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*Dida Inc. (the "**Company**") is regarded as having a Significant Public Float Shortfall under Rule 13.32F of the Listing Rules. Accordingly, shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company (the "**Shares**") because: (a) the Company has failed to maintain the minimum public float required under Rule 13.32B of the Listing Rules, resulting in a shortfall that constitutes a Significant Public Float Shortfall as defined under Rule 13.32F of the Listing Rules; and (b) the Stock Exchange will cancel the listing of the Shares if the Company fails to re-comply with Rule 13.32B of the Listing Rules within the prescribed period under Rule 13.32G(3) of the Listing Rules (i.e. by 20 February 2028).*

Tongcheng Travel Holdings Limited
同程旅行控股有限公司
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 0780)

Dida Inc.
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 02559)

eLong, Inc.
(Incorporated in the Cayman Islands with limited liability)

JOINT ANNOUNCEMENT

(1) CLOSE OF THE VOLUNTARY CONDITIONAL GENERAL CASH OFFER BY NOMURA INTERNATIONAL (HONG KONG) LIMITED ON BEHALF OF THE OFFEROR TO ACQUIRE ALL THE ISSUED SHARES IN DIDA INC.
(2) RESULTS OF THE SHARE OFFER
(3) SETTLEMENT OF THE SHARE OFFER
AND
(4) PUBLIC FLOAT OF THE COMPANY

Exclusive Financial Adviser to the Offeror

NOMURA

Independent Financial Adviser to the Independent Board Committee

綽耀資本 REDSOLAR

References are made to (i) the composite document dated 31 July 2026 jointly issued by eLong, Inc. (the "**Offeror**"), Tongcheng Travel Holdings Limited (the "**Offeror Parent**") and Dida Inc. in relation to the Share Offer (the "**Composite Document**") and (ii) the announcement dated 5 August 2026 jointly issued by the Offeror, the Offeror Parent and the Company in relation to, among others, the Share Offer becoming unconditional in all respects. Unless otherwise defined, capitalised terms used in this joint announcement shall have the same meanings as those defined in the Composite Document.

CLOSE OF THE SHARE OFFER

The Offeror is pleased to announce that the Share Offer was closed at 4:00 p.m. on Friday, 21 August 2026 and was not revised or extended by the Offeror.

RESULTS OF THE SHARE OFFER

As at 4:00 p.m. on Friday, 21 August 2026 (i.e. the final Closing Date), the Offeror has received valid acceptances in respect of a total of 910,755,954 Offer Shares (the "**Acceptance Shares**") under the Share Offer, (representing approximately 88.74% of the total issued share capital of the Company as at the date of this joint announcement), which includes acceptances in respect of 551,148,534 Shares subject to the Irrevocable Undertakings.

Taking into account the Acceptance Shares (subject to the completion of the transfer of these Acceptance Shares to the Offeror), the Offeror and persons acting in concert with it are interested in an aggregate of 910,755,954 Shares, representing approximately 88.74% of the total issued share capital of the Company as at the date of this joint announcement.

Save for the Acceptance Shares which include acceptances in respect of 551,148,534 Shares subject to the Irrevocable Undertakings as disclosed above, neither the Offeror nor parties acting in concert with it (i) held, controlled or directed any Shares and rights over Shares immediately before the commencement date of the Offer Period; (ii) has acquired or agreed to acquire any Shares or rights over Shares since the commencement of the Offer Period and up to the date of this joint announcement; or (iii) borrowed or lent any relevant securities (as defined in Note 4 to Rule 22 of the Takeovers Code) of the Company during the Offer Period.

SETTLEMENT OF THE SHARE OFFER

Remittances in respect of the cash consideration (after deducting the seller's Hong Kong ad valorem stamp duty in respect of acceptances of the Share Offer) payable for the Offer Shares tendered under the Share Offer will be despatched to the accepting Qualifying Shareholder(s) by ordinary post at their own risk as soon as possible, but in any event no later than seven (7) Business Days after the later of: (i) the date on which the Share Offer becomes or is declared unconditional in all respects (i.e. 5 August 2026); or (ii) the date of receipt by the Receiving Agent of all the relevant documents to render the acceptance under the Share Offer complete and valid, in accordance with the Takeovers Code.

