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UJU HOLDING LIMITED

优矩控股有限公司

(Incorporated in Cayman Islands with limited liability)

(Stock Code: 1948)

UNAUDITED OPERATING DATA FOR THE THIRD QUARTER ENDED SEPTEMBER 30, 2023

This announcement is made by UJU HOLDING LIMITED (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce the unaudited operating data of the Group for the nine months ended September 30, 2023, which is based on the information currently available to the Company and the preliminary review by the Board of the unaudited consolidated management accounts of the Group for the nine months ended September 30, 2023.

For the nine months ended September 30, 2023, the gross billing generated from online marketing solutions business recorded an amount of approximately RMB6,800.5 million, representing a decrease of approximately 29.1% as compared with the corresponding period of 2022, which was mainly due to the Group’s management of credit risk and optimization of customer base.

Comparing with the operational data for the second quarter of 2023, the quarter-over-quarter retention rate of the Group’s advertiser customers with gross billing over RMB10 million was 100%.

For the nine months ended September 30, 2023, due to the Group’s prudent control over the credit policies of customers and optimization of customer base, the Group’s operating cash inflow was approximately RMB623.0 million.

For the nine months ended September 30, 2023, our live streaming e-commerce business served 26 brands mainly in mass consumption and local lifestyle categories, and generated a gross merchandise volume (GMV) of approximately RMB323.7 million.

The above operating statistics are unaudited and are based on the preliminary internal information of the Group, which has not been audited or reviewed by the Company's auditor and may differ from the figures in the audited or unaudited consolidated financial statements to be published by the Company on an annual or half-yearly basis due to various uncertainties during the process of collecting such information. As such, the above operating statistics are preliminary in nature and are provided for investors' reference only. Shareholders of the Company and potential investors are advised to exercise caution and not to place undue reliance on such information when dealing in the securities of the Company. When in doubt, shareholders of the Company and potential investors are advised to seek professional advice from professionals or financial advisers.

By Order of the Board
UJU HOLDING LIMITED
Ma Xiaohui

Chairman of the Board and Executive Director

Beijing, November 10, 2023

As at the date of this announcement, the Board comprises Mr. Ma Xiaohui, Mr. Peng Liang and Ms. Luo Xiaomei as executive Directors, and Mr. Zhang Peiao, Ms. Lin Ting and Mr. Wang Wenping as independent non-executive Directors.