UJU HOLDING LIMITED
优矩控股有限公司

(Incorporated in Cayman Islands with limited liability)

(Stock Code: 1948)

INTERIM RESULTS ANNOUNCEMENT FOR THE SIX MONTHS ENDED JUNE 30, 2026

The board (the "**Board**") of directors (the "**Directors**") of UJU HOLDING LIMITED (the "**Company**") is pleased to announce the unaudited consolidated interim results of the Company and its subsidiaries (together, the "**Group**" or "**we**") for the six months ended June 30, 2026 (the "**Reporting Period**") together with the comparative figures for the six months ended June 30, 2025.

The interim results have been reviewed by the audit committee of the Company (the "**Audit Committee**").

FINANCIAL RESULTS HIGHLIGHTS

(RMB in millions, except percentage)

	Six months ended June 30, 2026	Six months ended June 30, 2025	Change
Revenue	**4,890.2**	5,018.3	-2.6%
Gross profit	**179.4**	153.1	17.2%
Profit before income tax	**110.7**	84.7	30.7%
Profit for the period attributable to owners of the Company	**82.9**	66.3	25.2%

BUSINESS REVIEW AND OUTLOOK

BUSINESS HIGHLIGHTS

As we enter 2026, the industry's growth paradigm has undergone a fundamental shift: from extensive traffic expansion to technology-driven, refined value-based business operations. AI has become the core driving force of this transformation, exerting a profound and lasting impact on the industry ecosystem, technological applications, and business paradigms, thereby opening up new growth opportunities for the highly competitive digital marketing industry. At the same time, Chinese enterprises expanding overseas have officially entered a new, mature cycle driven by the dual engines of "branding and content". Competition based on comprehensive capabilities, which centered on native content, cultural narratives, and localized brand perception, has become crucial, with digital content such as short videos, short dramas, and webnovels emerging as pioneering vehicles for brand globalization.

Keeping pace with industry transformation trends and leveraging years of in-depth experience within leading Internet ecosystems, the Group has clearly defined its core positioning as "an in-depth collaboration partner across the entire ecosystem of leading domestic Internet companies". It has systematically upgraded its business matrix and has now established a presence across six core business units: (i) Online Marketing Solutions Business, (ii) Overseas Business Operator, (iii) Integrated Service Provider for User Growth and Creative Content, (iv) A Service Provider for Integrated Influencer Ecosystem and One-stop Local Life Solutions, (v) Optimization Service Provider Specialized in Traffic Monetization for Small and Medium-Sized Developers, and (vi) AI Token Operation and Distribution Services.

Currently, Chinese companies expanding overseas are experiencing a period of strategic opportunity. Leveraging the end-to-end service capabilities we have built up in the domestic market, the Group is rapidly transforming them into a competitive advantage in overseas markets. After a year of focused operations, our overseas expansion team has delivered solid results in areas such as localized delivery, market expansion, and closed-loop business operations, and our overseas business capabilities have essentially taken shape. On this basis, we are formally proposing the long-term strategy of "reengineering UJU overseas" (再造海外优矩), with an aim to scale up and replicate our proven domestic experience globally, thereby establishing our overseas business as a second growth engine.

In the first half of 2026, the Group's online marketing solutions business delivered steady performance, recording gross billing of approximately RMB8.22 billion. This shows the Company has established core competencies in a perfectly competitive market and continues to consolidate its market share. The growth trajectories of the other five business units have become increasingly clear, with AI technologies empowering the entire value chain and per-capita output rising steadily. During the Reporting Period, the Group recorded a net profit of RMB82.9 million, a year-on-year increase of approximately 28.0% compared to the same period last year, reflecting continued growth in business fundamentals and the ongoing strengthening of operating capabilities.

Notably, the overseas business achieved milestone breakthroughs. To date, the Group has continued to integrate high-quality external resources, further enriching its content reserves in the overseas short drama sector. As a key publisher for leading Internet platforms, the Company exports large volumes of high-quality digital content to overseas markets to capitalize on the global short drama trend and the broader wave of Chinese brands going abroad, thereby opening up new medium- to long-term growth opportunities for the Group.

BUSINESS REVIEW

I. Synergies Across the Business Matrix Drive Steady Growth in Diversified Operations

1. Online Marketing Solutions Business

In the first half of 2026, the Group's gross billing from the online marketing solutions business reached approximately RMB8.22 billion, representing a year-on-year increase of approximately 5% compared to the same period last year. This growth was primarily driven by the continued deepening of the Group's partnerships with core customers and the ongoing realization of business synergies. At the same time, the Group proactively diversified its matrix base and continued to expand its portfolio of high-quality media channels. In the first half of 2026, the online marketing solutions business secured 181 new customers compared to the same period last year. In terms of industry coverage, the Group continued to broaden its coverage across Internet services, gaming, finance, and e-commerce, effectively enhancing the breadth of its customer base and the level of business diversification.

2. *Overseas Business Operator*

Overseas short drama operation

To date, the Group has continued to expand its presence in the overseas short drama unit. By integrating high-quality external resources, it has further enriched its content reserves in the overseas short drama sector. The newly integrated business resources are expected to create strong synergies with the Group's existing overseas short drama platforms in terms of content, channels, and operations. As a result, the Group's overseas short drama business has established a multi-category content product system, further elevating its comprehensive capabilities.

During the Reporting Period, the Group established a preliminary content copyright center, which offers diverse services such as commissioned productions, in-house productions, and IP adaptations. The business scope covers the international distribution of domestic dramas and the production of local overseas dramas, with content formats spanning various types, including AI-animated dramas and AI-generated live-action dramas. The launch of the center marks the Group's initial establishment of a complete closed-loop business model encompassing "content production — material output — copyright compliance", providing a solid foundation for the large-scale development of the Group's overseas short drama operations. Currently, the center's monthly production capacity has reached nearly 200 short dramas. Going forward, the Group will further release production capacity and enhance efficiency by continuously iterating on its self-developed AI Agent and AI workflows.

Cross-border merchandise operation

Cross-border merchandise operations leverage cross-border livestreaming e-commerce for designer toys as a platform and employ various creative approaches to sell collectable designer toys directly to overseas consumer groups. In the first half of 2026, the Group recorded a GMV of nearly RMB28 million, representing a 25% year-on-year increase. The average daily number of livestream sessions and host productivity increased significantly, with a repeat purchase rate exceeding 50% during the Reporting Period, indicating steady gains in overall operational performance and efficiency.

Supply of overseas creative contents

Leveraging the core technological expertise in content production, the Group's creative content production business provides leading Internet platforms with creative marketing materials aligned with overseas user growth needs. During the Reporting Period, this business expanded its reach into major Southeast Asian markets such as Thailand, Indonesia, and the Philippines, and further into regions such as South America, with its overseas business footprint continuing to grow.

3. *Integrated Service Provider for User Growth and Creative Content*

Our business focuses on meeting the user growth needs of Internet platforms and brand customers, undertaking advertising placement and creative content production for multiple brands and products across all media channels. During the Reporting Period, the penetration rate of key projects continued to rise, and overall workforce productivity was further optimised, maintaining a competitive edge in the industry. Concurrently, the pace of organizational capability upgrades has significantly accelerated. We have begun to establish a new talent system, including prompt trainers and AI image trainers, which provides strong support for the intelligent and scalable development of the business.

