UJU HOLDING LIMITED
优矩控股有限公司

(Incorporated in Cayman Islands with limited liability)

(Stock Code: 1948)

POSITIVE PROFIT ALERT

This announcement is made by UJU HOLDING LIMITED (the "**Company**", together with its subsidiaries, collectively the "**Group**") pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**") and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the "**Board**") of directors (the "**Directors**") of the Company wishes to inform the shareholders of the Company and potential investors that, based on its preliminary review of the unaudited consolidated management accounts of the Group for the year ended December 31, 2025 (the "**Reporting Period**") and information currently available to the Board, the Group is expected to record a net profit growth by not less than approximately 30% for the Reporting Period as compared to net profit of approximately RMB93.0 million for the year ended December 31, 2024 (the "**Corresponding Period**").

The Board believes that the expected net profit growth for the Reporting Period was mainly attributable to (i) the continuous expansion of revenue scale in our online marketing solutions business; (ii) the utilization of AI technology, which significantly enhanced the production capacity of advertising materials at the Group's creative bases in Wuhan and Chongqing; and (iii) the decrease in provisions in relation to a legal proceedings (for details of the legal proceedings, please refer to the annual report 2024 of the Company).

As at the date of this announcement, the Company is still in the process of finalising the Group's annual results for the Reporting Period. The information contained in this announcement represents only a preliminary assessment by the Board based on the unaudited consolidated management accounts of the Group for the Reporting Period and the latest information currently available, which have not been confirmed by the Company's auditors or the audit committee of the Board, and may be subject to adjustments. Shareholders of the Company and potential investors are advised to read the annual results announcement of the Company for the Reporting Period carefully which is expected to be published by the end of March 2026.

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

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

Beijing, March 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.