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UJU HOLDING LIMITED

优矩控股有限公司

(Incorporated in Cayman Islands with limited liability)

(Stock Code: 1948)

UNAUDITED OPERATING DATA FOR THE THIRD QUARTER ENDED SEPTEMBER 30, 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 nine months ended September 30, 2022, the core businesses of the Group maintained a stable growth. For the nine months ended September 30, 2022, the gross billing generated from online marketing solutions business recorded an amount of approximately RMB10,828 million, representing an increase of approximately 26.1% as compared with the corresponding period of 2021.

Comparing with the operational data for the second quarter of 2022, the quarter-over-quarter retention rate of the Group’s advertiser customers with gross billing over RMB10 million was 95.8% as compared with the second quarter of 2022. The total number of customers remained stable in the third quarter of 2022.

For the nine months ended September 30, 2022, the Group’s net cash used in operating activities was approximately RMB309 million. Cash outflow from operating activities primarily comprises traffic acquisition and monitoring costs, employee benefit expenses, and other operating expenses.

For the nine months ended September 30, 2022, our live streaming e-commerce business served 29 brands mainly in mass consumption and local lifestyle categories, and generated a gross merchandise volume (GMV) of approximately RMB193.6 million.

The above operating statistics are unaudited and are based on the preliminary internal information of the Group, which has not been audited or reviewed by the Company's auditor and may differ from the figures 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 are 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, November 11, 2022

As at the date of this announcement, the Board 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.