

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 223)

**VOLUNTARY ANNOUNCEMENT
ENTERING INTO THE COMPREHENSIVE BRAND
STRATEGIC COOPERATION AGREEMENTS WITH
THE TOURISM BUREAUS OF ANSHUN CITY AND
QIANNAN PREFECTURE, GUIZHOU
TO PROMOTE THE DIGITAL AND INTELLIGENT DEVELOPMENT
OF TOURISM BRANDS IN THE TWO CITIES**

This announcement is made by Elife Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company announces that the Group recently conducted a signing ceremony with the Culture, Sports, Radio, Television and Tourism Bureau of Anshun City (“**Anshun Tourism Bureau**”) and the Culture, Radio, Television and Tourism Bureau of Qiannan Prefecture (“**Qiannan Tourism Bureau**”) in relation to the commencement of the tourism brand strategic cooperation agreements (the “**Tourism Brand Strategic Cooperation Agreement(s)**”).

BACKGROUND OF COOPERATION

The Group, guided by its business philosophy of delivering “an easier life and better livelihood”, serves as a brand digital and intelligence service provider and specializes in providing comprehensive lifecycle digitalization service for brands, focusing on brand management, brand promotion and brand supply chain. Leveraging an extensive array of scenario-based digital media in hotel platforms, the Group aims to offer brand strategic services and digital advertising system. The overarching goal is to assist brands in creating an experience-driven economy and fostering scenario-based integrated marketing. The Group’s operating objective is to expand its brand promotion and brand supply chain business into the six major segments of modern human production and living, namely “dining, lodging, transportation, travel, shopping and entertainment”. Last month, the Group took the lead in launching an all-round cooperation with the Skyworth Auto Brand in respect of new energy automobiles.

Anshun Tourism Bureau is a functional department of the People’s Government of Anshun City and Qiannan Tourism Bureau is a functional department of the People’s Government of Qiannan Buyei and Miao Autonomous Prefecture (“**Qiannan Prefecture**”), which co-ordinate the management of culture, radio, television, sports and tourism in Anshun City and Qiannan Prefecture, respectively. Anshun City and Qiannan Prefecture are located in the south-central part of Guizhou Province with numerous cultural tourist spots. Anshun City has well-known 5A-level scenic spots such as Huangguoshu Waterfall and Longgong, while Qiannan Prefecture has well-known national scenic spots such as Libo Xiaoqikong and Pingtang Tianyan.

Taking into account the Group’s strengths in national supply chain resources and marketing and the numerous cultural tourism resources managed by Anshun Tourism Bureau and Qiannan Tourism Bureau, both parties plan to form a long-term strategic cooperation partnership and engage in an all-round cooperation in respect of digital management of cultural tourism brand, tourism brand promotion and brand supply chain business, and have therefore entered into the Tourism Brand Strategic Cooperation Agreements.

THE TOURISM BRAND STRATEGIC COOPERATION AGREEMENTS

(1) Formation of strategic cooperation partnership for the digital management and communication of the tourism brands of the two cities

Anshun Tourism Bureau and Qiannan Tourism Bureau will join the Group’s “Billion Brand Empowerment Program”, which will open up a certain amount of free advertising resources for Anshun Tourism Bureau and Qiannan Tourism Bureau by relying on the TV terminal resources of the mid to high-end hotel rooms in the core cities. In addition, the Group owns an extensive array of scenario-based digital media in hotel venues, as well as offline resources in the “City Corridor” in various major cities, and has initiated comprehensive cooperation in tourism brand communication and brand strategic services for Anshun City and Qiannan Prefecture.

(2) Brand supply chain business cooperation of cultural tourism and non-heritage products

Leveraging on the Group’s strength in nationwide supply chain resources and its online and offline sales channels across hotels in China, the Group will commence in-depth cooperation with Anshun Tourism Bureau and Qiannan Tourism Bureau in respect of cultural tourism, non-heritage cultural creation and other merchandise supply chain businesses.

(3) Duration of the cooperation

The term of the cooperation is from the date of entering into the Tourism Brand Strategic Cooperation Agreements to 29 November 2026.

REASONS FOR AND BENEFITS OF ENTERING INTO THE TOURISM BRAND STRATEGIC COOPERATION AGREEMENTS

The Group owns TV terminal resources of mid to high-end hotel rooms in core cities across the country (including Guizhou Province) as well as online and offline sales channels of domestic hotels, while Anshun Tourism Bureau and Qiannan Tourism Bureau manage a large amount of cultural tourism resources. It is expected that each cooperation will bring about synergies between both parties, effectively utilize the Group's hotel resources and give full play to the Group's strength in the tourism brand and brand supply chain business.

In addition, through the cooperation with Anshun Tourism Bureau and Qiannan Tourism Bureau in respect of brand supply chain business of cultural tourism and non-heritage products, the Group will be able to expand its business into the tourism segment of "dining, lodging, transportation, travel, shopping and entertainment" of modern human production and living.

Lastly, the cooperation with Anshun Tourism Bureau and Qiannan Tourism Bureau is expected to bring sustainable and stable profit to the Group.

In view of the above factors, the signing of the two Tourism Brand Strategic Cooperation Agreements is beneficial to the Company and in the interests of the Company and its shareholders as a whole.

GENERAL

After the signing of the two Tourism Brand Strategic Cooperation Agreements, the parties will set up a working group within five working days to work on the cooperation and enter into specific cooperation agreements as soon as possible.

Anshun Tourism Bureau and Qiannan Tourism Bureau are functional departments of the People's Government of Anshun City and Qiannan Prefecture, respectively, which are independent of the Company and its connected persons (as defined under the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited).

By order of the Board
Elife Holdings Limited
Chow Chi Fai
Company Secretary

Hong Kong, 11 December 2023

As at the date of this announcement, the executive Directors are Mr. Chiu Sui Keung, Ms. Qin Jiali, Mr. Zhang Shaoyan, Mr. Zhao Zhenzhong and Mr. Guo Wei, and the independent non-executive Directors are Mr. Cheng Wing Keung Raymond, Mr. Lam Williamson, Mr. Wong Hoi Kuen and Dr. Lam Lee G.