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NEWLINK TECHNOLOGY INC.

新紐科技有限公司*

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 9600)

VOLUNTARY ANNOUNCEMENT STRATEGIC COOPERATION FRAMEWORK AGREEMENT

This announcement is made by Newlink Technology Inc. (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis.

THE STRATEGIC COOPERATION FRAMEWORK AGREEMENT

The board of directors (the “**Board**”) of the Company is pleased to announce that, on February 22, 2023, Beijing Newlink Technology Co., Ltd. (北京新紐科技有限公司), a wholly-owned subsidiary of the Company, entered into a strategic cooperation framework agreement for a period of one year (the “**Strategic Cooperation Framework Agreement**”) with CP Culture Development Co., Ltd. (正大文化發展有限公司) (the “**CP Culture**”), pursuant to which the parties shall jointly establish multi-dimensional and in-depth cooperation to facilitate the application of big data analytics and AI technologies in cultural and arts industry by giving full play to their respective advantages in the industry and technology in the fields of cooperation based on the principles of “voluntariness, equality, mutual benefits and inclusiveness”.

The parties will jointly build a data service platform for monitoring and study of cultural and arts market and develop an ecosystem of data resources for arts institutions which allows data to drive decision-making. By leveraging the service advantages of CP Culture in cultural and arts collections market, together with the Group’s ability to process and exchange massive data, the parties will apply big data analytics and AI technologies to achieve systematic matching of historical collections transaction data and images in the market by building data governance system, image recognition engine and data mining model framework. The parties will jointly innovate in the fields of collections management and trading, collections market monitoring and analysis, digital arts, etc. and jointly work out comprehensive solutions for a digitalized cultural and arts platform to serve diversified groups such as cultural and arts institutions, collectors, artists and cultural and arts enthusiast, with an aim to promoting the application and integration of digital technologies with cultural and arts in multiple scenarios.

The cooperation under the Strategic Cooperation Framework Agreement mainly covers the followings: (I) based on market and business demand, the parties will jointly design and develop comprehensive IT solutions featuring functions such as rapid identification, related information integration and market value valuation of collections and market trend prediction of similar collections; and (II) by collaboration in research and development, the parties will pursue the distribution and trading of collections in digital forms, the realization of which will enable the public to appreciate and own more collections, provide innovative context and trading form for the development of cultural and arts industry, and promote the healthy development and consumption transformation of artifact market with digital technologies. The parties will also provide services ancillary to digital assets such as registration, rights confirmation, evidence preservation and patent protection for institutions and users, thereby improving the application of technological innovation in cultural artwork field and promoting digitalization of cultural industry and applications in multiple scenarios.

To the best of the Directors' information, knowledge and belief having made all reasonable enquiries, CP Culture and its ultimate beneficial owners are independent third parties of the Company and its connected persons (as defined under the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules")) as at the date of this announcement.

INFORMATION ON CP CULTURE

CP Culture is a company established in the PRC with limited liability and is principally engaged in cultural and arts education, cultural technology application, cultural copyright development, cultural asset management and operation, etc.

REASONS FOR AND BENEFITS OF THE STRATEGIC COOPERATION FRAMEWORK AGREEMENT

The Board considers that the entering into of the Strategic Cooperation Framework Agreement is in line with the Company's development strategy and is in the interests of the Company and its shareholders as a whole as it would enable both parties to leverage on their respective strength and resources to build a close strategic partnership to facilitate the application of big data analytics and AI technologies in cultural and arts industry.

GENERAL

The Strategic Cooperation Framework Agreement merely provides a strategic cooperation framework between the Group and CP Culture. The terms of cooperation contemplated under the Strategic Cooperation Framework Agreement are subject to the terms of any definitive agreements which the Group and CP Culture may subsequently enter into from time to time. As at the date of this announcement, the Group and CP Culture have not entered into any legally binding agreements in relation to any specific cooperation projects. If any transaction contemplated under the Strategic Cooperation Framework Agreement constitutes a notifiable transaction for the Company under the Listing Rules, further announcement(s) will be made by the Company as and when appropriate.

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

By Order of the Board
Newlink Technology Inc.
Chairman of the Board and Chief Executive Officer
Zhai Shuchun

Beijing, the PRC, February 22, 2023

As at the date of this announcement, the Executive Directors are Mr. ZHAI Shuchun, Ms. QIN Yi and Mr. LI Xiaodong; and the Independent Non-executive Directors are Mr. TANG Baoqi, Ms. YANG Juan and Mr. YE Jinfu.

* *For identification purposes only*