

ANNOUNCEMENT OF OFFER PRICE AND ALLOTMENT RESULTS

SUMMARY

Offer Price

- The final Offer Price has been determined at HK\$1.04 per Offer Share (exclusive of brokerage of 1.0%, SFC transaction levy of 0.0027%, Stock Exchange trading fee of 0.00565% and AFRC transaction levy of 0.00015%).

Net Proceeds from the Global Offering

- Based on the Offer Price of HK\$1.04 per Offer Share, the net proceeds from the Global Offering to be received by the Company, after deduction of the underwriting fees and commissions and other estimated expenses paid and payable by the Company in relation to the Global Offering, are estimated to be approximately HK\$72.1 million. The Company intends to use the net proceeds from the Global Offering in the manner as set out in the section headed “Net Proceeds from the Global Offering” in this announcement.

Applications and Indications of Interest Received in the Public Offer

- The Public Offer Shares initially offered under the Public Offer have been significantly over-subscribed. A total of 5,017 valid applications have been received pursuant to the Public Offer through the **HK eIPO White Form** service and through the **CCASS EIPO** service for a total of 157,756,000 Public Offer Shares, representing approximately 12.62 times of the total number of 12,500,000 Public Offer Shares initially available for subscription under the Public Offer.
- As the over-subscription in the Public Offer represents less than 15 times the number of the Offer Shares initially available for subscription under the Public Offer, no reallocation procedure as disclosed in the section headed “Structure and Conditions of the Global Offering – The Public Offer – Reallocation” in the Prospectus has been applied and no Offer Shares have been reallocated from the Placing to the Public Offer. The final number of Offer Shares under the Public Offer is 12,500,000 Shares, representing approximately 10% of the total number of Offer Shares initially available under the Global Offering, and being allocated to 1,331 successful applicants under the Public Offer, 315 of which have been allocated one board lot of Shares totaling 1,260,000 Shares, representing approximately 10.08% of the total Offer Shares under the Public Offer.

Placing

- The Offer Shares initially offered under the Placing have been slightly over-subscribed, representing approximately 1.09 times of the total number of Offer Shares initially available under the Placing. The final number of Offer Shares under the Placing is 112,500,000 Shares, representing approximately 90% of the total number of Offer Shares initially available under the Global Offering.
- There are a total of 155 places under the Placing, among which 83 places, representing approximately 53.55% of the total number of places under the Placing, have been allotted five or fewer board lots of Offer Shares, totalling 340,000 Shares, representing approximately 0.30% of the total number of the Offer Shares available under the Placing. A total of 81 places have been allotted one board lot of Offer Shares, totaling 324,000 Shares, representing approximately 0.29% of the total number of the Offer Shares available under the Placing.

Confirmations Regarding Public Shareholders in the Public Offer and Places in the Placing

- To the best knowledge, information and belief of the Directors, no Offer Shares placed by or through the Sole Overall Coordinator, the Joint Global Coordinators, the Joint Bookrunners, the Joint Lead Managers, or the Underwriters under the Global Offering have been placed with applicants or their respective ultimate beneficial owners who are core connected persons (as defined in the Listing Rules) of the Company or Directors of the Company, or to any connected clients (as set out in paragraph 5(1) of the Placing Guidelines), or persons set out in paragraph 5(2) of the Placing Guidelines, whether in their own names or through nominees. The Placing is in compliance with the Placing Guidelines.
- The Directors confirm that, to the best of their knowledge, information and belief, (i) none of the Offer Shares subscribed by public Shareholders in the Public Offer and places in the Placing has been financed directly or indirectly by the Company, any of the Directors, chief executive of the Company, the Controlling Shareholders, the substantial Shareholders, the existing Shareholders or any of their subsidiaries or their respective close associates; (ii) none of the public Shareholders in the Public Offer and places in the Placing who has subscribed for the Offer Shares is accustomed to taking instructions from the Company, any of the Directors, chief executive of the Company, the Controlling Shareholders, the substantial Shareholders, the existing Shareholders or any of their subsidiaries or their respective close associates in relation to the acquisition, disposal, voting or other disposition of the Shares registered in their name or otherwise held by them; (iii) no rebate or other benefits has been or will be, directly or indirectly, provided by the Company, the Directors, chief executive of the Company, the Controlling Shareholders, the substantial Shareholders, the existing Shareholders or any of their subsidiaries, or their respective close associates, or syndicate members or any brokers or underwriters to any public Shareholders in the Public Offer or places and their associates in the Placing; (iv) the consideration payable by the public Shareholders in the Public Offer and places in the Placing for each Offer Share subscribed for or purchased by them is the same as the final Offer Price as determined by the Company, in addition to brokerage of 1.0%, SFC transaction levy of 0.0027%, AFRC transaction levy of 0.00015% and Stock Exchange trading fee of 0.00565%; and (v) there is no side agreement or arrangement between the Company, any of the Directors, chief executive of the Company, the Controlling Shareholders, the substantial Shareholders, the existing Shareholders or any of their subsidiaries or their respective close associates or syndicate members or any other brokers or underwriters, on one hand, and the public subscribers or the placee who has subscribed for the Offer Shares, on the other hand.