No fraction of a cent will be payable and the amount of cash consideration payable to the accepting Qualifying Shareholder(s) will be rounded up to the nearest cent.

The latest date for posting remittances for the amounts due in respect of valid acceptances received under the Share Offer will be on Tuesday, 1 September 2026.

SHAREHOLDING STRUCTURE OF THE COMPANY

The following table sets out the shareholding structure of the Company (i) immediately prior to the commencement date of the Offer Period (i.e. 29 June 2026); (ii) as at the Latest Practicable Date of the Composite Document (i.e. 28 July 2026) and (iii) immediately after the close of the Share Offer (subject to the due registration by the Share Registrar of the transfer of the Offer Shares in respect of which valid acceptances were received):

	Immediately before the commencement date of the Offer Period		As at the Latest Practicable Date of the Composite Document		Immediately after the close of the Share Offer and as at the date of this joint announcement	
	No. of Shares	*%*	*No. of Shares*	*%*	*No. of Shares*	*%*
Undertaking Shareholders						
5brothers *(Note 1)*	320,546,403	31.23	320,546,403	31.23	0	0.00
Leap Profit *(Note 2)*	168,888,700	16.46	168,888,700	16.46	0	0.00
Smart Canvas Investment Limited *(Note 3)*	40,368,557	3.93	40,368,557	3.93	0	0.00
Star Celestial Holdings Limited *(Note 4)*	1,160,596	0.11	1,160,596	0.11	0	0.00
NBNW Investment Limited *(Note 3)*	20,184,278	1.97	20,184,278	1.97	0	0.00
Sub-total	551,148,534	53.70	551,148,534	53.70	0	0.00
Offeror and parties acting in concert with it (*Note 5*)	–	–	–	–	910,755,954	88.74
Other Shareholders						
IDG China Venture Capital Fund IV L.P. *(Note 6)*	81,405,083	7.93	74,112,291	7.22	0	0
IDG China IV Investors L.P. *(Note 6)*	10,599,707	1.03	9,488,713	0.92	0	0
ESOP Nominee *(Notes 7 and 8)*	25,793,133	2.51	25,793,133	2.51	0	0
Public Shareholders	357,335,887	34.82	365,739,673	35.64	115,526,390	11.26
	1,026,282,344	100.00	1,026,282,344	100.00	1,026,282,344	100.00

Note 1: *5brothers Limited was owned as to 60.44%, 10.64%, 10.64%, 10.64% and 7.66% by Mr. SONG Zhongjie, Mr. LI Jinlong, Mr. LI Yuejun, Mr. ZHU Min and Mr. DUAN Jianbo (“**Co-Founders**”), respectively, through their respective principal BVI holding companies, namely GDP Holding Limited, Golden Bay Limited, More & More Limited, Sweet Creation Limited and Amber Cultural Limited (“**Principal BVI Holdcos**”). Each of Mr. SONG Zhongjie, Mr. LI Jinlong, Mr. DUAN Jianbo and Mr. LI Yuejun is an executive Director. In addition to the 320,546,403 issued Shares held by 5brothers Limited, 5brothers Limited was generally entitled to exercise the voting rights attaching to 264,384,383 Shares (the “**Proxy Shares**”) held by the proxy investors at general meetings of the Company pursuant to the voting proxy deeds. The proxy investors were IDG China Venture Capital Fund IV, L.P., IDG China IV Investors L.P., NBNW Investment Limited, Leap Profit Investment Limited, Smart Canvas Investment Limited and Star Celestial Holdings Limited (“**Proxy Investors**”). To the best knowledge of the Company, the aforementioned voting proxy deeds were already terminated as at the date of this joint announcement.*