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

Furthermore, our business pivots on the large-scale procurement of influencer content and placement of performance-based advertising, deeply penetrating the local lifestyle sector to provide customers with integrated solutions covering the entire operational chain from market promotion, brand marketing, influencer-driven product recommendations, and IP development to live-streaming operations. Our in-house influencer middle platform provides robust support for the Group's high-margin businesses. By closely adhering to the rules and requirements of major media platforms regarding influencers and continuously expanding our pool of high-quality influencers, we have increased the business penetration rate by nearly 20%. We continue to expand our presence in the local lifestyle sector and have already secured leading brand customers in high-frequency consumption sectors such as tea beverages, dining, and medical aesthetics.

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

Catering to a vast network of domestic small and medium-sized developers, our business offers integrated services encompassing creative asset production, advertising placement, and traffic monetization, efficiently assisting them to scale their user base and maximize monetization efficiency. During the Reporting Period, this business expanded into multiple verticals, including gaming, film and television, and education. The number of customers has grown steadily, and the overall business is demonstrating a clear upward trajectory and strong growth momentum.

6. *AI Token Operation and Distribution Services*

By consolidating and reselling upstream multimodal AI Token resources, our business is centered on delivering professional AI support to customers who lack independent AI procurement and deployment capabilities, empowering them to access diverse AI models and Token-related services with greater flexibility and at a lower and affordable cost. During the Reporting Period, token consumption significantly exceeded expectations. At the same time, the Company continued to optimize its services by leveraging its proprietary, customized end-to-end marketing AI capabilities, laying the foundation for building long-term competitive barriers.

II. Continued Deepening of AI Applications

In the first half of 2026, AI was no longer confined to single applications or platforms. The Group had deeply embedded it into every stage of the workflow from user insights to service delivery. We launched the FDE (Forward Deployed Engineer) business delivery model, truly "bringing AI into the business to address business problems and create business value".

During the Reporting Period, the Group launched "Juguang Theater" (矩光劇場), an integrated platform for AI-animated drama production, as well as upgraded "U-Engine", the intelligent marketing delivery platform and "U-Crane", the AI-powered content creation platform. This empowered the Group's digital content business deployment and drove improvements in overall operational efficiency and cost optimization.

Integrated AI-animated drama production platform — Juguang Theater

During the Reporting Period, "Juguang Theater", the Group's independently developed AI-powered end-to-end animated drama creation platform was put into operation. It is designed to replace third-party tools and establish a proprietary industrialized production platform for animated drama. The platform's core functions include script management, content asset management, storyboard and shot list generation, automated narration generation, cost accounting, and online team collaboration.

After several iterations, Juguang Theater has significantly reduced the production cycle for high-quality AI-animated dramas, with production efficiency now reaching an advanced level in the industry. The platform enables unified management and shared reuse of production assets, including characters, scenes, storyboards, shots, and voice, while ensuring that data throughout the entire process is traceable and can be archived. The platform allows for flexible customization of features based on business needs, while ensuring data security and controllability, providing robust support for industrialized animated drama production.

Intelligent marketing delivery platform — U-Engine

U-Engine has achieved enterprise-level AI Agent-powered intelligent management, with a continuous leap in three key capabilities:

1) Agent for refined management of content assets

   - Automatically categorize, tag, and manage versions of content assets across all platforms

   - Intelligently identify characteristics of high-performing content to support decision-making on creative iterations

2) Agent for intelligent delivery and real-time monitoring

   - 24/7 automated monitoring of delivery data across all platforms with real-time alerts for anomalies

   - Automatically adjust bidding and budget allocation strategies based on performance data

3) Agent for omnichannel data real-time monitoring and analysis

- Automatically consolidate cross-platform data to eliminate media data silos

- Build a group-specific omnichannel attribution model to deeply integrate advertising data with backend operational data

AI-powered content creation platform — U-Crane

As a creative, AI-powered platform that enables collaboration among multiple AI Agents, U-Crane continued to refine its feature set during the Reporting Period. U-Crane also interfaces with the mainstream AI tool ecosystem, including creative tools from LLM providers and media companies (such as DeepSeek, Seedance, Kling, and Vidu). Through interface and data partnerships, it incorporates China's most advanced AI technologies into daily workflows, further solidifying the Group's technological advantages.

By the end of the Reporting Period, U-Crane generated on average over 400,000 pieces of content per month, with the production cost per unit of content decreasing by a further 62% compared to 2025. Both creative efficiency and cost control have improved simultaneously, providing effective support for the Group's business operations.

BUSINESS OUTLOOK

I. Driving Growth Through Synergy and Promoting the Steady Development of Diversified Businesses

Looking ahead, the Group will continue to strengthen its core positioning as "an in-depth collaboration partner across the entire ecosystem of leading domestic Internet companies". With AI technological innovation as the core and ecosystem synergy as a key pillar, the Group is committed to building an end-to-end digital ecosystem operations group that combines growth potential with profitability. The Group will continue to build a synergistic business ecosystem centered on six core business units, driving each unit's transformation from independent development to ecosystem-based operations, and continuously enhancing the Group's overall operational quality and risk resilience.

The Group will continue to strengthen its core capabilities, extend these capabilities to both upstream and downstream units of the business chain, broaden application scenarios, continuously identify new profit growth points, optimize customer structure, and drive business scale from the tens of billions-scale level to even greater heights. In terms of capability building, the Group regards the middle platform system as the cornerstone supporting long-term development. Through the reengineering of middle-platform processes and the iterative upgrading of tools, we will continuously improve operational efficiency and service quality. At the same time, we will promote the synergistic evolution of both the technical and organizational middle platforms, providing a driving force for the in-depth implementation of AI technologies and laying a solid foundation for talent pipeline development.

II. Strengthening Overseas Business Capabilities and Moving Toward the Goal of "Reengineering UJU Overseas"

With a focus on overseas markets, we will further accelerate the market expansion of the overseas short drama product portfolio. The Group will continue driving growth across three fronts, focusing on its technological foundation, overseas advertising campaigns, and the content supply chain. With respect to technology, the Company will iteratively upgrade user products, data analytics, and distribution systems to build a client/cloud-native technology middle platform that supports scalable growth across multiple businesses. Regarding overseas advertising and traffic acquisition, we will further strengthen our professional teams to swiftly capitalize on overseas traffic dividends. On the content side, leveraging our in-house content copyright center, we will establish a complete industrial system encompassing "scriptwriting — contracting — production — distribution", and build a global AI-powered short drama content supply chain.

The Group's overseas product business will continue to deepen its global operational footprint. On one hand, we will continue to expand product categories, systematically expand into overseas regional markets and sales platforms, and drive steady growth in business footprint; on the other hand, we will deepen refined operations, improve conversion rates in live-streaming, and achieve efficient user acquisition, retention, and monetization. At the same time, we will comprehensively enhance supply chain responsiveness and order delivery capabilities, while continuously strengthening user loyalty and lifetime value through refined user community management.