- None of the Sole Sponsor, the Sole Overall Coordinator, the Joint Global Coordinators, the Joint Bookrunners, the Joint Lead Managers, the Underwriters, and their respective affiliated companies and connected clients of the lead broker or of any distributors (as defined in the Placing Guidelines) has taken up any Offer Shares for its own benefit under the Global Offering.

Lock-up Undertakings

- Each of the Company and the Controlling Shareholders is subject to certain lock-up undertakings as set out in the section headed “Lock-up Undertakings” in this announcement.

Results of Allocations

- The final Offer Price, the level of indications of interest in the Placing, the level of applications in the Public Offer and the basis of allocation of the Public Offer Shares will be published on Thursday, 9 November 2023 on the Company’s website at www.youmeimu.com and the website of the Stock Exchange at www.hkexnews.hk.
- The results of allocations of the Public Offer Shares and the Hong Kong identity card numbers, passport numbers, Hong Kong business registration numbers or certificate of incorporation numbers of successful applicants (under the Public Offer where applicable) will be available at the times and dates and in the manner set out below:
 - (i) in the announcement to be posted on our Company’s website and the website of the Stock Exchange at www.youmeimu.com and www.hkexnews.hk, respectively on Thursday, 9 November 2023;
 - (ii) from the “IPO Results” function in the **IPO App** and the designated results of allocations website at www.tricor.com.hk/ipo/result or www.hkeipo.hk/IPOResult with a “search by ID” function on a 24-hour basis from 8:00 a.m. on Thursday, 9 November 2023 to 12:00 midnight on Wednesday, 15 November 2023; and
 - (iii) from the allocation results telephone enquiry line by calling +852 3691 8488 between 9:00 a.m. and 6:00 p.m. from Thursday, 9 November 2023 to Tuesday, 14 November 2023 (excluding Saturday, Sunday and public holiday in Hong Kong).

- This announcement contains a list of identification document numbers. Identification document numbers shown in the section headed “Results of Applications Made by **HK eIPO White Form**” in this announcement refer to Hong Kong identity card numbers, passport numbers, Hong Kong business registration numbers, certificate of incorporation numbers, beneficial owner identification codes (if such applications are made by nominees as agent for the benefit of another person) whereas those displayed in the section headed “Results of Applications Made by Giving **Electronic Application Instructions** to HKSCC via CCASS” in this announcement are provided by CCASS Participants via CCASS. Therefore, the identification document numbers shown in the two sections are different in nature. Please note that the list of identification document numbers set out in this announcement may not be a complete list of successful applicants since only successful applicants whose identification document numbers are provided to HKSCC by CCASS Participants or via the **HK eIPO White Form** service are disclosed. Applicants with beneficial names only but not identification document numbers are not disclosed due to personal privacy issue as elaborated below. Applicants who applied for the Public Offer Shares through their brokers or nominees can consult their brokers or nominees to enquire about their application results;
- Since applications are subject to personal information collection statements, beneficial owner identification codes displayed in the sections headed “Results of Applications Made by **HK eIPO White Form**” and “Results of Applications Made by Giving **Electronic Application Instructions** to HKSCC via CCASS” are redacted and not all details of applications are disclosed in this announcement.

