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**Keep Inc.**

*(A company incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 3650)**

## **RESIGNATION OF NON-EXECUTIVE DIRECTOR**

The board (the “**Board**”) of directors (the “**Directors**”) of Keep Inc. (the “**Company**”) hereby announces that Mr. Li Haojun (“**Mr. Li**”) has tendered his resignation as a non-executive Director with effect from December 27, 2024, due to adjustment of work arrangement.

Mr. Li has confirmed that he has no disagreement with the Board and there are no other matters relating to his resignation that need to be brought to the attention of the shareholders of the Company.

The Board would like to express its sincere gratitude and appreciation to Mr. Li for his contributions to the Company during his term of office.

By order of the Board

**Keep Inc.**

**Wang Ning**

*Chairman, Executive Director and Chief Executive Officer*

Hong Kong, December 27, 2024

*As at the date of this announcement, the executive Directors are Mr. Wang Ning, Mr. Peng Wei and Mr. Liu Dong; and the independent non-executive Directors are Ms. Ge Xin, Mr. Shan Yigang and Mr. Wang Haining.*