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(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1027)

## VOLUNTARY ANNOUNCEMENT UPDATE ON BUSINESS DEVELOPMENT – STRATEGIC COOPERATION

This announcement is made by China Jicheng Holdings Limited (hereinafter referred to as the "Company", together with its subsidiaries, collectively referred to as the "Group") voluntarily to inform the shareholders of the Company and potential investors of the latest development in the Group's business. The board (the "Board") of directors (the "Directors") of the Company is pleased to announce that the Company and Yupai Holding Group Co., Ltd.\* ("Yupai") entered into a strategic cooperation.

Yupai, one of the leading enterprise focusing on the field of promoting the science and technology and standardization of the sports education industry, has a vision to become a leader in this field. Its business covers various sectors including technical consulting, technology development, technology transfer, and technical services in the field of educational science and technology, educational software development, computer system services and provision of management services for sports venues. Yupai excels in technology and services, and provides a comprehensive solution for valued consumers and partners. Leveraging its technological innovation and indepth insight in its industry, Yupai offers full-ranged many services to meet the diversified needs of customers become a pioneer in the industry. To the best of the knowledge, information and belief of the Board having made all reasonable enquiries, Yupai is a third party independent of the Company and its connected persons (as defined in the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules")).

The Company believes that the proposed strategic cooperation is in line with the Group's long-term development objectives and business development strategy. The strategic cooperation with Yupai will potentially bring profit growth for both parties, which is in the interests of the Company and its shareholders as a whole. As at the date of this announcement, no formal or legally binding agreement has been signed by both parties. If any transaction contemplated constitutes a notifiable transaction for the Company under the Listing Rules, further announcement(s) will be made by the Company as and when appropriate in compliance with the Listing Rules.

As the strategic cooperation is not legally binding, the strategic cooperation relationship with Yupai contemplated may or may not materialize. Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

\* For identification purpose only

By order of the Board of
China Jicheng Holdings Limited
Huang Wenji
Chairman

Fujian Province, the PRC, 6 May 2024

As at the date of this announcement, the Board comprises four executive Directors, namely Mr. Huang Wenji, Mr. Yang Guang, Mr. Lin Zhenshuang and Mr. Chung Kin Hung, Kenneth, and three independent non-executive Directors, namely Mr. Tso Sze Wai, Mr. Yang Xuetai and Ms. Lee Kit Ying, Winnie.