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JF SmartInvest Holdings Ltd

九方智投控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 9636)

VOLUNTARY ANNOUNCEMENT ON LATEST BUSINESS DEVELOPMENTS

This announcement is made on a voluntary basis by JF SmartInvest Holdings Ltd (the “**Company**”, together with its subsidiaries, the “**Group**”). The purpose of this announcement is to inform the shareholders of the Company (the “**Shareholders**”) and potential investors about the latest business developments of the Group.

The board of directors (the “**Directors**”) of the Company (the “**Board**”) is pleased to announce that the Company has officially launched its first stock learning hardware product: Enjoy-Stock – JF SmartInvest stock learning machine (“**Enjoy-Stock Pad**”), which is designed to create a dedicated learning platform for investors, explore ways to survive the stock market, and build their own investment logic and investment system.

As an investor learning product, Enjoy-Stock Pad relies on the Company’s strong scientific and technological innovation strength and professional investment and research capabilities, integrating six core modules, namely, nine-dimensional panoramic course, online live streaming, featured information, market trend analysis, wise investment tools, and real-time trading, and providing comprehensive support through hardware and software systems, AI systems, and investment and research systems. Following the four-dimensional integrated learning model of “diagnosis, learning, practice and testing” and using advanced technologies such as AI intelligent recommendation and big data analysis, the product can accurately match the learning needs of investors, realize personalized learning path planning, facilitate investors to learn stock investment in a more comprehensive, systematic and efficient manner, and enhance their financial knowledge and investment ability.

The Board believes that the launch of Enjoy-Stock Pad not only signifies the expansion of the Company’s new business lines to promote the diversification of revenue sources, but also further improves the product matrix to better meet the diversified needs of customers, enhance the Company’s competitiveness, and become a lifelong companion of customers in investment and financial management. Looking forward, Enjoy-Stock Pad will bring better returns to Shareholders and facilitate the Company to develop further and grow sustainably.

Shareholders and potential investors of the Company are reminded to exercise caution when dealing in the shares of the Company.

By Order of the Board
JF SmartInvest Holdings Ltd
CHEN Wenbin
Chairman of the Board

Hong Kong, China, July 26, 2024

As at the date of this announcement, the executive Directors are Mr. CHEN Wenbin, Mr. CHEN Jigeng and Mr. ZHANG Peihong, the non-executive Directors are Mr. YAN Ming and Ms. CHEN NINGFENG and the independent non-executive Directors are Dr. ZHAO Guoqing, Mr. FAN Yonghong and Mr. TIAN Shu.