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偉俊集團控股有限公司*

Wai Chun Group Holdings Limited

(Incorporated in Bermuda with limited liability)

(Stock Code: 1013)

INSIDE INFORMATION
ENTERING THE GLOBAL TOP-TIER CREATOR ECONOMY
AND
COOPERATION AGREEMENT WITH
SUBSTANTIAL PERFORMANCE COMMITMENTS
TO ESTABLISH A HOLDING PLATFORM COMPANY

This announcement is made by Wai Chun Group Holdings Limited (the “**Company**”), together with its subsidiaries, collectively referred to as (the “**Group**”) pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities (the “**Listing Rules**”) on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that on 10 April 2026 (after trading hours), the Company and Xavvi US Inc (“**Party B**”), a world-leading influencer agency and operator, collectively referred to as (the “**Parties**”), formally signed a Platform Company Cooperation Agreement (the “**Agreement**”). The Parties will form a powerful alliance to jointly fund and establish a platform company (the “**Platform Company**”) which is controlled by the Company, so as to fully enter the highly dynamic global internet creator (influencer) economy and traffic monetization business.

* *for identification purpose only*

KEY HIGHLIGHTS OF THE COOPERATION AGREEMENT

1. Establishment of a Holding Platform Company to Lead Global Traffic Monetization

Pursuant to the Agreement, the Parties will jointly establish the Platform Company. The Company will hold **60%** equity interest in the Platform Company as the controlling shareholder and appoint three directors; Party B will hold 40% equity interest and appoint two directors. The daily operation, global business development and team management of the Platform Company will be fully undertaken by Party B, and the Company will provide full support by leveraging the capital and resource advantages of its listed platform.

2. Market-shocking Performance Commitments (Total US\$1.4 Billion Over Three Years)

To demonstrate its absolute confidence in the future profitability of the Platform Company, Party B has made a performance commitment with material financial significance. Party B undertakes that the **net profits actually distributed to the Company (as the controlling shareholder) by the Platform Company** in the three financial years of 2026, 2027 and 2028 shall be **no less than the following substantial amounts respectively**:

- **2026:** not less than **US\$200 million** (approximately HK\$1.56 billion)
- **2027:** not less than **US\$400 million** (approximately HK\$3.12 billion)
- **2028:** not less than **US\$800 million** (approximately HK\$6.24 billion)

The total committed net profits to be distributed to the Company over the three years amounting to as high as US\$1.4 billion (approximately HK\$10.92 billion). This performance commitment not only provides a solid moat for the Group's future cash flow and profits growth, but also indicates that the new business will become a core profits engine for the Company going forward.

3. **Highly Aligned Incentive Mechanism**

To incentivize Party B to achieve the aforementioned ambitious targets and maximize the interests of the shareholders of the Company (the “**Shareholders**”), the Company hereby undertakes that: If Party B successfully fulfills the aforesaid performance commitments, the Company shall grant to Party B or its qualified designated employees share options representing **10%** of the total issued share capital of the Company as a reward. The exercise price shall be determined strictly by reference to the Listing Rules of the Stock Exchange on the date of granting such share option rewards. If the performance commitments are not fulfilled, the Company shall have no obligation to grant such rewards. This arrangement achieves a deep alignment of interests between the management team of the Platform Company and the Shareholders. highly scarce global top-tier internet celebrity matrix resources.

HIGHLY SCARCE GLOBAL TOP-TIER INFLUENCERS MATRIX RESOURCES OF PARTY B

Party B is a professional institution with abundant global influencer resources and top-tier experience in operating internet platforms. As of 6 April 2026, Party B has entered into exclusive cooperation agreements with **91** highly influential global content creators, establishing a large-scale cross-platform private traffic pool on platforms including TikTok, Instagram and YouTube.

The creator matrix under contract demonstrates exceptionally high commercial value and strong fan loyalty, with the specific breakdown as follows:

- **Top-tier creators with 10M+/near 10M followers: 2** super creators with **over 5 million** followers (e.g., Joey Reed, with more than 5 million TikTok followers); **1** top creator with **3.8 million** followers (Leon Zellers).
- **Mid-tier creators with millions of followers: 9** creators with **1 million to 3 million** followers (including Dimucc, Luwucifer, Derek Fry, Eliandmikelive, and etc.).
- **High-growth potential creator matrix: 29** creators with **100,000 to 1,000,000** followers; **47** creators with **50,000 to 100,000** followers.

The aforesaid nearly 100 creators cover multiple high-monetization vertical sectors including entertainment, lifestyle, music and sports, with a combined global reach of hundreds of millions of active followers. Following the establishment of the Platform Company, it will rapidly leverage this extremely scarce traffic matrix to develop high-margin businesses including but not limited to, global brand endorsements, live-streaming e-commerce, content IP incubation and cross-border e-commerce.

REASONS FOR AND BENEFITS OF ENTERING INTO THE AGREEMENT

The Board is of the view that in the current era of exponential growth in the global digital economy and the creator economy, traffic has become the core commercial asset.

- 1. Building a second growth curve:** This cooperation marks the Group's formal entry into the trillion-scale global internet traffic monetization sector, representing a major strategic upgrade to the Group's existing businesses.
- 2. Highly Certain Profits Returns:** Party B's commitments to distribute a total net profits of US\$1.4 billion over three years will fundamentally reshape the Company's financial statements, and is expected to bring explosive profits growth and abundant cash flows to the Company.
- 3. Resource Complementarity and Win-Win Cooperation:** The Company's capital market advantages are perfectly aligned with Party B's top-tier operational capabilities on major overseas social platforms such as TikTok and Instagram, as well as its monopolistic influencer resources.

The Board (including the independent non-executive Directors) is of the view that the terms of this Agreement are entered into on normal commercial terms, fair and reasonable, and are in the best interests of the Company and its Shareholders as a whole. The Company will publish further announcement(s) in due course regarding the business progress and performance achievement of the Platform Company.

Shareholders and potential investors are advised to exercise caution when dealing in the shares of the Company.

RESUMPTION OF TRADING

At the request of the Company, the trading of the shares of the Company (the “**Shares**”) on the Stock Exchange has been halted with effect from 9:00 a.m. on Monday, 13 April 2026 for one day pending the release of this announcement. Application has been made by the Company to the Stock Exchange for the resumption of trading in the Shares with effect from 9:00 a.m. on Tuesday, 14 April 2026.

By order of the Board
Wai Chun Group Holdings Limited
Lam Ka Chun
Chairman

Hong Kong, 13 April 2026

As at the date of this announcement, the Board consists of one executive director, namely Mr. Lam Ka Chun (Chairman and Chief Executive Officer) and three independent non-executive directors, namely Mr. Wong Po Keung, Mr. Wang Ziniu and Ms. Xu Huiling.