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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)

VOLUNTARY ANNOUNCEMENT
PROVISION OF GUARANTEE IN RESPECT OF OBLIGATIONS OWED BY THE SUBSIDIARY

The board (the "**Board**") of directors (the "**Directors**") of UJU HOLDING LIMITED (the "**Company**") hereby announces that in 2026, Hainan Uju Technology Co., Ltd.* (海南優矩科技有限公司) ("**Hainan Uju**") and Uju Interactive (Beijing) Technology Co., Ltd.*(優矩互動(北京)科技有限公司) ("**Uju Interactive (Beijing)**"), the wholly-owned subsidiaries of the Company, entered into a cooperation agreement (the "**Cooperation Agreement**") with Baidu (China) Co., Ltd. (百度(中國)有限公司) ("**Baidu (China)**"), the online media platform supplier for Baidu media. The Company intends to enter into a separate guarantee agreement (the "**Guarantee Agreement**") in favour of Baidu (China) to provide guarantee for the payment obligation of Hainan Uju and Uju Interactive (Beijing) under the Cooperation Agreement. If any of Hainan Uju or Uju Interactive (Beijing) fails to pay in accordance with the Cooperation Agreement, the Company shall make payment to Baidu (China) upon receipt of notice of payment.

Since each of Hainan Uju and Uju Interactive (Beijing) is a wholly-owned subsidiary of the Company, the provision of guarantee by the Company falls within Rule 14.04(1)(e)(ii) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**") and is therefore exempt from the requirements of Chapter 14 of the Listing Rules. Baidu (China) is an independent third party who is not connected with the Company and its connected persons (as defined under the Listing Rules).

The Company will make further announcement(s) regarding the provision of the guarantee in accordance with the applicable laws and regulations (if any) as and when appropriate.

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

Beijing, May 15, 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.

* *For identifications purposes only*