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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)

UNAUDITED OPERATING DATA FOR THE THIRD QUARTER ENDED SEPTEMBER 30, 2025

This announcement is made by UJU HOLDING LIMITED (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to Rule 13.09(2)(a) 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 is pleased to announce the unaudited operating data of the Group for the nine months ended September 30, 2025, which is based on the information currently available to the Company and the preliminary review by the Board of the unaudited consolidated management accounts of the Group for the nine months ended September 30, 2025.

For the nine months ended September 30, 2025, the gross billing generated from online marketing solutions business recorded an amount of approximately RMB11,863.16 million, representing an increase of approximately 35.3% as compared with the corresponding period of 2024, which was mainly due to the deeper and closer cooperation with our core customers, as well as the active expansion of customer and media channels.

Comparing with the operational data for the third quarter of 2024, the quarter-over-quarter retention rate of the Group's advertiser customers with gross billing over RMB10 million was 94.0%. The number of new customers reached 224, representing a year-on-year increase of 5.9% in the total number of customers. We continue to expand our industry coverage into sectors such as gaming, financial services, travel, and education, significantly to enhance the breadth and diversity of our customer base.

For the nine months ended September 30, 2025, our AI-powered content creation platform, U-Crane, has further upgraded. The platform now covers a number of key creative functions such as intelligent graphics, intelligent script writing, intelligent voice integration and intelligent editing. The intelligent graphic function can generate an average of over 2,000 pictures per person per day. The average monthly video output on our U-Crane platform has reached 320,000, which increased the overall efficiency by 161% year-on-year. Our intelligent advertising platform and U-Engine had integrated 7 major media ecosystems, serving customers across 7 vertical industries (e-commerce, finance, Internet services, gaming, etc.), effectively enhancing the intelligence level and operational efficiency of the Group's online marketing solution services to customers.

The Group launched the strategic layout for overseas e-commerce business at the end of last year and successfully expanded into countries such as the United States, the United Kingdom and Japan. For the nine months ended September 30, 2025, the gross merchandise volume (GMV) reached RMB41.9 million. The successful expansion of overseas business represents the Group's initial business attempt in the global overseas market, which will drive the continuous growth of long-term value and bring new development opportunities to the Group.

As of the date of this announcement, the Group has successfully acquired an overseas short drama platform and officially launched the strategic layout for overseas short drama business. This platform innovatively introduces the function of "interacting and chatting with characters in the drama", effectively enhancing user engagement. As of the date of this announcement, the average daily active users (DAU) of this platform have exceeded 100,000, with core users widely covering multiple mainstream markets such as Japan, South Korea, and the United States. The platform will continue to provide high-quality content with its partners to support the content ecosystem construction. This acquisition will deeply integrate the Group's leading capabilities in online market solution, our partners' high-quality content reserves, and the immersive viewing experience created by this platform, which will bring a brand-new experience to overseas users. This acquisition will expand the Group's business boundaries and new revenue-generating channel, creating long-term growth value for the Group's business.

The above operating statistics are unaudited and are based on the preliminary internal information of the Group, which has not been audited or reviewed by the Company's auditor and may differ from the figures in the audited or unaudited consolidated financial statements to be published by the Company on an annual or half-yearly basis due to various uncertainties during the process of collecting such information. As such, the above operating statistics are preliminary in nature and are provided for investors' reference only. Shareholders of the Company and potential investors are advised to exercise caution and not to place undue reliance on such information when dealing in the securities of the Company. When in doubt, shareholders of the Company and potential investors are advised to seek professional advice from professionals or financial advisers.

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

Beijing, November 21, 2025

As of 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.