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The Proposed Conversion Offer (as defined below) is not being made, and will not be made, directly or indirectly in or into, or by use of the mail of, or by any means or instrumentality of interstate or foreign commerce of or of any facilities of a national securities exchange of, the United States. This includes, but is not limited to, facsimile transmission, electronic mail, telex, telephone and the internet. The 2020 Convertible Bonds (as defined below) may not be converted pursuant to the Proposed Conversion Offer by any such use, means, instrumentality or facility from or within the United States or by persons located or resident in the United States as defined in Regulation S of the U.S. Securities Act or to U.S. persons as defined in Regulation S of the U.S. Securities Act.



(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 2013)

**PROPOSED OFFER FOR CONVERSION OF THE OUTSTANDING 2020
CONVERTIBLE BONDS**
(Stock Code: 40218)

Dealer Manager



On 6 July 2021, the Existing Issuer and the Company entered into a dealer manager agreement in connection with the Proposed Conversion Offer pursuant to which the Existing Issuer and the Company have appointed Credit Suisse (Hong Kong) Limited as the Existing Issuer's and the Company's Dealer Manager to, amongst others, assist the Existing Issuer and the Company in collecting the acceptances for conversion pursuant to the terms of the Proposed Conversion Offer from the 2020 Bondholders. For details, see the subsection of this announcement headed "The Dealer Manager Agreement."

The Existing Issuer and the Company propose to allow the 2020 Bondholders to submit conversion notices to convert their holdings of the 2020 Convertible Bonds into Shares at any time between 4:30 p.m. (Hong Kong time) on 6 July 2021 and 11:00 p.m. (Hong Kong time) on 9 July 2021 in accordance with the terms and conditions of the 2020 Convertible Bonds and the procedures laid out in this announcement. For details of the Proposed Conversion Offer, see the subsections of this announcement headed "Procedure for Conversion" and "Conversion Shares and Cash Incentive" respectively.

As of the date of this announcement, the principal amount of the outstanding 2020 Convertible Bonds is US\$135,600,000. Assuming full conversion of the outstanding 2020 Convertible Bonds at the conversion price of HK\$6.72 per Share, the outstanding 2020 Convertible Bonds will be convertible into 156,424,285 Shares, representing approximately 6.43% of the issued share capital of the Company as at the date of this announcement and approximately 6.04% of the issued share capital of the Company as enlarged by the issue of the Conversion Shares. The Conversion Shares to be issued upon conversion of the outstanding 2020 Convertible Bonds will rank *pari passu* in all respects with the Shares then in issue on the relevant conversion date.

As of the date of this announcement, the number of Shares that the Company may issue under the 2019 General Mandate is 158,648,573. The Conversion Shares will be issued under the 2019 General Mandate and no additional approval from Shareholders of the Company is required for the allotment and issue of the Conversion Shares.

The Proposed Conversion Offer is aimed at further optimizing the capital structure of the Company. The conversion by the 2020 Bondholders will strengthen the Company's capital and reserves, deleverage its balance sheet and eliminate refinancing risks.

As at the time of publication of this announcement, the Company has not received any indication of interests in respect of the Proposed Conversion Offer and therefore, the Proposed Conversion Offer may or may not materialise as contemplated or at all. Investors and Shareholders of the Company are reminded to exercise caution when dealing in the securities of the Existing Issuer or the Company.

Further announcement(s) in relation to the Proposed Conversion Offer will be made as and when necessary in accordance with the Listing Rules.

PROPOSED OFFER FOR CONVERSION OF THE OUTSTANDING 2020 CONVERTIBLE BONDS

Reference is made to the announcement of the Company dated 7 May 2020 in relation to the issue by Weimob Investment Limited (the “**Existing Issuer**”) of the US\$150,000,000 1.50% convertible bonds due 2025 (Bond stock code: 40218, ISIN: XS2168615313) (the “**2020 Convertible Bonds**”) convertible into the Shares. The 2020 Convertible Bonds will mature on 15 May 2025. The conversion rights of the 2020 Convertible Bonds have been exercisable since 25 June 2020. The principal terms of the 2020 Convertible Bonds are set out in the section headed “Principal terms of the Bonds” in the aforesaid announcement.

