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## **UJU HOLDING LIMITED**

### **优矩控股有限公司**

*(Incorporated in Cayman Islands with limited liability)*

**(Stock Code: 1948)**

## **PROFIT WARNING**

This announcement is made by UJU HOLDING LIMITED (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders of the Group (the “**Shareholders**”) and potential investors that, based on the preliminary review of the unaudited consolidated management accounts of the Group for the six months ended June 30, 2023 and the information currently available to the Board, the Group is expected to record a substantial decrease in its profit attributable to owners of the Group for the six months ended June 30, 2023 of no less than 60% as compared to that for the six months ended June 30, 2022.

The Board expects the Group to record a decrease in profit attributable to owners for the six months ended June 30, 2023, mainly due to the following reasons:

- Market sentiment has remained subdued since the second half of 2022, and this trend has continued in the first half of 2023. Consumer demand has declined across markets, leading enterprises to adopt a cautious approach towards business expansion and marketing promotion while waiting for market confidence to recover.
- The Group has implemented a more prudent credit assessment policy in relation to the acceptance and continuance of customers, concurrently streamlining and optimizing the Group’s customer portfolio. This has resulted in a temporary reduction in the Group’s business volume. However, this is also an essential move to improve the Group’s operational efficiency and future profitability.

Despite the challenges, the Group has maintained strong cash flow for the six months ended June 30, 2023, demonstrating the financial health and operational stability of the Group.

Separately, the Group is looking forward to the rapid development of Artificial Intelligence Generated Content (AIGC) in 2023. The Group will actively combine internet advertising and live-streaming e-commerce application scenarios, embracing technological and industrial changes from multiple dimensions of talent acquisition, data utilization, technology adoption, and cooperation opportunities. Through these efforts, the Group aims to continuously strengthen its leading position in the internet marketing industry.

The information contained in this announcement is only based on the preliminary assessment by the Board with reference to the information currently available to the Board and the unaudited consolidated management accounts of the Group which have neither been audited, reviewed or confirmed by the Group's auditors nor reviewed by the audit committee of the Group, and may be subject to further revisions or adjustments. As the Group is still in the process of finalizing its interim results for the six months ended June 30, 2023, its final results may be subject to changes and may be different from the information disclosed in this announcement. The Group expects to announce its interim results for the six months ended June 30, 2023 on August 30, 2023. The financial information to be disclosed in the Group's interim results announcement for the six months ended June 30, 2023 shall prevail over the information contained in this announcement.

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

By order of the Board  
**UJU HOLDING LIMITED**  
**MA Xiaohui**

*Chairman of the Board and Executive Director*

Beijing, August 17, 2023

*As at the date of this announcement, the Board of the Company comprises Mr. Ma Xiaohui, Mr. Peng Liang and Ms. Luo Xiaomei as executive Directors, and Mr. Zhang Peiao, Ms. Lin Ting, Mr. Wang Wenping as independent non-executive Directors.*