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**Qunabox Group Limited**

**趣致集團**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 0917)**

**VOLUNTARY ANNOUNCEMENT  
STRATEGIC PARTNERSHIP TO LAUNCH HOLOX –  
A NEXT-GENERATION AI PLATFORM**

This announcement is made by Qunabox Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that the Company has entered into a strategic partnership with His Highness Shaikh Thani Saeed Thani Juma Al Maktoum from the Dubai Ruling Family to co-develop HOLOX, a strategic initiative aimed at developing the next-generation AI-powered entertainment and lifestyle experiences. The vision and technological direction of HOLOX are broadly aligned with the UAE National Strategy for Artificial Intelligence 2031, which outlines the country’s long-term ambition to advance AI adoption across key economic and cultural sectors. The Group believes that this regional momentum toward AI-driven development provides a favourable environment for the international expansion of its AIoT innovation capabilities.

This partnership marks an important milestone in both parties’ commitment to advancing innovation across emerging AI industries and represents a new phase in the Group’s strategic global development.

In recent years, the Group has expanded its core competencies in AIoT-driven (AI + IoT) innovation across both domestic and international markets:

- In China, the Group focuses on applying AIoT technologies to interactive marketing, smart retail and immersive consumer experiences, enabling brands to create intelligent commercial environments and improve operational efficiency.
- Internationally, the Group extends its AIoT capabilities to next-generation gaming and entertainment scenarios, leveraging advanced multimodal AI, contextual reasoning and intelligent hardware to transform traditional entertainment venues into responsive, interactive and AI-native environments.

HOLOX is designed as a next-generation AI platform integrating advanced multimodal AI, contextual reasoning and adaptive learning technologies with intelligent hardware, enabling immersive, interactive and AI-native gaming and entertainment experiences. It is contemplated that upon its launch, HOLOX will first be made available in Dubai and across the Middle East, before expanding into key Asian markets.

As all applicable percentage ratios in respect of the strategic cooperation are less than 5%, the strategic cooperation does not constitute a discloseable transaction of the Company under Chapter 14 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited, and this announcement is made on a voluntary basis.

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

By order of the Board  
**Qunabox Group Limited**  
(趣致集團)

**Ms. YIN Juehui**  
*Chairwoman, Executive Director and Chief Executive Officer*

Hong Kong  
December 4, 2025

*As at the date of this announcement, the Board comprises (i) Ms. YIN Juehui, Mr. CAO Liwen and Mr. HUANG Aihua as executive Directors; (ii) Mr. DAI Jianchun and Mr. CHEN Rui as non-executive Directors; and (iii) Dr. CHE Lufeng, Mr. ZHU Lin and Dr. YANG Bo as independent non-executive Directors.*