Dispatch/Collection of Share Certificates/e-Auto Refund Payment Instructions/Refund Checks

- Applicants who have applied for 1,000,000 Public Offer Shares or more through the **HK eIPO White Form** service and who have been wholly or partially successfully allocated Public Offer Shares, may collect Share certificate(s) (where applicable) in person from the Hong Kong Branch Share Registrar, Tricor Investor Services Limited, at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong, from 9:00 a.m. to 1:00 p.m. on Thursday, 9 November 2023, or any other place or date notified by the Company as the date of dispatch or collection of Share certificates.
- Applicants being individuals who are eligible for personal collection must not authorise any other person to collect on their behalf. Corporate applicants which are eligible for personal collection must attend by their authorised representative bearing letters of authorization from their corporations stamped with the corporations’ chops. Both individuals and authorised representatives must produce, at the time of collection, evidence of identity acceptable to Tricor Investor Services Limited.
- Share certificates for Public Offer Shares allotted to applicants who applied for less than 1,000,000 Public Offer Shares through the **HK eIPO White Form** service are expected to be dispatched to those entitled to the addresses specified in the relevant application instructions by ordinary post at their own risk on or before Thursday, 9 November 2023.
- Share certificates for Public Offer Shares allotted to applicants who applied through the **HK eIPO White Form** service which are either not available for personal collection or which are available but are not collected in person by 1:00 p.m. on Thursday, 9 November 2023 are expected to be despatched by ordinary post to those entitled to the address specified in the relevant application at their own risk on or before Thursday, 9 November 2023.

- Wholly or partially successful applicants who applied by giving **electronic application instructions** to HKSCC via CCASS will have their Share certificates issued in the name of HKSCC Nominees Limited and deposited into CCASS for credit to their CCASS Investor Participant stock accounts or the stock accounts of their designated CCASS Participants who gave **electronic application instructions** on their behalf on Thursday, 9 November 2023.
- Applicants who applied through a designated CCASS Participant (other than a CCASS Investor Participant) should check the number of Public 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 should check and report any discrepancies to HKSCC before 5:00 p.m. on Thursday, 9 November 2023, or such other date as shall be determined by HKSCC or HKSCC Nominees. Applicants who applied as a CCASS Investor Participant by giving **electronic application instructions** to HKSCC via CCASS may also check the results of their applications and the amount of refund monies 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 Public Offer Shares to the CCASS Investor Participants 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 number of Public Offer Shares credited to their stock accounts and the refund amount credited to their respective designated bank accounts (if any).
- Applicants who applied through the **HK eIPO White Form** service and paid the application monies from a single bank account will have refund monies (if any) despatched to their application payment accounts in the form of e-Auto Refund payment instructions on Thursday, 9 November 2023. Applicants who applied through the **HK eIPO White Form** service and paid the application monies from multiple bank accounts will have refund monies (if any) despatched to the addresses specified in their application instructions in the form of refund check(s) in favour of the applicant (or, in the case of joint applications, the first-named applicant) by ordinary post at their own risk on or before Thursday, 9 November 2023. No interest will be paid thereon.
- Refund monies (if any) for applicants who have 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 brokers or custodians on Thursday, 9 November 2023.
- Share certificates will only become valid at 8:00 a.m. on Friday, 10 November 2023 (Hong Kong time), provided that the Global Offering has become unconditional in all respects at or before that time and the right of termination described in the section headed “Underwriting – Underwriting Arrangements and Expenses – Public Offer – Grounds for Termination” in the Prospectus has not been exercised. Investors who trade Shares on the basis of publicly available allocation details before the receipt of share certificates or before the share certificates becoming evidence do so entirely at their own risk.

