

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*



**Joy Spreader Group Inc.**  
**樂享集團有限公司**

*(Incorporated in the Cayman Islands with limited liability)*  
**(Stock Code: 6988)**

## **VOLUNTARY ANNOUNCEMENT BUSINESS UPDATE OF THE COMPANY'S JOINT INVESTMENT COMPANY**

This announcement is voluntarily made by the board (the “**Board**”) of directors (the “**Directors**”) of Joy Spreader Group Inc. (the “**Company**”, together with its subsidiaries, the “**Group**”) for the purpose of providing the shareholders and potential investors of the Company with the information on the update of the Group’s culture business.

On November 1, 2022, “Kong Jian (空兼)”, a digital asset service platform for film and television culture and entertainment contents was officially launched by Poly Joy Spreader Digi-Entertainment (Beijing) Co., Ltd. (保利樂享文娛科技(北京)有限公司, formerly known as Poly Boyi Culture Media (Beijing) Co., Ltd (保利博藝文化傳媒(北京)有限公司)) (hereinafter referred to as “**Poly Joy Spreader Digi-Entertainment**”), indicating that Poly Joy Spreader Digi-Entertainment has entered the era of web3.0 and meta-universe. Poly Joy Spreader Digi-Entertainment is a company formed through equity restructuring and investment by Beijing Joy Spreader Huayue Culture Technology Co., Ltd (北京樂享華悅文化科技有限公司), a wholly-owned subsidiary of the Company, and Sanya Jiuming Investment Co., Ltd. (三亞九溟投資有限公司) controlled by Mr. Zhu Zinan, a controlling shareholder of the Company and Poly Film Investment Corporation Limited (a central state-owned cultural enterprise) on March 30, 2022. As a strategic shareholder, the Company participated in the mixed-ownership reform of Poly Joy Spreader Digi-Entertainment. For details, please refer to the announcement of the Company dated March 30, 2022.

Culture business is an important part of the Group’s long-term development strategy. “Kong Jian” is a central enterprise digital culture collection platform jointly developed by three dominant enterprises, namely Poly Film Investment Corporation Limited (a central state-owned cultural enterprise), JDT (京東科技集團) (a leading domestic technology company), and Joy Spreader Group (an algorithm-driven new media marketing technology company). In addition, on November 4, 2022, “General’s Command (將軍令)”, the digital asset themed “China-style classic movie music series” was launched by Poly Joy Spreader Digi-Entertainment and China Record Group Co., Ltd. (中國唱片集團有限公司) on the “Kong Jian” platform. As a middle-end operator of the digital asset service platform of “Kong Jian”, Joy Spreader Group, leveraging its outstanding advantages in big data and interest-based content recommendation algorithm, provides support for the market-oriented operation of digital assets and will work with Poly Film Investment Corporation Limited to explore the field of digital assets.

By order of the Board  
**Joy Spreader Group Inc.**  
**Zhu Zinan**  
*Chairman*

Beijing, the PRC  
November 6, 2022

*As at the date of this announcement, the Board comprises Mr. Zhu Zinan, Mr. Cheng Lin, Ms. Qin Jiaxin and Mr. Sheng Shiwei as executive Directors; Mr. Hu Qingping and Mr. Hu Jiawei as non-executive Directors; and Mr. Xu Chong, Mr. Tang Wei, and Mr. Fang Hongwei as independent non-executive Directors.*