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Be Friends Holding Limited
交個朋友控股有限公司

(Incorporated under the laws of the Cayman Islands with limited liability)

(Stock Code: 1450)

VOLUNTARY ANNOUNCEMENT
GROSS MERCHANDISE VOLUME IN THE THIRD QUARTER OF 2025

This announcement is made by Be Friends Holding Limited (the "**Company**") on a voluntary basis to keep the shareholders and potential investors of the Company informed of an update on business development of the Company and its subsidiaries (the "**Group**").

In the third quarter of 2025, the Group achieved a total Gross Merchandise Volume (GMV) of approximately RMB2.55 billion, representing a decrease of approximately 12.07% as compared to the third quarter of 2024. The cumulative GMV accomplished in the first three quarters of 2025 was approximately RMB9.53 billion, representing an increase of approximately 7.56% as compared to the first three quarters of 2024.

The Group is a leading all-media service provider in China, mainly providing services of comprehensive video application involving full-chain services including live-streaming, video content production, product sales and system maintenance to new media platforms, industrial customers and broadcasters, etc.

This announcement is made based on a preliminary review of the unaudited operational data of the Group and the information currently available to the Board, and is not reviewed or audited by the Group's auditors. The data do not constitute, represent or indicate the full picture of the Group's total revenue or financial performance, and the information contained in this announcement is provided for reference only.

Shareholders and potential investors of the Company are advised not to place undue reliance on the information disclosed herein and to exercise caution when dealing in the shares of the Company.

By order of the Board
Be Friends Holding Limited
Li Jun
Chairman

Hong Kong, 14 October 2025

As at the date of this announcement, the executive Directors are Mr. Li Jun, Mr. Li Liang and Ms. Zhao Hui Li; and the independent non-executive Directors are Mr. Kong Hua Wei, Mr. Ma Zhan Kai and Dr. Yu Guo Jie.