- The Company will not issue any temporary documents of title in respect of the Offer Shares and will not issue any receipt for application monies received.

Public Float

- Immediately following the completion of the Global Offering, approximately 25% of the total issued Shares will be held by the public, including Mr. Shen and Mr. Nie, in compliance with the requirements under Rule 8.08 of the Listing Rules.
- The Directors confirm that immediately after the Global Offering, (i) at least 25% of the Company's enlarged issued share capital will be held by the public hands, including Mr. Shen and Mr. Nie, in compliance with Rule 8.08(1) of the Listing Rules; (ii) no placee will, individually, be placed more than 10% of the enlarged issued share capital of the Company; (iii) there will not be any new substantial shareholder (as defined in the Listing Rules) of the Company; (iv) the three largest public Shareholders will 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 (v) 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

- Assuming that the Global Offering becomes unconditional in all respects at or before 8:00 a.m. on Friday, 10 November 2023 (Hong Kong time), dealings in the Shares on the Stock Exchange will commence at 9:00 a.m. on Friday, 10 November 2023 (Hong Kong time). The Shares will be traded in board lots of 4,000 Shares each. The stock code of the Shares is 1111.

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.

OFFER PRICE

The Offer Price is HK\$1.04 per Offer Share (exclusive of brokerage of 1.0%, SFC transaction levy of 0.0027%, Stock Exchange trading fee of 0.00565% and AFRC transaction levy of 0.00015%).

NET PROCEEDS FROM THE GLOBAL OFFERING

Based on the Offer Price of HK\$1.04 per Offer Share, the net proceeds from the Global Offering to be received by the Company, after deduction of the underwriting fees and commissions and the other estimated expenses payable by the Company in connection with the Global Offering, are estimated to be approximately HK\$72.1 million. The estimated total Listing expenses are approximately HK\$57.9 million, or 44.5% of the gross proceeds of the Global Offering, comprising underwriting-related expenses of approximately HK\$7.8 million, expenses of legal advisors and the Reporting Accountant of approximately HK\$27.5 million, and other fees and expenses of approximately HK\$22.6 million.

The Company intends to apply the net proceeds as follows:

- approximately 30.7%, or HK\$22.1 million, is expected to be used to strengthen our data analytical capabilities and further enhance our branding services, consisting of:
 - (i) approximately 20.1%, or HK\$14.5 million is expected to be used to establish our branding data platform and R&D database;
 - (ii) approximately 9.7%, or HK\$7.0 million, is expected to be used to acquire more comprehensive market and industry data; and
 - (iii) approximately 0.9%, or HK\$0.6 million, is expected to be used for recruitment of additional staff for our R&D department;
- approximately 20.7%, or HK\$14.9 million, is expected to be used to expand our online media advertising services, consisting of:
 - (i) approximately 6.5%, or HK\$4.7 million is expected to be used to enhance our online advertising platform; and
 - (ii) approximately 14.2%, or HK\$10.2 million, is expected to be used to develop our in-house content production capabilities;
- approximately 26.6%, or HK\$19.2 million, is expected to be used to expand the geographical reach of our services, consisting of:
 - (i) approximately 13.3%, or HK\$9.6 million is expected to be used to set up our Beijing office; and
 - (ii) approximately 13.3%, or HK\$9.6 million, is expected to be used to set up our Shanghai office;
- approximately 13.5%, or HK\$9.7 million, is expected to be used to improve our brand recognition and increase our marketing efforts; and
- approximately 8.5%, or HK\$6.2 million, is expected to be used for our working capital and general corporate purposes.

For further information, please refer to the section headed “Future Plans and Use of Proceeds” in the Prospectus.

