Marketingforce Management Ltd
邁富時管理有限公司

(Incorporated in the Cayman Islands with limited liability)
(Stock code: 2556)

VOLUNTARY ANNOUNCEMENT
SHARE REPURCHASE PLAN

This announcement is made by Marketingforce Management Ltd (the "**Company**", together with its subsidiaries, the "**Group**") on a voluntary basis.

The board of directors (the "**Directors**") of the Company (the "**Board**") hereby announces that the Board intends to repurchase shares of the Company (the "**Shares**") on the open market from the date of this announcement to the expiry of the Share Repurchase Mandate (the "**Share Repurchase Plan**"). The Company will fund the Share Repurchase Plan using its existing available cash reserves.

Pursuant to an ordinary resolution passed by the shareholders (the "**Shareholders**") of the Company at the annual general meeting held on 19 May 2025, the Directors have been granted a general and unconditional mandate to repurchase the Shares, in an amount not exceeding 10% of the total number of issued Shares of the Company as of 19 May 2025 (excluding treasury shares), i.e., not exceeding 25,626,990 issued Shares of the Company (the "**Share Repurchase Mandate**"). Details of the Share Repurchase Mandate were set out in the circular published by the Company dated 25 April 2025.

The Company shall exercise its powers under the Share Repurchase Mandate and carry out the proposed share repurchases in compliance with the memorandum and articles of association of the Company, the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited, the Codes on Takeovers and Mergers and Share Buy-backs, the Companies Act of the Cayman Islands, and all other applicable laws and regulations.

The management team of the Company has full confidence in the prospects of the Group. The Share Repurchase Plan reflects the confidence of the Board and the management team in the Company's long-term business prospects and growth. The Board believes that the Share Repurchase Plan is in the best interests of the Company and its Shareholders as a whole.

Shareholders and potential investors should note that the implementation of the Share Repurchase Plan will be subject to market conditions and at the sole discretion of the Board and/or its authorized persons. There is no assurance as to the timing, quantity, or price of any repurchases or whether the Company will make any repurchases at all. Accordingly, Shareholders and potential investors are advised to exercise caution when dealing in the Shares of the Company.

By order of the Board
Marketingforce Management Ltd
ZHAO Xulong
Chairman of the Board and Chief Executive Officer

Hong Kong, 5 January 2026

As at the date of this announcement, the Directors of the Company are: Mr. ZHAO Xulong as Chairman of the Board, executive Director and chief executive officer, Mr. ZHAO Guoshuai as Co-Chairman of the Board, executive Director and global executive president, Mr. XU Jiankang as executive Director, and Mr. YANG Tao, Ms. LI Yingjie and Mr. CHEN Chen as independent non-executive Directors.