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## NETJOY HOLDINGS LIMITED

云想科技控股有限公司

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

**(Stock Code: 2131)**

### VOLUNTARY ANNOUNCEMENT UNAUDITED OPERATING STATISTICS FOR THE FIRST QUARTER ENDED MARCH 31, 2023

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

The board (the “**Board**”) of directors (the “**Directors**”) of the Company considers that the business operation quality and profit performance of the Group have steadily rebounded for the first quarter ended March 31, 2023 (the “**Reporting Period**” or the “**First Quarter**”). The Board is pleased to announce the certain unaudited operating data of the Group for the First Quarter, together with comparative information for the fourth quarter ended December 31, 2022 (the “**Fourth Quarter**”), are as follows:

#### Financial performance summary

	<b>2023</b> <b>The First</b> <b>Quarter</b> <i>(unaudited)</i>	<b>2022</b> <b>The Fourth</b> <b>Quarter</b> <i>(unaudited)</i>	change
Revenue	<b>756.08</b>	746.43	9.65
Gross profit/(loss)	<b>50.10</b>	(33.54)	83.64
Profit/(loss) during the period	<b>16.64</b>	(110.05)	126.69

During the Reporting Period, the Group’s gross profit and profit during the period generated by the Group were mainly driven by the following factors: (i) the optimization of customer structure and the expansion of media resources of the core online marketing solution business promoted the rebound of gross profit margin of this business; (ii) with the further penetration of the Group into the e-commerce industry chain, the e-commerce business which includes brand live broadcast operation services, has achieved rapid growth, and in the First Quarter, it has generated a total effective gross merchandise volume of approximately RMB322 million, which has exceeded the total volume for the whole year of 2022, and its gross profit contribution has further increased; (iii) the Group’s self-management tool for cross-platform accounts “Tianji” continuously optimizes internal operational efficiency and reduces operating costs. As of March 31, 2023, 212 advertisers have registered and used the platform. In the First Quarter, the amount of platform flow reached approximately RMB1.189 billion, further enhancing the bidirectional cost reduction and efficiency increase within the Group and advertisers.

In 2023, the Group will continue to pay close attention to the changes in the macroeconomic environment and industry market, and achieve long-term sustainable business scale expansion and profitability improvement under the strategy guidance of “Platformization” and “Diversification”. In addition, by replicating domestic technology in overseas markets and cooperating with external high-quality companies, the Group is exploring overseas marketing and e-commerce markets in an orderly manner, steadily advancing the process of “Internationalization” and striving to build a one-stop “marketing+sales” technical service platform with dual engines at home and abroad. With the sustained recovery of the domestic economy, the Board believes that the Group’s operating performance and quality will be further improved in the second quarter of 2023.

**The above operating statistics is unaudited and prepared based on the preliminary internal information of the Company. In view of the uncertainties that may exist in the process of collecting such information, such operating statistics may differ from the figures disclosed in the audited or unaudited consolidated financial statements of the Company issued on an annual or half-year basis. Accordingly, the above operating statistics is preliminary in nature and for investors’ reference only. Investors are advised to exercise caution and to avoid any undue reliance on such information when dealing in the securities of the Company. If in any doubt, investors should seek professional advice from professionals or financial advisers.**

By order of the Board  
**Netjoy Holdings Limited**  
**XU Jiaqing**  
*Chairman of the Board*

Shanghai, the PRC, May 22, 2023

*As at the date of this announcement, the Board comprises Mr. XU Jiaqing, Mr. WANG Chen, Mr. LIN Qian and Ms. ZHA Lijun as executive Directors; Mr. DAI Liqun and Mr. WANG Jianshuo as non-executive Directors; and Mr. CHEN Changhua, Dr. RU Liyun and Ms. CUI Wen as independent non-executive Directors.*