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Be Friends Holding Limited
交個朋友控股有限公司

(Incorporated under the laws of the Cayman Islands with limited liability)

(Stock Code: 1450)

VOLUNTARY ANNOUNCEMENT
GROSS MERCHANDISE VOLUME IN THE FIRST QUARTER OF 2026

This announcement is made by Be Friends Holding Limited (the "**Company**") on a voluntary basis to keep the shareholders and potential investors of the Company informed of an update on business development of the Company and its subsidiaries (the "**Group**").

In the first quarter of 2026, the total Gross Merchandise Volume (GMV) of the Group exceeded RMB3.17 billion, representing a slight decrease of approximately 1.0% compared with the first quarter of 2025.

The Group is a leading live-streaming e-commerce institution in China, committed to utilizing video technology and services for the expansion of service capabilities in the new media market, driving continuous business improvement through innovation.

This announcement is made based on a preliminary review of the unaudited operational data of the Group and the information currently available to the Board, and is not reviewed or audited by the Group's auditors. The data do not constitute, represent or indicate the full picture of the Group's total revenue or financial performance, and the information contained in this announcement is provided for reference only.

Shareholders and potential investors of the Company are advised not to place undue reliance on the information disclosed herein and to exercise caution when dealing in the shares of the Company.

By order of the Board
Be Friends Holding Limited
Li Liang
Chairman and Chief Executive Officer

Hong Kong, 10 April 2026

As at the date of this announcement, the executive Directors are Mr. Li Liang, Mr. Li Jun and Ms. Zhao Hui Li; and the independent non-executive Directors are Mr. Ma Zhan Kai, Dr. Yu Guo Jie and Mr. Kong Hua Wei.