III. In-depth Engagement of AI Applications to Empower End-to-End Business Upgrades

We will remain committed to embracing AI technologies and adhere to the pragmatic philosophy of "integrating AI into business operations, solving business problems, and creating business value". We will leverage technological innovation to enhance the quality and efficiency of operations, thereby providing a technological driving force for the long-term development of all business lines.

We will stay abreast of the development trends in cutting-edge AI technologies, draw on advanced AI management practices, introduce advanced AI capabilities, and continuously iterate on and optimise core AI application platforms such as Juguang Theater, U-Engine, and U-Crane. At the same time, the Group will encourage all employees to update their knowledge frameworks, refine their professional skills, and enhance their ability to apply cutting-edge AI technologies, thereby fully unleashing work efficiency and increasing business value.

In summary, by taking synergetic business development as its foundation, overseas expansion as a source of growth, and AI technologies as its core driving force, the Group is committed to fully implementing all development plans and seizing the industry's window of opportunity to deliver higher-quality, more resilient business results in 2026.

MANAGEMENT DISCUSSION AND ANALYSIS

Revenue

The following table sets forth our revenue by revenue streams for the periods indicated:

	Six months ended June 30, 2026	**% of the total**	Six months ended June 30, 2025	% of the total
	(RMB'000)		*(RMB'000)*	
Online marketing solutions business *(Note)*	**4,859,182**	**99.4**	4,989,591	99.4
Live-streaming e-commerce business	**27,614**	**0.5**	27,938	0.5
Others	**3,373**	**0.1**	765	0.1
Total	**4,890,169**	**100.0**	5,018,294	100.0

Note: Including revenue derived from provision of advertisement distribution services of approximately RMB37.9 million for the six months ended June 30, 2026 (six months ended June 30, 2025: approximately RMB51.1 million).

We normally enter into annual framework agreements with our advertiser customers and charge them for our online marketing solutions based primarily on a mix of CPC (i.e. cost per click) and CPT (i.e. cost per time).

Our revenue derived from online marketing solutions business remained relatively stable at approximately RMB4,859.2 million for the six months ended June 30, 2026, compared with approximately RMB4,989.6 million for the six months ended June 30, 2025. For the six months ended June 30, 2026, the revenue generated from our online marketing solutions business accounted for approximately 99.4% of our total revenue (six months ended June 30, 2025: 99.4%).

Revenue generated from our live-streaming e-commerce businesses was broadly stable at approximately RMB27.6 million for the six months ended June 30, 2026, versus approximately RMB27.9 million for the six months ended June 30, 2025.

Revenue from online marketing solutions business by type of advertiser customers

Our advertiser customers mainly include direct advertisers and, to a lesser extent, advertising agencies on behalf of their advertisers. The table below sets forth a breakdown of revenue generated from our online marketing solutions business by type of advertiser customers for the periods indicated:

	Six months ended June 30, 2026	**% of the total**	Six months ended June 30, 2025	% of the total
	(RMB'000)		*(RMB'000)*	
Advertisers	**4,821,239**	**99.2**	4,938,466	99.0
Advertising agencies	**37,943**	**0.8**	51,125	1.0
Total	**4,859,182**	**100.0**	4,989,591	100.0

Revenue from online marketing solutions business by industry

The advertiser customers we served operate in a wide array of industries, which primarily include e-commerce, internet services, gaming, financial services, leisure & travelling, education and real estate & home furnishing. The table below sets forth a breakdown of revenue generated from our online marketing solutions business by industry of our direct advertisers for the periods indicated:

	Six months ended June 30, 2026	**% of the total**	Six months ended June 30, 2025	% of the total
	(RMB'000)		*(RMB'000)*	
E-commerce	**766,003**	**15.9**	2,228,689	45.2
Internet services	**1,654,955**	**34.3**	968,475	19.6
Financial services	**654,677**	**13.6**	747,946	15.1
Gaming	**1,207,406**	**25.0**	668,494	13.5
Leisure & Travelling	**210,497**	**4.4**	145,565	2.9
Education	**123,011**	**2.6**	57,740	1.2
Real Estate & Home Furnishing	**11,441**	**0.2**	24,704	0.5
Others	**193,249**	**4.0**	96,853	2.0
Total	**4,821,239**	**100.0**	4,938,466	100.0

Note: Others mainly include consumer electronics and other industries.

During the six months ended June 30, 2026, the distribution of our direct advertisers across various industries changed compared to the corresponding period in 2025. The proportion of customers from the e-commerce industry decreased, while the proportions of customers from the Internet services and gaming industries increased. Overall, our direct advertisers were more evenly distributed across various industries, reflecting a healthier customer mix.

During the six months ended June 30, 2026, the Internet services industry became our largest advertiser customer group, generating approximately RMB1,655.0 million in revenue, compared to approximately RMB968.5 million for the corresponding period in 2025.

Cost of services

	Six months ended June 30, 2026 *(RMB'000)*	Six months ended June 30, 2025 *(RMB'000)*
Traffic acquisition and monitoring costs	**4,607,134**	4,777,776
Employee benefit expenses	**58,914**	51,286
Outsourcing short video production, advertising and streamer costs	**9,311**	7,891
Costs of inventories sold and consumed	**9,238**	5,610
Depreciation and amortization expenses	**3,502**	2,992
Taxes and surcharges	**8,140**	13,020
Others	**14,558**	6,650
Total	**4,710,797**	4,865,225

Our cost of services primarily consist of traffic acquisition and monitoring costs and employee benefit expenses. During the first half of 2026, traffic acquisition and monitoring costs constituted the largest portion of our cost of services and employee benefit expenses constituted the second largest portion of our cost of services. For the six months ended June 30, 2026 and 2025, our traffic acquisition and monitoring costs amounted to approximately RMB4,607.1 million and RMB4,777.8 million, respectively, representing approximately 97.8% and 98.2% of our total cost of services for the respective periods. For the six months ended June 30, 2026 and 2025, our employee benefit expenses amounted to approximately RMB58.9 million and RMB51.3 million, respectively, accounting for approximately 1.3% and 1.1% of our total cost of services for the respective periods. Such increase in our employee benefit expenses was mainly attributable to the expansion of our operations team.

Gross profit and gross profit margin

Our gross profit consists of our revenue less cost of services. The Group recorded gross profit of approximately RMB179.4 million for the six months ended June 30, 2026, representing an increase of 17.2% as compared to the gross profit of approximately RMB153.1 million for the six months ended June 30, 2025.

Gross profit margin represents gross profit divided by total revenue, expressed as a percentage. Gross profit margin increased from 3.1% for the six months ended June 30, 2025 to 3.7% for the six months ended June 30, 2026.

Selling expenses

Our selling expenses primarily consist of (i) employee benefit expenses; (ii) advertising expenses incurred for the short drama business; and (iii) travelling expenses for the transportation and accommodation of business travels.

Our selling expenses increased from approximately RMB12.0 million for the six months ended June 30, 2025 to approximately RMB26.1 million for the six months ended June 30, 2026, which was mainly attributable to the increase in advertising expenses incurred for the short drama business.