APPLICATIONS AND INDICATIONS OF INTEREST RECEIVED IN THE PUBLIC OFFER

The Public Offer Shares initially available under the Public Offer have been significantly over-subscribed. At the close of the application lists at 12:00 noon on Friday, 3 November 2023, a total of 5,017 valid applications have been received pursuant to the Public Offer through the **HK eIPO White Form** service and through the **CCASS EIPO** service for a total of 157,756,000 Public Offer Shares, representing approximately 12.62 times of the total number of 12,500,000 Public Offer Shares initially available for subscription under the Public Offer. Among the 5,017 valid applications received:

- 5,010 valid applications in respect of a total of 121,756,000 Public Offer Shares were for the Public Offer with an aggregate subscription amount based on the maximum Offer Price of HK\$1.04 per Offer Share (excluding brokerage of 1.0%, SFC transaction levy of 0.0027%, Stock Exchange trading fee of 0.00565% and AFRC transaction levy of 0.00015%) of HK\$5 million or less, representing approximately 19.47 times of the 6,252,000 Public Offer Shares initially comprised in Pool A; and
- 7 valid applications in respect of a total of 36,000,000 Public Offer Shares were for the Public Offer with an aggregate subscription amount based on the maximum Offer Price of HK\$1.04 per Offer Share (excluding brokerage of 1.0%, SFC transaction levy of 0.0027%, Stock Exchange trading fee of 0.00565% and AFRC transaction levy of 0.00015%) of more than HK\$5 million, representing approximately 5.76 times of the 6,248,000 Public Offer Shares initially comprised in Pool B.

No application has been rejected due to invalid application for the Public Offer. No multiple or suspected multiple applications have been identified and rejected. No application has been rejected due to dishonored payment. No single application for more than 6,248,000 Public Offer Shares (being approximately 50% of the Public Offer Shares initially available under the Public Offer) has been identified.

As the over-subscription in the Public Offer represents less than 15 times the number of the Offer Shares initially available for subscription under the Public Offer, no reallocation procedure as disclosed in the section headed “Structure and Conditions of the Global Offering – The Public Offer – Reallocation” in the Prospectus has been applied and no Offer Shares have been reallocated from the Placing to the Public Offer. The final number of Offer Shares under the Public Offer is 12,500,000 Shares, representing approximately 10% of the total number of Offer Shares initially available under the Global Offering, and being allocated to 1,331 successful applicants under the Public Offer, 315 of which have been allocated one board lot of Shares totaling 1,260,000 Shares, representing approximately 10.08% of total Offer Shares under the Public Offer.

The Offer Shares offered in the Public Offer were conditionally allocated on the basis set out in the section headed “Basis of Allocation under the Public Offer” below.

PLACING

The Offer Shares initially offered under the Placing have been slightly over-subscribed, representing approximately 1.09 times of the total number of Offer Shares initially available under the Placing. The final number of Offer Shares under the Placing is 112,500,000 Shares, representing approximately 90% of the total number of Offer Shares initially available under the Global Offering.

There are a total of 155 placees under the Placing, among which 83 placees, representing approximately 53.55% of the total number of placees under the Placing, have been allotted five or fewer board lots of Offer Shares, totalling 340,000 Shares, representing approximately 0.30% of the total number of the Offer Shares available under the Placing. A total of 81 placees have been allotted one board lot of Offer Shares, totalling 324,000 Shares, representing approximately 0.29% of the total number of the Offer Shares available under the Placing.

Confirmations Regarding Public Shareholders in the Public Offer and Placees in the Placing

To the best knowledge, information and belief of the Directors, no Offer Shares placed by or through the Sole Overall Coordinator, the Joint Global Coordinators, the Joint Bookrunners, the Joint Lead Managers, or the Underwriters under the Global Offering have been placed with applicants or their respective ultimate beneficial owners who are core connected persons (as defined in the Listing Rules) of the Company or Directors of the Company, or to any connected clients (as set out in paragraph 5(1) of the Placing Guidelines), or persons set out in paragraph 5(2) of the Placing Guidelines, whether in their own names or through nominees. The Placing is in compliance with the Placing Guidelines.

