UJU HOLDING LIMITED
优矩控股有限公司

(Incorporated in Cayman Islands with limited liability)

(Stock Code: 1948)

POSITIVE PROFIT ALERT

This announcement is made by UJU HOLDING LIMITED (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the "**Board**") of directors (the "**Directors**") of the Company wishes to inform the shareholders of the Group (the "**Shareholders**") and potential investors that, based on its preliminary review of the unaudited consolidated management accounts of the Group as of June 30, 2025 and information currently available to the Board, the Company is expected to record a profit attributable to owners of the Company for the six months ended June 30, 2025, representing an increase of more than 50% as compared to that for the corresponding period in 2024.

The expected increase in the Company's profit attributable to owners of the Company for the six months ended June 30, 2025 is mainly due to the following reasons:

(a) the Group's continued focus on service delivery to meet the marketing effectiveness needs of its advertiser customers, leading to the establishment of long-term partnerships with advertiser customers and continued expansion of the scale of revenue;

(b) the utilization of AI technology, to significantly enhance the production capacity of advertising materials at the Group's creative bases in Wuhan and Chongqing;

(c) the ongoing enhancement of the Group's accounts receivable monitoring system and working capital management capabilities, resulting in a decrease in expected credit losses for the six months ended June 30, 2025; and

(d) cost savings and efficiency improvements, as well as the non-recurrence of one-off losses recorded in the prior period.

As the Company is still in the process of finalising its interim results for the six months ended June 30, 2025, the information contained in this announcement is only based on the preliminary assessment by the Board with reference to the information currently available to the Board and the unaudited consolidated management accounts of the Company, which have not been audited or confirmed by the Company's auditors and reviewed by the Audit Committee of the Company, and may be subject to further revisions or adjustments. The Company expects to announce its interim results for the six months ended June 30, 2025 on August 28, 2025. The financial information to be disclosed in the Company's interim results announcement for the six months ended June 30, 2025 shall prevail over the information contained in this announcement.

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

By order of the Board
UJU HOLDING LIMITED
Cheng Yu
Chairman of the Board and Executive Director

Beijing, August 26, 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.