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**Edianyun Limited**

**易點雲有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 2416)**

## **INSIDE INFORMATION BUSINESS HIGHLIGHTS FOR THE THREE MONTHS ENDED MARCH 31, 2024**

This announcement is made by Edianyun Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce the business highlights of the Group for the three months ended March 31, 2024, together with comparative figures for the full year and corresponding period of 2023. The information set out below in this announcement has not been audited and reviewed by the auditor of the Company. The following table sets forth certain of our key operating indicators for the periods specified:

### **Disclosure of Key Operating Data**

	<b>As of March 31, 2024</b>	<b>As of December 31, 2023</b>	<b>As of March 31, 2023</b>
<b>Number of active customers<sup>(1)</sup></b>	<b>47,854</b>	46,789	44,266
– Number of subscribing customers <sup>(2)</sup>	<b>46,832</b>	45,757	43,216
<b>Number of devices under service</b>	<b>1,256,837</b>	1,204,876	1,117,187
– Customer retention rate <sup>(3)</sup>	<b>74%</b>	74%	73%

*Notes:*

- (1) The number of active customers as of the end of a month is calculated as the number of customers who have made payments during the month, substantially all of whom are customers of our pay-as-you-go office IT integrated solutions.
- (2) The number of subscribing customers includes 1,834, 1,756 and 1,869 subscribing customers who also purchased devices in installments and had not completed full payments as of March 31, 2024, December 31, 2023 and March 31, 2023, respectively.
- (3) The customer retention rate is calculated by dividing the number of original subscribing customers at the end of the period by the number of subscribing customers 12 months ago. The number of original subscribing customers at the end of the period is calculated by subcontracting the number of customers whose subscription terminated/expired from the number of subscribing customers 12 months ago.

As of March 31, 2024, the number of the Group's active customers reached 47,854, representing a year-on-year increase of 8.1%; the number of devices under service reached 1,256,837 units, representing a year-on-year increase of 12.5%, all of which hit a record high. The number of the Group's monthly net increase of enterprise customers exceeded 1,600, and the number of devices under service recorded a net increase of approximately 60,000 units in March 2024 alone, marking a new milestone of the Group during its course of development history. Such increases were due to our:

- (i) implementation of a more effective sales strategy: leveraging our well-established reputation and customer base, we further developed our sales network and improved the quality of potential customers, which caused more and more customers to accept and implement the asset-light philosophy. In addition, we further acquired quality customers across the country and increased market penetration.
- (ii) adoption of a flexible product strategy: since the beginning of this year, big data, AI and other related industries have been riding the growth momentum, which imposed more requirements on the computing power and efficiency of IT equipment from the market and spurred the demand for AI PCs with graphics cards. We successfully tracked such market trend and adopted a more agile and flexible product strategy to offer diversified products to meet the market demand.
- (iii) enhancement of our own technology and scale advantages: as a leading office IT integrated solution provider in China, we further leveraged our scale advantage in multiple processes such as supply chain, device dispatch and remanufacturing, and continued to improve our operating capability with our full-stack and self-developed "Nebula" system to create business value.
- (iv) optimisation of our own service capability: as the number of our customers increased and rose, we continued to optimise the service efficiency, rate and quality of our engineers, and penetrated into the office IT scenarios of customers to address the pain points in their office IT on a one-stop basis.

With the steady development of the Group's business in the first quarter of 2024, the Group's performance also achieved further improvement. For the three months ended March 31, 2024, the Group's revenue amounted to RMB322.71 million, representing an increase of 3.0% as compared to the revenue of RMB313.243 million for the same period in 2023. The Group's net profit for the period amounted to RMB21.47 million, as compared to the net loss of RMB486.204 million for the same period in 2023 and the net loss of RMB900.637 million for the full year of 2023, formally turning the Group to profitability at the net profit level. The Group's adjusted net profit\* amounted to RMB21.47 million, representing an increase of 51.1% as compared to the adjusted net profit of RMB14.209 million for the same period in 2023. Such growth of the Group's profitability was because: (i) the number of active customers and the number of devices under service recorded a new high, showing that we have gradually recovered from the adverse impact of the pandemic and the economic slowdown; (ii) the investments in preferred shares on the primary market have been converted into ordinary shares since our listing on May 25, 2023, which eliminated the impact of financial liabilities at fair value through profit or loss on our financial statements.

\* We define adjusted net profit for the period (non-IFRS measure) as net profit for the period adjusted by adding back (i) fair value changes on financial liabilities at fair value through profit or loss for the period; and (ii) listing expenses.

Please note that all of the above figures have not been audited or reviewed by the auditor of the Company. Shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company.

By order of the Board  
**Edianyun Limited**  
**Ji Pengcheng**  
*Chairman and Chief Executive Officer*

Beijing, the PRC, April 12, 2024

*As at the date of this announcement, the Board comprises Dr. Ji Pengcheng, Mr. Zhang Bin and Mr. Xiang Wang as executive Directors; and Mr. Hong Weili, Mr. Song Shiji, Mr. Wang Jingbo and Ms. Li Dan as independent non-executive Directors.*