General and administrative expenses

Our administrative expenses primarily consist of (i) employee benefit expenses; (ii) professional fees; (iii) depreciation and amortisation expenses; and (iv) office expenses.

Our general and administrative expenses remained broadly stable at approximately RMB36.4 million for the six months ended June 30, 2026, compared with approximately RMB36.4 million for the six months ended June 30, 2025.

Research and development expenses

Our research and development expenses primarily comprise the employee benefit expenses as incurred for our research and development staff.

Our research and development expenses increased by approximately 9.3% from approximately RMB5.3 million for the six months ended June 30, 2025, to approximately RMB5.8 million for the six months ended June 30, 2026, which was mainly attributable to the increase in employee benefit expenses incurred for our research and development staff.

Net reversal/(provision) for impairment losses on financial assets

Our net impairment losses on financial assets comprise the provision for impairment losses on accounts receivables and other receivables, net of any reversal. Our net impairment losses on financial assets changed from a net provision of approximately RMB11.6 million for the six months ended June 30, 2025 to a net reversal of approximately RMB7.3 million for the six months ended June 30, 2026, primarily attributable to our continued effective control over the credit risks of our customers.

Other income

Our other income increased by approximately 577.8%, from approximately RMB1.2 million for the six months ended June 30, 2025 to approximately RMB8.2 million for the six months ended June 30, 2026, which was mainly attributable to the increase in government grants.

Finance costs, net

Our finance costs, net increased from approximately RMB5.7 million for the six months ended June 30, 2025 to approximately RMB15.8 million for the six months ended June 30, 2026. The increase in finance costs, net was mainly due to the increase in bank and other borrowings.

Income tax expenses

Our income tax expenses increased by approximately 39.3% from approximately RMB19.9 million for the six months ended June 30, 2025 to approximately RMB27.7 million for the six months ended June 30, 2026, which was mainly due to the increase in profit before income tax.

Our effective income tax rate remained broadly stable at approximately 25.1% for the six months ended June 30, 2026, compared with approximately 23.5% for the six months ended June 30, 2025.

Profit for the period attributable to owners of the Company

As a result of the above, our profit for the period attributable to owners of the Company increased by 25.2% from approximately RMB66.3 million for the six months ended June 30, 2025 to approximately RMB82.9 million for the six months ended June 30, 2026.

Our net profit margin is 1.7% for the six months ended June 30, 2026 (six months ended June 30, 2025: 1.3%).

Liquidity and financial resources

Our business operations and expansion plans require a significant amount of capital for acquiring user traffic from online media, enhancing our content production capabilities, improving our big data analytics capabilities and operation capacity, upgrading our U-engine platform as well as other working capital requirements.

As of June 30, 2026, we financed our capital expenditure and working capital requirements mainly through bank and other borrowings, capital contributions from shareholders of the Company (the "**Shareholders**") and the proceeds received from the global offering of the Company's shares in November 2021 (the "**Global Offering**").

As of June 30, 2026, our bank and other borrowings amounted to approximately RMB812.3 million (as of December 31, 2025: approximately RMB744.2 million). The range of effective interest rates on the borrowings was 0.7% to 3.0% per annum for the six months ended June 30, 2026 (six months ended June 30, 2025: 1.3% to 4.7%).

The Group's gearing ratio as of June 30, 2026, calculated based on total borrowings (including bank and other borrowings and lease liabilities) divided by total equity, was 0.52 (as of December 31, 2025: 0.48) time.

Our cash and cash equivalents decreased from approximately RMB684.7 million as of December 31, 2025, to approximately RMB534.9 million as of June 30, 2026, which was mainly attributable to the net cash outflows from our daily operations. The table below sets out our liquidity as of June 30, 2026 and December 31, 2025, respectively:

	As of June 30, 2026 *(RMB million)*	As of December 31, 2025 *(RMB million)*
Cash and cash equivalents denominated in:		
RMB	**502.4**	634.1
USD	**30.6**	49.6
HKD	**1.9**	1.0
Total	**534.9**	684.7

Key Financial Ratios

	Six months ended June 30, 2026	Six months ended June 30, 2025
Profitability ratios		
Gross profit margin	**3.7%**	3.1%
Net profit margin	**1.7%**	1.3%
Return on equity	**10.3%**	8.7%
Return on assets	**4.0%**	2.6%
	As of June 30, 2026 ***(times)***	As of December 31, 2025 *(times)*
Liquidity ratios		
Current ratio	**1.6**	1.4
Capital adequacy ratio		
Gearing ratio	**0.52**	0.48

Notes:

(1) Gross profit margin is calculated based on gross profit for the period divided by revenue for the respective period and multiplied by 100%.

(2) Net profit margin is calculated based on net profit for the period divided by revenue for the respective period and multiplied by 100%.

(3) Return on equity is calculated based on profit for the period or annualized period (if reporting period is less than 12 months) divided by the closing balances of total equity and multiplied by 100%.

(4) Return on assets is calculated based on profit for the period or annualized period (if reporting period is less than 12 months) divided by the closing balances of total assets and multiplied by 100%.

(5) Current ratio is calculated based on total current assets as of period-end/year-end divided by total current liabilities as of period-end/year-end.

(6) Gearing ratio is calculated based on total borrowings (including bank and other borrowings and lease liabilities) as of period-end/year-end divided by total equity as of period-end/year-end.

INTERIM CONDENSED CONSOLIDATED STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

	Notes	**Six months ended June 30, 2026** *RMB'000* **(Unaudited)**	Six months ended June 30, 2025 *RMB'000* (Unaudited)
Revenue	*4*	**4,890,169**	5,018,294
Cost of services	*5*	**(4,710,797)**	(4,865,225)
Gross profit		**179,372**	153,069
Selling expenses	*5*	**(26,058)**	(11,992)
General and administrative expenses	*5*	**(36,350)**	(36,383)
Research and development expenses	*5*	**(5,843)**	(5,346)
Net reversal/(provision) for impairment losses on financial assets	*6*	**7,255**	(11,556)
Other income	*7*	**8,194**	1,209
Other (losses)/gains, net		**(120)**	1,345
Operating profit		**126,450**	90,346
Finance income		**4,418**	9,029
Finance costs		**(20,198)**	(14,679)
Finance costs, net	*8*	**(15,780)**	(5,650)
Profit before income tax		**110,670**	84,696
Income tax expenses	*9*	**(27,726)**	(19,899)
Profit for the period		**82,944**	64,797

INTERIM CONDENSED CONSOLIDATED STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME (CONTINUED)

	Notes	**Six months ended June 30, 2026** *RMB'000* **(Unaudited)**	Six months ended June 30, 2025 *RMB'000* (Unaudited)
Other comprehensive income/(loss)			
Items that may be subsequently reclassified to profit or loss			
Exchange differences on translation of foreign operations		**20,233**	8,194
Items that will not be reclassified to profit or loss			
Exchange differences on translation of the financial statements of the Company		**(27,324)**	(11,285)
Changes in the fair value of equity investments at FVOCI		**—**	(3,565)
		(7,091)	(6,656)
Total comprehensive income for the period		**75,853**	58,141
Profit/(loss) for the period attributable to:			
— Owners of the Company		**82,944**	66,265
— Non-controlling interests		**—**	(1,468)
Profit for the period		**82,944**	64,797
Total comprehensive income/(loss) for the period attributable to:			
— Owners of the Company		**75,853**	59,609
— Non-controlling interests		**—**	(1,468)
Total comprehensive income for the period		**75,853**	58,141