Since the issue of the 2020 Convertible Bonds and up to the date of this announcement, the Company has received conversion notices from certain bondholders of the 2020 Convertible Bonds (the “**2020 Bondholders**”) in relation to the exercise of the conversion rights attached to the 2020 Convertible Bonds in the total principal amount of US\$14,400,000, and has settled the conversion. Accordingly, as of the date of this announcement, the principal amount of the outstanding 2020 Convertible Bonds is US\$135,600,000.

The Existing Issuer and the Company propose to allow (the “**Proposed Conversion Offer**”) the 2020 Bondholders to submit conversion notices to convert their holdings of the 2020 Convertible Bonds into Shares at any time between 4:30 p.m. (Hong Kong time) on 6 July 2021 and 11:00 p.m. (Hong Kong time) on 9 July 2021 (the “**Conversion Offer Period**”) in accordance with the terms and conditions of the 2020 Convertible Bonds and the procedures laid out in this announcement.

On 6 July 2021, the Existing Issuer and the Company entered into a dealer manager agreement in connection with the Proposed Conversion Offer pursuant to which the Existing Issuer and the Company have appointed Credit Suisse (Hong Kong) Limited (the “**Dealer Manager**”) as the Existing Issuer’s and the Company’s Dealer Manager to, amongst others, assist the Existing Issuer and the Company in collecting the acceptances for conversion pursuant to the terms of the Proposed Conversion Offer from the 2020 Bondholders.

The Dealer Manager Agreement

Date 6 July 2021

Parties

1. The Company (as Guarantor);
2. The issuer of the 2020 Convertible Bonds (as Existing Issuer), being Weimob Investment Limited, a wholly-owned subsidiary of the Company; and
3. The Dealer Manager.

Conditions to the obligations of the Dealer Manager

The obligations of the Dealer Manager under the Dealer Manager Agreement are subject to, amongst others, the following conditions:

1. **Consents:** prior to the date of the Dealer Manager Agreement, all relevant consents, approvals or authorisations of, or registrations, filings or declarations with, any court, regulatory authority, governmental agency or stock exchange or any other person required in connection with the execution, delivery or performance by the Existing Issuer and the Guarantor of their respective obligations under the Dealer Manager Agreement, or in connection with the conduct and consummation of the Proposed Conversion Offer (including, without limitation, the distribution of the Offer Materials (as defined in the Dealer Manager Agreement)) shall have been obtained by the Existing Issuer and the Guarantor and remain in full force and effect;
2. **Further Information:** on or prior to 16 July 2021, the Existing Issuer or, failing which, the Guarantor shall have delivered to the Dealer Manager such further information and documents as the Dealer Manager may reasonably request relating to the Proposed Conversion Offer or otherwise relating to the matters contemplated in the Dealer Manager Agreement;
3. **Legal Opinions:** on the date of the Dealer Manager Agreement, the Existing Issuer and the Guarantor shall have delivered (or procured the delivery of) to the Dealer Manager legal opinions in such form and with such content as the Dealer Manager may reasonably require;
4. **Internal Authorisations of the Existing Issuer and the Guarantor:** copies of the internal authorisations of the Existing Issuer and the Guarantor authorising the Proposed Conversion Offer, the distribution of the Offer Materials and the execution of the Dealer Manager Agreement; and

5. **Violation of Sanctions:** the performance by the Dealer Manager of its obligations under the Dealer Manager Agreement or otherwise in respect of the Proposed Conversion Offer (i) not being in violation of any Sanctions (as defined in the Dealer Manager Agreement) imposed by any jurisdiction where either the Dealer Manager or any of its affiliates are incorporated, constituted, resident or otherwise located or (ii) not being in violation of (or would not violate) any such Sanctions if the Dealer Manager were, to the extent that it is not, incorporated, constituted, resident or otherwise located in any such jurisdiction.