The Directors confirm that, to the best of their knowledge, information and belief, (i) none of the Offer Shares subscribed by public Shareholders in the Public Offer and placees in the Placing has been financed directly or indirectly by the Company, any of the Directors, chief executive of the Company, the Controlling Shareholders, the substantial Shareholders, the existing Shareholders or any of their subsidiaries or their respective close associates; (ii) none of the public Shareholders in the Public Offer and placees in the Placing who has subscribed for the Offer Shares is accustomed to taking instructions from the Company, any of the Directors, chief executive of the Company, the Controlling Shareholders, the substantial Shareholders, the existing Shareholders or any of their subsidiaries or their respective close associates in relation to the acquisition, disposal, voting or other disposition of the Shares registered in their name or otherwise held by them; (iii) no rebate or other benefits has been or will be, directly or indirectly, provided by the Company, the Directors, chief executive of the Company, the Controlling Shareholders, the substantial Shareholders, the existing Shareholders or any of their subsidiaries, or their respective close associates, or syndicate members or any brokers or underwriters to any public Shareholders in the Public Offer or placees or their associates in the Placing; (iv) the consideration payable by the public Shareholders in the Public Offer and placees in the Placing for each Offer Share subscribed for or purchased by them is the same as the final Offer Price as determined by the Company, in addition to brokerage of 1.0%, SFC transaction levy of 0.0027%, AFRC transaction levy of 0.00015% and Stock Exchange trading fee of 0.00565%; and (v) there is no side agreement or arrangement between the Company, any of the Directors, chief executive of the Company, the Controlling Shareholders, the substantial Shareholders, the existing Shareholders or any of their subsidiaries or their respective close associates or syndicate members or any other brokers or underwriters, on one hand, and the public subscribers or the placee who has subscribed for the Offer Shares, on the other hand.

None of the Sole Sponsor, the Sole Overall Coordinator, the Joint Global Coordinators, the Joint Bookrunners, the Joint Lead Managers, the Underwriters, and their respective affiliated companies and connected clients of the lead broker or of any distributors (as defined in the Placing Guidelines) has taken up any Offer Shares for its own benefit under the Global Offering.

LOCK-UP UNDERTAKINGS

Each of the Company and the Controlling Shareholders has given certain undertakings in relation to the issue or disposal of Shares (the “**Lock-up Undertakings**”). The major terms of the Lock-Up Undertakings are set out as follows:

Name	Number of Lock-up Shares held in the Company subject to the Lock-up Undertakings upon Listing	Approximate percentage of shareholding in the Company subject to the Lock-up Undertakings upon Listing	Last day subject to the Lock-up Undertakings
The Company <i>(subject to lock-up obligations pursuant to the Listing Rules and the Underwriting Agreements)</i>	N/A	N/A	10 May 2024 ⁽¹⁾ (First Six-Month Period)
Controlling Shareholders <i>(subject to lock-up obligations pursuant to the Listing Rules and the Underwriting Agreements)</i>			
Mr. Chen and JaiYi Culture	496,334,398	64.40%	10 May 2024 ⁽²⁾ (First Six-Month Period) 10 November 2024 ⁽²⁾ (Second Six-Month Period)

Notes:

- (1) The Company may not, among others, issue or agree to issue or publicly announce its intention to issue Shares or securities of the Company during the period of six months from and inclusive of the Listing Date (the “**First Six-Month Period**”) except for the issue of the Shares pursuant to the Capitalisation Issue, the Global Offering, the issue of any Shares pursuant to the Share Option Scheme or as otherwise with the prior written consent of the Joint Global Coordinators (for itself and on behalf of the Public Offer Underwriters), and unless in compliance with the Listing Rules. For details of the lock-up arrangements of the Company, please refer to the paragraphs headed “Underwriting – Undertakings Given to the Stock Exchange Pursuant to the Listing Rules – Undertakings by our Company” and “Underwriting – Undertakings Pursuant to the Public Offer Underwriting Agreement – Undertakings by our Company” in the Prospectus.
- (2) The Controlling Shareholders shall not (a) dispose of any of the relevant securities of the Company in the First Six-Month Period; or (b) dispose of any of the relevant securities of the Company in the period of six months commencing from the date on which the First Six-Month Period expires (the “**Second Six-Month Period**”) if immediately following such disposal he/it would cease to be a controlling shareholder (as defined in the Listing Rules) of the Company. For further details, please refer to the paragraphs headed “Underwriting – Undertakings Given to the Stock Exchange Pursuant to the Listing Rules – Undertakings by our Controlling Shareholders” and “Underwriting – Undertakings Pursuant to the Public Offer Underwriting Agreement – Undertakings by our Controlling Shareholders” in the Prospectus.

