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第七大道
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7Road Holdings Limited

第七大道控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 797)

CONTINUING CONNECTED TRANSACTIONS PURSUANT TO RULE 14A.60(1) OF THE LISTING RULES

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Reference is made to the next day disclosure return of the Company dated 31 July 2026. Upon the completion of the Share Cancellation, Huatong has become a substantial shareholder of the Company, holding, through its subsidiaries, approximately 10.94% of the total issued Shares of the Company, and thus a connected person of the Company.

Prior to the completion of the Share Cancellation, Huatong Chuanqi and Zhejiang Shengqu, each being an indirect wholly-owned subsidiary of Huatong, have entered into continuing transactions with members of the Group, which will continue after the completion of the Share Cancellation. Therefore, the License Agreement, the Cooperation Agreement and the transactions contemplated thereunder respectively constitute continuing connected transactions of the Company under Chapter 14A of the Listing Rules.

LISTING RULES IMPLICATIONS

Pursuant to Rule 14A.60(1) of the Listing Rules, the Company is required to comply with the annual review and disclosure requirements under Chapter 14A of the Listing Rules, including publication of announcement and annual reporting in respect of the License Agreement, the Cooperation Agreement and the continuing connected transactions contemplated thereunder respectively. If any of the License Agreement and the Cooperation Agreement is amended or renewed, the Company will further comply with all the applicable requirements of reporting, disclosure and independent Shareholders' approval (if applicable) under Chapter 14A of the Listing Rules.

BACKGROUND

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PRINCIPAL TERMS

The principal terms of the License Agreement and the Cooperation Agreement are set out below:

(1) License Agreement

Date:	18 April 2025, as amended and supplemented by a supplemental agreement thereof dated 18 December 2025.
Parties:	(1) Huatong Chuanqi (the “ Licensor ”); and (2) 7Road HK (the “ Licensee ”), being an indirect wholly-owned subsidiary of the Company.
Term:	The term of the License Agreement commences on 18 April 2025 and continues until the expiry of the license term on 28 May 2027 ¹ .
Subject matter:	The Licensor granted the Licensee a license of Mobile Game A during the term of the License Agreement for the Licensee to distribute, operate and promote such game in the licensed regions including Hong Kong, Macau and Taiwan region and the South Eastern Asia region.

¹ The License Agreement will be renewed for a further one year subject to no objections being raised by either party. Prior to such renewal, the Company will comply with all the applicable requirements of reporting, disclosure and independent Shareholders’ approval (if applicable) under Chapter 14A of the Listing Rules.

Commercialization milestones: Pursuant to the License Agreement, the latest commencement dates for commercialized operation of Mobile Game A in respective licensed regions including South Eastern Asia region, Hong Kong, Macau and Taiwan with commercialized milestones are set out in the License Agreement.

Payments: In consideration of the rights granted under the Licensing Agreement, the Licensee shall pay 20% of the operation revenue of Mobile Game A to the Licensor. The agreed revenue sharing percentage was negotiated at arm's length basis between the Licensor and the Licensee considering the quality of Mobile Game A and the industry practice.

(2) Cooperation Agreement

Date: 16 May 2025 as amended and supplemented by a supplemental agreement thereof dated 1 July 2025.

Parties:

- (1) Zhejiang Shengqu; and
- (2) Shanghai DDTank, being an indirect wholly-owned subsidiary of the Company.

Term: The term of the Cooperation Agreement commences on 16 May 2025 and continues until the expiry of two years from the date of the commercialized operation of Mobile Game B, in any event no later than 30 September 2027.

Pursuant to the Cooperation Agreement, Shanghai DDTank shall commence the commercialized operation of Mobile Game B in the cooperating region within 180 days from the delivery of Mobile Game B by Zhejiang Shengqu.

Subject matter: Zhejiang Shengqu granted Shanghai DDTank a license of Mobile Game B during the term of the Cooperation Agreement for Shanghai DDTank to operate, market and promote such game in the People's Republic of China (excluding Hong Kong, Macau and Taiwan).

Payments:

In consideration of the rights granted under the Cooperation Agreement, during the term of the Cooperation Agreement, Shanghai DDTank shall pay 15% of the operation revenue of Mobile Game B to Zhejiang Shengqu. The agreed revenue sharing percentage was negotiated at arm's length basis between Zhejiang Shengqu and Shanghai DDTank considering the quality of Mobile Game B and the industry practice.

REASONS AND BENEFITS OF THE LICENSE AGREEMENT AND THE COOPERATION AGREEMENT

The provision of the services under the License Agreement and the Cooperation Agreement is in the ordinary and usual course of business of the Group. The transactions contemplated under the License Agreement and the Cooperation Agreement will align with the Group's principal business and would increase the total revenue of the Group.