INTERIM CONDENSED CONSOLIDATED STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME (CONTINUED)

	Notes	**Six months ended June 30, 2026** ***RMB'000*** **(Unaudited)**	Six months ended June 30, 2025 *RMB'000* (Unaudited)
Earnings per share for profit attributable to owners of the Company (expressed in RMB per share)			
Basic earnings per share *(RMB)*	*11*	**0.14**	0.11
Diluted earnings per share *(RMB)*	*11*	**0.14**	0.11

INTERIM CONDENSED CONSOLIDATED BALANCE SHEET

As at June 30, 2026 and December 31, 2025

	Notes	**As at June 30, 2026** *RMB'000* **(Unaudited)**	As at December 31, 2025 *RMB'000* (Audited)
ASSETS			
Non-current assets			
Property, plant and equipment		**16,477**	14,421
Right-of-use assets		**29,427**	9,383
Investment property		**4,509**	4,619
Intangible assets		**3,271**	—
Deferred income tax assets		**25,317**	28,669
Prepayment and deposits		**2,533**	2,650
Total non-current assets		**81,534**	59,742
Current assets			
Inventories		**4,369**	3,200
Accounts receivables	*12*	**2,910,675**	3,852,868
Prepayments, deposits and other assets		**421,840**	378,266
Financial assets at fair value through profit or loss		**6,930**	7,149
Restricted cash		**141,009**	143,259
Cash and cash equivalents		**534,853**	684,707
Total current assets		**4,019,676**	5,069,449
Total assets		**4,101,210**	5,129,191
LIABILITIES			
Non-current liabilities			
Lease liabilities		**20,456**	4,162
Total non-current liabilities		**20,456**	4,162

INTERIM CONDENSED CONSOLIDATED BALANCE SHEET (CONTINUED)

	Notes	As at June 30, 2026 RMB'000 (Unaudited)	As at December 31, 2025 RMB'000 (Audited)
Current liabilities			
Accounts payables	*13*	**1,153,644**	2,274,033
Notes payables		**30,000**	64,000
Other payables and accruals		**331,895**	388,212
Borrowings		**812,308**	744,180
Lease liabilities		**6,975**	4,727
Contract liabilities		**114,132**	81,767
Current income tax liabilities		**17,355**	3,410
Total current liabilities		**2,466,309**	3,560,329
Total liabilities		**2,486,765**	3,564,491
EQUITY			
Equity attributable to owners of the Company			
Share capital		**38,380**	38,380
Share premium		**628,300**	654,408
Shares held for Share Award Scheme		**(25,762)**	(25,762)
Other reserves		**83,250**	81,216
Retained earnings		**890,277**	816,458
Capital and reserves attributable to owners of the Company		**1,614,445**	1,564,700
Non-controlling interests		**—**	—
Total equity		**1,614,445**	1,564,700
Total liabilities and equity		**4,101,210**	5,129,191

NOTES:

1 GENERAL INFORMATION

UJU HOLDING LIMITED (the "**Company**") was incorporated in the Cayman Islands on September 21, 2020 as an exempted company with limited liability under the Companies Act (as revised) of the Cayman Islands. The address of the Company's registered office is P. O. Box 31119 Grand Pavilion, Hibiscus Way, 802 West Bay Road, Grand Cayman, KY1-1205 Cayman Islands.

The Company has completed its listing on the Main Board of The Stock Exchange of Hong Kong Limited ("**HKEx**" or "**Hong Kong Stock Exchange**") on November 8, 2021.

The Company is an investment holding company. The Company and its subsidiaries (together referred as the "**Group**") are principally engaged in provision of one-stop cross-media online marketing solutions through media partners to market the products and services of the Group's advertiser customers, provision of advertisement distribution services and live streaming e-commerce services (which include provision of live streaming e-commerce services and sales of goods in online media platforms).

The interim condensed consolidated financial information is presented in Renminbi ("**RMB**") and all amounts are rounded to the nearest thousands of Renminbi (RMB'000), unless otherwise stated.

2 BASIS OF PREPARATION

The interim condensed consolidated financial information for the six months ended June 30, 2026 (the "**interim financial information**") has been prepared in accordance with International Accounting Standard ("**IAS**") 34 "Interim Financial Reporting".

This interim financial information does not include all the notes of the type normally included in annual financial statements. Accordingly, the interim financial information is to be read in conjunction with the annual consolidated financial statements of the Company for the year ended December 31, 2025 (which have been prepared in accordance with IFRS Accounting Standards) as set out in the Company's 2025 annual report dated March 30, 2026 (the "**2025 Annual Consolidated Financial Statements**").

The accounting policies adopted are consistent with those of the previous financial year and corresponding interim reporting period, except for the adoption of the new or amended standards as set out below.

2.1 New or amended standards adopted by the Group

The Group has applied the following new or amended standards for the first time for the Group's financial year beginning on January 1, 2026:

- Amendments to IFRS 9 and IFRS 7 — Amendments to the Classification and Measurement of Financial Instruments
- Amendments to IFRS 9 and IFRS 7 — Amendments to the Contracts Referencing Nature-dependent Electricity
- Annual improvements-Annual improvements to IFRS Accounting Standards — Volume 11

The amended standards and annual improvements listed above are not relevant to the Group and did not have any impact on the amounts recognised in prior periods and are not expected to significantly affect the current or future periods.

2.2 New or amended standards not yet adopted

The following new or amended standards have been published that are not mandatory for reporting periods commencing on January 1, 2026 and have not been early adopted by the Group.

		Effective date
IFRS 18	Presentation and Disclosure in Financial Statements	1 January 2027
IFRS 19 and Amendment to IFRS 19	Subsidiaries without Public Accountability: Disclosures	1 January 2027
Amendment to IAS 21	Translation to a Hyperinflationary Presentation Currency	1 January 2027
IFRS 20	Regulatory Assets and Regulatory Liabilities	1 January 2029
Amendments to IAS 28 and IFRS 10	Sale or Contribution of Assets between an Investor and its Associate or Joint Venture	To be determined

These new or amended accounting standards are not expected to have a material impact on the Group in the current or future reporting periods and on foreseeable future transactions, except that the adoption of IFRS 18 upon its effective date is expected to have certain pervasive impact on the presentation and disclosures of the Group's consolidated financial statements which were described in the Group's annual consolidated financial statements for the year ended 31 December, 2025.

At each subsequent reporting period, the Group will provide an update (if any) on the progress towards transition to IFRS 18.

3 ESTIMATES AND JUDGEMENTS

The preparation of interim financial information requires management to make judgements, estimates and assumptions that affect the application of accounting policies and the reported amounts of assets and liabilities, income and expenses. The resulting accounting estimates will, by definition, seldom equal the related actual results.

