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**360 LUDASHI HOLDINGS LIMITED**

**360 魯大師控股有限公司**

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

**(Stock code: 3601)**

**DISCLOSEABLE TRANSACTION  
SUBSCRIPTION OF STRUCTURED DEPOSIT PRODUCT**

**SUBSCRIPTION OF STRUCTURED DEPOSIT PRODUCT**

References are made to the Announcements in respect of the subscriptions of the Original Structured Deposit Products from China Merchants Bank. As at the date of this announcement, the structured deposit product subscribed under the Structured Deposit Product Agreement XXXIX has matured, and the Group has redeemed the entire principal amount under the Structured Deposit Product Agreement XXXIX.

In order to fully utilize the Group's idle funds and generate better returns, on 4 July 2024, Chengdu Qilu, a subsidiary of the Company, entered into the Structured Deposit Product Agreement XL with China Merchants Bank, pursuant to which, Chengdu Qilu agreed to subscribe for the Structured Deposit Product of RMB45 million from China Merchants Bank. Such subscription was funded by the redeemed principal amount under the Structured Deposit Product Agreement XXXIX.

**LISTING RULES IMPLICATIONS**

As the Structured Deposit Product was subscribed from the same bank as and is of similar nature as the Original Structured Deposit Products, the subscription under the Structured Deposit Product Agreement XL shall be aggregated with the Original Structured Deposit Products pursuant to Rule 14.22 of the Listing Rules. As one or more of the applicable percentage ratios, on an aggregated basis, in respect of the Structured Deposit Product exceed 5% but all of the ratios are less than 25%, the subscription of the Structured Deposit Product therefore constitutes a discloseable transaction of the Company under Chapter 14 of the Listing Rules and is subject to the notification and announcement requirements under the Listing Rules.

References are made to the announcements of the Company dated 14 July 2023, 24 August 2023, 9 November 2023, 21 December 2023, 4 January 2024, 2 February 2024, 4 March 2024, 15 April 2024, 8

May 2024 and 5 June 2024 (the “**Announcements**”) in respect of the subscriptions of the Original Structured Deposit Products from China Merchants Bank. Unless the context otherwise specifies, terms used herein shall have the same meanings as those defined in the Announcements.

As at the date of this announcement, the structured deposit product subscribed under the Structured Deposit Product Agreement XXXIX has matured, and the Group has redeemed the entire principal amount under the Structured Deposit Product Agreement XXXIX.

In order to fully utilize the Group’s idle funds and generate better returns, on 4 July 2024, Chengdu Qilu, a subsidiary of the Company, entered into the Structured Deposit Product Agreement XL with China Merchants Bank, pursuant to which, Chengdu Qilu agreed to subscribe the Structured Deposit Product of RMB45 million from China Merchants Bank. Such subscription was funded by the redeemed principal amount under the Structured Deposit Product Agreement XXXIX.

### **The Structured Deposit Product Agreement XL**

The principal terms of the Structured Deposit Product Agreement XL are set out below:

|  |  |
|--|--|
| Date:                                      | 4 July 2024  |
| Product:                                   | Exchange rate-linked Series Bearish Two-tier 21-days Structured Deposit of China Merchants Bank* (招商銀行智匯系列看跌兩層區間21天結構性存款)  |
| Parties:                                   | Chengdu Qilu; and<br>China Merchants Bank  |
| Amount of the deposit:                     | RMB45 million  |
| Type:                                      | Principal-guaranteed with floating interest rate   |
| Linked subject and deposit interest:       | The interest on such deposit is linked to the exchange rate of EUR to USD. Deposit interest is determined based on the performance of the linked exchange rate of EUR to USD |
| Expected maturity interest rate per annum: | 1.65% to 2.46%   |
| Term of the deposit:                       | 21 days  |
| Value date:                                | 5 July 2024  |
| Expiry date:                               | 26 July 2024   |

Risk rating of the product R1 (cautious)  
(the risk rating made by  
the bank):

Termination and redemption: In principle, Chengdu Qilu has no right of early termination or redemption of the product

## **BASIS OF DETERMINATION FOR THE CONSIDERATION**

The Directors confirmed that the consideration of the subscription of the Structured Deposit Product was determined on the basis of normal commercial terms negotiated at arm's length between the Group and China Merchants Bank, having considered the then available surplus cash of the Group for treasury management purpose.

## **REASONS FOR AND BENEFITS OF THE SUBSCRIPTION**

Taking into account that (i) the Structured Deposit Product is fully principal-guaranteed and with minimal risks involved; (ii) compared with the deposit interest rates generally offered by commercial banks in the PRC, the return of the Structured Deposit Product is relatively high; and (iii) the Structured Deposit Product was funded by the Group's idle funds with a relatively short term which will not affect the operational liquidity of the Group, the Group decided to subscribe for the Structured Deposit Product to improve the utilization of its idle funds and generate better returns for the Group.

Accordingly, the Directors (including the independent non-executive Directors) are of the view that the terms of the Structured Deposit Product Agreement XL were arrived at after the arm's length negotiation and the transaction contemplated thereunder is on normal commercial terms which are fair and reasonable and in the interests of the Company and Shareholders as a whole.

## **INFORMATION ABOUT THE PARTIES**

### **The Company**

The Company was incorporated in the Cayman Islands with limited liability and through its subsidiaries, develops a series of PC and mobile devices utility software and offer them to users free-of-charge in exchange for online traffic that the Company monetizes by online advertising services, online game platforms and operation of exclusive licensed online game business.

