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**Bairong Inc.**  
**百融雲創**

*(A company controlled through weighted voting rights and incorporated in the Cayman Islands with limited liability)*  
**(Stock Code: 6608)**

**(I) UNAUDITED OPERATION SUMMARY  
FOR THE THIRD QUARTER OF 2023;  
(II) CHANGE OF DIRECTORS AND APPOINTMENT OF  
CHIEF FINANCIAL OFFICER;  
(III) RE-DESIGNATION OF DIRECTOR; AND  
(IV) CHANGE OF AUTHORISED REPRESENTATIVE**

The board (the “**Board**”) of directors (the “**Directors**”) of Bairong Inc. (the “**Company**” or “**Bairong**”, and together with its subsidiaries and consolidated affiliated entities, the “**Group**”) hereby announces (i) the unaudited operation summary of the Group for the third quarter of 2023 (the “**2023Q3 Summary**”); (ii) details regarding the appointment of Mr. Zheng Wei (鄭威) (“**Mr. Zheng**”) as an executive Director and the chief financial officer of the Company, the appointment of Ms. Cathryn Xie Jianing (謝佳寧) (“**Ms. Xie**”) as an executive Director and the resignation of Ms. Zhao Jing (趙靜) (“**Ms. Zhao**”) as an executive Director; (iii) details regarding the re-designation of Professor Liao Jianwen (廖建文) (“**Professor Liao**”) as a non-executive Director; and (iv) details regarding the change of authorised representative (the “**Authorised Representative**”) of the Company under Rule 3.05 of the Rules Governing the Listing of Securities (the “**Listing Rules**”) on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”).

**UNAUDITED OPERATION SUMMARY FOR THE THIRD QUARTER OF 2023**

The announcement of the 2023Q3 Summary is made by the Company on a voluntary basis to provide an operational update on the business of the Group.

## REVENUE SUMMARY

	Nine months ended September 30,		Change (%)
	2023 <i>(RMB in thousands, except %)</i> (unaudited)	2022 (unaudited)	
Revenue	<b>1,983,490</b>	1,487,089	33
Model as a service (“ <b>MaaS</b> ”)	<b>664,722</b>	546,971	22
Business as a service (“ <b>BaaS</b> ”)	<b>1,318,768</b>	940,118	40
BaaS – Financial Scenario	<b>835,593</b>	521,901	60
BaaS – Insurance Scenario	<b>483,175</b>	418,217	16

### Key metrics of MaaS

	Nine months ended September 30,		Change (%)
	2023 <i>(RMB in thousands, except %)</i> (unaudited)	2022 (unaudited)	
Revenue from MaaS	<b>664,722</b>	546,971	22
Revenue from Key Clients <sup>(1)</sup>	<b>556,492</b>	455,296	22
Number of Key Clients	<b>183</b>	156	17
Average revenue per Key Client	<b>3,041</b>	2,919	4
Retention rate of Key Clients	<b>98%</b>	96%	2 pct

## Performance Review

Our total revenue increased by 33% from RMB1,487.09 million for the nine months ended September 30, 2022 to RMB1,983.49 million for the nine months ended September 30, 2023, primarily attributable to favourable industry environment and our enhanced capabilities of providing products and services benefiting from our AI capabilities.

For the nine months ended September 30, 2023, the revenue of MaaS (Model as a service) reached RMB664.72 million, representing a year-on-year growth of 22%. The growth was primarily driven by an increase of 17% in the number of Key Clients. The revenue of BaaS (Business as a service) increased by approximately 40% to RMB1,318.77 million, as compared to the same period of last year. This is primarily due to the continued strong growth of our revenue from the BaaS - Financial Scenario, which increased by 60% year-on-year. Benefiting from our self-developed AI Chatbot and continued improvement of AI application across BaaS business, we assist financial institution clients to generate more transactions with higher efficiency. We also continued to extend our BaaS services to more clients and use cases.

In terms of large language model development and application, Bairong has developed its Cybertron platform based on its BR-LLM. The Bairong Cybertron platform is able to quickly visualize and generate internal bots for enterprises, which connects internal knowledge database and tool libraries, and provides AI pilots and AI agents externally. Based on the Bairong Cybertron platform, Bairong has incubated products and applications including AI employees and AI Avatars. Building on Bairong's long-term development of various AI application capabilities, Bairong has been integrating these capabilities to form an enterprise AI middle platform. The AI middle platform provides training of various AI models including large language models, the deployment of AI models and unified API service interfaces. This platform enables full process AIOps and consolidates the management of AI computing power, resources and services.

