Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

Shanghai Sunmi Technology Co., Ltd.
上海商米科技集團股份有限公司

(A joint stock company controlled through weighted voting rights and incorporated in the People's Republic of China with limited liability)

(Stock Code: 6810)

VOLUNTARY ANNOUNCEMENT
ANNOUNCEMENT ON THE STRATEGIC POSITIONING, MISSION AND VISION FOR THE NEXT TEN YEARS

This announcement is made by Shanghai Sunmi Technology Co., Ltd. (the **"Company"**, together with its subsidiaries, the **"Group"**) on a voluntary basis to update the Group's mission and vision to its shareholders and potential investors. Details regarding the understanding of artificial intelligence ("**AI**") applications in the industry and progress of relevant products are set out below.

The Company's business achievements to date stem from its steadfast strategic resolve since 2016. The Company was a pioneer to identify the mainstream trend that offline commercial scenarios would undergo comprehensive intelligent transformation and that intelligent commercial terminals would be built on the Android operating system. Following ten years of in-depth development, the Group has emerged as a globally leading brand of Android-powered intelligent commercial terminals. Products are available in 231 countries and regions worldwide, and the Group has established one of the world's largest application distribution platforms for the commercial sector. As of September 30, 2026, the platform has hosted more than 39,000 applications with over 260 million cumulative downloads, which demonstrates the Group's global reach and business scale. The Company believes that sound strategic choices shape an enterprise's development trajectory over the ensuing decade. The prudent decisions made in the past have brought the Group to where it stands today, and the strategic choices made now will in turn determine the Group's growth path for the next ten years. The Group's strategic choices described above are also based on its assessment of the long-term evolution of business models. As a public advocate and implementation driver of "Business 4.0", the Group has been consistently putting this concept into practice within the industry since 2017 and launched its BIoT strategy in 2020, proposing that "Business 4.0" be enabled by BIoT. Following years of adoption by the industry, this concept has gradually gained widespread market consensus. The Group believes that "Industry 4.0" can only be realized on a large scale at the production side after "Business 4.0" is first achieved, enabling precise and efficient matching of demand side data with the supply side.

Currently, the artificial intelligence (AI) wave is advancing at an accelerated pace. Computing power and large-model capabilities are improving rapidly, as AI extends from the digital world into the physical world and further evolves towards superintelligence. The Group firmly believes that offline commercial scenarios will, similar to autonomous driving, enter an era of artificial general intelligence marked by progressive evolution from low-level to high-level capabilities.

Accordingly, the Company hereby informs its shareholders and potential investors that, after ten years of development and upon its listing in the current year, the Group positions itself as a "Commercial Physical AI" company, rather than a provider of conventional commercial POS terminals or payment devices as traditionally understood. The Group's strategic positioning and vision are to "become a leader in Commercial Physical AI".

(I) MISSION AND VISION UPDATE

Guided by its core value of "Altruism", the Group has upgraded its corporate mission to: "Strive for the realization of Business 4.0" and its corporate vision to: "Become a leader in Commercial Physical AI and accelerate global commercial prosperity". The mission and vision reflect the Group's judgment regarding the long-term trend of business intelligence. For the avoidance of doubt, "Business 4.0" refers to a new phase of business models characterized by the use of artificial intelligence (AI) to drive the intelligentization of offline commercial equipment, process automation and intelligent business decision-making, thereby enabling the precise matching of demand side data with supply side. This is a well-established concept within the industry.

The Group believes that as AI penetrates from the digital world into physical commerce, offline commerce is entering a new stage of intelligent devices, automated processes, and intelligent business decision-making. As a provider of Commercial Physical AI, the Group hopes that AI will perceive the physical world through intelligent terminals and then, through analysis by large models, feed business decisions back to stores – enabling the Company to become a leader in Commercial Physical AI and accelerate global commercial prosperity.

