儒意控股
RUYI HOLDINGS

China Ruyi Holdings Limited
中國儒意控股有限公司

(a company incorporated in Bermuda with limited liability)

(Stock Code: 136)

INSIDE INFORMATION ANNOUNCEMENT
RELATING TO THE GROUP'S ARTIFICIAL INTELLIGENCE STRATEGY AND ITS APPLICATION ACROSS VARIOUS BUSINESS SEGMENTS

This announcement is made by China Ruyi Holdings Limited (the "**Company**", together with its subsidiaries collectively the "**Group**") pursuant to Rule 13.09 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 in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) to keep the shareholders ("**Shareholders**") and potential investors of the Company informed of the Group's latest artificial intelligence ("**AI**") strategy and its application in our core business segments.

The board of directors (the "**Board**") of the Company is pleased to announce that the Group is actively advancing its long-term strategy of empowering its core content business with technology. Building on its industry foundation across film and television, gaming, streaming media and intellectual property ("**IP**") resources, the Group is closely connecting various stages such as script creation, asset generation, distribution operations and user interaction through AI technologies. The Board believes that they will serve as a key driving force for enhancing content production efficiency, optimising cost structure and strengthening the core competitiveness of our principal businesses.

In-depth Application of AI in Each Core Business Segment

- Streaming Media and Self-Produced Content: Platforms under the Group (including Pumpkin Movie) extensively deploy AI technologies in the research and development and production of self-produced dramas and derivative content. Meanwhile, leveraging computing power clusters, the platforms continuously upgrade personalised recommendation and intelligent distribution networks, while strictly ensuring global data compliance.

- Film and Television Production: Drawing on abundant cloud rendering capabilities, the Group seeks to shorten the production cycle for large-scale visual effects (VFX), effectively reduce repetitive manual costs in post-production of film and television works, and consolidate its competitive edges in the industry.

- Game Research and Development: In the course of advancing global joint IP research and development, the Group applies its overseas computing power reserves directly to large-model training for self-developed games. Together with AI agents such as C-LIVE, the Group accelerates the generation of art assets and the construction of complex AI-powered non-player characters (NPCs), comprehensively boosting the efficiency of testing and iteration.

- Strategic Investments: The Group has made a strategic investment in AIsphere, an AI-powered video technology company, with a view to generating material synergies with its principal businesses in areas including video generation, film and television special effects and next-generation interactive content.

AI TOOL PORTFOLIO: SUPPORTING THE ENTIRE CONTENT CREATION WORKFLOW

The Group has launched three representative AI products across the upstream, midstream and downstream stages of content production, with a view to deeply integrating AI technologies into the industrialised content production pipeline of the pan-entertainment sector:

Name of AI Product	Core Functions and Application	Use Cases for Principal Businesses
C-LIVE	Specialises in motion asset extraction (upstream assets)	Mainly applied in game R&D and audio-visual content production to improve the efficiency of asset generation and animation rendering.
Kaori Go	Oriented towards content-creation workflows (midstream processes)	Assists in script writing, pre-production planning for film and television and material management, enabling intelligent administration.
Lumenfire	Features interactive-content generation (downstream products)	Converts traditional materials into interactive videos, full-motion video games and lightweight games.

COMPUTING POWER INFRASTRUCTURE AND RESOURCE ARRANGEMENTS

To support the development of the aforesaid businesses and leveraging strategic resources from key partners, the Group proposes to establish and enhance dedicated AI technology infrastructure and cloud computing capabilities. The Board emphasises that instead of merely leasing computing power. Instead, it is committed to developing underlying SaaS/IaaS systems customised for the industrialisation of the pan-entertainment sector, thereby fostering the accumulation of core capabilities and facilitating the enhancement of its business model.

On 16 September 2026, Virtual Cinema Culture Limited (the "**Customer**"), a subsidiary of the Group, entered into a cloud services agreement (the "**Services Agreement**") with Superpower X AI (Singapore) Technology Pte. Ltd. (the "**Supplier**"), an independent third party. Pursuant to the Services Agreement, the Supplier shall, directly or through its third-party partner, procure and provide cloud services (the "**Services**") to the Customer, enabling the Customer to obtain required computing-power resources to support the Group's business requirements. The principal terms of the Service Agreement are summarised as follows: (i) the initial service term shall be sixty (60) months (i.e. five (5) years) commencing from the actual ready for service date set forth in the Services Agreement, upon expiry of which the Customer shall have the right to renew for one (1) additional period of twelve (12) months; (ii) upon satisfaction or waiver of certain conditions precedent, the Customer shall prepay service fees in a lump sum equal to the aggregate monthly recurring charges payable during entire the initial service term, and the monthly recurring charges shall be offset against such prepayment on a monthly basis over the initial service term; (iii) the Supplier shall ensure that the Services meet the service-level standards stipulated in the Services Agreement, and shall grant service-level credits to the Customer for any service level failure; and (iv) the Supplier shall at all times retain ownership, possession and operational control of relevant controlled hardware, and the Customer shall only receive the Services without having any right to, take possession of, control, or direct the deployment of any controlled hardware.

Subject to satisfying internal core R&D and production requirements as a priority, the Group may, subject to resource availability and market demand, utilise a portion of its idle artificial-intelligence-generated-content (AIGC) platform resources and cloud computing capacity to take on comparable industry demands, so as to improve resource utilisation efficiency and generate incremental revenue. Such external provision of resources constitutes an ancillary business only and will not alter the Group's development focus on content production.

In summary, the Group will continue to advance the research and development and commercialisation of AI tools and self-produced content in a prudent and orderly manner. The Company will make further announcement(s) as and when appropriate in accordance with the Listing Rules and other applicable laws and regulations.

NOTICE TO SHAREHOLDERS AND POTENTIAL INVESTORS

Shareholders and potential investors are reminded that the business plans and commercial arrangements described in this announcement are subject to various uncertainties including the progress of technical research and development activities, the availability of computing power resources, market acceptance, commercialisation outcomes and regulatory requirements. The information contained in this announcement does not constitute any forecast or guarantee of the Group's future performance or financial results. Shareholders and potential investors are advised to exercise caution when dealing in the securities of the Company.

By order of the Board
China Ruyi Holdings Limited
Ke Liming
Chairman

Hong Kong, 16 September 2026

As at the date of this announcement, the Executive Directors of the Company are Mr. Ke Liming, Mr. Zhang Qiang and Mr. Gong Qiao; the Non-Executive Director of the Company is Mr. Yang Ming; and the Independent Non-Executive Directors of the Company are Mr. Chau Shing Yim, David, Mr. Nie Zhixin, Mr. Chen Haiquan and Professor Shi Zhuomin.