners and enlarging our advertiser customers and media partner bases					
Strengthening sales and marketing teams	3.4%	25.2	0.4	24.8	By the end of the year ending December 31, 2024
Enlarging media base	15.6%	117.0	9.4	107.6	By the end of the year ending December 31, 2024
Exploring new businesses with new advertiser customers and online media platforms	40.3%	302.1	76.3	225.8	By the end of the year ending December 31, 2022
Pursuit of strategic investments and acquisitions	16.0%	119.9	0.0	119.9	By the end of the year ending December 31, 2022
Working capital and general corporate purposes	9.9%	74.1	66.3	7.8	By the end of the year ending December 31, 2022
Total	100%	748.5	156.2	592.3	

As of December 31, 2021, the Group has utilized approximately HKD156.2 million of the net proceeds from the Global Offering, and the remaining net proceeds of approximately HK$592.3 million was deposited with state-owned and reputable banks in Hong Kong or the PRC. The Group will further utilize the net proceeds from the Global Offering in the manner as set out in the section headed "Future Plans and Use of Proceeds" of the prospectus of the Company dated November 8, 2021 (the "**Prospectus**").

SIGNIFICANT INVESTMENTS HELD

During the year ended December 31, 2021, the Group did not hold any significant investment in equity interest in any other company.

FUTURE PLANS FOR MATERIAL INVESTMENTS AND CAPITAL ASSETS

Save as disclosed in the Prospectus and in the section headed "Use of Net Proceeds from the Global Offering" in this announcement, the Group did not have plan for material investments and capital assets as of the date of this announcement.

MATERIAL ACQUISITIONS AND DISPOSALS OF SUBSIDIARIES, ASSOCIATES AND JOINT VENTURES

The Group did not have any material acquisition or disposal of subsidiaries, associates and joint ventures during the year ended December 31, 2021.

SUBSEQUENT EVENTS

As of the date of this announcement, the Group had no material events subsequent to the Reporting Period.

DIVIDEND

The Board recommends the payment of a final dividend of HK10 cents per share for the year ended December 31, 2021, payable on or about Wednesday, June 29, 2022 to Shareholders whose names appear on the register of members of the Company at the close of business on Thursday, June 9, 2022, being the record date for determining Shareholders' entitlement to the proposed final dividend. The proposed payment of the final dividend is subject to the consideration and approval of the Shareholders at the forthcoming annual general meeting ("**AGM**") of the Company to be held on Tuesday, May 31, 2022.

INFORMATION ON EMPLOYEES

As of December 31, 2021, the Group had 884 (2020: 931) employees, including the executive Directors. Total staff costs (including Directors' emoluments) were approximately RMB181.7 million, as compared to approximately RMB116.1 million for the year ended December 31, 2020. Remuneration is determined with reference to market norms and individual employees' performance, qualification and experience.

The Group places high value on recruiting, training and retaining its employees. The Group maintains high recruitment standards and provide competitive compensation packages. Remuneration packages for the Group's employees mainly comprise base salary, performance salary and bonus. The Group also provides both in-house and external trainings for our employees to improve their skills and knowledge. As required under PRC regulations, the Group participates in various employee social security plans that are organised by applicable local municipal and provincial governments, including housing, pension, medical, work-related injury, maternity, and unemployment benefit plans.

The salaries and benefits of the Group's employees are kept at a competitive level and employees are rewarded on a performance-related basis within the general framework of the Group's salary and bonus system, which is reviewed annually. The Group also operates a share option scheme adopted by the Company on October 8, 2021.

CLOSURE OF REGISTER OF MEMBERS

For determining the Shareholders' entitlement to attend and vote at the AGM to be held on Tuesday, May 31, 2022, the register of members of the Company will be closed from Thursday, May 26, 2022 to Tuesday, May 31, 2022, both days inclusive, during which no transfer of shares will be registered. To qualify for attending and voting at the AGM, Shareholders must deliver their duly stamped instruments of transfer, accompanied by the relevant share certificates, to the Company's branch share registrar in Hong Kong, Tricor Investor Services Limited, at Level 54, Hopewell Centre, 183 Queen's Road East, Hong Kong no later than 4:30 p.m. on Wednesday, May 25, 2022 for registration of the relevant transfer.