### **Chengdu Qilu**

Chengdu Qilu is a limited liability company established in the PRC and is deemed to be a wholly-owned subsidiary of the Company pursuant to the Contractual Arrangements. It is principally engaged in the development and operation of paid features of Ludashi Software and online traffic monetization in the form of online advertising services.

## **China Merchants Bank**

China Merchants Bank is a commercial bank in the PRC, headquartered in Shenzhen. Its shares are listed on the Stock Exchange (stock code: 3968) and on the Shanghai Stock Exchange (stock code: 600036). China Merchants Bank is principally engaged in providing customers with various wholesale and retail banking products and services, and conducting capital businesses for itself and on behalf of customers.

To the best knowledge, information and belief of the Directors having made all reasonable enquiries, China Merchants Bank and its ultimate beneficial owner(s) are the third parties independent of the Company and its connected persons.

## **LISTING RULES IMPLICATIONS**

As the Structured Deposit Product was subscribed from the same bank as and is of similar nature as the Original Structured Deposit Products, the subscription under the Structured Deposit Product Agreement XL shall be aggregated with the Original Structured Deposit Products pursuant to Rule 14.22 of the Listing Rules. As one or more of the applicable percentage ratios, on an aggregated basis, in respect of the Structured Deposit Product exceed 5% but all of the ratios are less than 25%, the subscription of the Structured Deposit Product therefore constitutes a discloseable transaction of the Company under Chapter 14 of the Listing Rules and is subject to the notification and announcement requirements under the Listing Rules.

## **DEFINITIONS**

In this announcement, the following expressions shall have the following meanings unless the context requires otherwise:

|                        |   |
|------------------------|---|
| “Board”                | board of directors of the Company   |
| “Chengdu Qilu”         | Chengdu Qilu Technology Company Limited* (成都奇魯科技有限公司), a limited liability company established in the PRC on 25 November 2014 and is deemed to be a wholly-owned subsidiary of the Company pursuant to the Contractual Arrangements                     |
| “China Merchants Bank” | China Merchants Bank Co., Ltd., a joint stock company incorporated in the PRC with limited liability and the shares of which are listed on the Shanghai Stock Exchange (stock code: 600036) and the Main Board of the Stock Exchange (stock code: 3968) |
| “China” or “PRC”       | the People’s Republic of China  |

|  |  |
|--|--|
| “Company”                              | 360 LUDASHI HOLDINGS LIMITED (360魯大師控股有限公司), an exempted company with limited liability incorporated in the Cayman Islands, whose shares are listed on the Main Board of the Stock Exchange (stock code: 3601)   |
| “connected person(s)”                  | has the meaning ascribed to it under the Listing Rules   |
| “Contractual Arrangements”             | a series of contractual arrangements entered into by Chengdu Anyixun Technology Company Limited* (成都安易迅科技有限公司), Chengdu Qilu and the registered shareholders of Chengdu Qilu (where applicable), details of which are described in the “Contractual Arrangements” section of the prospectus of the Company dated 26 September 2019 |
| “Director(s)”                          | the director(s) of the Company   |
| “EUR”                                  | Euro, the lawful currency of Eurozone  |
| “Group”                                | the Company and its subsidiaries from time to time   |
| “Hong Kong”                            | the Hong Kong Special Administrative Region of the PRC   |
| “Listing Rules”                        | the Rules Governing the Listing of Securities on the Stock Exchange  |
| “Ludashi Software”                     | hardware and system benchmarking and monitoring software and App developed and operated by the Group   |
| “Original Structured Deposit Products” | the structured deposit products subscribed by the Group on 14 July 2023, 24 August 2023, 9 November 2023, 21 December 2023, 4 January 2024, 2 February 2024, 4 March 2024, 15 April 2024, 8 May 2024 and 5 June 2024, namely, the structured deposit products subscribed under Structured Deposit Product Agreements XXX to XXXIX  |
| “RMB”                                  | Renminbi, the lawful currency of China   |
| “Share(s)”                             | ordinary share(s) with nominal value of HK\$0.01 each in the share capital of the Company  |
| “Shareholders”                         | holder(s) of the Share(s)  |
| “Stock Exchange”                       | The Stock Exchange of Hong Kong Limited  |

|   |   |
|---|---|
| “Structured Deposit Product”              | The structured deposit product subscribed by Chengdu Qilu from China Merchants Bank on 4 July 2024 pursuant to the Structured Deposit Product Agreement XL                    |
| “Structured Deposit Product Agreement XL” | the agreement dated 4 July 2024 entered into between Chengdu Qilu and China Merchants Bank in relation to the subscription of the Structured Deposit Product of RMB45 million |
| “USD”                                     | United States dollars, the lawful currency of the United States   |
| “%”                                       | per cent  |

By order of the Board  
**360 Ludashi Holdings Limited**  
**Mr. Tian Ye**  
*Chairman and executive Director*

Hong Kong, 4 July 2024

*As at the date of this announcement, the Board comprises: Mr. Tian Ye and Mr. He Shiwei as executive Directors; Mr. Li Xin, Mr. Liu Wei and Mr. Zhao Dan as non-executive Directors; and Mr. Li Yang, Mr. Wang Xinyu and Mr. Zhang Ziyu as independent non-executive Directors.*

\* *For identification purpose only*