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UJU HOLDING LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1948)

UNAUDITED OPERATING DATA FOR THE FIRST QUARTER ENDED MARCH 31, 2022

This announcement is made by UJU HOLDING LIMITED (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2)(a) 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 (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders (the “**Shareholders**”) of the Company and potential investors that based on the information currently available to the Company and the preliminary review by the Board of the unaudited consolidated management accounts of the Group for the three months ended March 31, 2022, the core businesses of the Group still maintained a strong growth momentum on top of a significant growth throughout 2021. For the three months ended March 31, 2022, the gross billing generated from online marketing solutions business recorded an amount of approximately RMB2,881 million, representing an increase of approximately 24.2% as compared with the corresponding period of 2021.

As compared with the operational data for the fourth quarter of 2021: the quarter-over-quarter retention rates of the Group’s advertiser customers with gross billing over RMB10 million was 100% as compared with the fourth quarter of 2021; the growth rate of new customers¹ was 16.1%.

For the three months ended March 31, 2022, the Group’s operating cash inflow was approximately RMB349 million. The significant improvement of operating cash flow was mainly attributable to (1) the Group’s prudent control over the credit policies of customers during the current period; and (2) the improvement of credit policies due to the good credit ratings received from the media partners during the current period.

For the three months ended March 31, 2022, our live streaming e-commerce business served 22 brands in five product categories.

¹ Growth rate of new customers = Number of new customers of the current period/total numbers of customers of the comparative period

The above operating statistics are unaudited and are based on preliminary internal information of the Company, which has not been audited or reviewed by the Company's auditor and may differ from the figures to be disclosed in the audited or unaudited consolidated financial statements to be published by the Company on an annual or half-yearly basis due to various uncertainties during the process of collecting such information. As such, the above operating statistics are preliminary in nature and provided for investors' reference only. Shareholders and potential investors are advised to exercise caution and not to place undue reliance on such information when dealing in the securities of the Company. When in doubt, Shareholders and potential investors are advised to seek professional advice from professionals or financial advisers.

By Order of the Board
UJU HOLDING LIMITED
Ma Xiaohui

Chairman of the Board and Executive Director

Beijing, May 23, 2022

As at the date of this announcement, the board of Directors 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.