BASIS OF ALLOCATION UNDER THE PUBLIC OFFER

Subject to the satisfaction of the conditions set out in the section headed “Structure and Conditions of the Global Offering – Conditions of the Global Offering” in the Prospectus, 5,017 valid applications made by the public through the **HK eIPO White Form** service and the **CCASS EIPO** service will be conditionally allocated on the basis set out below:

Pool A

Number of Shares applied for	Number of valid applications	Basis of allocation/ballot	Approximate percentage allotted of the total number of Shares applied for
4,000	2,984	315 out of 2,984 applicants to receive 4,000 shares	10.56%
8,000	740	147 out of 740 applicants to receive 4,000 shares	9.93%
12,000	130	38 out of 130 applicants to receive 4,000 shares	9.74%
16,000	37	14 out of 37 applicants to receive 4,000 shares	9.46%
20,000	62	29 out of 62 applicants to receive 4,000 shares	9.35%
24,000	22	11 out of 22 applicants to receive 4,000 shares	8.33%
28,000	30	17 out of 30 applicants to receive 4,000 shares	8.10%
32,000	15	9 out of 15 applicants to receive 4,000 shares	7.50%
36,000	10	6 out of 10 applicants to receive 4,000 shares	6.67%
40,000	689	448 out of 689 applicants to receive 4,000 shares	6.50%
60,000	28	27 out of 28 applicants to receive 4,000 shares	6.43%
80,000	74	4,000 shares plus 19 out of 74 applicants to receive an additional 4,000 shares	6.28%
100,000	23	4,000 shares plus 13 out of 23 applicants to receive an additional 4,000 shares	6.26%
120,000	6	4,000 shares plus 5 out of 6 applicants to receive an additional 4,000 shares	6.11%
140,000	1	8,000 shares	5.71%
160,000	7	8,000 shares	5.00%
180,000	97	8,000 shares	4.44%
200,000	14	8,000 shares	4.00%
300,000	8	8,000 shares	2.67%
400,000	8	8,000 shares plus 2 out of 8 applicants to receive an additional 4,000 shares	2.25%
500,000	5	8,000 shares plus 4 out of 5 applicants to receive an additional 4,000 shares	2.24%
600,000	4	12,000 shares plus 1 out of 4 applicants to receive an additional 4,000 shares	2.17%
700,000	3	12,000 shares plus 2 out of 3 applicants to receive an additional 4,000 shares	2.10%

Pool A

Number of Shares applied for	Number of valid applications	Basis of allocation/ballot	Approximate percentage allotted of the total number of Shares applied for
800,000	2	16,000 shares	2.00%
900,000	1	16,000 shares	1.78%
1,000,000	1	16,000 shares	1.60%
1,500,000	2	16,000 shares	1.07%
2,000,000	4	16,000 shares	0.80%
2,500,000	1	16,000 shares	0.64%
4,500,000	2	16,000 shares	0.36%
Total	<u>5,010</u>	Total number of Pool A successful applicants: 1,324	

Pool B

Number of Shares applied for	Number of valid applications	Basis of allocation/ballot	Approximate percentage allotted of the total number of Shares applied for
5,000,000	6	892,000 shares	17.84%
6,000,000	1	896,000 shares	14.93%
Total	<u>7</u>	Total number of Pool B successful applicants: 7	

The final number of Offer Shares under the Public Offer is 12,500,000 Offer Shares, representing approximately 10% of the total number of Offer Shares initially available under the Global Offering.

RESULTS OF ALLOCATIONS

The final Offer Price, the level of indications of interest in the Placing, the level of applications in the Public Offer and the basis of allocation of the Public Offer Shares will be published on Thursday, 9 November 2023 on the Company's website at www.youmeimu.com and the website of the Stock Exchange at www.hkexnews.hk.