Termination

The Dealer Manager Agreement shall terminate (i) upon completion of settlement on 16 July 2021 or (ii) (a) upon written notice by the Existing Issuer and the Guarantor to the Dealer Manager to terminate the Dealer Manager Agreement at any time in the event that they decide not to proceed with the Proposed Conversion Offer or (b) the Existing Issuer publicly announcing the termination of the Proposed Conversion Offer or (iii) upon withdrawal by the Dealer Manager as a result of the failure of any of the conditions to the obligations of the Dealer Manager set out above in “Conditions to the obligations of the Dealer Manager” or (iv) (subject to the right of the Dealer Manager in its sole discretion to waive any such breach) upon breach of any of the Existing Issuer’s and/or the Guarantor’s representations, warranties, agreements or covenants in the Dealer Manager Agreement or (v) if, since the date of the Dealer Manager Agreement, there has been, in the opinion of the Dealer Manager, a change in national, international, financial, political or economic conditions as would in its view be likely to prejudice materially the success of the Proposed Conversion Offer, in each case subject to Clause 13 of the Dealer Manager Agreement.

Procedure for Conversion

The 2020 Bondholders who wish to participate in the Proposed Conversion Offer shall during the Conversion Offer Period:

- (i) submit an irrevocable undertaking to participate in the Proposed Conversion Offer (the “**Irrevocable Undertaking**”) via electronic mail to the Dealer Manager at list.projectgrow2021@credit-suisse.com, the form of which is obtainable from the Dealer Manager at the same electronic mail address stated above. The 2020 Bondholders should insert all relevant details required in the form of the Irrevocable Undertaking and once the Irrevocable Undertaking is delivered to the Dealer Manager, it shall be irrevocable and may not be withdrawn unless the Dealer Manager consents in writing to such withdrawal; and
- (ii) complete, execute and deposit the notice of conversion (the “**Conversion Notice**”) in accordance with the terms and conditions of the 2020 Convertible Bonds. The 2020 Bondholders should send the Conversion Notice via electronic mail to elton.ma@bnymellon.com, CONVTRAN@bnymellon.com and Jennifer.Tse@bnymellon.com, which will constitute a valid deposit of the Conversion Notice under the terms and conditions of the 2020 Convertible Bonds. Bondholders are also required to also send a copy of such Conversion Notice to the Dealer Manager at list.projectgrow2021@credit-suisse.com. The 2020 Bondholders are responsible for inserting

accurate and complete bank account details required by paragraph 4 of the form of Conversion Notice in order to facilitate the payment of the Early Cash Incentive or the Cash Incentive (each term as defined below), as the case may be, by the Existing Issuer. 2020 Bondholders are reminded that a failure to insert accurate and complete bank account details may result in a delay in payment of the Early Cash Incentive or the Cash Incentive, as the case may be.

Conversion Shares and Cash Incentive

2020 Bondholders who validly submit a Conversion Notice in respect of their 2020 Convertible Bonds within the Conversion Offer Period in accordance with the terms and conditions of the 2020 Convertible Bonds and this announcement shall receive:

- (i) the number of Shares that they are entitled to receive under the terms and conditions of the 2020 Convertible Bonds, calculated by dividing the principal amount of the 2020 Convertible Bond to be converted (translated into Hong Kong dollars at the fixed exchange rate of HK\$7.7520 = US\$1.00) by the applicable conversion price, which currently is HK\$6.72 per Share; and
- (ii) provided that an Irrevocable Undertaking is submitted in accordance with paragraph (i) under the section headed “Procedure for Conversion” of this announcement prior to 12:00 midnight (Hong Kong time) on 6 July 2021 and the Conversion Notice is validly submitted within the Conversion Offer Period in accordance with the terms and conditions of the 2020 Convertible Bonds and this announcement, a cash incentive of US\$54 for each US\$1,000 principal amount of 2020 Convertible Bonds converted (the “**Early Cash Incentive**”), which includes an amount equivalent to accrued and unpaid interest on such converted 2020 Convertible Bonds from and including the last interest payment date, being 15 May 2021, to the expected delivery date of the Shares into which the 2020 Convertible Bonds are being converted (the “**Conversion Shares**”), being 16 July 2021; or

