

*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.*



## **Zijing International Financial Holdings Limited**

### **紫荊國際金融控股有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 8340)**

#### **VOLUNTARY ANNOUNCEMENT COMMENCEMENT OF NEW BUSINESS ACTIVITY**

This announcement is made by Zijing International Financial Holdings Limited (the “**Company**”, together with its subsidiaries as the “**Group**”) on a voluntary basis. The purpose of this announcement is to keep the shareholders (the “**Shareholders**”) of the Company and potential investors informed of the latest business development of the Group.

The Group is principally engaged in the provision of corporate finance related services, including but not limited to general corporate finance advisory, placing and underwriting as well as initial public offerings related projects. Whilst the Group intends to maintain the continual operation of its existing principal businesses, the Group has been exploring and identifying potential investment opportunities to develop and diversify the Group’s existing business portfolio in order to diversify its income streams and achieve sustainable growth in the long run, thereby maximising the return to the Shareholders.

The board (the “**Board**”) of directors (the “**Director(s)**”) wishes to inform the Shareholders and potential investors of the Company that the Group intends to expand its principal businesses by engaging in online game business in overseas markets through licensing collaboration with game developers. According to publicly available information, the global mobile online game industry was valued at approximately US\$108.2 billion in 2022 and is projected to grow annually at a compound annual growth rate (CAGR) of approximately 13.6% during the period from 2023 to 2030, reaching approximately US\$339.5 billion by 2030. Taking into consideration, amongst other factors, (i) the forecasted growth in the global mobile online game industry; (ii) the increasing adoption of smartphones across the globe; (iii) the convenience and accessibility of mobile online games which can be played anywhere and at any time;

and (iv) the increasing popularity of augmented reality and virtual reality gaming, the Board considers that it is in the interests of the Company and the Shareholders as a whole for the Group to develop mobile online game business.

Currently, the Group is in the course of negotiation with a number of online game developers (the “**Developers**”) for potential licensing collaborations. Under the proposed collaborations, the Group would obtain from the Developers the exclusive rights to operate, promote and generate income from their self-developed online games in overseas markets, including Europe, United States of America and the Southeast Asia region.

In the meantime, the Group has identified and selected several online game operators which possess access to popular online platforms for potential collaborations with the Group in relation to the operation, promotion and marketing of licensed games. Once the Group has obtained the license rights of the licensed games, it would plan to operate and promote such games with the game operators in joint effort.

To facilitate the development of online game business, the Group plans to establish an in-house team specialised in the operation of the licensed games by recruiting personnel with the relevant skills, knowledge and experience in the relevant industry and designate resources for conducting sales, promotion and marketing activities for the licensed games.

Depending on the business scale and funding needs of the online game business as well as the prevailing market conditions, the Group will consider financing the development of such new business through internal resources, external equity and/or debt financing or a combination of the above.

**Shareholders of the Company and potential investors should exercise caution when dealing in the securities of the Company.**

By order of the Board  
**Zijing International Financial Holdings Limited**  
**Lee Chun Wai**  
*Chairman and Executive Director*

Hong Kong, 7 December 2023

*As at the date this announcement, the Board comprises Mr. Lee Chun Wai and Ms. Ji Yi being the executive Directors; and Mr. Choi Tak Fai, Ms. Lau Mei Suet and Mr. Tsang Ho Yin being the independent non-executive Directors.*

*This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirmed that to the best of their knowledge and belief, the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.*

*This announcement will remain on the “Latest Listed Company Information” page of the website of The Stock Exchange of Hong Kong Limited at <https://www.hkexnews.hk> for at least 7 days from the date of its posting and on the website of the Company at <http://www.hklistco.com/8340>.*