The results of allocations of the Public Offer Shares and the Hong Kong identity card numbers, passport numbers, Hong Kong business registration numbers or certificate of incorporation numbers of successful applicants (under the Public Offer where applicable) will be available at the times and dates and in the manner set out below:

- in the announcement to be posted on our Company’s website and the website of the Stock Exchange at www.youmeimu.com and www.hkexnews.hk, respectively on Thursday, 9 November 2023;
- from the “IPO Results” function in the **IPO App** and the designated results of allocations website at www.tricor.com.hk/ipo/result or www.hkeipo.hk/IPOResult with a “search by ID” function on a 24-hour basis from 8:00 a.m. on Thursday, 9 November 2023 to 12:00 midnight on Wednesday, 15 November 2023; and
- from the allocation results telephone enquiry line by calling +852 3691 8488 between 9:00 a.m. and 6:00 p.m. from Thursday, 9 November 2023 to Tuesday, 14 November 2023 (excluding Saturday, Sunday and public holidays in Hong Kong).

This announcement contains a list of identification document numbers. Identification document numbers shown in the section headed “Results of Applications Made by **HK eIPO White Form**” in this announcement refer to Hong Kong identity card numbers, passport numbers, Hong Kong business registration numbers, certificate of incorporation numbers, beneficial owner identification codes (if such applications are made by nominees as agent for the benefit of another person) whereas those displayed in the section headed “Results of Applications Made by Giving **Electronic Application Instructions** to HKSCC via CCASS” in this announcement are provided by CCASS Participants via CCASS. Therefore, the identification document numbers shown in the two sections are different in nature. Please note that the list of identification document numbers set out in this announcement may not be a complete list of successful applicants since only successful applicants whose identification document numbers are provided to HKSCC by CCASS Participants or via the **HK eIPO White Form** service are disclosed. Applicants with beneficial names only but not identification document numbers are not disclosed due to personal privacy issue as elaborated below. Applicants who applied for the Public Offer Shares through their brokers or nominees can consult their brokers or nominees to enquire about their application results;

Since applications are subject to personal information collection statements, beneficial owner identification codes displayed in the sections headed “Results of Applications Made by **HK eIPO White Form**” and “Results of Applications Made by Giving **Electronic Application Instructions** to HKSCC via CCASS” are redacted and not all details of applications are disclosed in this announcement.

SHAREHOLDING CONCENTRATION ANALYSIS

A summary of allotment results under the Placing is set out below:

- Top 1, 5, 10, 20 and 25 of the placees in the Placing:

Placee(s)	Subscription	Shares held following the Global Offering	Subscription as % of Placing	Subscription as % of total Offer Shares	% of the total issued share capital upon Listing
Top 1	6,012,000	6,012,000	5.34%	4.81%	0.78%
Top 5	24,188,000	24,188,000	21.50%	19.35%	3.14%
Top 10	39,200,000	39,200,000	34.84%	31.36%	5.09%
Top 20	63,256,000	63,256,000	56.23%	50.60%	8.21%
Top 25	72,704,000	72,704,000	64.63%	58.16%	9.43%

- Top 1, 5, 10, 20 and 25 Shareholders upon Listing:

Shareholder(s)	Subscription of Public Offer Shares	Subscription of Placing Shares	Subscription of total Offer Shares	Shares held following the Global Offering	Subscription as % of Public Offer	Subscription as % of Placing	Subscription as % of total Offer Shares	% of the total issued share capital upon Listing
Top 1	-	-	-	496,334,398	-	-	-	64.40%
Top 5	-	-	-	639,119,320	-	-	-	82.93%
Top 10	-	20,212,000	20,212,000	665,862,000	-	17.97%	16.17%	86.40%
Top 20	-	49,648,000	49,648,000	695,298,000	-	44.13%	39.72%	90.22%
Top 25	-	61,224,000	61,224,000	706,874,000	-	54.42%	48.98%	91.72%

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.