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中国奇点国峰控股有限公司

China Qidian Guofeng Holdings Limited

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 1280)

**SUPPLEMENTAL ANNOUNCEMENT
IN RELATION TO
LETTER OF INTENT IN RELATION TO POSSIBLE
ACQUISITION OF AN AI COMPANY**

Reference is made to the announcement of the Company dated 10 July 2025 (the “**Announcement**”) in relation to Possible Acquisition of the Target Company which an AI technology company with AI-driven enablement services for the interest-based e-commerce sector as core business. Capitalised terms used herein shall have the same meanings as those defined in the Announcement unless the context requires otherwise.

The Board wishes to supplement that the Target Company’s business is primarily divided into two main service categories: (i) data analytics and livestream e-commerce where the Target Company provides data-driven analytics and livestream e-commerce enablement services. This includes the deployment of proprietary AI algorithms for user behaviour analysis, automated script generation for short-form videos and livestreaming, and an algorithmic engine that matches products, content, and audiences within interest-based e-commerce ecosystems. The company’s technology architecture is built around a multi-dimensional AI Agent system, integrating both domestic and international large-scale language models. Services include AI-powered IP persona creation for influencers and brand representatives, consumer behavior analytics, personalized content recommendation engines, and precision marketing AI toolkits; and (ii) external seller operations management, where the Target Group provides operational management services based on its data processing capabilities and AI tools, focusing on optimizing their e-commerce presence and livestreaming effectiveness but it does not participate in direct sales.

In the immediate term, the Target Company will operate as an independent, wholly owned subsidiary and will charge inter-company service fees when providing AI technology support to the liquor and education related training segments. Accordingly, management does not anticipate presenting a separate reportable segment upon completion of the Possible Acquisition.

The Target Company's AI capabilities will enhance the Group's operations by driving efficiency and growth across its three existing principal businesses. In household appliances sales segment, the Target Company's recommendation engine will analyse behavioural data to present consumers with tailored product suggestions and thereby boost online conversion rates and streamline content creation and inventory management. In liquor sales segment, it will optimize marketing strategies and improve brand positioning. In education related training segment, the Group's integrated AI capabilities will personalize learning, deepen customer engagement, unify data assets, unlock cross-selling opportunities, and build a scalable, technology-driven ecosystem, delivering data-driven growth, improved monetization, reduced customer acquisition expenses. The Board therefore believes that the proposed acquisition would strengthen the Group's competitive position and establish a durable new engine for long-term shareholder value.

Although the Group has no existing management expertise in AI technology related business, by issuing new shares of the Company to the shareholders of the Target Company, including its management team with indirect interest, the Company ensures that these key personnel of the Target Company are closely aligned with the long-term interests and future development of the enlarged group. This mechanism is particularly significant given the technical expertise of the Target Company's team, which includes individuals with backgrounds in leading AI enterprises. The share-based settlement, combined with performance-based earn-out commitments and share lock-up arrangements, is specifically designed to bind the interests of these core talents to the sustained growth and integration of the Group. By linking the gradual unlocking of shares to the achievement of performance targets, the Company effectively incentivizes these key personnel to remain committed to ongoing technology upgrades and business integration, while significantly reducing the risk of short-term profit-taking and subsequent departure. This approach provides a solid foundation for the stability and continuity of the core team, which is essential for the Group's long-term competitiveness and robust development.

If the Formal Agreement materializes, the Possible Acquisition may constitute a notifiable transaction of the Company under the Listing Rules. Further announcement(s) will be made by the Company in accordance with all applicable requirements of the Listing Rules as and when appropriate.

The Company wishes to emphasize that no binding agreement in relation to the Possible Acquisition has been entered into as at the date of this announcement. As such, the Possible Acquisition may or may not proceed. Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

By Order of the Board
China Qidian Guofeng Holdings Limited
Yuan Li
Chairman

Shenzhen, the PRC, 8 August 2025

As at the date of this announcement, the Board comprises four executive Directors, namely Mr. Yuan Li, Mr. Sun Yue, Mr. Yuan Lijun and Mr. Zhuang Liangbao; one non-executive Director, namely Mr. Wang Xianfu, and three independent non-executive Directors, namely Mr. Zhang Yihua, Mr. Chen Rui and Ms. Tang Chung Kwan Brenda.