Note 2: *Leap Profit Investment Limited was wholly owned by Shanghai Weiyu Corporate Management Consulting Partnership Company (Limited Partnership) (上海蔚郁企業管理諮詢合夥企業(有限合夥)) (“**Shanghai Weiyu**”), which was controlled by its general partner, Hubei Yangtze River NIO New Energy Investment Management Company Limited (湖北長江蔚來新能源投資管理有限公司).*

Note 3: *NBNW Investment Limited was ultimately owned by a family trust whose settlor is Mr. LI Bin. Smart Canvas Investment Limited was controlled by Eve One L.P., the general partner of which was NIO Capital LLC, which was ultimately controlled by Mr. LI Bin and Mr. ZHU Yan on a 50:50 basis.*

Note 4: *Star Celestial Holdings Limited was 100% held by Mr. Enrico Polato, an independent third party. Pursuant to an acting in concert agreement, Star Celestial Holdings Limited and Smart Canvas Investment Limited confirmed and agreed that they were acting in concert and would continue to act in concert to exercise their voting rights attaching to all of their respective Shares until either of them ceases to be a Shareholder.*

Note 5: *Nomura is the exclusive financial adviser to the Offeror in connection with the Share Offer. Accordingly, Nomura and relevant members of the Nomura group which hold Shares on an own account or discretionary managed basis are presumed to be acting in concert with the Offeror in respect of shareholdings of the Nomura group in the Company in accordance with class (5) of the definition of "acting in concert" under the Takeovers Code (except in respect of the Shares held by members of the Nomura group which are exempt principal traders or exempt fund managers, in each case recognised by the Executive as such for the purposes of the Takeovers Code). Exempt principal traders and exempt fund managers which are connected for the sole reason that they are under the same control as Nomura are not presumed to be acting in concert with the Offeror.*

As at the date of this joint announcement, except for Shares held by members of the Nomura group acting in the capacity of exempt principal traders or exempt fund managers or Shares held on behalf of non-discretionary investment clients, members of the Nomura group did not own or control any Shares or any other relevant securities (as defined in Note 4 to Rule 22 of the Takeovers Code) of the Company, nor were there any Shares (or convertible securities, warrants, options or derivatives in respect thereof) borrowed or lent, or dealt for value in, by any member of the Nomura group.

Note 6: *The number of shares of IDG China Venture Capital Fund IV L.P. and IDG China IV Investors L.P. was based on the best knowledge of the Company having made reasonable enquiry and/or available public information.*

Note 7: *The Shares underlying the Options and the RSUs granted to the Optionholders and RSU Holders under the Pre-IPO Share Option Scheme and Post-IPO RSU Scheme respectively, were issued to and held by the ESOP Nominee that was wholly owned by the ESOP Trustee, for and on behalf of the then Optionholders and RSU Holders (including the Co-Founders). Upon the vesting and exercise of all outstanding Options and the RSUs on 6 July 2026, the Shares held by the ESOP Nominee are beneficially owned by the underlying Optionholders and RSU Holders accordingly. As at the Latest Practicable Date of the Composite Document (i.e 28 July 2026), the ESOP Nominee holds 25,793,133 Shares which were fully utilised by the Pre-IPO Share Option Scheme and Post-IPO RSU Scheme. Among such 25,793,133 Shares held by the ESOP Nominee, 5,190,577 Shares, 4,000,000 Shares, 1,198,430 Shares and 1,198,430 Shares the beneficial titles of which were held by Mr. DUAN Jianbo, Mr. SONG Zhongjie, Mr. LI Jinlong and Mr. LI Yuejun, respectively.*

Note 8: *Following the vesting and exercise of all outstanding Options and RSUs on 6 July 2026, 17,047,383 Shares and 8,745,750 Shares are beneficially owned by the then relevant Optionholders and RSU Holders, whereas the legal owner of such Shares is the ESOP Nominee as at the Latest Practicable Date. Following completion of the Share Offer, based on the best knowledge of the Company having made reasonable enquiry, the ESOP Nominee no longer holds any Shares as all Shares held by the ESOP Nominee were tendered for acceptance in the Share Offer in accordance with the instructions of the then relevant Optionholders and RSU Holders.*