if an Irrevocable Undertaking is submitted in accordance with paragraph (i) under the section headed “Procedure for Conversion” of this announcement after 12:00 midnight on 6 July 2021, or if no Irrevocable Undertaking is submitted, but a Conversion Notice is validly submitted within the Conversion Offer Period in accordance with the terms and conditions of the 2020 Convertible Bonds and this announcement, a cash incentive of US\$40 for each US\$1,000 principal amount of 2020 Convertible Bonds converted (the “**Cash Incentive**”), which includes an amount equivalent to accrued and unpaid interest on such converted 2020 Convertible Bonds from and including the last interest payment date, being 15 May 2021, to the expected delivery date of the Conversion Shares, being 16 July 2021.

The Conversion Shares will be delivered to the 2020 Bondholders in accordance with the terms and conditions of the 2020 Convertible Bonds, and are expected to be delivered on 16 July 2021 and the Existing Issuer will make the payment of the Early Cash Incentive or the Cash Incentive, as the case may be, on the same date. 2020 Bondholders who do not submit valid Conversion Notices in accordance with the terms and conditions of the 2020 Convertible Bonds during the Conversion Offer Period will not be able to participate in the Proposed Conversion Offer.

The 2020 Bondholders who choose not to participate in the Proposed Conversion Offer will continue with all the original terms and conditions of the 2020 Convertible Bonds. Under the terms and conditions of the 2020 Convertible Bonds, the Company has under Condition 8(c)(ii) the option to exercise the clean-up call to redeem the outstanding 2020 Convertible Bonds if less than 10% in aggregate principal amount of the 2020 Convertible Bonds originally issued is outstanding.

As at the date of this announcement, the outstanding principal amount of the 2020 Convertible Bonds is US\$135,600,000. Assuming full conversion of the outstanding 2020 Convertible Bonds at the conversion price of HK\$6.72 per Share, the outstanding 2020 Convertible Bonds will be convertible into 156,424,285 Shares, representing approximately 6.43% of the issued share capital of the Company as at the date of this announcement and approximately 6.04% of the issued share capital of the Company as enlarged by the issue of the Conversion Shares. The Conversion Shares to be issued upon conversion of the outstanding 2020 Convertible Bonds will rank *pari passu* in all respects with the Shares then in issue on the relevant conversion date.

Any enquiries relating to the terms of the Proposed Conversion Offer should be directed to the Dealer Manager at list.projectgrow2021@credit-suisse.com.

GENERAL MANDATE

By resolutions of the Shareholders passed at the annual general meeting held on 20 June 2019, the Company granted a general mandate to the Directors to allot and issue up to 20% of the issued ordinary share capital of the Company (the “**Issue Mandate**”), a general mandate to repurchase Shares not exceeding 10% of the issued shares of the Company (the “**Repurchase Mandate**”), and the extension of the Issue Mandate to include Shares repurchased pursuant to Repurchase Mandate (collectively, the “**2019 General Mandate**”). As disclosed in the announcement of the Company dated 6 August 2019, Yomi.sun Holding Limited, Alter.You Holding Limited and Weimob Teamwork (PTC) Limited (the “**2019 Top-up Vendors**”) subscribed for 255,000,000 new Shares, which were issued under the Issue Mandate. Since the granting of the 2019 General Mandate and up to the date of this announcement, the Company has repurchased an aggregate of 27,989,000 Shares. As disclosed in the annual results announcement for the year ended 31 December 2020 of the Company dated 17 March 2021, the Company received conversion notices from the bondholders of the 2020 Convertible Bonds in relation to the exercise of the conversion rights at the conversion price of HK\$6.72 per Share since the issue of the 2020 Convertible Bonds and up to 31 December 2020, with respect to the 2020 Convertible Bonds in the total principal amount of US\$14,400,000. As a result of such conversion, the Company allotted and issued a total of 16,611,427 Shares under the 2019 General Mandate. Save as disclosed herein, as at the date of this announcement, no Shares have been issued or committed to be issued pursuant to the Issue Mandate. Accordingly, as of the same date, the number of Shares that the Company may issue under the 2019 General Mandate is 158,648,573, being the initial 402,271,000 Shares granted under the Issue Mandate, representing 20% of the issued share capital of the Company of 2,011,355,000 Shares as at 20 June 2019, less the 255,000,000 new Shares subscribed by the 2019 Top-up Vendors under the Issue Mandate, and the 16,611,427 Shares allotted and issued for the purpose of the aforesaid conversion of the 2020