During the nine months ended September 30, 2023, the Company had repurchased a total of 15,557,000 Class B Shares on the Stock Exchange at an aggregate consideration of approximately HK\$159.9 million including expenses.

*Note:*

1. "Key Clients" are defined as paying clients that each contributes more than RMB300,000 total revenue to the Company year-to-date.

## CAUTIONARY STATEMENT

Shareholders of the Company (the "**Shareholders**") and potential investors are reminded that this summary is based on the Group's internal figures and management accounts which have not been audited or reviewed by our external auditors. The Shareholders and potential investors should therefore exercise caution when dealing in the shares of the Company.

Certain statements in this announcement are forward-looking statements that are, by their nature, subject to significant risks and uncertainties. Any statements that express, or involve discussions as to, expectations, beliefs, plans, objectives, assumptions, future events, or performance (often, but not always, through the use of words or phrases such as ‘will’, ‘expect’, ‘anticipate’, ‘estimate’, ‘believe’, ‘going forward’, ‘ought to’, ‘may’, ‘seek’, ‘should’, ‘intend’, ‘plan’, ‘projection’, ‘could’, ‘vision’, ‘goals’, ‘aim’, ‘aspire’, ‘objective’, ‘target’, ‘schedules’, and ‘outlook’) are not historical facts, are forward-looking and may involve estimates and assumptions and are subject to risks, uncertainties and other factors some of which are beyond our Company’s control and which are difficult to predict. Accordingly, these factors could cause actual results or outcomes to differ materially from those expressed in the forward-looking statements.

Since actual results or outcomes could differ materially from those expressed in any forward-looking statements, we strongly caution investors against placing undue reliance on any such forward-looking statements. No statement in this announcement is intended to be a profit forecast or to imply that the earnings of the Group as at the date of this announcement or in future will necessarily match or exceed the historical or published earnings of the Group. Any forward-looking statement speaks only as of the date on which such statement is made, and, except as required by law, we undertake no obligation to update any forward-looking statements to reflect events or circumstances after the date on which such statement is made or to reflect the occurrence of unanticipated events. Statements of, or references to, our intentions or those of any of our Directors are made as of the date of this document. Any such intentions may change in light of future developments.

## **CHANGE OF DIRECTORS**

### **Appointment of Executive Directors and Appointment of Chief Financial Officer**

The Board is pleased to announce that Mr. Zheng and Ms. Xie have been appointed as executive Directors with effect from November 20, 2023. In addition, Mr. Zheng, who has been the acting chief financial officer of the Company since May 25, 2023, will be appointed as the chief financial officer of the Company with effect from November 20, 2023.

#### **Mr. Zheng Wei**

Mr. Zheng, aged 50, joined the Company in April 2016, and currently serves as senior vice president, head of BaaS – Insurance Scenario and acting chief financial officer of the Company. He has over twenty years of experience in the field of finance and investment, and has extensive experience in front, middle and back office management under different forms of ownership. Prior to joining the Company, Mr. Zheng worked as senior finance consultant at Hillhouse from September 2015 to March 2016. He also worked as investment manager at Warburg Pincus from June to August of 2015, as vice president and chief financial officer at Datong Insurance from August 2011 to April 2015, as board secretary at Minsheng Life Insurance from August 2007 to August 2011, and as assistant vice president at Metlife Insurance from December 2004 to August 2007. Mr. Zheng received his Bachelor of Engineering in Industrial Automation from Zhejiang University in July 1995 and his Master of Business Administration in Finance from McMaster University in July 2001.

Mr. Zheng has entered into a service contract with the Company for a term of three years commencing from November 20, 2023 in relation to his appointment as an executive Director, which may be terminated by either party giving not less than three months' written notice. Mr. Zheng shall hold office only until the first annual general meeting of the Company after his appointment and shall then be eligible for re-election at that meeting and will be subject to retirement by rotation and re-election at an annual general meeting at least once every three years, in accordance with the articles of association of the Company. According to the terms of Mr. Zheng's appointment, Mr. Zheng is not entitled to any remuneration in his capacity as executive Director under his service contract, but is entitled to the reimbursement of all reasonable out-of-pocket expenses incurred in relation to the discharge of his duties in connection with the business of the Company.

