Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

B.Duck Semk Holdings International Limited
小黃鴨德盈控股國際有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2250)

VOLUNTARY ANNOUNCEMENT – ENTERING INTO OF SERVICE AGREEMENT

This announcement is made by B.Duck Semk Holdings International Limited (the "**Company**", together with its subsidiaries, the "**Group**") on a voluntary basis in order to keep its shareholders and potential investors informed of the Group's latest business developments.

The board (the "**Board**") of directors (the "**Director(s)**") of the Company is pleased to announce that on 29 July 2025 (the "**Signing Date**"), Semk Products Limited ("**Semk Products**"), an indirectly wholly-owned subsidiary of the Company, entered into a service agreement (the "**Service Agreement**") with Techlution Service Limited ("**Techlution**", together with Semk Products, the "**Parties**", and each individually as a "**Party**"). Pursuant to the Service Agreement, the Parties have agreed to collaborate on the co-investment, development and commercialization of an artificial intelligence ("**AI**")-powered marketing intelligence & content automation with web-based interface (the "**Project**").

THE SERVICE AGREEMENT

The principal terms of the Service Agreement are set out as follows:

Date: 29 July 2025

Parties: (i) Semk Products; and

(ii) Techlution

To the best of the knowledge, information and belief of the Directors having made all reasonable enquiries, Techlution and its ultimate beneficial owner(s) are third parties independent of the Company and its connected persons (as defined under the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited).

Purpose and Scope of Collaboration

The Service Agreement establishes the general principles of the collaboration between Semk Products and Techlution for the Project. The Project aims to build an end-to-end AI-driven solution that streamlines social data collection, sentiment analysis, content generation, and audience testing through both external and internal AI agents integrated with a centralized content management system (CMS) interface.

Techlution shall be responsible for developing the AI architecture, including the external AI agents for data collection across social platforms, the AI model for real-time market analysis, the AI post-generation module for content creation and A/B testing and the internal AI agent for performance monitoring and feedback loop automation.

Semk Products shall contribute brand-specific data, provide marketing content context, support integration of the solution across relevant digital channels, collaborate in defining testing strategies and evaluate audience responses to AI-generated content for commercial decision-making.

The Parties' specific roles, responsibilities and contributions will be detailed in a formal long form agreement (the "**Long Form Agreement**") to be executed by the Parties during the term of this Service Agreement.

Term

The Service Agreement will remain in effect for one (1) year from the Signing Date, and may be renewed for successive 1-year term upon the Parties' mutual written agreement. The Service Agreement shall automatically terminate upon the Parties' execution of the Long Form Agreement.

INFORMATION OF THE PARTIES

Semk Products, a company incorporated in Hong Kong with limited liability and an indirectly wholly-owned subsidiary of the Company, is principally engaged in provision of licensing services in Hong Kong.

Techlution, a company incorporated in Hong Kong with limited liability and a wholly-owned subsidiary of Alpha Technology Group Limited (NASDAQ: ATGL), is a leading IT solution provider in Hong Kong, specializing in cloud-based and on-premises AI solutions.

REASONS AND BENEFITS FOR ENTERING INTO THE SERVICE AGREEMENT

The Group is principally engaged in character licensing business and e-commerce business of characters-featured products. The Board believes that entering into this Service Agreement with Techlution will unlock new markets and revenue streams by transforming the Group's intellectual properties into AI-powered marketing/content solutions, while safeguarding core data assets and securing appreciable financial and competitive advantages.

On behalf of the Board
B.Duck Semk Holdings International Limited
Hui Ha Lam
Chairman of the Board and Executive Director

Hong Kong, 31 July 2025

As at the date of this announcement, the Board comprises Mr. Hui Ha Lam as chairman of the Board and executive Director, Mr. Kwok Chun Kit and Mr. Lyu Xingyuan as executive Directors, Mr. Liang Xingchao as non-executive Director and Ms. Leung Ping Fun Anita, Mr. Sung Chi Keung and Prof. Chan Ka Yin Karen, JP as independent non-executive Directors.