In preparing the interim financial information, the significant judgements made by management in applying the Group's material accounting policies and the key sources of estimation uncertainty were the same as those that were applied to the Company's 2025 Annual Consolidated Financial Statements.

4 REVENUE FROM CONTRACTS WITH CUSTOMERS

An analysis of the Group's revenue from contracts with customers by category for the six months ended June 30, 2026 and 2025 was as follows:

	Six months ended June 30, 2026	Six months ended June 30, 2025
All-in-one online marketing solution services	**4,821,239**	4,938,466
Advertisement distribution services	**37,943**	51,125
E-commerce	**27,614**	27,938
Others	**3,373**	765
Total	**4,890,169**	5,018,294

Note: For the six months ended June 30, 2026 and 2025, live streaming e-commerce businesses mainly include provision of live streaming e-commerce services and sales of goods.

An analysis of the Group's revenue from contracts with customers by the timing of revenue recognition for the six months ended June 30, 2026 and 2025 is as follows:

Revenue recognised:

	Six months ended June 30, 2026	Six months ended June 30, 2025
— at a point in time	**4,634,009**	4,339,926
— over time	**256,160**	678,368
Total	**4,890,169**	5,018,294

The major customer which contributed more than 10% of the total revenue for the six months ended June 30, 2026 and 2025 are listed as below:

	Six months ended June 30, 2026	Six months ended June 30, 2025
Customer Group A	**12.1%**	5.8%
Customer B (i)	**0.3%**	43.7%
Total	**12.4%**	49.5%

(i) The scope of services provided by the Group to the major Customer B has been changed from the provision of all-in-one online marketing solution services to the sole provision of advertising operation services (which reduced significantly the revenue, costs of services and working capital requirement attributable to this customer) with effect from January 1, 2026.

As at June 30, 2026 and December 31, 2025, the accounts receivable balance due from the abovementioned major Customer B amounted to approximately RMB45,637,000 and RMB1,608,077,000, representing approximately 2% and 40% of the Group's gross total accounts receivables, respectively.

(ii) Except for the abovementioned major Customer Group A and B, no other individual customer has contributed more than 10% of the Group's total revenue during the six months ended June 30, 2026 and 2025.

5 EXPENSES BY NATURE

The details of cost of services, selling expenses, general and administrative expenses and research and development expenses are as follows:

	Six months ended June 30, 2026	Six months ended June 30, 2025
Traffic acquisition and monitoring costs	**4,607,134**	4,777,776
Employee benefit expenses	**101,077**	90,701
Outsourcing short video production, advertising and streamer costs	**17,996**	8,593
Taxes and surcharges	**8,140**	13,020
Professional and consulting service fees	**10,910**	6,145
Costs of inventories sold and consumed	**9,238**	5,610
Depreciation and amortisation expenses	**6,185**	5,204
Transportation costs	**5,336**	3,825
Office expenses	**5,014**	3,676
Travelling and hospitality expenses	**3,259**	2,723
Others	**4,759**	1,673
Total	**4,779,048**	4,918,946

6 NET REVERSAL/(PROVISION) FOR IMPAIRMENT LOSSES ON FINANCIAL ASSETS

	Six months ended June 30, 2026	Six months ended June 30, 2025
Net (reversal)/provision for impairment losses		
— accounts receivables	**(7,272)**	11,462
— other receivables	**17**	94
Total	**(7,255)**	11,556

7 OTHER INCOME

	Six months ended June 30, 2026	Six months ended June 30, 2025
Government grants *(Note)*	**8,057**	1,068
Others	**137**	141
Total	**8,194**	1,209

Note:

Government grants mainly represent the grant income from local government of RMB8,000,000 (2025: RMB1,000,000) in rewarding the Company's continuous business growth and its contributions in the on-line marketing industry. There are no unfulfilled conditions or other contingencies attaching to these government grants recognised in profit or loss. The Group did not benefit directly from any other forms of government assistance.

8 FINANCE COSTS, NET

	Six months ended June 30, 2026	Six months ended June 30, 2025
Finance income		
Interest income from		
— bank deposits	**4,336**	8,909
— loan to a third party	**82**	120
Finance income	**4,418**	9,029
Finance costs		
Interest expenses on		
— bank borrowings	**(6,404)**	(3,531)
— guarantee fee paid to a third party	**(10,058)**	(8,376)
— factoring borrowings	**(1,841)**	(1,172)
— discount of bank acceptance bills	**(1,625)**	(1,343)
— lease liabilities	**(270)**	(257)
Finance costs	**(20,198)**	(14,679)
Finance costs, net	**(15,780)**	(5,650)

9 INCOME TAX EXPENSES

Income tax expense during the period comprise:

	Six months ended June 30, 2026	Six months ended June 30, 2025
Current income tax expense	**24,374**	21,444
Deferred income tax expense/(credit)	**3,352**	(1,545)
Income tax expenses	**27,726**	19,899

(a) Cayman Islands Income Tax

The Company was incorporated as an exempted company with limited liability under the Companies Act (as revised) of the Cayman Islands and is not subject to the Cayman Islands income tax.

(b) Hong Kong Profits Tax

Under the two-tiered Hong Kong profits tax regime, the applicable Hong Kong profits tax rate is 8.25% for assessable profits on the first HK$2 million and 16.5% for any assessable profits in excess of HK$2 million. No Hong Kong profits tax has been provided as there were no taxable profits deriving from Hong Kong during the six months ended June 30, 2026 and 2025.

(c) **PRC Corporate Income Tax**

Corporate income tax in the PRC is calculated based on the statutory profit or loss of subsidiaries incorporated in the PRC in accordance with the PRC tax laws and regulations, after adjusting certain income and expense items that are not assessable or deductible for income tax purposes. According to the PRC Corporate Income Tax Law promulgated by the PRC government, the tax rate for the Company's principal PRC subsidiaries is 25%, except that Hainan Uju Technology Co., Ltd. enjoys the preferential corporate income tax rate of 15%. Certain remaining subsidiaries enjoy the corporate income tax rate of 20% as small and low-profit enterprises.

(d) **Organization for Economic Co-operation and Development ("OECD") Pillar Two model rules**

The Group is within the scope of the OECD Pillar Two model rules. As of June 30, 2026, Pillar Two legislation was enacted in several tax jurisdictions in which the Group entities are incorporated or operated. Management has continuously assess the related potential impact and concluded that there is no material impact on the Group's financial performance and position as of June 30, 2026 in connection with the Pillar Two legislation.

10 DIVIDEND

	Six months ended June 30, 2026	Six months ended June 30, 2025
Dividends declared by the Company	**26,108**	22,225

On March 30, 2026, the Board of Directors of the Company has resolved to propose a final dividend of HKD5 cents per ordinary share, totaling approximately HKD30,000,000 (equivalent to approximately RMB26,108,000), for the year ended December 31, 2025 to be distributed from the Company's share premium account. The proposed final dividend has been approved by the shareholders of the Company at the annual general meeting held on May 29, 2026 and was fully paid on June 23, 2026.

