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Miji International Holdings Limited

米技國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1715)

VOLUNTARY ANNOUNCEMENT INCORPORATION OF A SUBSIDIARY

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

INCORPORATION OF A SUBSIDIARY

The board of directors (the “**Board**”) has considered and approved the proposal regarding the incorporation of a wholly-owned subsidiary in the People’s Republic of China (the “**PRC**”) with a registered capital of RMB5,000,000. This subsidiary will be set up for the purpose of designing and launching artificial intelligence chatbot (ChatGPT 4) and artificial intelligence live streaming platform, which will be used for marketing the Group’s products and improving customer experience.

REASONS FOR INCORPORATION OF A SUBSIDIARY

The Group has extensive experience in the sales and distribution of kitchen appliances in China, with a major focus to encourage a healthy lifestyle. The Group intends to diversify its business to broaden its revenue streams and increase value for its shareholders.

Artificial intelligence is gaining popularity in recent years. The Group will hire consultants with relevant industry knowledge and technical expertise for the design and launch of artificial intelligence chatbot (ChatGPT 4) and artificial intelligence live streaming platform, which will be used for marketing the Group’s products and improving customer experience. These tools will bring vast benefits to the Group and its customers, as they can market the Group’s products and respond to customers’ questions 24 hours a day and seven days a week. They can also provide an accurate analysis on the customers’ spending behaviour and such analysis will be useful for the Group to develop products suitable for its customers. These tools are expected to increase the Group’s revenue and reduce the number of marketing staff, which will in turn improve the Group’s financial performance. Accordingly, the Board is of the view that incorporation of a subsidiary for the purpose of designing and launching artificial intelligence chatbot (ChatGPT 4) and artificial intelligence live streaming platform is in the interests of the Company and its shareholders as a whole.

IMPLICATIONS OF THE LISTING RULES

The Board has reviewed the proposed incorporation of a subsidiary for the purpose of designing and launching artificial intelligence chatbot (ChatGPT 4) and artificial intelligence live streaming platform. The Board believes that such transaction does not constitute a discloseable transaction of the Company (as defined in Chapter 14 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”)).

GENERAL

The Company will make further announcement(s) on any material development in the above matters where necessary in compliance with the Listing Rules.

By order of the Board
Miji International Holdings Limited
Madam Maeck Can Yue
Chairperson

Hong Kong, 4 July 2023

As at the date of this announcement, the executive Directors of the Company are Madam Maeck Can Yue and Mr. Wu Huizhang, and the independent non-executive Directors of the Company are Mr. Wang Shih-fang, Mr. Yan Chi Ming, Mr. Hooi Hing Lee and Mr. Li Wei.