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Lesi Group Limited
樂思集團有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 2540)

VOLUNTARY ANNOUNCEMENT
UPDATE ON BUSINESS DEVELOPMENT

This announcement is made by Lesi Group Limited (the "**Company**") on a voluntary basis. Reference is made to the announcements of the Company dated 28 July 2025 and 28 March 2025 (the "**Announcements**"). Unless otherwise defined, capitalised terms used herein shall have the same meanings as those defined in the Announcements.

The Board announces that Beijing Lesimedia and Mr. Zhao Libing, Chairman of the Board, entered into a guarantee contract (the "**New Guarantee**") with Jinritoutiao, Dongchezu and Wuhan Xingtu Xinshijie Technology Co., Ltd.* (武漢星圖新視界科技有限公司) ("**Wuhan Xingtu**") in January 2026, pursuant to which Beijing Lesimedia and Mr. Zhao agreed to provide a guarantee in favour of Jinritoutiao, Dongchezu and Wuhan Xingtu to secure payment obligations of Khorgos Lemon Technology Co., Ltd.* (霍爾果斯檸檬科技有限公司) ("**Khorgos Lemon**"), Beijing Lexiao, Khorgos Mango and Beijing Lexiang, each a wholly-owned subsidiary of Beijing Lesimedia. The New Guarantee is related to the business cooperation agreements entered between (i) Khorgos Mango and Wuhan Xingtu, (ii) Khorgos Lemon, Beijing Lexiao, Khorgos Mango, Beijing Lexiang and Dongchezu, and (iii) Khorgos Lemon, Beijing Lexiao, Khorgos Mango, Beijing Lexiang and Jinritoutiao, on acquisition of advertising space on media platforms for distribution of mobile ads for the term from 1 January 2026 to 31 December 2026.

Due to the long-term cooperation relationship, these media platforms are willing to offer credit terms that are favourable to the Group subject to the provision of guarantee by Beijing Lesimedia and Mr. Zhao and, thus, Beijing Lesimedia and Mr. Zhao agreed to enter into the New Guarantee in favour of Jinritoutiao, Dongchezu and Wuhan Xingtu to secure payment obligations of Khorgos Lemon, Beijing Lexiao, Khorgos Mango and Beijing Lexiang on acquisition of advertising space.

To the best of the knowledge, information and belief of the Directors having made all reasonable enquiries, Jinritoutiao, Dongchezu and Wuhan Xingtu and their ultimate beneficial owner are independent third parties of the Company and its connected persons (as defined under the Listing Rules).

As the New Guarantee is provided by Beijing Lesimedia and Mr. Zhao to secure the obligations of wholly-owned subsidiaries of the Company and is conducted in the ordinary and usual course of business of the Group, it does not constitute a notifiable transaction of the Company under Chapter 14 of the Listing Rules nor a connected transaction of the Company under Chapter 14A of the Listing Rules. The Board wishes to make a voluntary disclosure to inform its shareholders and potential investors of the Group's latest business development.

By Order of the Board
Lesi Group Limited
Zhao Libing
Chairman of the Board

Hong Kong, 4 February 2026

As at the date of this announcement, the executive Directors are Mr. Zhao Libing, Mr. Yu Canliang, Mr. Nie Jiang and Ms. Shu Qing; the non-executive Director is Ms. Chang Qing; and the independent non-executive Directors are Mr. Lu Yao, Ms. Zheng Hong and Mr. Hu Hui.

* *For identification purpose only.*