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Keep Inc.

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 3650)

CHANGE OF JOINT COMPANY SECRETARY AND AGENT FOR THE ACCEPTANCE OF SERVICE OF PROCESS AND NOTICES IN HONG KONG

The board of directors (the "**Board**") of Keep Inc. (the "**Company**", together with its subsidiaries and consolidated affiliated entities, the "**Group**") hereby announces that Ms. Lai Siu Kuen ("**Ms. Lai**") has resigned as (i) a joint company secretary of the Company (the "**Joint Company Secretary**"); and (ii) an agent for the acceptance of service of process and notices on behalf of the Company in Hong Kong (the "**Process Agent**") under Part 16 of the Companies Ordinance (Chapter 622 of the Laws of Hong Kong) and as required under Rule 19.05(2) of the Rules Governing the Listing of Securities (the "**Listing Rules**") on The Stock Exchange of Hong Kong Limited (the "**Stock Exchange**") due to adjustment of work arrangement, with effect from July 1, 2026.

Ms. Lai has confirmed that she has no disagreement with the Board and there is no matter relating to her resignation that needs to be brought to the attention of the Stock Exchange and/ or the shareholders of the Company.

The Board further announces that, following the resignation of Ms. Lai, Ms. Wong Pui Kiu Ingrid ("**Ms. Wong**") has been appointed as the Joint Company Secretary and the Process Agent of the Company with effect from July 1, 2026.

After the aforesaid changes, Mr. Xu Ce Evan ("**Mr. Xu**") will continue to serve as the other Joint Company Secretary.

The biographical details of Mr. Xu are set out as follows:

Mr. Xu Ce Evan (徐策) is currently an executive Director, the chief financial officer, and a Joint Company Secretary. He has served as an executive Director since November 2025, the chief financial officer since October 2024 and a Joint Company Secretary since May 2025. Mr. Xu is responsible for the finance, legal, risk management, corporate governance matters, Board affairs and the investing and financing activities of the Company. Mr. Xu has nearly 20 years of experience working as an investment banker and chief financial officer. Before joining the Group, he has held positions at several renowned institutions, including a director of investment banking division at Deutsche Bank AG, Hong Kong Branch, an associate and executive director at investment banking division of Goldman Sachs (Asia) L.L.C., and various roles at Citigroup, Lehman Brothers and Nomura Securities (Hong Kong) Limited, respectively, and also served as the chief financial officer of a former U.S. listed company. Mr. Xu received his bachelor's degree in computer engineering from the National University of Singapore in 2004 and his master's degree in information and computer engineering from the National University of Singapore in 2006.

The biographical details of Ms. Wong are set out as follows:

Ms. Wong Pui Kiu Ingrid (黃沛翹) is currently a senior manager of Company Secretarial Services of Tricor Services Limited. Ms. Wong has over 10 years' experience in the corporate secretarial and legal advisory services. Ms. Wong is a Chartered Secretary, a Chartered Governance Professional and an associate of both The Hong Kong Chartered Governance Institute (HKCGI) and The Chartered Governance Institute (CGI) in the United Kingdom.

Ms. Wong meets the qualification requirements for a company secretary under Rules 3.28 and 8.17 of the Listing Rules.

The Board wishes to take this opportunity to express its gratitude to Ms. Lai for her contribution during her tenure of office and express its warmest welcome to Ms. Wong on her appointment.

Waiver from Strict Compliance with Rules 3.28 and 8.17 of the Listing Rules

Reference is made to the appointment of Ms. Lai as one of the Joint Company Secretaries and the waiver granted to the Company by the Stock Exchange from strict compliance with Rules 3.28 and 8.17 of the Listing Rules (the "**Waiver**") in relation to the eligibility of Mr. Xu to act as the Joint Company Secretary for a period of three years from May 16, 2025 to May 15, 2028 (the "**Waiver Period**") on the conditions that (i) Mr. Xu will be assisted by Ms. Lai during the Waiver Period; and (ii) the Waiver could be revoked if there are material breaches of the Listing Rules by the Company.

In view of Ms. Lai's resignation and since Mr. Xu does not possess the qualifications of company secretary as required under Rule 3.28 of the Listing Rules, the Company has applied for, and the Stock Exchange has granted, a new waiver from strict compliance with Rules 3.28 and 8.17 of the Listing Rules (the "**New Waiver**") for a period from the date of the said appointment of Ms. Wong to May 15, 2028 (the "**Remaining Waiver Period**") on the conditions that Mr. Xu will be assisted by Ms. Wong during the Remaining Waiver Period and the New Waiver will be revoked if there are material breaches of the Listing Rules by the Company. Ms. Wong, as a Joint Company Secretary who meets the requirements under Rule 3.28 of the Listing Rules, will work closely with, and provide assistance to Mr. Xu in discharging his duties as a Joint Company Secretary and in gaining the relevant experience as required under Rule 3.28 of the Listing Rules.

The Company shall notify the Stock Exchange before the expiry of the Remaining Waiver Period for the Stock Exchange to re-visit the situation. The Stock Exchange expects that before the expiry of the New Waiver Period, the Company must demonstrate and seek the Stock Exchange's confirmation that Mr. Xu, having had the benefit of Ms. Wong's assistance during the Remaining Waiver Period, has attained the relevant experience and is capable of discharging the functions of company secretary under Rule 3.28 of the Listing Rules such that a further waiver will not be necessary and the Company will disclose details of the New Waiver, including the reasons for, details and the conditions of the New Waiver, by way of announcement.

By order of the Board
Keep Inc.
Wang Ning
Chairman, Executive Director and Chief Executive Officer

Hong Kong, July 1, 2026

As at the date of this announcement, the executive Directors are Mr. Wang Ning and Mr. Xu Ce; and the independent non-executive Directors are Ms. Ge Xin, Mr. Shan Yigang, Mr. Wang Haining and Mr. Li Yifan.