Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

Joy Spreader Group Inc.
樂享集團有限公司
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 6988)

VOLUNTARY ANNOUNCEMENT

IN RELATION TO THE COMPANY ENTERING INTO A COOPERATION FRAMEWORK AGREEMENT WITH BEIJING VOLCANO ENGINE TECHNOLOGY CO., LTD.

This announcement is made voluntarily by the board (the "**Board**") of directors (the "**Directors**") of Joy Spreader Group Inc. (the "**Company**", together with its subsidiaries, the "**Group**") to provide the shareholders and potential investors of the Company with information on the Group's strategic intention and direction of cooperation in relation to entering into a cooperation framework agreement with Beijing Volcano Engine Technology Co., Ltd. (北京火山引擎科技有限公司).

I. OVERVIEW OF ENTERING INTO THE COOPERATION AGREEMENT

In order to deepen its strategic layout in artificial intelligence (AI) and strengthen its core technological competitiveness, the Company has entered into a framework cooperation agreement with Beijing Volcano Engine Technology Co., Ltd. ("**Volcano Engine**") on March 11, 2026. Leveraging Volcano Engine's technological strengths in big data, cloud computing and livestreaming, the Company has engaged Volcano Engine to provide technology services including the Doubao large model. The parties will establish a dedicated project team to carry out product solution integration and customised development, so as to facilitate the implementation of technological achievements. The above-mentioned framework agreement shall remain effective until March 31, 2027, and the specific details of the cooperation shall be subject to separate project agreements to be entered into by the parties.

II. BASIC INFORMATION OF THE COOPERATION PARTNER

Volcano Engine is the core cloud and AI service platform under ByteDance (字節跳動), with profound technological expertise in cloud computing, AI large models, artificial intelligence generated content (AIGC) and e-commerce livestreaming. Its self-developed Doubao large model, Seedance AI video generation technology and generative engine optimization (GEO) technology framework can provide the Company with full-scenario enterprise-level AI and digital solutions.

III. CORE STRATEGIC SIGNIFICANCE OF THIS COOPERATION

This cooperation marks an important milestone in the Company's advancement of its AI strategy and business transformation and upgrade. Focusing on the implementation of AI, AIGC and GEO technologies, it is of significant strategic importance to the enhancement of the Company's business efficiency and long-term value growth.

(I) AI technology

By introducing the Doubao large model technology framework, the Company has formally connected to a leading domestic AI technology foundation, reducing its reliance on general open-source models and positioning itself among the leading players in the commercial application of AI. Through in-depth customised development, the Company will align large models with its core business scenarios, improve its operational efficiency and delivery quality, consolidate the foundation for intelligent transformation and enhance its technological influence in the AI field.

(II) Cooperation in relation to Seedance

The Company has simultaneously connected to the Seedance enterprise-level API and become an official testing partner, thereby securing an early-mover advantage in AIGC video technology. It will also empower Shenzhen Yingyi Vision Technology Co., Ltd. (深圳影漪視界科技有限公司) ("**Yingyi Vision**"), a company invested by the Company, to further develop AI photorealistic dramas and AI advertising creatives:

1. to support Yingyi Vision in enhancing the efficiency and quality in AIGC content production, reducing copyright risks and strengthen its core competitiveness;

2. to support Yingyi Vision in becoming a leading AIGC content provider by improving its full-chain layout of "technology – content – monetisation", forming synergy with the Company's principal business of accurate marketing and enhancing its influence in the cultural and entertainment sector;

3. to support Yingyi Vision in obtaining priority access to cutting-edge technological iterations, building technological synergy barriers and consolidating its leading position in the AIGC field.

(III) GEO technology

By leveraging GEO (Generative Engine Optimization) technology, the Company has established differentiated advantages in AI traffic operations:

1. empowering algorithmic marketing by using AI technology to optimise the quality of marketing content, and using GEO technology to achieve prioritised recommendation by AI large models and precise traffic targeting, thereby significantly improving marketing conversion efficiency, reducing advertising placement costs and reinforcing the Company's technological leadership in the accurate marketing sector;

2. supporting overseas business by using cross-border GEO optimisation to match overseas AI platforms and regional user needs, coupled with AI technology to customise localised marketing content, thereby enabling the implementation of overseas accurate marketing and promoting refined profitability of the overseas business;

3. linking up with the AIGC content ecosystem to achieve a closed loop of "content generation – engine optimisation – precise exposure", further highlighting the Company's technological advancement and scenario implementation capabilities in the GEO field and consolidating its core advantages in accurate marketing.

(IV) Big data, cloud computing and e-commerce livestreaming

Big data and cloud computing will provide stable computing power and data support for the AI and AIGC businesses, ensuring large-scale content production and efficient operation of the overseas business. By linking up with MARTOP, the overseas e-commerce platform, the Company will explore a new "AI + livestreaming + e-commerce" model to broaden profit channels.

(V) Business development and long-term strategy

This cooperation will empower the Company's principal business of accurate marketing through AI, AIGC and GEO technologies, driving the Company's transformation from a "traffic-driven" model to a "technology + content + service" model and consolidating its leading industry position. At the same time, it will facilitate the accumulation of core technologies and talent, enhance brand influence, align with the development trend of the digital economy, provide support for long-term sustainable development and safeguard the interests of shareholders.

IV. RISK WARNING

1. The agreement entered into by the parties is a framework cooperation agreement, and the specific details of the cooperation are subject to further negotiation. Accordingly, there are risks that the scope of cooperation may be adjusted and that the progress may not meet expectations.

2. AI, AIGC and GEO technologies are evolving rapidly, and there is a possibility that the application results may not meet expectations, which may affect the benefits of the cooperation.

3. Intensified industry competition and changes in regulatory policies may adversely affect the cooperation and the business development.

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

By order of the Board
Joy Spreader Group Inc.
Zhu Zinan
Chairman

Beijing, the PRC
April 13, 2026

As at the date of this announcement, the Board comprises Mr. Zhu Zinan, Mr. Cheng Lin and Ms. Qin Jiaxin as executive Directors; Mr. Wang Hongpeng as non-executive Director; and Mr. Li Chenji, Mr. Huang Boyang and Mr. Fang Hongwei as independent non-executive Directors.