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Yinsheng Digifavor Company Limited

銀盛數惠數字有限公司

(formerly known as NNK Group Limited 年年卡集團有限公司)

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 3773)

VOLUNTARY ANNOUNCEMENT

BUSINESS UPDATE IN RELATION TO THE DIGITAL MARKETING SERVICES

This announcement is made by Yinsheng Digifavor Company Limited (the “**Company**”, together with its subsidiaries, the “**Group**”), on a voluntary basis for the purpose of keeping its shareholders and potential investors informed of the latest business development of the Group.

DIGITAL MARKETING SERVICES COOPERATION AGREEMENT

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that Shenzhen Niannianka Network Technology Co., Ltd.* (深圳市年年卡網絡科技有限公司) (“**Shenzhen NNK**”), the Company’s PRC operating subsidiary, has entered into a cooperation agreement with Industrial and Commercial Bank of China Limited Jiangsu Provincial Branch* (中國工商銀行股份有限公司江蘇省分行) (“**ICBC Jiangsu**”), regarding the digital marketing services provided by Shenzhen NNK to ICBC Jiangsu (the “**Agreement**” or the “**ICBC Jiangsu Agreement**”).

Principal terms of the ICBC Jiangsu Agreement

Cooperation:	Shenzhen NNK has been selected by ICBC Jiangsu as its qualified supplier to provide marketing agent services regarding retail customer to ICBC Jiangsu and may provide such services subject to subsequent specific agreement(s) during the cooperation period.
Cooperation period:	The ICBC Jiangsu Agreement became effective on 19 January 2024 and shall remain in force until 18 January 2026.
Termination of the Agreement:	ICBC Jiangsu is entitled to unilaterally terminate the Agreement in light of actual circumstances.

REASONS FOR AND BENEFITS OF THE COOPERATION

The Board expects that the Group will be able to enhance its competitiveness and user base in the digital marketing service industry through the Agreement, and the synergies brought by the cooperation will benefit the business development of Shenzhen NNK.

All terms and conditions of the Agreement are negotiated on arm's length basis and entered into in the ordinary and usual course of business of Shenzhen NNK. The Board has confirmed that the Agreement is on normal commercial terms, and that such terms are fair and reasonable and in the interests of the Company and the shareholders of the Company as a whole.

To the best knowledge, information and belief of the Board after making all reasonable enquiries, ICBC Jiangsu and its ultimate beneficial owners are independent third parties of the Company and its connected persons.

By order of the Board of
Yinsheng Digifavor Company Limited
Guan Heng
Executive Director and Chief Executive Officer

Hong Kong, 19 February 2024

As at the date of this announcement, Mr. Huang Junmou, Dr. Zhou Jinhua and Mr. Guan Heng are the executive Directors; Mr. Fan Weiguo and Mr. Yu Zida are the non-executive Directors; and Ms. Zou Guoying, Dr. Li Yao and Mr. Zhang Mingqun are the independent non-executive Directors.

* *For identification purpose only.*