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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)

VOLUNTARY ANNOUNCEMENT
ACQUISITION OF AN OVERSEAS SHORT DRAMA PLATFORM

This announcement is made by UJU HOLDING LIMITED (the "**Company**", together with its subsidiaries, the "**Group**") on a voluntary basis to keep the shareholders and potential investors of the Company informed of the latest business developments of the Group.

ACQUISITION OF CHILLSHORTS SHORT DRAMA PLATFORM*

The board (the "**Board**") of the directors (the "**Directors**") of the Company is pleased to announce that the Company entered into an equity transfer agreement on 14 November 2025 (the "**Equity Transfer Agreement**") with the shareholders (the "**Sellers**") of an entity (the "**Target Entity**") which operates CHILLSHORTS SHORT DRAMA PLATFORM* ("**ChillShorts**"), pursuant to which the Company agreed to acquire, and the Sellers agreed to sell 100% equity interest in the Target Entity (the "**Acquisition**"). Upon completion of the Acquisition, the Target Entity will become a subsidiary of the Company and the financial results of the Target Entity will be consolidated into the consolidated financial statements of the Group.

INFORMATION ABOUT CHILLSHORTS

ChillShorts focuses on real-time viewing and subscription services of high-quality short dramas. Chillshorts and its cooperating parties have a vast amount of short drama resources, covering various types of high-quality content. It has innovatively introduced the function of "interacting and chatting with characters in the drama". The average daily active users (DAU) of Chillshorts have exceeded 100,000, with core users widely covering multiple mainstream markets such as Japan, South Korea, the United States and the Southeast Asia.

REASONS FOR AND BENEFITS OF THE ACQUISITION

The Acquisition is in line with the Group's strategies of expanding overseas markets through acquisitions. This acquisition will deeply integrate the Group's leading capabilities in online marketing 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 consideration of the Acquisition was determined between the Company and the Seller after arm's length negotiation. Having considered the above, the Directors believe that the Equity Transfer Agreement and the Acquisition are fair and reasonable and in the interest of the Company and its shareholders as a whole.

LISTING RULES IMPLICATIONS

As the highest applicable percentage ratio of the Acquisition is less than 5%, the Acquisition does not constitute a notifiable transaction of the Company under Chapter 14 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**"). In addition, the Acquisition does not constitute a connection transaction of the Company under Chapter 14A of the Listing Rules.

The Company will make further announcement(s) regarding the Acquisition in accordance with the applicable laws and regulations (if any) as and when appropriate.

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

Beijing, December 4, 2025

As of the date of this announcement, the Board comprises Mr. Cheng Yu, 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.

* *for identification purposes only*