Save as disclosed above, Mr. Zheng has confirmed that he does not hold (i) any other position with the Company or other members of the Group; (ii) any directorship in any other public companies with securities of which are listed on any securities market in Hong Kong or overseas in the last three years; and (iii) any other major appointments and professional qualifications.

As far as the Directors are aware, as at the date of this announcement, Mr. Zheng has confirmed that he did not have any other relationship with any Director, senior management or substantial shareholder or controlling shareholders of the Company, or any interest in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the "SFO"). Save as disclosed above, there is no other information that is required to be disclosed pursuant to any of the requirements under paragraphs (h) to (v) of Rule 13.51(2) of the Listing Rules nor are there any other matters that need to be brought to the attention of the Shareholders relating to Mr. Zheng's appointment.

### **Ms. Cathryn Xie Jianing**

Ms. Xie, aged 36, joined the Company in October 2023 as Vice President and is currently in charge of capital markets and strategic investments of the Company. She has over 14 years of experience in capital markets, financing and mergers and acquisitions. Prior to joining the Company, Ms. Xie worked as executive director at Morgan Stanley investment banking division in Hong Kong from September 2017 to August 2023. She also worked at various investment banking divisions at Credit Suisse, UBS AG and Barclays in Hong Kong from June 2009 to August 2017. During her investment banking tenure, Ms. Xie had extensive experiences of leading many renowned China technology companies' initial public offerings, follow-on offerings and other equity and debt financings, as well as mergers and acquisitions across Hong Kong and U.S. markets. Ms. Xie received her bachelor degree in economics and finance from the University of Hong Kong in May 2009 and is currently a certified financial analyst (CFA) chart holder.

Ms. Xie has entered into a service contract with the Company for a term of three years commencing from November 20, 2023, which may be terminated by either party giving not less than three months' written notice. Ms. Xie shall hold office only until the first annual general meeting of the Company after her appointment and shall then be eligible for re-election at that meeting and will be subject to retirement by rotation and re-election at an annual general meeting at least once every three years, in accordance with the articles of association of the Company. According to the terms of Ms. Xie's appointment, Ms. Xie is not entitled to any remuneration in her capacity as executive Director under her service contract, but is entitled to the reimbursement of all reasonable out-of-pocket expenses incurred in relation to the discharge of her duties in connection with the business of the Company.

Save as disclosed above, Ms. Xie has confirmed that she does not hold (i) any other position with the Company or other members of the Group; (ii) any directorship in any other public companies with securities of which are listed on any securities market in Hong Kong or overseas in the last three years; and (iii) any other major appointments and professional qualifications.

As far as the Directors are aware, as at the date of this announcement, Ms. Xie has confirmed that she did not have any other relationship with any Director, senior management or substantial shareholder or controlling shareholders of the Company, or any interest in the shares of the Company within the meaning of Part XV of the SFO. Save as disclosed above, there is no other information that is required to be disclosed pursuant to any of the requirements under paragraphs (h) to (v) of Rule 13.51(2) of the Listing Rules nor are there any other matters that need to be brought to the attention of the Shareholders relating to Ms. Xie's appointment.

### **Resignation of Executive Director and Authorised Representative**

The Board hereby announces that Ms. Zhao has tendered her resignation as an executive Director and the Authorised Representative with effect from November 20, 2023, due to her desire to devote more time to her other commitments. Ms. Zhao has confirmed that she has no disagreement with the Board and there is no other matter in respect of her resignation that needs to be brought to the attention of the Shareholders or the Stock Exchange.

The Board would like to take this opportunity to express its gratitude and appreciation to Ms. Zhao for her invaluable contribution to the Company during her tenure of office.

### **RE-DESIGNATION OF DIRECTOR**

The Board further announces that Professor Liao has been re-designated from an independent non-executive Director to a non-executive Director with effect from November 20, 2023.

