

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.



NNK Group Limited
年年卡集團有限公司

(Incorporated in the Cayman Islands with limited liability)
(Stock code: 3773)

VOLUNTARY ANNOUNCEMENT
BUSINESS UPDATE

This announcement is made by NNK Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis to provide its shareholders and potential investors with the latest business development of the Group.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company announces that the Group has started to launch digital marketing service in respect of local living service in cooperation with a prominent short video social platform in China in January 2023, thereby enriching its business portfolio. Local living service focuses on service scenarios such as catering, hotel and tourism, leisure and entertainment, tourist attractions, with ample room for development of the industry. According to relevant data and calculations based on the offline market size and online penetration rate of different industries, the total market size of local living service of in-store catering, in-store integrated and hotel and tourism industry in 2021 was approximately RMB968 billion, and the market size will grow to RMB1,812.8 billion in 2025, with a CAGR of 17%, among them, the market size of in-store catering industry is expected to reach RMB357.4 billion in 2025, the market size of in-store integrated industry is expected to reach RMB391.7 billion in 2025, and the market size of hotel and tourism industry is expected to reach RMB1,063.7 billion in 2025. Compared with 2021, the number of merchants selling on the local living service platform has increased by 22 times, and the overall transaction amount has increased by over 30 times. In the future, the Group will focus on the development of local living service business around these segments.

Over the past years, the Group has been one of the leading online mobile top-up service providers in the PRC and has cultivated a large user base through providing fast, reliable and convenient services to mobile users. Leveraging on its extensive experience and business networks in the mobile network industry, the provision of online marketing service in respect of local living service is expected to create synergy effect with the existing business of the Group and enhance its overall development. It also allows the Group to analyse users’ spending patterns and preferences which in turn facilitates the Group’s development and implementation of its expansion plan in the online marketing service business by developing tailored services to its customers.

The Board believes that this serves as a good opportunity for the Group to extend its core business operation to related downstream business activities, thereby broadening the revenue stream of the Group and is in the interests of the Company and its shareholders as a whole.

The Group will make further announcement(s) on its latest business development as and when appropriate.

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

By Order of the Board
NNK Group Limited
Huang Junmou
Chairman

Hong Kong, 6 February 2023

As at the date of this announcement, Mr. Huang Junmou, Dr. Zhou Jinhua and Mr. Guan Heng are the executive Directors; Mr. Fan Weiguo and Mr. Yu Zida are the non-executive Directors; and Mr. Lin Zhangxi, Mr. Qian Haomin and Ms. Zhao Jinlin are the independent non-executive Directors.