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(Incorporated in the Cayman Islands with limited liability)

(Stock code: 1280)

DELAY IN DESPATCH OF CIRCULAR

References are made to (i) the announcement of Qidian International Co., Ltd. (the "Company") dated 16 February 2023 in relation to the proposed adoption of the 2023 Share Award Scheme; and (ii) the announcements of the Company dated 16 February 2023 and 9 March 2023 in relation to the delay in dispatch of circular (collectively, the "Announcements"). Capitalised terms used herein shall have the same meanings as those defined in the Announcements unless the context requires otherwise.

As disclosed in the Announcements, a circular (the "Circular") containing, among other things, (1) details regarding the proposed adoption of the 2023 Share Award Scheme; and (2) the notice of the EGM and a form of proxy is expected to be despatched to the Shareholders on or before 30 March 2023.

As additional time is required to finalise certain information to be included in the Circular, it is currently expected that the despatch date of the Circular will be postponed to a date on or before 20 April 2023.

By Order of the Board

Qidian International Co., Ltd

Yuan Li

Chairman

Yangzhou, PRC, 30 March 2023

As at the date of this announcement, the Board comprises two executive Directors, namely Mr. Yuan Li and Mr. Xu Xinying, one non-executive Director, namely Ms. Xu Honghong, and three independent non-executive Directors, namely Mr. Zhang Yihua, Mr. Chen Rui and Mr. Fung Tak Choi.