Convertible Bonds, plus the 27,989,000 Shares extended by the repurchase made under the Repurchase Mandate.

The Conversion Shares will be issued under the 2019 General Mandate and no additional approval from Shareholders of the Company is required for the allotment and issue of the Conversion Shares.

EFFECT ON THE SHARE CAPITAL OF THE COMPANY

The following table illustrates (1) the existing shareholding structure of the Company as at the date of this announcement; and (2) the shareholding structure of the Company immediately after the outstanding 2020 Convertible Bonds are fully converted into Shares at the conversion price of HK\$6.72 each only; on the assumptions that (a) there will be no other change to the share capital of the Company save as disclosed herein, and (b) the 2020 Bondholders do not and will not hold any Shares other than the Conversion Shares (as the case may be).

Shareholder	Existing (as at the date of the Announcement)		Immediately after the full conversion of the outstanding 2020 Convertible Bonds at the conversion price of HK\$6.72 each only	
	<i>Number of Shares</i>	<i>% of issued ordinary share capital of the Company</i>	<i>Number of Shares</i>	<i>% of issued ordinary share capital of the Company</i>
Shares held by Substantial Shareholders Group ⁽¹⁾				
Yomi.sun Holding Limited ⁽²⁾	321,145,000	13.2%	321,145,000	12.4%
Jeff.Fang Holding Limited ⁽³⁾	18,220,000	0.7%	18,220,000	0.7%
Alter.You Holding Limited ⁽⁴⁾	67,015,000	2.8%	67,015,000	2.6%
Sub-total:	406,380,000	16.7%	406,380,000	15.7%
Shares held by Public Shareholders				
Bondholders of the 2020 Convertible Bonds	16,611,427	0.7%	173,035,712	6.7%
Other Shareholders	2,008,606,000	82.6%	2,008,606,000	77.6%
Sub-total:	2,025,217,427	83.3%	2,181,641,712	84.3%
Total	2,431,597,427	100.0%	2,588,021,712	100.0%

Notes:

