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## **MOG DIGITECH HOLDINGS LIMITED**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 1942)**

### **VOLUNTARY ANNOUNCEMENT DISTRIBUTION AGENCY SERVICE AGREEMENT ENTERED INTO BETWEEN THE GROUP AND GUANGXI LINGERLING DIGITAL CULTURE AND TOURISM INDUSTRY COMPANY LIMITED\***

The board (the “**Board**”) of directors (the “**Director(s)**”) of MOG Digitech Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) is pleased to announce that after rounds of due diligence, Jiangxi Mali Intelligence Technology Company Limited (江西馬力智能科技有限公司) (“**Jiangxi Mali**”), being a wholly-owned subsidiary of the Company, entered into a distribution agency service agreement (the “**Agreement**”) with Guangxi Lingerling Digital Culture and Tourism Industry Company Limited\* (廣西零貳零數字文旅產業有限公司) (“**Guangxi Lingerling**”). The parties to the Agreement discussed after arm’s length negotiations and agreed that they will conduct the following cooperation in connection with matters relating to the sales and distribution of Luluyou card\* (路路遊一卡通) (“**Luluyou Card**”) products in Guangxi:

- i) Jiangxi Mali shall authorise Guangxi Lingerling to conduct business in the name of Guangxi “Luluyu Card” operation center, and Guangxi Lingerling shall, as a core partner under the Agreement, maximise its effort to promote all product lines of “Luluyu Card” products in the performance of all aspect of its duties; and
- ii) Jiangxi Mali and Guangxi Lingerling shall assist local cultural and tourism enterprises (include scenic spots, homestays and/or hotels) to accelerate digital intelligence transformation in their operations and together with the support of big data, enhance their integrated regional tourism services, by way of reducing travel costs and improving travel efficiency, to allow tourists to travel freely.

#### **INFORMATION OF GUANGXI LINGERLING**

Guangxi Lingerling is a company established in 2015. It is a national high-tech enterprise with continuous technical research and internet operation and promotion capabilities.

By leveraging on the capabilities of Gangxi Tourism Department\* (廣西旅遊廳) and Guangxi Tourism Association\* (廣西旅遊協會), Guangxi Lingerling has brought innovation to the tourism industry in Guangxi by initiating the “Guangxi Tourism Annual Card\* (廣西旅遊年卡)” platform which has been launched in September 2019. At present, such platform has supported the issuance of annual cards in many scenic spots such as Daming Mountain, Huahua World, Chengyang Eight Villages, and Yongjiang Night Tour.

To the best of the Directors’ knowledge, information and belief, having made all reasonable enquires, Guangxi Lingerling and its ultimate beneficial owners are third party(ies) independent of, and not connected with the Company and any of their respective connected persons.

## **INFORMATION ABOUT JIANGXI MALI**

Jiangxi Mali, which is a wholly owned subsidiary of the Company, is an internet information technology platform service provider dedicated to the research in the field of scene ecological digitization. It has been working in the field of digital rights and interests for more than six years and leading the country with a number of technological development achievements and business model innovations.

## **REASONS FOR ENTERING INTO THE AGREEMENT**

The Board stated that in the new era of global tourism, mass tourism, and smart tourism, Luluyou Card is a product designed and developed by Jiangxi Mali, combined with district, city, and county-level tourism resources and rural revitalization plans ideas, and comprehensively assist the digital transformation and upgrading of the cultural and tourism system that are co-constructed, shared, and co-created. The Board believes that the cooperation under the Agreement will continue to (i) give full play to the technical strength and resource potential of both parties; (ii) create higher-quality digital tourism related-products with product price advantage, and (iii) cooperate with major cultural and tourism platforms in Guangxi to export high-quality tourism products to the whole country.

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

By Order of the Board  
**MOG Digital Holdings Limited**  
**Zhou Yue**  
*Executive Director*

Hong Kong, 17 May 2023

*As at the date of this announcement, the Company has four executive Directors, namely Mr. Deng Zhihua (Chairman), Ms. Tang Tsz Yuet, Mr. Zhou Yue and Dato’ Ng Kwang Hua, and four independent non-executive Directors, namely Mr. Yau Tung Shing, Mr. Chu Hoi Kan, Ms. Jiao Jie and Puan Sri Datuk Seri Rohani Parkash Binti Abdullah.*

\* For identification only