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UJU HOLDING LIMITED

优矩控股有限公司

(Incorporated in Cayman Islands with limited liability)

(Stock Code: 1948)

- (1) APPOINTMENT OF EXECUTIVE DIRECTORS AND CHAIRMAN;
(2) RESIGNATION OF EXECUTIVE DIRECTOR;
(3) REDESIGNATION OF CHAIRMAN AND
RESIGNATION OF THE JOINT CHIEF EXECUTIVE OFFICER;
(4) CHANGE IN COMPOSITION OF
THE NOMINATION COMMITTEE
AND
(5) CHANGE OF AUTHORIZED REPRESENTATIVE**

APPOINTMENT OF EXECUTIVE DIRECTORS AND CHAIRMAN

Reference is made to the composite offer and response document of UJU HOLDING LIMITED (the “**Company**”) dated 28 May 2025.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that (i) Mr. Cheng Yu (“**Mr. Cheng**”) has been appointed as an executive Director and the chairman of the Board; (ii) Ms. Ma Xiaoxia (“**Ms. Ma**”) has been appointed as an executive Director and the chairlady of the nomination committee of the Company (the “**Nomination Committee**”) and (iii) Mr. Li Nian (“**Mr. Li**”) has been appointed as the executive Director, all with effect from June 27, 2025.

The biographical details of Mr. Cheng, Ms. Ma and Mr. Li are as follows:

Mr. Cheng Yu

Mr. Cheng, aged 47, has over 20 years of working and management experience in the internet industry.

In 2022, Mr. Cheng founded Shanghai Zhishuqifei Software Co., Ltd.* (上海智書企飛軟件技術有限公司) (“**Shanghai Zhishuqifei**”), a company principally engaged in enterprise digitalisation and SaaS services, and is currently the general manager of Shanghai Zhishuqifei. In 2020, Mr. Cheng established Beijing Kunhe Runwu Technology Development Partnership (Limited Partnership) (北京坤禾潤物科技發展合夥企業(有限合

夥)), a partnership principally engaged in industrial investment. In 2011, Mr. Cheng founded Beijing Pzoom Interactive Network Marketing Technology Co., Ltd.* (北京品眾互動網絡營銷技術有限公司) (“**Pzoom Interactive**”), one of the largest search engine marketing service providers in the PRC.

Mr. Cheng obtained a Doctor of Business Administration from Singapore Management University.

Ms. Ma Xiaoxia

Ms. Ma, aged 42, joined the Group in 2022 and currently serves as the vice president of the marketing department of the Company. She is primarily responsible for managing the Company’s overseas business and marketing team.

Ms. Ma has over 20 years of working and management experience in internet marketing. Prior to joining the Group, she worked at Tiktok Pte. Ltd. from 2019 to 2020 and was responsible for establishing and managing the TikTok Australia team. From 2014 to 2016, she served as deputy general manager of the overseas business division of Beijing Kingsoft Security Software Co., Ltd., a subsidiary of Cheetah Mobile Inc., a company listed on the New York Stock Exchange (stock code: CMCM), and was responsible for overseeing the overseas products and managing the overseas sales team. From 2011 to 2014, she worked at Pzoom Interactive, a company which was founded by Mr. Cheng in 2011, and was responsible for internal operational management of Pzoom Interactive. From 2005 to 2007, Ms. Ma worked as a programme planning officer (方案策劃專員) in Baidu Online Network Technology (Beijing) Co., Ltd. (百度在線網絡技術(北京)有限公司), a subsidiary of Baidu, Inc., a company listed on the NASDAQ Global Select Market (stock code: BIDU).

Ms. Ma obtained a bachelor’s degree from Communication University of China and a master’s degree in arts from Peking University.

Mr. Li Nian

Mr. Li, aged 35, is currently the joint chief executive officer and the vice president of the Advertising Department of the Company and is primarily responsible for managing the media advertising business of the Company.

Mr. Li has been appointed as the joint chief executive officer of the Company since February 28, 2025. Mr. Li has over 14 years of experience in media advertising business. Prior to joining the Group, Mr. Li was mainly responsible for overseeing the management of the national marketing service team and sales operation. From 2011 to 2018, Mr. Li served as the operational director, the general manager of south China region, and the general manager of national sales of Beijing Pinzhong Interactive Network Marketing Technology Co., Ltd.* (北京品眾互動網絡營銷技術有限公司).

