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**Be Friends Holding Limited**  
**交個朋友控股有限公司**

*(Incorporated under the laws of the Cayman Islands with limited liability)*

**(Stock Code: 1450)**

**VOLUNTARY ANNOUNCEMENT**  
**GROSS MERCHANDISE VOLUME IN THE FIRST QUARTER OF 2024**

This announcement is made by Be Friends Holding Limited (the “**Company**”) on a voluntary basis to keep the shareholders and potential investors of the Company informed of an update on business development of the Company and its subsidiaries (the “**Group**”).

In the first quarter of 2024, the Group achieved a total Gross Merchandise Volume (**GMV**) of approximately RMB2.432 billion, representing an increase of approximately 25% as compared to the first quarter of 2023.

The Group is a leading omnimedia service provider in China, mainly providing services of comprehensive video application involving full-chain services including live-streaming, video content production, product sales and system maintenance to new media platforms, industrial customers and broadcasters, etc.

This announcement is made based on a preliminary review of the unaudited operational data of the Group and the information currently available to the Board, and is not reviewed or audited by the Group’s auditors. The data do not constitute, represent or indicate the full picture of the Group’s total revenue or financial performance, and the information contained in this announcement is provided for reference only.

**Shareholders and potential investors of the Company are advised not to place undue reliance on the information disclosed herein and to exercise caution when dealing in the shares of the Company.**

By order of the Board  
**Be Friends Holding Limited**  
**Li Jun**  
*Chairman*

Hong Kong, 15 April 2024

*As at the date of this announcement, the executive Directors are Mr. Li Jun, Mr. Lo Chi Sum, Mr. Li Liang and Ms. Zhao Hui Li; and the independent non-executive Directors are Mr. Ma Zhan Kai, Dr. Yu Guo Jie and Mr. Kong Hua Wei.*