

DESPATCH/COLLECTION OF SHARE CERTIFICATES AND REFUND MONIES

Applicants who have applied on **White Form eIPO** for 300,000 or more Hong Kong Offer Shares may collect any refund checks (where applicable) and/or Share certificates in person from our Hong Kong Share Registrar, Computershare Hong Kong Investor Services Limited, at Shops 1712–1716, 17th Floor, Hopewell Centre, 183 Queen’s Road East, Wan Chai, Hong Kong from 9:00 a.m. to 1:00 p.m. on Tuesday, July 11, 2023 or such other date as notified by us as the date of dispatch/collection of Share certificates/e-Refund payment instructions/refund checks.

Applicants being individuals who are eligible for personal collection cannot authorize any other person to make collection on their behalf. Corporate applicants which are eligible for personal collection must attend by their authorised representatives bearing letters of authorisation from their corporations stamped with the corporations’ chops. Both individuals and authorised representatives (if applicable) must produce, at the time of collection, evidence of identity acceptable to Computershare Hong Kong Investor Services Limited.

Applicants who apply for less than 300,000 Hong Kong Offer Shares through the **White Form eIPO** service, will have their Share certificate(s) (where applicable) sent to the address specified in their application instructions on or before Tuesday, July 11, 2023 by ordinary post and at their own risk.

Share certificates for Hong Kong Offer Shares allotted to applicants who applied through the **White Form eIPO** service, which are either not available for personal collection, or which are available but are not collected in person within the time specified for collection, are expected to be despatched by ordinary post to those entitled to the addresses specified in the relevant applications at their own risk on or before Tuesday, July 11, 2023.

Wholly or partially successful applicants who applied by giving **electronic application instructions** to HKSCC will have their Share certificate(s) issued in the name of HKSCC Nominees Limited and deposited directly into CCASS to be credited to their CCASS Investor Participant stock accounts or the stock accounts of their designated CCASS Participant who gave **electronic application instructions** on their behalf on Tuesday, July 11, 2023.

Applicants who applied through a designated CCASS Participant (other than a CCASS Investor Participant) should check the number of Hong Kong Offer Shares allocated to them with that CCASS Participant.

Applicants who applied as a CCASS Investor Participant by giving **electronic application instructions** to HKSCC via CCASS may also check the number of Hong Kong Offer Shares allocated to them and the amount of refund monies (if any) payable to them via the CCASS Phone System and the CCASS Internet System (under the procedures contained in HKSCC’s “An Operating Guide for Investor Participants” in effect from time to time). Immediately after the crediting of the Hong Kong Offer Shares to the CCASS Investor Participant stock accounts and the credit of refund monies to the CCASS Investor Participants bank accounts, HKSCC will also make available to the CCASS Investor Participants an activity statement showing the amount of Hong Kong Offer Shares credited to their CCASS Investor Participant stock accounts and the refund amount credited to their respective designated bank accounts (if any).

For applicants who have applied for the Hong Kong Offer Shares through the **White Form eIPO** service and paid the application monies through a single bank account, refund monies (if any) will be despatched to that bank account in the form of e-Refund payment instructions. For applicants who have applied for the Hong Kong Offer Shares through the **White Form eIPO** service and paid the application monies through multiple bank accounts, refund monies (if any) will be despatched to the addresses specified in their application instructions in the form of refund cheque(s) in favour of the applicant (or, in the case of joint applications, the first-named applicant) by ordinary post and at their own risk on or before Tuesday, July 11, 2023.

Refund monies (if any) for applicants who applied by giving **electronic application instructions** to HKSCC via CCASS are expected to be credited to the relevant applicants' designated bank accounts or the designated bank accounts of their broker or custodian on Tuesday, July 11, 2023.

Share certificates will only become valid evidence of title at 8:00 a.m. on Wednesday, July 12, 2023, provided that the Global Offering has become unconditional in all respects and neither the Hong Kong Underwriting Agreement nor the International Underwriting Agreement has been terminated in accordance with their respective terms at or before that time. Investors who trade Shares on the basis of publicly available allocation details or prior to the receipt of the Share certificates or prior to the Share certificates becoming valid do so entirely at their own risk.

