

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.

UJU HOLDING LIMITED

优矩控股有限公司

(Incorporated in Cayman Islands with limited liability)

(Stock Code: 1948)

PROFIT WARNING

This announcement is made by UJU HOLDING LIMITED (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2) 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 of directors (the “**Board**”) of the Company wishes to inform the shareholders of the Group (the “**Shareholders**”) and potential investors that, based on a preliminary review of the unaudited consolidated management accounts of the Company for the year ended December 31, 2022 and information currently available to the Board, the Company is expected to record a substantial decrease in its profit attributable to owners of the Company for the year ended December 31, 2022 of no less than 40% as compared to that for the year ended December 31, 2021.

The expected decrease in the Company’s profit attributable to owners of the Company for the year ended December 31, 2022 is mainly due to the following reasons:

- a) in 2022, the consumer market sentiment in China was negatively impacted by various uncertainties, which led to reduction in customers’ marketing budgets and decline in the overall level of advertising placements. Along with intensified competition in the industry, the Group’s profitability was negatively impacted to a certain extent; and
- b) due to the pandemic situation in 2022, key cities in China such as Beijing, Shanghai, and Guangzhou experienced economic disruptions, prompting the Group to closely monitor the credit status of the customers and make necessary strategic adjustments to its customer base.

By the end of 2022, China had optimized its pandemic prevention and control measures, leading to signs of economic recovery in China, and our customers' market has started to experience an increase in demand. At present, the Group is making every effort to enhance the synergy among business lines, and the scale of operation is growing steadily.

The information contained in this announcement is only based on the preliminary assessment by the Board with reference to the information currently available to the Board and the unaudited consolidated management accounts of the Company which have not been audited or confirmed by the Company's auditors and reviewed by the audit committee of the Company, and may be subject to further revisions or adjustments. As the Company is still in the process of finalizing its annual results for the year ended December 31, 2022, its final results may be subject to changes and may be different from the information disclosed in this announcement. The Company expects to announce its annual results for year ended December 31, 2022 on March 30, 2023. The financial information to be disclosed in the Company's annual results announcement for the year ended December 31, 2022 shall prevail over the information contained in this announcement.

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

By order of the Board
UJU HOLDING LIMITED
MA Xiaohui

Chairman of the Board and Executive Director

Beijing, March 21, 2022

As at the date of this announcement, the Board 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.