The Directors (including the independent non-executive Directors) are of the view that the License Agreement and the Cooperation Agreement are conducive to the long-term growth and sustainable development of the Group's business, and the terms of the License Agreement and the Cooperation Agreement are on normal commercial terms, fair and reasonable and in the interests of the Company and its Shareholders as a whole.

The Board confirms that none of the Directors were deemed to have any material interest in the transactions contemplated under the License Agreement and the Cooperation Agreement.

INFORMATION ON THE PARTIES**The Group**

The Company is an investment holding company and the Group is principally engaged in the research and development, operation and publication of games. 7Road HK is a company incorporated under the laws of Hong Kong and an indirect wholly-owned subsidiary of the Company, primarily engaging in game issuance. Shanghai DDTank is a company established under the laws of the PRC and an indirect wholly-owned subsidiary of the Company, primarily engaging in game development and operation.

Huatong

Huatong is a company established under the laws of the PRC and listed on the Shenzhen Stock Exchange (stock code: 002602.SZ), primarily engaging in business such as online games. Huatong Chuanqi is a company established under the laws of the PRC and indirect wholly-owned by Huatong, primarily engaging in the technology development, technology transfer and technology services in the computer information field. Zhejiang Shengqu is

a company established under the laws of the PRC and indirect wholly-owned by Huatong primarily engages in software development.

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DEFINITIONS

In this announcement, unless context requires otherwise, the following expressions shall have the following meanings.

“7Road HK”	7Road International HK Limited, a company incorporated under the laws of Hong Kong and an indirect wholly-owned subsidiary of the Company
“Board”	the board of Directors
“Cooperation Agreement”	the joint operation agreement dated 16 May 2025 as amended and supplemented by the supplemental agreement dated 1 July 2025 entered into between Zhejiang Shengqu and Shanghai DDTank

“Company”	7Road Holdings Limited (第七大道控股有限公司), a company incorporated under the laws of the Cayman Islands with limited liability on 6 September 2017 and the Shares of which are listed on the Main Board of the Stock Exchange on 18 July 2018 (Stock Code: 797)
“Director(s)”	the director(s) of the Company
“Group”	the Company and all of its subsidiaries and companies whose financial results have been consolidated and accounted as the subsidiaries of our Company
“Hong Kong”	the Hong Kong Special Administrative Region of the PRC
“Huatong Chuanqi”	Huatong Chuanqi Information Technology (Shaoxing Shangyu) Co., Ltd. (華通傳奇信息技術(紹興上虞)有限公司), a company established under the laws of the PRC and indirect wholly owned by Huatong primarily engages technology development, technology transfer and technology services in the computer information field
“Huatong”	Zhejiang Century Huatong Group Co., Ltd. (浙江世紀華通集團股份有限公司), a company established under the laws of the PRC and listed on the Shenzhen Stock Exchange (stock code: 002602.SZ)
“License Agreement”	the license agreement dated 18 April 2025 as amended and supplemented by a supplemental agreement dated 18 December 2025 entered into between Huatong Chuanqi and 7Road HK
“Listing Rules”	the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (as amended from time to time)
“Mobile Game A”	a mobile 3D action MMORPG (Massively Multiplayer Online Role Playing Game) game
“Mobile Game B”	a mobile survival strategy game
“PRC”	for the purpose of this announcement, the People’s Republic of China, unless otherwise stated, excludes Hong Kong, the Macau Special Administrative Region and Taiwan herein

“Shanghai DDTank”	Shanghai DDTank Mobile Information Network Technology Co., Ltd (上海彈彈堂移動信息網絡技術有限公司), a company established under the laws of the PRC and an indirect wholly-owned subsidiary of the Company
“Share Cancellation”	the cancellation of an aggregate of 239,654,000 Shares repurchased from 18 May 2026 to 20 July 2026 on 31 July 2026
“Share(s)”	ordinary share(s) of US\$0.000005 each in the issued share capital of the Company
“Shareholder(s)”	holder(s) of the Shares
“South Eastern Asia”	including Vietnam, Myanmar, Thailand, Cambodia, Laos, Philippines, Malaysia, Singapore, Brunei, Indonesia, and East Timor
“Stock Exchange”	The Stock Exchange of Hong Kong Limited
“Zhejiang Shengqu”	Zhejiang Shengqu Technology Co., Ltd. (浙江盛趣科技有限公司) (previously known as Digital Dragon Information Technology (Zhejiang) Co., Ltd (數龍信息技術(浙江)有限公司), a company established under the laws of the PRC and indirect wholly owned by Huatong primarily engages in software development

By order of the Board
7Road Holdings Limited
Meng Shuqi
Chairman

Shenzhen, the PRC
31 July 2026

As at the date of this announcement, the executive directors of the Company are Mr. Meng Shuqi, Mr. Liu Zhizhen and Mr. Yang Cheng; and the independent non-executive directors of the Company are Mr. Xue Jun, Ms. Li Yiqing and Mr. Lui Chi Ho.