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VOLUNTARY ANNOUNCEMENT — PURCHASE OF SHARES IN RELATION TO THE SHARE AWARD SCHEME

This is a voluntary announcement made by FriendTimes Inc. (the "**Company**") to inform the public of the latest information of the Company.

Reference is made to the announcement of the Company dated 14 September 2020 (the "Announcement") in relation to the adoption of the share award scheme (the "Share Award Scheme"). Unless otherwise stated, capitalised terms used in this announcement shall have the same meanings as those defined in the Announcement.

Pursuant to the Share Award Scheme and the trust arrangement entered into between the Company and the trust institution (the "**Trustee**"), the Company may instruct the Trustee to purchase the shares of the Company (the "**Purchased Shares**") directly or indirectly from the market. The Trustee shall hold and manage the funds and property on trust for the benefit of the Eligible Participants (the "**Trust Fund**") in accordance with the Share Award Scheme and the trust arrangement. The Purchased Shares will form a part of the Trust Fund and will be held by the Trustee for the benefit of the Eligible Participants. Subject to the rules of the Share Award Scheme, the Board or the Authorised Representative(s) may, from time to time, at its/his/her absolute discretion select any Eligible Participant for participation in the Share Award Scheme as a Selected Participant and determine the number of Awarded Shares to be awarded to the respective Selected Participants for free and determine the terms and conditions to be observed.

The Board is pleased to announce that on 30 November and 1 December 2023, the Trustee purchased 204,000 shares of the Company from the market for a total consideration of HK\$265,020 at a average price of HK\$1.2991 per share. Prior to that, the Trustee had successively purchased 49,784,000 shares of the Company from the market from August to November 2023.

The Board believes that the purchase of Shares under the Share Award Scheme demonstrates the Company's confidence in its business outlook and prospects, and also serves as a part of the strategy to attract talent and promote the alignment of the interests of key employees with the interests of the Company to drive the Group's sustainable growth in the long term.

> By order of the Board FriendTimes Inc. Jiang Xiaohuang Chairman and Executive Director

Hong Kong, 1 December 2023

As at the date of this announcement, Mr. Jiang Xiaohuang, Mr. Xu Lin and Mr. Sun Bo are the executive directors of the Company; Mr. Zhu Wei, Ms. Tang Haiyan and Mr. Zhang Jinsong are the independent non-executive directors of the Company.