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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)

UNAUDITED OPERATING DATA FOR THE FIRST QUARTER ENDED MARCH 31, 2026

This announcement is made by UJU HOLDING LIMITED (the “**Company**”, together with its subsidiaries, 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 and the Inside Information Provisions 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 hereby announces the unaudited operating data of the Group for the three months ended March 31, 2026 (“**Q1 2026**”), which is based on the information currently available to the Company and the preliminary review by the Board of the unaudited consolidated management accounts of the Group for Q1 2026.

The Board is pleased to announce that in 2026, the Group undertook a further strategic upgrade on the foundation of its existing online marketing solutions business. Drawing on core expertise accumulated over years of in-depth operation within leading Internet ecosystems, the Group has formally established its core position as a “deep-collaboration partner with China’s leading Internet full-ecosystem”. Anchored by AI-driven technological innovation and supported by ecosystem collaboration, the Group is fully committed to building more diversified, stable and sustainable growth engines, and achieving a step-change upgrade into a “full-chain digital ecosystem operations group”.

By seizing industry trends and completing a systematic reconstruction of its business matrix, the Group has a now established six core business units:

1. Online Marketing Solutions Business

For Q1 2026, the gross billing generated from the Group’s online marketing solutions business recorded an amount of approximately RMB4,103.5 million, representing a year-on-year increase of approximately 24% as compared with the corresponding period of 2025. This increase was primarily attributable to deepening cooperation and enhanced synergies between the Group and its core customers, as well as the Group’s proactive expansion of its diversified customer base and high-quality media

channel resources. During Q1 2026, the online marketing solutions business recorded a year-on-year increase of 378 new customers. We continued to expand our industry coverage into sectors such as gaming, financial services, travel, and education, thereby significantly enhancing the breadth of our customer base and the diversity of our business.

2. Integrated Service Provider for User Growth and Creative Content

This business focuses on the core user growth needs of Internet platforms and brand owners. Leveraging tens of billions in traffic-operation experience and scaled creative-production capabilities, it undertakes multi-brand, multi-product advertising placement and creative content production across all media channels. Backed by a strong pool of high-calibre talent and deep AI-driven technological enablement, the business has achieved a significant labour-productivity advantage in overall operations. Concurrently, it continues to advance further upgrades in organizational capability and accelerate the team's transition to new talent roles such as prompt and AI imagery trainers, thereby building a core competitive moat in intelligent operations.

3. A Service Provider for Integrated Influencer Ecosystem and One-stop Local Life Solutions

The business provides large-scale influencer content procurement and performance-based advertising services, with a strong focus on the local lifestyle sector. We offer integrated solutions for our customers, covering market promotion, brand marketing, influencer-driven product recommendations, IP development and end-to-end live-streaming operations. Our network of influencers spans the country and encompasses a wide variety of categories; our in-house influencer management platform effectively enhances the depth of our services and optimizes our cost structure. Our key customers include leading brands in high-frequency consumption sectors such as tea beverages, catering and medical aesthetics, and the influencer management platform continues to provide supporting services to all of the Group's business lines.

4. Optimization Service Provider Specialized in Traffic Monetization for Small and Medium-Sized Developers

The business targets a vast number of small and medium-sized developers in China, offering integrated services such as content creation, advertising placement, and monetization to help developers effectively expand their user base and improve their monetization efficiency. The business capitalizes on the strong demand from small and medium-sized developers and, through a differentiated market positioning, has established a competitive edge in specific domestic market segments, providing professional and efficient end-to-end optimization solutions for a wide range of developers.

5. Overseas Business Operator

The Group has systematically built up its overseas business unit, which consists of the business divisions set out below:

- (I) Cross-border merchandise operation: The business posted strong operating results in Q1 2026, with gross merchandise value (GMV) exceeding RMB14 million, representing an increase of 199% year-on-year. Its merchandise sell-through rate reached over 80%, with continuous optimisation in overall operational quality. During the period, the business further expanded to new platforms including Amazon and eBay.
- (II) Overseas short drama operation: The Group completed the acquisition of an overseas short drama platform ChillShorts in early 2026 and upgraded the AI workflow covering short drama translation and dubbing. In Q1 2026, the platform added more than 100 new short dramas focusing on premium local dramas to ensure stable supply of high-quality content. New downloads topped over 200,000 in the quarter with a clear upward growth momentum. Going forward, the Group will focus on developing AI live-action dramas and local-originated dramas. It has already concluded relevant cooperation with partners, and the corresponding dramas will be exclusively released on the ChillShorts platform.
- (III) Supply of overseas creative contents: Drawing on core technological expertise accumulated in content production, the Group has formed a dedicated team to produce creative contents tailored to needs in overseas markets. The team provides leading internet platforms with creative marketing contents matching overseas users' aesthetic tastes and cultural contexts, helping customers drive efficient user growth for their global products and projects.

6. AI Token Operation and Distribution Services

The Group operates AI Token operation and distribution business. By consolidating and reselling upstream multimodal AI Token resources, the Group helps customers acquire various AI models and Token-related services at lower costs and with greater flexibility. Benefiting from an extensive portfolio of small-to-medium sized customers, this business focuses on providing professional AI service support to customers who lack the capability for independent AI procurement and deployment. Meanwhile, leveraging self-developed customised marketing AI Agent, the Group can more precisely match application needs in vertical sectors, continuously enhancing the adaptability and practicality of this service.

The comprehensive expansion across the above six business units marks the Group's evolution from an online marketing solution provider to a comprehensive service provider covering multiple dimensions, including user growth, content ecosystems, overseas business and AI Token operations. This strategic upgrade represents a key initiative by the Group to adapt to industry transformations and anchor long-term value. Moving forward, the Group will continue to deepen ecosystem synergy, strengthen technological innovation, and accelerate global expansion, with a commitment to building a "full-chain digital ecosystem operations group" that combines growth potential with profitability.

The above operating statistics are unaudited and are based on the preliminary internal information of the Group, which has not been audited or reviewed by the Company's auditor and may differ from the figures in the audited or unaudited consolidated financial statements to be published by the Company on an annual or half-yearly basis due to various uncertainties during the process of collecting such information. As such, the above operating statistics are preliminary in nature and are provided for investors' reference only. Shareholders of the Company and potential investors are advised to exercise caution and not to place undue reliance on such information when dealing in the securities of the Company. When in doubt, shareholders of the Company and potential investors are advised to seek professional advice from professionals or financial advisers.

By order of the Board
UJU HOLDING LIMITED
Cheng Yu

Chairman of the Board and Executive Director

Beijing, June 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.