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Yinsheng Digifavor Company Limited

銀盛數惠數字有限公司

(formerly known as NNK Group Limited 年年卡集團有限公司)

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 3773)

VOLUNTARY ANNOUNCEMENT

BUSINESS UPDATE IN RELATION TO THE DIGITAL MARKETING SERVICES

This announcement is made by Yinsheng Digifavor Company Limited (the “**Company**”, together with its subsidiaries, the “**Group**”), on a voluntary basis for the purpose of keeping its shareholders and potential investors informed of the latest business development of the Group.

DIGITAL MARKETING SERVICES COOPERATION AGREEMENT

The Board is pleased to announce that Shenzhen Niannianka Network Technology Co., Ltd.* (深圳市年年卡網絡科技有限公司) (“**Shenzhen NNK**”), the Company’s PRC operating subsidiary, has entered into a cooperation agreement with China Construction Bank Corporation Suzhou Branch* (中國建設銀行股份有限公司蘇州分行) (“**CCB Suzhou**”), regarding the provision of digital marketing services provided by Shenzhen NNK to CCB Suzhou (the “**Agreement**”).

Principal terms of the CCB Suzhou Agreement

Cooperation: Shenzhen NNK will provide Internet digital marketing services relating to online marketing materials to CCB Suzhou according to subsequent negotiation between the parties during the cooperation period.

Cooperation period: The CCB Suzhou Agreement has become effective on 19 September 2023 and shall remain in force until 31 December 2024.

Termination of the Agreement: CCB Suzhou is entitled to unilaterally terminate the Agreement if Shenzhen NNK fails to perform its obligations under the CCB Suzhou Agreement or materially breaches the CCB Suzhou Agreement or under other circumstances stipulated in the Agreement.

Both parties may terminate the Agreement through negotiation in the event of any adverse effects brought by the national policies.

REASONS AND BENEFITS FOR THE COOPERATION

The Board considers that the cooperation is in line with the Group's long-term development objectives and business development strategies, thereby expanding its business in digital marketing services.

All terms and conditions of the Agreement are negotiated on arm's length basis and entered into in the ordinary and usual course of business of Shenzhen NNK. The Board has confirmed that the Agreement is on normal commercial terms, which are fair and reasonable and in the interest of the Company and the shareholders of the Company as a whole.

To the best knowledge, information and belief of the Board after making all reasonable enquiries, CCB Suzhou and its ultimate beneficial owners are independent third parties of the Company and its connected persons.

By order of the Board of
Yinsheng Digifavor Company Limited
Guan Heng
Executive Director and Chief Executive Officer

Hong Kong, 26 October 2023

As at the date of this announcement, Mr. Huang Junmou, Dr. Zhou Jinhuang and Mr. Guan Heng are the executive Directors; Mr. Fan Weiguo and Mr. Yu Zida are the non-executive Directors; and Ms. Zou Guoying, Dr. Li Yao and Mr. Zhang Mingqun are the independent non-executive Directors.

* *For identification purpose only.*