- (1) Mr. Sun Taoyong, Mr. Fang Tongshu and Mr. You Fengchun, are parties acting in concert (having the meaning ascribed thereto in the Hong Kong Code on Takeovers and Mergers) and form the Substantial Shareholders Group. As such, each of Mr. Sun Taoyong, Mr. Fang Tongshu and Mr. You Fengchun is deemed to be interested in the Shares held by other members of the Substantial Shareholders Group. As disclosed in the announcement of the Company dated 7 May 2020 in relation to the proposed issue of the 2020 Convertible Bonds, Credit Suisse (Hong Kong) Limited (the “**Borrower**”) as borrower entered into stock borrowing and lending agreements with each of Yomi.sun Holding Limited, Alter.You Holding Limited and Jeff.Fang Holding Limited, as Shareholders of the Guarantor as lenders (collectively, the “**Lenders**”), each dated 6 May 2020 (collectively, the “**Stock Borrowing and Lending Agreements**”), to allow the Lenders to provide stock lending to the Borrower in respect of 115,000,000 Shares (the “**Borrowed Shares**”) upon and subject to the terms and conditions stated in the Stock Borrowing and Lending Agreements. According to the Stock Borrowing and Lending Agreements, the Lenders are entitled to terminate a loan and to call for the delivery of all or any Borrowed Shares if the 2020 Convertible Bonds have been converted in full. The Borrower is also entitled at any time to terminate a loan or any part thereof under the Stock Borrowing and Lending Agreements by giving not less than one business day’s advance notice to the Lenders.
- (2) Yomi.sun Holding Limited is a company incorporated in the British Virgin Islands, and is wholly-owned by Youmi Investment Limited. Youmi Investment Limited is beneficially owned by the Youmi Trust, which was established by Mr. SUN Taoyong as the settlor, appointor and investment manager. Cantrust (Far East) Limited is the trustee of the Youmi Trust, and Mr. SUN Taoyong and his family members are the beneficiaries of the Youmi Trust. Mr. SUN Taoyong is also a director of the Yomi.sun Holding Limited. As such, each of Mr. SUN Taoyong, Cantrust (Far East) Limited and Youmi Investment Limited is deemed to be interested in the Shares held by Yomi.sun Holding Limited.
- (3) Jeff.Fang Holding Limited is wholly-owned by Mr. Fang Tongshu who is an executive Director of the Company.
- (4) Alter.You Holding Limited is wholly-owned by Fount Investment Limited. Fount Investment Limited is beneficially owned by the Fount Trust, which was established by Mr. You Fengchun as the settlor, appointor and investment manager. Infiniti Trust (Asia) Limited is the trustee of the Fount Trust, and Mr. You Fengchun and his family members are the beneficiaries of the Fount Trust. Mr. You Fengchun is also a director of Alter. You Holding Limited. As such, each of Mr. You Fengchun, Infiniti Trust (Asia) Limited and Fount Investment Limited is deemed to be interested in the Shares held by Alter.You Holding Limited. Mr. You Fengchun is an executive Director of the Company.

REASONS FOR AND BENEFITS OF THE PROPOSED CONVERSION OFFER

The Proposed Conversion Offer is aimed at further optimizing the capital structure of the Company. The conversion by the 2020 Bondholders will strengthen the Company’s capital and reserves, deleverage its balance sheet and eliminate refinancing risks.

EXPECTED TIMETABLE OF EVENTS

The times and dates below are indicative only (all times are Hong Kong time unless otherwise specified).

Events	Time and Dates
Launch of the Proposed Conversion Offer	4:30 p.m. on 6 July 2021
Launch of the Proposed Conversion Offer on the website of the Hong Kong Stock Exchange and through Euroclear Bank SA/NV and Clearstream Banking S.A. (collectively, the “ Clearing Systems ”)	
Early Cash Incentive deadline	12:00 midnight on 6 July 2021
Deadline for the 2020 Bondholders to submit Irrevocable Undertakings to the Dealer Manager to be eligible to receive the Early Cash Incentive	
Announcement of Early Cash Incentive results	7 July 2021
Announcement of the principal amount of the 2020 Convertible Bonds in respect of which Irrevocable Undertakings are received prior to 12:00 midnight on 6 July 2021, on the website of the Hong Kong Stock Exchange under the stock code for the 2020 Convertible Bonds (40218) only and through the Clearing Systems	
Close of the Proposed Conversion Offer	11:00 p.m. on 9 July 2021
Publication of an announcement on or around the next business day through the website of the Hong Kong Stock Exchange and the Clearing Systems notifying the 2020 Bondholders of the principal amount of the 2020 Convertible Bonds in respect of which Conversion Notices have been received upon the close of the Conversion Offer Period, the final outstanding principal amount of the 2020 Convertible Bonds, and the aggregate amount of Early Cash Incentive and Cash Incentive payable, as the case may be	
Settlement of the Proposed Conversion Offer	16 July 2021
Publication of an announcement through the website of the Hong Kong Stock Exchange and the Clearing Systems notifying the 2020 Bondholders of the completion of the delivery of the Conversion Shares and the payment of the Early Cash Incentive and the Cash Incentive	
Listing Rule 37.48 Announcement (where applicable)	Promptly after cancellation of the relevant 2020 Convertible Bonds
Publication of an announcement through the website of the Hong Kong Stock Exchange and the Clearing Systems notifying the 2020 Bondholders of the principal amount of the 2020 Convertible Bonds cancelled as a result of the conversion if the cancellation exceeds 10% of the principal amount of the 2020 Convertible Bonds pursuant to Rule 37.48 of the Listing Rules	

INFORMATION REGARDING THE GROUP

The Group is a leading cloud-based commerce and marketing solution provider for merchants in China, as well as a leading targeted marketing service provider on Tencent's social networking service platforms for merchants in China.