No interim dividend has been declared for the six months ended June 30, 2026 and 2025.

11 EARNINGS PER SHARE

(a) Basic

The basic earnings per share is calculated by dividing the profit for the period attributable to owners of the Company by the weighted average number of ordinary shares in issue (excluding any ordinary shares as repurchased by the Company and held for the Company's Share Award Scheme) during the respective periods.

	Six months ended June 30, 2026	Six months ended June 30, 2025
Profit for the period attributable to owners of the Company *(RMB'000)*	**82,944**	66,265
Weighted average number of ordinary shares in issue less shares held for Share Award Scheme during the period *(thousand shares)*	**590,919**	590,919
Basic earnings per share *(expressed in RMB)*	**0.14**	0.11

(b) Diluted

Diluted earnings per share as presented is the same as the basic earnings per share as there were no potentially dilutive ordinary shares in issue as of June 30, 2026 and 2025.

12 ACCOUNTS RECEIVABLES

	As at June 30, 2026	As at December 31, 2025
Accounts receivables	**3,031,332**	3,987,462
Less: credit loss allowance	**(120,657)**	(134,594)
Accounts receivables — net	**2,910,675**	3,852,868

The carrying amounts of the accounts receivables include certain receivables which are subject to a factoring arrangement (the "**transferred receivables**"). Under this arrangement, the Group has transferred the relevant receivables to the factoring company in exchange for cash and is prevented from selling or pledging these receivables. However, the Group has still retained late payment and credit risk associated with the transferred receivables. The Group therefore continues to recognise the transferred receivables in their entirety in its balance sheet. The amount repayable under the factoring arrangement is presented as secured borrowings. The Group considers that the hold to collect business model remains appropriate for these transferred receivables and hence continues measuring them at amortised cost.

The factoring company will request the Group to transfer accounts receivables with carrying amounts much higher than the amounts repayable by the Group under the factoring arrangement, which serves as additional security for the borrowings from the factoring company.

The relevant carrying amounts of transferred receivables and secured borrowings were as follows:

	As at June 30, 2026	As at December 31, 2025
Transferred receivables	**—**	235,386
Associated secured borrowings	**—**	200,078

Accounts receivables are all denominated in RMB and, due to the short-term nature of these current receivables, their carrying amounts are considered to approximate their fair values.

An aging analysis of the gross accounts receivables as at June 30, 2026 and December 31, 2025, based on invoice date, is as follows:

	As at June 30, 2026	As at December 31, 2025
Within 90 days	**2,525,525**	3,685,671
91 days–180 days	**359,994**	175,701
181 days–270 days	**42,715**	25,651
271 days–1 year	**12,188**	14,464
Over 1 year	**90,910**	85,975
Total	**3,031,332**	3,987,462

13 ACCOUNTS PAYABLES

Aging analysis of the accounts payables as at June 30, 2026 and December 31, 2025, based on the date of recognition, are as follows:

	As at June 30, 2026	As at December 31, 2025
Less than 6 months	**1,141,580**	2,266,123
6 months to 1 year	**4,427**	1,249
Over 1 year	**7,637**	6,661
Total	**1,153,644**	2,274,033

Pursuant to the guarantee agreements as entered into between Hainan Uju, Uju Interactive (Beijing) Technology Co., Ltd. ("**Uju Beijing**") and a third-party guarantee company, the third-party guarantee company has guaranteed for part of the payment obligations of Hainan Uju and Uju Beijing under the cooperation agreements as Hainan Uju and Uju Beijing contracted with a media platform. As of June 30, 2026 and December 31, 2025, the guaranteed accounts payable to the media platform amounted to approximately RMB420.0 million and RMB370.0 million, respectively.

Accounts payables are mainly denominated in RMB and the carrying amounts of which are considered to approximate their fair values due to their short-term nature.

TREASURY POLICIES

The Group has adopted a prudent financial management approach towards its treasury policies and thus maintained a healthy liquidity position throughout the period under review. The Group strives to reduce exposure to credit risk by performing ongoing credit assessments and evaluations of the financial status of its customers. To manage liquidity risk, the Board closely monitors the Group's liquidity position to ensure that sufficient financial resources are available in order to meet its funding requirements and commitment timely.

Foreign exchange exposure

Foreign exchange risk refers to the risk of loss caused by the changes in foreign exchange rates. The Group's operations are primarily based in the PRC, with most transactions conducted and settled in Renminbi. A small portion of the Group's sales of goods in overseas markets is denominated and settled in foreign currencies. In addition, the advertising expenses and revenue generated from the Group's overseas short drama business are denominated and settled in foreign currencies. As the amounts involved in these foreign currency transactions are not significant, the Group's exposure to foreign exchange risk remains limited.

The Directors and senior management of the Company will continue to closely monitor the foreign exchange exposure and take measures when necessary to ensure that the foreign exchange risk is within the controllable level.

Capital structure

The shares of the Company were listed on the Main Board of The Stock Exchange of Hong Kong Limited (the "**Stock Exchange**") on November 8, 2021. There has been no change in the capital structure of the Company since that date.

Contingent liabilities

The Group did not have any material contingent liabilities as of June 30, 2026 and December 31, 2025.

Charge on the Group's assets

As of June 30, 2026, the Group's restricted cash balance was approximately RMB141.0 million (as of December 31, 2025: RMB143.3 million), which was primarily secured for a letter of credit facility, notes payables and bank borrowings.

USE OF THE NET PROCEEDS FROM THE GLOBAL OFFERING

The net proceeds received from the Global Offering, after deducting the underwriting fees and commissions and expenses payable by the Company in connection with the Global Offering, amounted to approximately HK$748.5 million (equivalent to approximately RMB615.1 million). During the period from the Listing Date to June 30, 2026, the net proceeds from the Global Offering were utilized in the manner as follows:

Use of proceeds	Approximate percentage of total net proceeds	Net proceeds from the Global Offering *(HKD million)*	Net proceeds utilized as of June 30, 2026 *(HKD million)*	Remaining net proceeds as of June 30, 2026 *(HKD million)*	Expected time to utilize the remaining net proceeds in full
Upgrading the U-Engine platform with a focus on research, development and utilization of AI capabilities and SaaS technologies					
Connecting the U-Engine with enlarged advertiser customer and media partner bases	2.3%	17.0	17.0	—	—
Developing the digitalization services platform of the U-Engine platform	2.0%	14.8	14.8	—	—
Upgrading the internal management system	0.6%	4.4	4.4	—	—
Expanding business opportunities in e-commerce businesses on online short video platforms	3.3%	24.4	24.4	—	—
Enhancing the content production capacities with AI technologies	6.6%	49.6	49.6	—	—
Enhancing our relationships with existing media partners and enlarging our advertiser customers and media partner bases					
Strengthening sales and marketing teams	3.4%	25.2	25.2	—	—
Enlarging media base	15.6%	117.0	117.0	—	—
Exploring new businesses with new advertiser customers and online media platforms	40.3%	302.1	302.1	—	—
Pursuit of strategic investments and acquisitions	16.0%	119.9	4.0	115.9	By the end of the year ending December 31, 2027
Working capital and general corporate purposes	9.9%	74.1	74.1	—	—
Total	**100%**	**748.5**	**632.6**	**115.9**	

