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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)

POSITIVE PROFIT ALERT

This announcement is made by UJU HOLDING LIMITED (the "**Company**", together with its subsidiaries, collectively 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 (the "**Listing Rules**") and the Inside Information Provisions (as defined under the Listing Rules) 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 wishes to inform the shareholders of the Group (the "**Shareholders**") and potential investors that, based on its preliminary review of the unaudited consolidated management accounts of the Group as of June 30, 2026 and information currently available to the Board, the Company is expected to record a net profit growth for the six months ended June 30, 2026, representing an increase of approximately 25% to 35% as compared to that for the corresponding period in 2025.

The expected increase in the Company's net profit for the six months ended June 30, 2026 is mainly due to the following reasons:

(a) our continuously enhanced advertising operations capabilities;

(b) an increase in gross profit, driven by the deepening of long-term partnerships with existing advertiser customers, the continuous expansion of the scale of collaboration, incremental contributions from newly acquired customers, and the ongoing optimization of the customer portfolio;

(c) the ongoing enhancement of the Group‘s accounts receivable monitoring system and credit controls, resulting in a reduction in overall trade receivable balances and impairment provision required which lead to a reversal of provision for impairment in the Reporting Period; and

(d) relatively more subsidy grant support obtained from government during the six months ended June 30, 2026.

As at the date of this announcement, the Company is still in the process of finalising its interim results for the six months ended June 30, 2026. The information contained in this announcement represents only a preliminary assessment by the Board based on the unaudited consolidated management accounts of the Company, which have not been audited or confirmed by the Company's auditors and reviewed by the Audit Committee of the Company, and may be subject to further revisions or adjustments. The Company expects to announce its interim results for the six months ended June 30, 2026 by the end of August 2026. The financial information to be disclosed in the Company's interim results announcement for the six months ended June 30, 2026 shall prevail over the information contained in this announcement.

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

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

Beijing, August 20, 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.