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**CHINA RONGZHONG FINANCIAL HOLDINGS COMPANY LIMITED**  
**中國融眾金融控股有限公司**  
*(Incorporated in the Cayman Islands with limited liability)*  
**(Stock Code: 03963)**

**VOLUNTARY ANNOUNCEMENT  
MEMORANDUMS OF UNDERSTANDING  
IN RELATION TO POSSIBLE COOPERATION**

This is a voluntary announcement made by China Rongzhong Financial Holdings Company Limited (the “**Company**”, together with its subsidiaries, the “**Group**”).

**MEMORANDUM OF UNDERSTANDING**

The board of directors (the “**Director(s)**”) of the Company (the “**Board**”) is pleased to announce that, on 15 Decemeber 2023, the Company entered into two non-legally binding memorandums of understanding (the “**MOUs**”) with Choco Up Holdings Limited (the “**Partner A**”), a limited liability company incorporated in Hong Kong, and eCargo Holdings Limited (ASX: ECG) (the “**Partner B**”), a limited liability company incorporated in Hong Kong, respectively (collectively, the “**Partners**”).

**Scope of Operarion**

Pursuant to the MOUs, the Company and each of the Partners intend to collaborate with each other so as to bring mutual benefits to each other, and the potential collaboration may be in form of, including but not limited to:

1. Joint business development or investment projects;
2. Exchange of technical expertise and best practices;
3. Sharing of business resources, market intelligence and industry trends;
4. Joint initiatives to foster industry engagement and knowledge exchange; and
5. Other mutually agreed areas of collaboration.

**Term**

The MOUs shall be effective for a period of two (2) years from the date of the execution of the MOUs. Both Parties may terminate the MOUs by means of signing of a termination addendum.

## **Non-legally binding effect**

Save for certain clauses regarding, among others, confidentiality, costs and expenses and governing law, the MOUs are not legally binding on the Company and the Partners. The parties to the MOUs shall enter into formal written agreements to set out the terms and conditions of the potential collaboration between the Company and the Partners.

## **Information of Partner A**

Choco Up is a global technology and financial services platform that offers revenue-based financing and growth solutions for e-commerce business owners. With data analytics and machine learning at its core, Choco Up employs vast integrations to automate fund deployment, providing fast-growing companies with zero-equity funding in a quick and seamless manner. Choco Up serves e-commerce businesses worldwide with its offices in Hong Kong and Singapore, providing smart-growth analytics and global payment solutions to fuel their growth.

## **Information of Partner B**

eCargo Holdings Limited is an ASX-listed supply chain solutions provider, helping brands expand and sell more in the Asia market with a specific focus on China. eCargo's one stop service covers logistics, eCommerce, online-to-offline distribution and B2B supply chain solutions. Trusted by brands across different categories, eCargo builds an agile, digitalised, and integrated supply chain infrastructure to drive operational efficiency for brands, facilitating omnichannel growth in new markets.

## **Reasons and Benefits of the MOUs**

The Company is an investment holding company. The principal activities of the the Group are provision of leasing services in the People's Republic of China (the "PRC"), due diligence, debt collection and credit investigation services in the PRC, Hong Kong and Singapore.

While the Group had been actively expanding its leasing operations in the PRC, the Group recognizes the importance of diversifying income sources and had been exploring opportunities beyond the leasing industry to enhance the synergies across multiple platforms within our ecosystem. The Directors are of the view that the potential collaboration with the Partners, if materialised, represents an opportunity for the Company to further diversify its business offerings and operations; while committing to further enhance and nurture synergies within our established ecosystem.

## **GENERAL**

The MOUs only represent cooperation framework between the Company and the Partners. The terms of the potential cooperation (including the form of the cooperation) contemplated under the MOUs are subject to formal agreement(s) which the Group and the Partners may subsequently enter into from time to time. Should any formal agreement(s) in relation to the MOUs be entered into, the Company will comply with the relevant requirements under the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited, where applicable.

By order of the Board  
**China Rongzhong Financial Holdings Company Limited**  
**Wong Emilie Hoi Yan**  
*Executive Director*

Hong Kong, 15 December 2023

*As at the date of this announcement, the executive Director of the Company is Ms. Wong Emilie Hoi Yan; the non-executive Directors of the Company are Mr. Lau Hiu Fung, Ms. Wong Jacqueline Yue Yee, Ms. Wong Michelle Yatyee and Mr. Wong Ming Bun David; and the independent non-executive Directors of the Company are Mr. Lie Chi Wing, Mr. Ng Wing Chung Vincent and Mr. Ng Yuk Yeung Paul.*