(II) PROPOSAL TO ESTABLISH AI-ENABLED OPERATIONAL CAPABILITIES FOR COMMERCIAL ENTITIES AND APPLICATION GRADING SYSTEM

The Group proposes to establish, centered on Commercial Physical AI, AI-enabled operational capabilities for commercial entities and an application grading system, with the aim of providing the industry with a reference scale for capability evolution and advancing Commercial Physical AI from a concept to measurable, comparable, and standardised development. This framework draws on the common approach of using grading to characterise the maturity of intelligence in fields such as autonomous driving, but it has been completely redesigned for the business operation chain of offline commercial scenarios:

Level	Name	Description of Core Features
L1	Manual & Digital Commerce	Commercial operating entities conduct their operations based on human experience, judgment, and actions. They may use digital systems to record, manage, and analyze core business operations as dictated by actual conditions, with both overall business decisions and operational execution being led by humans.
L2	AI-Assisted Commerce	Commercial operating entities possess AI application capabilities in one or more local business segments; AI can complete single-point or local tasks, provide analytical recommendations, and assist decision-making, while overall operations remain human-led.
L3	AI-Orchestrated Commerce	AI can understand the overall operating status of commercial operating entities, proactively formulate plans aligned with unified business goals, and collaborate with Agents, business systems, and resources to complete cross-stage and cross-process tasks. Routine operational decisions and important decisions remain subject to human review and confirmation.
L4	Highly Autonomous AI Commerce	AI can center on business goals and, within established authority, budget, and risk boundaries, highly autonomously perceive, decide on, execute, and optimize core business operations, with human intervention required only for a small number of critical and exceptional matters.
L5	Fully Autonomous AI Commerce	AI can autonomously understand, decide on, execute, and continuously optimize the entire business operating system in line with long-term business goals, with daily operations no longer relying on manual approval or operation. Underpinned by AI, data, and automation capabilities, the operating system possesses self-evolution, standardised replication, and cross-unit collaboration capabilities, and can further be consolidated into manageable and assessable commercial assets.

Based on the grading in the table above, the Group is currently focused on helping stores at L1 and L2 enter into L3, that is, building upon Manual & Digital Commerce (L1) and AI-Assisted Commerce (L2) to move toward AI-Orchestrated Commerce (L3). The Group believes that when commercial operating entities generally enter into L4, "Business 4.0" and "Industry 4.0" will begin to gain widespread adoption. Upon entering into L5, both will become increasingly refined, and business operations as well as production and supply systems will enter a phase of automated and autonomous operation.

(III) LAUNCH OF RELEVANT PRODUCTS

The Group's current business development pathway centres on "BIoT, Device-Edge-Cloud Integrated Distributed AI Computing Architecture and Agent Service System". At the SUNMI Developer Conference 2026, the Group announced the following: (1) the Group announced its strategic collaboration with Intel to jointly develop smart terminals supporting next-generation computing power, providing sufficient AI computing power at the edge; (2) the Group launched the "Hi Sunmi" intelligent agent, which ushers in a new model of human-machine collaboration between merchants and SUNMI terminals. This represents a key step in upgrading SUNMI's intelligent terminals to AI Native intelligent terminals; (3) the Group launched the "SUNMI Super Store Manager" intelligent agent for merchants and the "Magic AI" intelligent agent development platform for developers, providing merchants and developers with an "all-in-one" AI solution; (4) the Group announced the research and development and planning of edge computing products ("AI BOX") and edge large language models capable of local deployment, as well as the development of a distributed computing power network. The launch timing, specifications, pricing and commercialisation model of the relevant products have not yet been determined. Investors should note that the above products are at an early stage following their launch and have not yet been deployed on a large scale. There are risks that their commercialisation may fall short of expectations and that merchant acceptance remains uncertain.

The Group hereby extends a warm welcome to outstanding professionals in the industry who are passionate about Commercial Physical AI and committed to realizing "Business 4.0" to join the Group to bring "Business 4.0" to fruition.

Shareholders and potential investors of the Company are advised to exercise caution when dealing in the securities of the Company. The industry insights, grading system, product plans and forward-looking statements set out in this announcement are subject to various uncertainties, including research and development progress, market conditions, regulatory requirements and technological evolution, and the actual results may differ from those contained in the forward-looking statements. The Company will make further disclosures on material developments as and when appropriate in accordance with applicable laws and the requirements of the Listing Rules.

By order of the Board
Shanghai Sunmi Technology Co., Ltd.
Mr. Lin Zhe
Executive Director, Chairman and General Manager

Shanghai, China, November 22, 2026

As at the date of this announcement, the Board comprises: (i) Mr. Lin Zhe, Mr. Chen Xiaojing, Mr. Zhang Jinpu and Mr. Chen Guihong as executive Directors; (ii) Mr. Wang Huan and Ms. Zhang Yi as non-executive Directors; and (iii) Mr. Li Shihong, Ms. Wang Xia and Mr. Poon Wing Shing, Anthony as independent non-executive Directors.