PUBLIC FLOAT OF THE COMPANY

Immediately after the close of the Share Offer and as at the date of this joint announcement (subject to the due registration by the Share Registrar of the transfer of the Offer Shares in respect of which valid acceptances were received), 115,526,390 Shares, representing approximately 11.26% of the total issued share capital of the Company as at the date of this joint announcement, are held by the public (as defined under the Listing Rules). Accordingly, as at the date of this joint announcement, the Company does not satisfy the minimum public float requirement of 25% as set out under Rule 13.32B(1) of the Listing Rules. The public float shortfall constitutes a Significant Public Float Shortfall (as defined in rule 13.32F of the Listing Rules). The Offeror and the Directors will take appropriate steps to restore the required minimum public float as soon as practicable following the close of the Share Offer.

Further announcement(s) will be made regarding restoration of the public float as and when appropriate.

For so long as the Company remains non-compliant with Rule 13.32B(2) of the Listing Rules, the Company will comply with the relevant disclosure requirements under the Listing Rules and refrain from taking any action which may further lower the percentage of its public float, unless the Company can demonstrate there are exceptional circumstances.

By the board of directors of
Tongcheng Travel Holdings Limited
Ma Heping
Co-Chairman, Executive Director and Chief Executive Officer

By the board of directors of
Dida Inc.
SONG Zhongjie
Chairman of the Board, chief executive officer and executive Director

By the board of directors of
eLong, Inc.
Ma Heping
Sole Director

Hong Kong, 21 August 2026

As at the date of this joint announcement, the Offeror's sole director is Mr. Ma Heping. The sole director of the Offeror accepts full responsibility for the accuracy of the information contained in this joint announcement (other than that relating to the Group and the Undertaking Shareholders) and confirms, having made all reasonable enquiries, that to the best of his knowledge, opinions expressed in this joint announcement (other than those expressed by the Directors) have been arrived at after due and careful consideration and there are no other facts not contained in this joint announcement the omission of which would make any of the statements in this joint announcement misleading.

As at the date of this joint announcement, the board of directors of the Offeror Parent comprises 9 directors, namely Mr. Wu Zhixiang and Mr. Ma Heping as executive directors; Mr. Liang Jianzhang, Mr. Jiang Hao, Ms. Li Huan Na and Mr. Brent Richard Irvin as non-executive directors; and Mr. Yang Chia Hung, Mr. Dai Xiaojing and Ms. Han Yuling as independent non-executive directors. The directors of the Offeror Parent jointly and severally accept full responsibility for the accuracy of the information contained in this joint announcement (other than that relating to the Group and the Undertaking Shareholders) and confirm, having made all reasonable enquiries, that to the best of their knowledge, opinions expressed in this joint announcement (other than those expressed by the Directors) have been arrived at after due and careful consideration and there are no other facts not contained in this joint announcement the omission of which would make any of the statements in this joint announcement misleading.

As at the date of this joint announcement, the Board comprises 9 directors, namely Mr. Song Zhongjie, Mr. Li Jinlong, Mr. Duan Jianbo, Mr. Li Yuejun and Mr. Wang Xiaobo as executive directors; Ms. Li Jun as non-executive Director; and Mr. Li Feng, Mr. Li Jian and Ms. Wu Wenjie as independent non-executive directors. The Directors jointly and severally accept full responsibility for the accuracy of the information contained in this joint announcement (other than that relating to the Offeror and parties acting in concert with it) and confirm, having made all reasonable enquiries, that to the best of their knowledge, opinions expressed in this joint announcement (other than those expressed by the sole director of the Offeror and the directors of the Offeror Parent) have been arrived at after due and careful consideration and there are no other facts not contained in this joint announcement the omission of which would make any of the statements in this joint announcement misleading.

In the event of any inconsistency, the English text of this joint announcement shall prevail over its Chinese text.