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**ZX Inc.**  
**中旭未来**

*(Incorporated in the Cayman Islands with limited liability)*  
**(Stock Code: 9890)**

## **VOLUNTARY ANNOUNCEMENT UPDATE ON OVERSEAS BUSINESS**

This announcement is issued by ZX Inc. (the “**Company**”, together with its subsidiaries and the PRC Operating Entities<sup>1</sup>, the “**Group**”) on a voluntary basis to inform shareholders and potential investors of the Company of the latest business developments of the Group.

Since the end of 2022, the emergence of ChatGPT has set off a wave of AI-related industrial changes around the world, and promoted artificial intelligence generative content (“**AIGC**”) to become a disruptive and transformative technology in the field of artificial intelligence (“**AI**”) applications. To leverage the industrial development opportunities brought about by the changes in AIGC technology, and to capture the need to expand the Group’s global business, the board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that the Group has established a wholly-owned subsidiary in Hong Kong known as Hong Kong Yuanda Future Limited (香港遠達未來有限公司) (“**Yuanda Future**”) and expects to allocate approximately HK\$100,000,000 from the Group’s internal capital resources as Yuanda Future’s operation capital. Yuanda Future will focus on the application and development of artificial intelligence (“**AI**”) technology in the game industry, and aims to integrate AI technology into in-game art production, creative copywriting, video generation, intelligent assistance, collaborative work and other areas of operations, and is dedicated to using AI algorithms and customized AI solutions to optimize game operations and promotion, eventually creating new gameplay and fresh experiences for players. In the future, Yuanda Future may acquire or invest in games and other overseas internet businesses that can create synergies with the Group’s business.

<sup>1</sup> The PRC Operating Entities refer to the entities controlled by the Group through the Contractual Arrangements, the details of which are set out in the Company’s prospectus dated September 18, 2023 (“**Prospectus**”).

Prior to the establishment of Yuanda Future, the Group had already used AI technology to conduct precision marketing of games. The Group has utilized its self-developed intelligent end-user engagement platform, the “Luoshu (洛書) System”, its business intelligence analysis engine, the “Hetu (河圖) System”, and its intelligent marketing platform, the “X platform”, to carry out game precision marketing and in-depth operation to fulfill the needs in the game advertising and marketing field. Based on the Group’s thorough research and understanding of the AIGC-related field, as well as the development of the industry and its business operations, the Board believes that failure to keep up with the changes in the AI industry in a timely manner may render the Group at a disadvantage position in the market competition in the future. The establishment of Yuanda Future will help the Group to explore more deeply the integration and innovation of cutting-edge technologies such as AI technology and big data with the Group’s business, thus building a full-stack ecological chain of game operations covering content generation, distribution and marketing, customer service, data analysis and monitoring, promoting the development of a digital and intelligent product matrix with multi-category products, and creating new profit growth drivers.

The Board also believes that with the Group’s successful experience in publishing and operating online games in the Chinese Mainland, the Group is capable of developing and implementing new game publishing and operation strategies in different regions, extending these successful experiences to Southeast Asia, Europe and the United States, so as to implement the Group’s global development strategy, thereby generating new revenue and enhancing the Group’s market recognition.

As of the date of this announcement, Yuanda Future has not commenced business operations or recorded any revenue.

**Shareholders and potential investors are advised to exercise caution when dealing in the securities of the Company.**

By order of the Board  
**ZX Inc.**  
**Mr. WU Xubo**  
*Chairman of the Board and Executive Director*

Guangzhou, the PRC, June 24, 2024

*As of the date of this announcement, the Board comprises Mr. WU Xubo and Ms. WU Xuan as executive Directors; and Ms. SONG Siyun, Mr. QIN Yongde and Ms. ZHENG Yi as independent non-executive Directors.*