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KINGKEY FINANCIAL INTERNATIONAL (HOLDINGS) LIMITED
京基金融國際(控股)有限公司
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 01468)

VOLUNTARY ANNOUNCEMENT
BUSINESS UPDATE

This announcement is issued by Kingkey Financial International (Holdings) Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis to provide the shareholders (the “**Shareholders**”) and potential investors of the Company with an update on the latest business development of the Group.

The board (the “**Board**”) of directors (the “**Director(s)**”) of the Company wishes to announce that on 19 May 2023, Ningbo Quxing Intelligent Technology Company Limited* (寧波趣行智能科技有限公司) (“**Ningbo Quxing**”), being an indirect non-wholly owned subsidiary of the Company, entered into a joint venture agreement (the “**Agreement**”) with Xiaoshengke (Beijing) Digital Technology Company Limited* (銷生客(北京)數字科技有限公司) (“**Xiaoshengke**”), setting out the arrangements relating to the formation of a joint venture (the “**JV Company**”). Pursuant to the Agreement, the registered capital of the JV Company will be RMB3,000,000, while Ningbo Quxing will contribute RMB1,800,000 and Xiaoshengke will contribute the remaining RMB1,200,000 in aggregate towards the registered capital of the JV Company. Accordingly, the JV Company will be owned as to 60% by Ningbo Quxing upon its establishment. It is agreed between the parties to the Agreement that both of them shall leverage on their capabilities and industry resources to serve institutions in the fields of insurance, banking and education, combined with online and offline marketing resources, to provide customers with services covering digital marketing, customer screening and other business operations.

INFORMATION OF XIAOSHENGKE

Xiaoshengke is a software service provider principally engaged in providing digital ecosystem and related services for marketing agencies and outsourcing companies. With its headquarter in Beijing, Xiaoshengke has branches set up in Nanjing, Hangzhou and Chongqing.

The products offered by Xiaoshengke initially started with standardized “Software as a Service (SaaS)” software, helping marketing agencies and outsourcing companies to manage their customers and marketing resources through digital capability, and then gradually developed into an application system platform based on the cloud computing model “Platform as a Service (PaaS)” middle-end architecture. Currently, the services offered by Xiaoshengke covered several industries which include but not limited to information technology, manufacturing, construction, logistics, medical care, real estate, entertainment, finance and education.

To the best of the Directors’ knowledge, information and belief, having made all reasonable enquires, Xiaoshengke and its ultimate beneficial owners are third party(ies) independent of, and not connected with the Company and any of their respective connected persons (as defined in the Rules (the “**Listing Rules**”) Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”).

INFORMATION OF NINGBO QUXING

Ningbo Quxing, being an indirect non-wholly owned subsidiary of the Company, is principally engaged in providing insurance companies and other sizeable institutions with services such as us consultation services, insurance product design, channel construction management and claim optimization by way of Internet of Things artificial intelligence and mobile internet.

The Board stated that by entering into the Agreement, the parties to the Agreement shall jointly explore opportunities for application of digitalization in the business process and aim to demonstrate the application of digitalization in the service sectors by way of technology, services and innovative empowerment.

LISTING RULES IMPLICATIONS

As all applicable percentage ratio (as defined under the Listing Rules) in respect of the Agreement is below 5%, the entering into of the Agreement does not constitute any notifiable transaction under Chapter 14 of the Listing Rules. Therefore, the formation of the JV Company as contemplated under the Agreement is exempt from the requirements under Chapter 14 of the Listing Rules.

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

By Order of the Board
Kingkey Financial International (Holdings) Limited
Chen Jiajun
Executive Director

Hong Kong, 28 June 2023

As at the date of this announcement, the Directors are as follows:

Executive Directors:

Mr. Chen Jiajun

Mr. Mong Cheuk Wai

Independent Non-executive Directors:

Ms. Mak Yun Chu

Mr. Leung Siu Kee

Mr. Hung Wai Che

Mr. Chan Ting Fung

* *For identification purpose only*