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Kidsland International Holdings Limited
凱知樂國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2122)

VOLUNTARY ANNOUNCEMENT
KIDSLAND VENTURES INTO THE TCG SECTOR AND ENTERS INTO AN OPERATIONAL SERVICE COLLABORATION WITH GLOBAL TOP IP POKÉMON

The board of directors (the "**Board**") of Kidsland International Holdings Limited (together with its subsidiaries, collectively referred to as "**Kidsland**") is pleased to announce that Kidsland will strategically enter the trading card game ("**TCG**") market. In the first phase, Kidsland has entered into an operational service collaboration with the global top IP, Pokémon. On 10 September 2025, the first Pokémon TCG Official Gym in Beijing officially opened at Beijing Livat.

TCG MARKET BOOMS: KIDSLAND TAPS INTO A MULTI-BILLION-DOLLAR INDUSTRY

According to industry data, the global TCG market size exceeded US$12 billion in 2024, with China's market experiencing a growth rate of over 40% for three consecutive years. Card games, with their strong social attributes, collectible value, and trend toward esports, have become a new consumption favorite among Gen Z. Kidsland has keenly identified this opportunity and aims to enter the TCG market through collaborations with leading brands, striving to build a comprehensive business chain that covers offline sales, experiential activities, and tournament operations.

POKÉMON TCG OFFICIAL GYM: IMMERSIVE EXPERIENCE AND BUSINESS INNOVATION

Pokémon TCG Official Gym is an immersive experience space originally created by Pokémon Shanghai, integrating retail, card battle and social interaction. It provides Pokémon trainers with card game experience, product sales and event activities. It includes 2 core sections: TCG experience: offering beginner tutorials, card battles and official events and other experience services; product sales: providing consumers with Pokémon trading card games, card-related merchandise and other original and licensed Pokémon sales.

The Board considers that Pokémon, being one of the most influential IP worldwide, shares an operating philosophy that aligns closely with Kidsland's mission of "creating a high-quality play life (創造高品質玩樂生活)". Leveraging over two decades of deep cultivation in the PRC toy market as well as its industry expertise and omni-channel distribution network, Kidsland is committed to fully supporting the expansion of Pokémon TCG Official Gym in mainland China. Looking ahead, Kidsland will continue to deepen its cooperation with Pokémon in various aspects such as gym operations and distribution channels, and to broaden the scope of collaboration.

MULTI-IP PORTFOLIO: FROM POKÉMON TO ORIGINAL CHINESE IPs

In addition to Pokémon, Kidsland plans to seek cooperation with more international and domestic popular IPs and trading card game producers in the future. The Board of Kidsland believes that TCGs serve as a key gateway connecting toys, games and social interaction. Leveraging its channel advantages, Kidsland aims to introduce more quality TCG products and experiences, both domestic and international, to consumers in China.

By order of the Board
Kidsland International Holdings Limited
Lee Ching Yiu
Chairman, Chief Executive Officer and Executive Director

Hong Kong, 10 September 2025

As of the date of this announcement, the Board comprises the executive directors, namely Mr. Lee Ching Yiu (Chairman and Chief Executive Officer) and Ms. Zhong Mei; the non-executive director, namely Mr. Du Ping; and the independent non-executive directors, namely Mr. Cheng Yuk Wo, Mr. Huang Lester Garson and Mr. Albert Thomas da Rosa, Junior.