No temporary document of title will be issued in respect of the Shares. No receipt will be issued for sums paid on application.

PUBLIC FLOAT

Upon Listing (assuming the Presumptions), the Shares held by certain of the Shareholders who are, or are indirectly controlled by, the core connected persons of the Company, will not be counted towards the public float. Details of these Shareholders and their controllers are set out below:

- (a) GGV Capital Select L.P., GGV Capital V L.P., GGV Capital V Entrepreneurs Fund L.P. and GGV VII Investments Pte. Ltd. collectively holding approximately 14.42% of the issued Shares;
- (b) Persistent Courage Holdings Limited and Lightmap Limited, which are controlled by Mr. Wang Ning through Starmap Trust, a trust in which Mr. Wang is the settlor and sole beneficiary. Persistent Courage Holdings Limited and Lightmap Limited collectively hold 16.62% of the issued Shares;
- (c) Metropolis Olympia Holdings Limited, which is ultimately wholly controlled by a trust in which Mr. Peng Wei is the settlor and sole beneficiary;
- (d) Bulldog Group Ltd, which is ultimately wholly controlled by a trust in which Mr. Liu Dong is the settlor and sole beneficiary; and
- (e) Impressive Appearance Holdings Limited, which is ultimately wholly controlled by a trust in which Mr. Wen Chunpeng is the settlor and sole beneficiary. As mentioned above, Mr. Wen is a co-founder and a director of certain subsidiaries that operate our Keepland business. Although

Mr. Wen is not a director of our Company, there is no legal impediment or regulatory concern preventing Mr. Wen from acting as a director of our Company; rather, Mr. Wen's current position within our Group represents a mutually-beneficial decision between Mr. Wen and our Company, allowing us the benefit of Mr. Wen's continued involvement and guidance within our Group, whilst also enabling Mr. Wen more flexibility to pursue other endeavors.

Save as provided above, upon the Listing (assuming the Presumptions), the other Pre-IPO Investors and Shareholders will collectively hold 340,825,250 Shares. The public float will represent approximately 64.84% of the issued share capital of the Company.

The Directors also confirm that (i) no placee will, individually, be placed more than 10% of the enlarged issued share capital of the Company immediately after the Global Offering; (ii) there will not be any new substantial Shareholder of the Company immediately after the Global Offering; (iii) the three largest public Shareholders do not hold more than 50% of the Shares held in public hands at the time of the Listing in compliance with Rules 8.08(3) and 8.24 of the Listing Rules; and (iv) there will be at least 300 Shareholders at the time of the Listing in compliance with Rule 8.08(2) of the Listing Rules.

COMMENCEMENT OF DEALINGS

Share certificates for the Offer Shares will only become valid evidence of title provided that (i) the Global Offering has become unconditional in all respects; and (ii) neither of the Underwriting Agreements has been terminated in accordance with their terms prior to 8:00 a.m. (Hong Kong time) on the Listing Date. Investors who trade Shares on the basis of publicly available allocation details prior to the receipt of Share certificates or prior to the Share certificates becoming valid do so at their own risk.

Assuming that the Global Offering becomes unconditional in all respects at or before 8:00 a.m. on Wednesday, July 12, 2023 (Hong Kong time), dealings in the Shares on the Stock Exchange are expected to commence at 9:00 a.m. on Wednesday, July 12, 2023 (Hong Kong time). The Shares will be traded in board lots of 100 Shares each. The stock code of the Shares is 3650.

In view of the high concentration of shareholding in a small number of Shareholders, Shareholders and prospective investors should be aware that the price of the Shares could move substantially even with a small number of Shares traded, and should exercise extreme caution when dealing in Shares.

By order of the Board

Keep Inc.

WANG Ning

Executive Director, Chairman and Chief Executive Officer

Hong Kong, July 11, 2023

As at the date of this announcement, the Board of Directors of our Company comprises (i) Mr. WANG Ning, Mr. PENG Wei and Mr. LIU Dong as executive Directors, (ii) Mr. LI Haojun as non-executive Director, and (iii) Ms. GE Xin, Mr. SHAN Yigang and Mr. WANG Haining as independent non-executive Directors.