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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)

INSIDE INFORMATION

This announcement is made by UJU HOLDING LIMITED (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**") and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the "**Board**") of the Company wishes to inform the shareholders of the Group (the "**Shareholders**") and potential investors that, based on the information currently available to the Board, during renegotiation of contract of the Company with a top customer in early 2026, there was a change in the business arrangement relating to the provision of all-in-one online marketing solution services by the Group, whereas the Group will no longer offer all-in-one services (inclusive of traffic acquisition), and only charge the top customer for advertising operation service. This top customer accounted for approximately 50% and 44% of the total revenue of the Group for the year ended December 31, 2024, and the six months ended June 30, 2025, respectively.

The Board is of the view that the operational and financial performance of the Group for the year ending December 31, 2026 will depend on a range of other factors, including but not limited to any subsequent development with the top customer, ongoing communication between the Group and the top customer, any growth from other customers and new business segments of the Group through a diversified business strategy, and the broader industry landscape. Furthermore, the Group will implement appropriate cost-saving measures to streamline its cost structure. The Board believes the change in the business arrangement with the top customer may have adverse impact on the financial performance of the Group for the year ending December 31, 2026 but will not materially affect other operations of the Group.

The information contained in this announcement is only based on the preliminary assessment by the Board with reference to the information currently available to the Board and may be subject to revisions or adjustments. Further announcement(s) will be made by the Company as and when appropriate in accordance with the requirements under the Listing Rules.

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

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

Beijing, January 23, 2026

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.