Conditional on the passing of the resolution approving the declaration of the proposed final dividend at the forthcoming AGM, the register of members of the Company will also be closed from Tuesday, June 7, 2022 to Thursday, June 9, 2022 (both days inclusive) for the purpose of determining the entitlement to the proposed final dividend. In order to be qualified for the proposed final dividend (subject to the approval of the Shareholders at the forthcoming AGM), Shareholders must deliver their duly stamped instruments of transfer, accompanied by the relevant share certificates, to the Company's branch share registrar in Hong Kong, Tricor Investor Services Limited, at Level 54, Hopewell Centre, 183 Queen's Road, Hong Kong no later than 4:30 p.m. on Monday, June 6, 2022.

CORPORATE GOVERNANCE CODE

The Group is committed to maintaining a high standard of corporate governance to safeguard the interests of its shareholders and enhance its value and accountability. The Company has adopted the Corporate Governance Code (the "**Corporate Governance Code**") contained in Appendix 14 to the Rules Governing the Listing of Securities on the Stock Exchange (the "**Listing Rules**") as its governance code.

During the period from the Listing Date to the date of this announcement, the Company has always complied with all the applicable code provisions set out in the Corporate Governance Code.

The Group will continue to review and monitor its corporate governance practices in order to ensure the compliance with the Corporate Governance Code.

MODEL CODE FOR SECURITIES TRANSACTION

The Company has adopted the Model Code for Securities Transactions by Directors of Listed Issuers (the "**Model Code**") as set out in Appendix 10 to the Listing Rules as its own code of conduct regarding Directors' securities transactions. Specific enquiry has been made to all the Directors and each of the Directors has confirmed that he/she has complied with the required standards as set out in the Model Code from the Listing Date to the date of this announcement.

PURCHASE, SALE OR REDEMPTION OF LISTED SECURITIES

During the period from the Listing Date to December 31, 2021, none of the Company or any of its subsidiaries had purchased, sold or redeemed any of the listed securities of the Company.

AUDIT COMMITTEE

The Audit Committee was established by the Company on October 8, 2021 in accordance with Rules 3.21 to 3.23 of the Listing Rules. The terms of reference of the Audit Committee were adopted in compliance with the Corporate Governance Code on October 8, 2021 and are available for inspection on the websites of the Company and the Stock Exchange. As at the date of this announcement, the Audit Committee has three members comprising Mr. Wang Wenping (Chairman), Mr. Zhang Peiao and Ms. Lin Ting, all of whom are independent non-executive Directors.

The Audit Committee has reviewed the accounting principles and practices adopted by the Group and the audited financial results of the Group for the year ended December 31, 2021 set out in this announcement.

This announcement is prepared by extracting the relevant information from the Group's audited consolidated financial statements for the year ended December 31, 2021.

AUDITOR'S PROCEDURES PERFORMED ON THIS ANNUAL RESULTS ANNOUNCEMENT

The figures in respect of the Group's consolidated balance sheet, consolidated statement of profit or loss and other comprehensive income and the related notes thereto for the year ended December 31, 2021 as set out in this announcement have been agreed by the Company's auditor, PricewaterhouseCoopers, to the amounts set out in the Group's audited consolidated financial statements for the year. The work performed by PricewaterhouseCoopers in this respect did not constitute an assurance engagement in accordance with Hong Kong Standards on Auditing, Hong Kong Standards on Review Engagements or Hong Kong Standards on Assurance Engagements issued by the Hong Kong Institute of Certified Public Accountants and consequently no assurance has been expressed by PricewaterhouseCoopers on this announcement.

PUBLICATION OF ANNUAL RESULTS AND 2021 ANNUAL REPORT

This annual results announcement is published on the websites of the Stock Exchange (www.hkexnews.hk) and the Company (www.ujumedia.com). The annual report of the Company for the year ended December 31, 2021 containing all the information required by the Listing Rules will be dispatched to the Shareholders and published on the above websites in due course.

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

Beijing, 30 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.