The Group principally engages in SaaS and targeted marketing services in China, which include providing enterprises with various intelligent business solutions tailored for industry verticals as well as targeted marketing services through Tencent and other social media platforms to advertise to selected audience.

GENERAL

As at the time of publication of this announcement, the Company has not received any indication of interests in respect of the Proposed Conversion Offer and therefore, the Proposed Conversion Offer may or may not materialise as contemplated or at all. Investors and Shareholders of the Company are reminded to exercise caution when dealing in the securities of the Existing Issuer or the Company.

Further announcement(s) in relation to the Proposed Conversion Offer will be made as and when necessary in accordance with the Listing Rules.

DEFINITION

In this announcement, the following expressions shall have the meanings set out below unless the context requires otherwise:

“Board”	the board of Directors
“2019 General Mandate”	the general mandate to allot, issue and deal with up to 402,271,000 Shares granted to the Directors by resolution of the Shareholders passed at the annual general meeting held on 20 June 2019
“Company”	Weimob Inc., a company incorporated in Cayman Islands with limited liability, the Shares of which are listed on the Main Board of the Hong Kong Stock Exchange (Stock Code: 2013)
“connected person”	has the meaning ascribed to it under the Listing Rules
“Director(s)”	the director(s) of the Company
“Group”	the Company and its subsidiaries
“HK\$”	Hong Kong dollars and cents, respectively, the lawful currency of Hong Kong
“Hong Kong”	the Hong Kong Special Administrative Region of the PRC
“Hong Kong Stock Exchange”	The Stock Exchange of Hong Kong Limited

“Listing Rules”	the Rules Governing the Listing of Securities on the Hong Kong Stock Exchange, as amended from time to time
“Main Board”	the stock market (excluding the option market) operated by the Hong Kong Stock Exchange which is independent from and operated in parallel with the GEM of the Hong Kong Stock Exchange
“PRC” or “China”	the People’s Republic of China. For the purposes of this announcement only and except where the context requires otherwise, excludes Hong Kong, the Macau Special Administrative Region of the PRC and Taiwan
“SFO”	the Securities and Futures Ordinance (Cap. 571, Laws of Hong Kong)
“Shareholder(s)”	the holder(s) of the Shares
“Share(s)”	ordinary share(s) of the Company with a par value of US\$0.0001 each
“Subsidiary(ies)”	has the meaning ascribed to it under the Listing Rules
“substantial shareholder(s)”	has the meaning ascribed to it under the Listing Rules
“Takeovers Code”	the Hong Kong Code on Takeovers and Mergers
“Tencent”	Tencent Holdings Limited, a limited liability company organized and existing under the laws of the Cayman Islands and the shares of which are listed on the Main Board of the Hong Kong Stock Exchange (stock code: 700) and/or its subsidiaries
“U.S.” or “United States”	the United States of America, its territories, its possessions and all areas subject to its jurisdiction
“U.S. Securities Act”	the United States Securities Act of 1933, as amended
“US\$”	United States dollars, the lawful currency of the United States
“%”	per cent.

By Order of the Board
Weimob Inc.
SUN Taoyong
Chairman of the Board and Chief Executive Officer

Shanghai, the PRC
6 July 2021

As at the date of this announcement, the Board comprises Mr. SUN Taoyong, Mr. FANG Tongshu, Mr. YOU Fengchun and Mr. HUANG Junwei as executive Directors; and Mr. SUN Mingchun, Mr. LI Xufu and Mr. TANG Wei as independent non-executive Directors.

* *For identification purpose only*