As of June 30, 2026, the Group has utilized approximately HKD632.6 million of the net proceeds from the Global Offering, and the remaining net proceeds of approximately HKD115.9 million was deposited with licensed banks in Hong Kong or the PRC. The Group will further utilize the net proceeds from the Global Offering in the manner as set out in the section headed "Future Plans and Use of Proceeds" of the prospectus of the Company dated November 8, 2021 (the "**Prospectus**"). The delay in the utilization of the proceeds was primarily attributable to the fact that following the Global Offering, the macroeconomic and market environment was initially subject to prolonged disruptions from the pandemic, the complexity and severity of which exceeded expectations; subsequently, the short-video marketing industry has progressively entered a mature and stabilized stage of development, with the industry landscape becoming well-established, leading to a scarcity of high-quality M&A and investment opportunities that offer favorable business synergies and reasonable valuations. In light of such profound shifts in the external market environment, the Group has consistently adhered to a prudent and disciplined capital management strategy and strictly controlled investment risks, thereby resulting in the deferred utilization of the relevant proceeds.

SIGNIFICANT INVESTMENTS HELD

As of June 30, 2026, the Group did not hold any significant investment in equity interest in any other company.

FUTURE PLANS FOR MATERIAL INVESTMENTS AND CAPITAL ASSETS

Save as disclosed in the Prospectus and in the section headed "Use of the Net Proceeds from the Global Offering" in this announcement, the Group did not have plan for material investments and capital assets as of the date of this announcement.

MATERIAL ACQUISITIONS AND DISPOSALS OF SUBSIDIARIES, ASSOCIATES AND JOINT VENTURES

On February 12, 2026, the Group acquired 100% equity interests in Chengdu Yicong Technology Co., Ltd. ("**Chengdu Yicong**") and its subsidiary, One Smart Technology Company Limited ("**One Smart**"), at a cash consideration of RMB3.9 million. Chengdu Yicong and One Smart are principally engaged in the operation of an overseas short drama streaming platform.

Save as disclosed above, the Company has no material acquisitions or disposals of subsidiaries, associates and joint ventures during the Reporting Period.

SUBSEQUENT EVENTS

As of the date of this announcement, the Group had no material events subsequent to June 30, 2026.

INTERIM DIVIDEND

The Board did not declare the payment of any interim dividend for the six months ended June 30, 2026.

INFORMATION ON EMPLOYEES

During the six months ended June 30, 2026, the Group had 1,256 employees (as of December 31, 2025: 1,126), including the executive Directors. Total staff costs (including Directors' emoluments) for the six months ended June 30, 2026 were approximately RMB101.1 million (six months ended June 30, 2025: approximately RMB90.7 million). Remuneration is determined with reference to market norms and individual employees' performance, qualification and experience.

The Group places high value on recruiting, training and retaining its employees. The Group maintains high recruitment standards and provide competitive compensation packages. Remuneration packages for the Group's employees mainly comprise base salary, performance salary and bonus. The Group also provides both in-house and external trainings for our employees to improve their skills and knowledge. As required under PRC regulations, the Group participates in various employee social security plans that are organized by applicable local municipal and provincial governments, including housing, pension, medical, work-related injury, maternity, and unemployment benefit plans.

The salaries and benefits of the Group's employees are kept at a competitive level and employees are rewarded on a performance-related basis within the general framework of the Group's salary and bonus system, which is reviewed annually. The Group also operates a share option scheme adopted by the Company on October 8, 2021 and a share award scheme on May 22, 2023. None of these shares or share options have been granted under these schemes as of June 30, 2026.

CORPORATE GOVERNANCE CODE

The Group is committed to maintaining a high standard of corporate governance to safeguard the interests of its shareholders and enhance its value and accountability. The Company has adopted the Corporate Governance Code (the "**Corporate Governance Code**") contained in Appendix C1 to the Rules Governing the Listing of Securities on the Stock Exchange (the "**Listing Rules**") as its governance code.

For the six months ended June 30, 2026 and up to the date of this announcement, the Company has complied with the code provisions set out in Part 2 of the Corporate Governance Code in Appendix C1 to the Listing Rules.

The Group will continue to review and monitor its corporate governance practices in order to ensure the compliance with the Corporate Governance Code.

MODEL CODE FOR SECURITIES TRANSACTION

The Company has adopted the Model Code for Securities Transactions by Directors of Listed Issuers (the "**Model Code**") as set out in Appendix C3 to the Listing Rules as its own code of conduct regarding Directors' securities transactions. Specific enquiry has been made to all the Directors and each of the Directors has confirmed that he/she has complied with the required standards as set out in the Model Code during the six months ended June 30, 2026.

PURCHASE, SALE OR REDEMPTION OF LISTED SECURITIES

During the six months ended June 30, 2026, none of the Company or any of its subsidiaries had purchased, sold or redeemed any of the listed securities (including sale of treasury shares (as defined under the Listing Rules)) of the Company, and the trustee of the Share Award Scheme, pursuant to the terms of the rules and trust deed of the Share Award Scheme, did not purchase any shares of the Company. As of June 30, 2026, the Company did not hold any treasury shares except for those as repurchased for the Share Award Scheme of the Company.

AUDIT COMMITTEE

The Audit Committee was established by the Company on October 8, 2021 in accordance with Rules 3.21 to 3.23 of the Listing Rules. The terms of reference of the Audit Committee were adopted in compliance with the Corporate Governance Code on October 8, 2021 and are available for inspection on the websites of the Company and the Stock Exchange. As of June 30, 2026, the Audit Committee has three members comprising Ms. Song Yi (Chairman), Mr. Wang Gao and Mr. Ye Fei, who are all independent non-executive Directors.

The Audit Committee has reviewed the accounting policies, principles and practices adopted by the Group, the unaudited interim condensed financial information of the Group for the six months ended June 30, 2026 and this interim results announcement. The Audit Committee is of the opinion that the preparation of such financial information complied with the applicable accounting standards, the requirements under the Listing Rules and any other applicable legal requirements, and that adequate disclosures have been made.

They also discussed risk management, internal controls of the Group and financial reporting matters, including having reviewed and agreed to the unaudited interim condensed consolidated financial information for the six months ended June 30, 2026.

REVIEW OF INTERIM CONDENSED FINANCIAL INFORMATION

The interim condensed financial information for the six months ended June 30, 2026 are unaudited, but have been reviewed by the auditor of the Company in accordance with International Standard on Review Engagements 2410 "Review of Interim Financial Information Performed by the Independent Auditor of the Entity" issued by the International Auditing and Assurance Standards Board ("**ISRE 2410**").

PUBLICATION OF INTERIM RESULTS ANNOUNCEMENT AND 2026 INTERIM REPORT

This interim results announcement is published on the websites of the Stock Exchange (www.hkexnews.hk) and the Company (www.ujumedia.com). The interim report of the Company for the six months ended June 30, 2026 containing all the information required by the Listing Rules will be published on the above websites in due course.

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

Beijing, August 31, 2026

As at 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.