Mr. Li obtained a bachelor's degree in advertising from Beijing Technology and Business University (北京工商大學) in 2011.

Each of Mr. Cheng, Ms. Ma and Mr. Li has entered into a service contract with the Company with a term of three years. Pursuant to Article 112 of the third amended and restated articles of association of the Company (the “**Articles of Association**”), Mr. Cheng, Ms. Ma and Mr. Li shall hold office until the next following annual general meeting of the Company and shall then be eligible for re-election. Mr. Cheng, Ms. Ma and Mr. Li are currently entitled to receive remuneration from the Group of RMB960,000, RMB2,400,000 and RMB1,000,000 per annum, respectively, pursuant to their respective service contracts which were determined by the Board based on the recommendation of the remuneration committee of the Company and with reference to the duties and responsibilities to be undertaken by each of them.

As of the date of this announcement, (i) Autumn Harvest Ltd is owned as to 60% and 40% by Mr. Cheng and Ms. Ma, respectively, and each of Mr. Cheng and Ms. Ma is deemed to be interested in 303,715,400 shares of the Company (“**Shares**”) held by Autumn Harvest Ltd pursuant to the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) (the “**SFO**”); and (ii) Mr. Cheng beneficially owns 210,000 Shares, and Ms. Ma, being the spouse of Mr. Cheng, is deemed under the SFO to be interested in 210,000 Shares in which Mr. Cheng is interested.

Save as disclosed above, as of the date of this announcement, each of Ms. Ma, Mr. Cheng and Mr. Li (i) has not held any other major appointments and professional qualifications or directorships in other listed companies in Hong Kong or overseas in the last three years; (ii) does not have any relationship with any Directors, senior management, substantial or controlling shareholders (as defined in the Listing Rules) of the Company; (iii) does not hold other positions with the Company or other members of the Group; and (iv) is not deemed to have, any interests or short positions in any shares, underlying shares or debentures of the Company or any of its associated corporations within the meaning of Part XV of the SFO.

Save as disclosed above, as of the date of this announcement, there is no other information required to be disclosed pursuant to Rules 13.51(2)(h) to (v) of the Listing Rules and there is no other matter in relation to the proposed appointment of Ms. Ma, Mr. Cheng and Mr. Li that needs to be brought to the attention of the shareholders of the Company.

RESIGNATION OF EXECUTIVE DIRECTOR

The Board announces that Ms. Luo Xiaomei has tendered her resignation as an executive Director and an authorised representative of the Company (the “**Authorized Representative**”) for the purpose of Rule 3.05 of the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited with effect from June 27, 2025 due to personal reason.

Ms. Luo confirmed that she has no disagreement with the Board and there is no other matter in relation to her resignation that should be brought to the attention of the shareholders of the Company.

REDESIGNATION OF CHAIRMAN AND RESIGNATION OF THE JOINT CHIEF EXECUTIVE OFFICER

The Board announces that with effect from June 27, 2025, Mr. Peng Liang will be redesignated from the chairman to vice chairman of the Board, and step down from his role as one of the joint chief executive officers of the Company, and remain as an executive Director.

CHANGE IN COMPOSITION OF THE NOMINATION COMMITTEE

The Board announces that with effect from June 27, 2025, Ms. Luo Xiaomei will cease to be the chairlady of the Nomination Committee and Ms. Ma will be appointed as the chairlady of the Nomination Committee.

CHANGE OF AUTHORISED REPRESENTATIVE

The Board announces that with effect from June 27, 2025, Ms. Ma, being an executive Director of the Company, has been appointed as an Authorized Representative to fill the vacancy of Ms. Luo.

The Board would like to take this opportunity to express its sincere gratitude and appreciation to Ms. Luo for her valuable contribution to the Company during her tenure of service and to welcome Ms. Ma, Mr. Cheng and Mr. Li on their new appointments.

By order of the Board
UJU HOLDING LIMITED
Cheng Yu

Chairman of the Board and Executive Director

Beijing, June 27, 2025

As at the date of this announcement, the Board comprises Mr. Cheng Yu, Mr. Peng Liang, Ms. Ma Xiaoxia and Mr. Li Nian as executive Directors, and Mr. Wang Gao, Mr. Ye Fei and Ms. Song Yi as independent non-executive Directors.