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(Stock Code: 223)

## **VOLUNTARY ANNOUNCEMENT ENTERING INTO OF THE BRAND STRATEGIC COOPERATION AGREEMENT WITH THE GUITAI LIQUOR OF HUTU GROUP'S AFFILIATED BRAND**

This announcement is made by Elife Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company announces that, on 23 December 2023, the Group entered into a Ten Billion Brand Empowerment Strategic Cooperation Framework Agreement (《百億品牌賦能戰略合作框架協議》) (the “**Brand Strategic Cooperation Agreement**”) with Guizhou Shengxiang Guitai Liquor (Group) Co., Ltd. (貴州盛享貴台酒業(集團)有限公司).

Both parties will jointly promote the comprehensive digital-intelligent marketing of the Guitai liquor brand, and establish an offline experience and fast sales service system in more than 500 hotel outlets and tourism scenarios of the Group across the country, offering a new era in digital-intelligent marketing for scenario-based experience of liquor.

### **THE CONTENT OF STRATEGIC COOPERATION**

In terms of brand digital-intelligent management, the Group will assist in the systematic digital-intelligent brand management for Guitai liquor, focusing on enhancing the establishment of brand's digital-intelligent system such as brand awareness, visualization and marketing.

In terms of brand communication, the Group will implement an efficient digital-intelligent communication plan to strengthen the brand image through online and offline experience activities etc.

In terms of brand supply chain business, an offline experience and fast sales service system in more than 500 hotel outlets and tourism scenarios by the Group across the country will be established, leveraging on nationwide supply chain resources of both parties.

Both parties agreed that the term of the cooperation shall be three years from the date of entering into the Brand Strategic Cooperation Agreement.

## **REASONS FOR AND BENEFITS OF ENTERING INTO THE BRAND STRATEGIC COOPERATION AGREEMENT**

This cooperation focuses on establishing an experience-based sales system for offline consumption-reach and consumption-interception in the core scenes of hotel and tourism where liquor consumption crowds gather, with the aim of offering a new era in digital-intelligent marketing for scenario-based experience of Guitai liquor by enhancing consumers' awareness and preference to Guitai liquor brand through physical interaction and experience.

This collaboration not only strengthens the market influence of Guitai liquor brand, but also expands the Group's business scope of "dining, lodging, transportation, travel, shopping and entertainment" of modern human production and living. It is expected to bring sustainable and incremental profit to both parties.

By order of the Board  
**Elife Holdings Limited**  
**Chow Chi Fai**  
*Company Secretary*

Hong Kong, 28 December 2023

*As at the date of this announcement, the executive Directors are Mr. Chiu Sui Keung, Ms. Qin Jiali, Mr. Zhang Shaoyan, Mr. Zhao Zhenzhong and Mr. Guo Wei, and the independent non-executive Directors are Mr. Cheng Wing Keung Raymond, Mr. Lam Williamson, Mr. Wong Hoi Kuen and Dr. Lam Lee G.*