Professor Liao, aged 56, was appointed as an independent executive Director on October 20, 2023. Professor Liao has extensive research and practical experience in strategic innovation management across both academia and industries. Currently, Professor Liao holds positions of Executive Fellow of Harvard Business School and Senior Advisor to the chairman of JD.com, Inc. (NASDAQ: JD and HKEx: 9618 (HKD counter) and 89618 (RMB counter)). Since 2012, Professor Liao served as the Associate Dean of Cheung Kong Graduate School of Business until March 2017. From April 2017 to July 2021, Professor Liao was the chief strategy officer of Beijing Jingdong Century Trade Co., Ltd.. Professor Liao received his bachelor's degree from Northeastern University of China in 1988 majoring in Industry Engineering, his master's degree in Economics from People's (Renmin) University of China in 1991, and his Doctor of Philosophy from Southern Illinois University in 1996 (with a focus on business policy & strategy).

Professor Liao has been serving as an independent director of Zhewen Interactive Group Co., Ltd. (a company whose shares are listed on the main board of the Shanghai Stock Exchange, stock code: 600986) since November 2020, an independent director of Juewei Food Co., Ltd. (a company whose shares are listed on the main board of the Shanghai Stock Exchange, stock code: 603517) since December 2021, a director of China United Network Communications Ltd. (a company whose shares are listed on the main board of the Shanghai Stock Exchange, stock code: 600050) from February 2018 to December 2021, a director of Yonghui Superstores Co., Ltd. (a company whose shares are listed on the main board of the Shanghai Stock Exchange, stock code: 601933) from April 2018 to December 2021, an independent non-executive director of Fantasia Holdings

Group Co., Limited (a company whose shares are listed on the main board of the Stock Exchange, stock code: 1777) from February 2015 to May 2021 and an independent non-executive director of Colour Life Services Group Co., Limited (a company whose shares are listed on the main board of the Stock Exchange, stock code: 1778) from June 2014 to March 2021. Meanwhile, Professor Liao has been an independent director of Origin Asset Management Co., Ltd. since February 2022.

In respect of the above-mentioned re-designation, Professor Liao has entered into a new letter of appointment with the Company for a term of three years commencing from November 20, 2023, which may be terminated by either party giving not less than one month's written notice. Professor Liao shall hold office only until the first annual general meeting of the Company after his re-designation and shall then be eligible for re-election at that meeting and will be subject to retirement by rotation and re-election at an annual general meeting at least once every three years, in accordance with the articles of association of the Company. According to the terms of Professor Liao's new letter of appointment, Professor Liao is entitled to receive a director's fee of US\$50,000 per annum, which is consistent with his original remuneration as an independent non-executive Director and has been recommended by the remuneration committee of the Company and approved by the Board with reference to his qualifications, experience and responsibilities with the Company.

Save as disclosed above, Professor Liao has confirmed that he does not hold (i) any other position with the Company or other members of the Group; (ii) any directorship in any other public companies with securities of which are listed on any securities market in Hong Kong or overseas in the last three years; and (iii) any other major appointments and professional qualifications.

As far as the Directors are aware, as at the date of this announcement, Professor Liao has confirmed that he did not have any other relationship with any Director, senior management or substantial shareholder or controlling shareholders of the Company, or any interest in the shares of the Company within the meaning of Part XV of the SFO. Save as disclosed above, there is no other information that is required to be disclosed pursuant to any of the requirements under paragraphs (h) to (v) of Rule 13.51(2) of the Listing Rules nor are there any other matters that need to be brought to the attention of the Shareholders relating to Professor Liao's re-designation.

## **CHANGE OF AUTHORISED REPRESENTATIVE**

Following the resignation of Ms. Zhao, Ms. Xie has been appointed as an Authorised Representative under Rule 3.05 of the Listing Rules with effect from November 20, 2023.

The Board would like to extend its warm welcome to Mr. Zheng and Ms. Xie on their respective appointments.

By order of the Board  
**Bairong Inc.**  
**Zhang Shaofeng**  
*Chairman*

Hong Kong, November 20, 2023

*As at the date of this announcement, the Board comprises Mr. Zhang Shaofeng, Mr. Zheng Wei and Ms. Cathryn Xie Jianing as executive Directors, Mr. Bai Linsen and Professor Liao Jianwen as non-executive Directors, and Professor Chen Zhiwu, Mr. Zhou Hao and Dr. Li Yao as independent non-executive Directors.*