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NETJOY HOLDINGS LIMITED

云想科技控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2131)

INSIDE INFORMATION

(1) QUARTERLY UPDATE ON RESUMPTION PROGRESS; AND (2) CONTINUED SUSPENSION OF TRADING

This announcement is made by Netjoy Holdings Limited (the “**Company**”, together with its subsidiaries and consolidated affiliated entities, collectively referred to as the “**Group**”) pursuant to Rule 13.09 and Rule 13.24A of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) 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).

References are made to: (i) the announcement of the Company dated April 1, 2025 in relation to, among others, the suspension of trading of the Company’s shares; (ii) the announcements of the Company dated March 31, 2025, April 1, 2025, April 30, 2025, July 21, 2025, and August 29, 2025 in relation to, among others, the delay and further delay in the publication of the 2024 Annual Results and/or dispatch of 2024 Annual Report, and the dispatch of the 2024 Annual Report on July 10, 2026; (iii) the announcements of the Company dated July 15, 2025, July 21, 2025, September 30, 2025, December 29, 2025, March 30, 2026, and June 30, 2026 in relation to, among others, Resumption Guidance issued to the Company by the Stock Exchange (“**Resumption Guidance**”) and the quarterly update on status of resumption; (iv) the announcement of the Company dated August 29, 2025, March 30, 2026, and July 24, 2026 in relation to, among others, the delay, further delay in, and publication of the 2025 Interim Results and 2025 Annual Results, and the dispatch of 2025 Interim Report and 2025 Annual Report; (v) the announcement of the Company dated March 30, 2026, August 6, 2026 and August 14, 2026 in relation to, among others, the delay in and publication of the 2025 Annual Results and the dispatch of 2025 Annual Report; (vi) the announcement of the Company dated August 28, 2026 and September 24, 2026 in relation to the publication of the 2026 Interim Results and dispatch of 2026 Interim Report; (vii) the announcement of the Company dated April 2, 2026 in relation to, among others, the key findings of the independent forensic investigation (“**Independent Investigation**”); (viii) the announcements of the Company dated June 22, 2026 and August 6, 2026 in relation to, among others, the results of the Internal Control Review and a follow-up review (“**Internal Control Follow-up Review**”) conducted by the Internal Control Consultant; and (ix) the announcements of the Company dated August

19, 2026 and September 21, 2026 in relation to changes in Board composition (collectively referred to as the “**Announcements**”). Unless otherwise defined, capitalised terms used herein shall have the same meanings as used in the Announcements.

(1) QUARTERLY UPDATE ON RESUMPTION PROGRESS

Pursuant to Rule 13.24A of the Listing Rules, the Board wishes to update the Shareholders and potential investors that as at the date of this announcement, the latest development of the Company and the resumption plan and progress are as follows:

Update on the Independent Investigation

As stated in the Independent Investigation announcement dated April 2, 2026 and the announcement dated June 30, 2026 on the quarterly update on status of resumption, the Investigation Firm has completed the Independent Investigation and issued the Investigation Report on April 2, 2026.

Update on the Internal Control Review

As stated in the announcement dated June 22, 2026 regarding the key findings of the Internal Control Review, the Internal Control Consultant has set out in the Internal Control Review Report its review results in the Group’s internal control systems and procedures and its recommendations to rectify the internal control deficiencies identified.

On August 6, 2026, the Internal Control Consultant has completed and issued the Follow-up Review Report setting out its review of the Company’s implementation progress in respect of the remedial measures recommended in the Internal Control Review Report. Apart from two recommended measures which were rendered inapplicable as the Company has ceased its short drama procurement business and currently only operates with a single warehouse, based on the follow-up review conducted by the Internal Control Consultant, all other recommended remediation measures have been put into operation by the Group, and the governance over the Company’s internal management has been strengthened.

Update on publishing outstanding financial information

The Company has dispatched the 2024 Annual Report on July 10, 2026, published the 2025 Interim Results in its announcement dated July 24, 2026 and dispatched its 2025 Interim Report on the same day. It has also published its audited 2025 Annual Results in its announcement dated August 6, 2026 and dispatched the 2025 Annual Report on August 14, 2026.

Despite the delays in publishing the aforesaid financial results and reports, the Company has published its 2026 Interim Results in its announcement dated August 28, 2026 and dispatched the 2026 Interim Report on September 24, 2026, both within the time limit prescribed under the Listing Rules.

In this connection, the Company has published all outstanding financial information as noted in the Resumption Guidance.

Update on Business Operations

The Company is an industry-leading intelligent marketing platform in China. With the mission of connecting global businesses with their target audience, the Company is dedicated to providing one-stop short video marketing solutions from customised content creation, automatic cross-platform distribution, results tracking, to real-time analysis, and e-commerce empowerment, serving high-growth customers from different verticals with the help of the latest innovation and technology.

As at the date of this announcement, all material business operations of the Group continue as usual, and daily operations remain unaffected despite the suspension of trading in the Company's shares. In the first half of 2026, the Group's overall revenue decreased as compared with the corresponding period of last year, while, benefitting from the continued optimisation of its business structure and project portfolio, its overall gross profit and gross profit margin increased as compared to the corresponding period of last year. The Group has maintained stable operations and continues to uphold a sound financial position.

The Company will continue to closely monitor its business operations and will make further announcement(s) as and when appropriate.

Updates on other resumption conditions

As stated in the announcement of the Independent Investigation and the quarterly update announcement dated June 30, 2026, the Company has terminated the employment of personnel associated with the 3C Project whose integrity, competence and/or character was in question as identified in the Independent Investigation.

To ensure that the Company is led by a Board without any regulatory concerns regarding its integrity, competence or character, the Company has undertaken a restructuring of its Board and the respective Board committees. As part of this restructuring, Mr. Dai Liquan was re-designated from a non-executive director to an executive director, and Mr. Xu Jiaqing was re-designated from an executive director to a non-executive director. In addition, Mr. Shen Jianbo was appointed as an executive director, Ms. Zheng Feiyun was appointed as an independent non-executive director and a member of the Audit Committee and Remuneration Committee, and Mr. Bau Siu Fung was appointed as an independent non-executive director and a member of the Audit Committee. For details of the background of the new appointees, please refer to the Company's announcements dated August 19, 2026 and September 21, 2026.

In this connection, the Board is of the view that, with the completion of the Independent Investigation, the Internal Control Review and the Internal Control Follow-up Review, the publication and dispatch of all outstanding financial results and reports required under the Listing Rules, the restructuring of the Board and the respective committees, and the submission of all required information to the Stock Exchange for its assessment of the Company's case, the Company is able to satisfy all the resumption conditions set out in the Resumption Guidance. On September 26, 2026, the Company submitted a resumption proposal to the Stock Exchange seeking approval for the resumption of trading of its shares at the earliest possible date. The proposal is currently pending the Stock Exchange's consideration.

The Company will continue to keep its Shareholders and potential investors abreast of any relevant material development by making further announcement(s) as and when appropriate in accordance with the requirements under the Listing Rules. The Company will continue to work closely with its professional advisers and proactively take all necessary and appropriate steps to satisfy the Stock Exchange on its fulfilment of the Resumption Guidance, with the aim to resume trading in its shares on the Stock Exchange as soon as practicable.

The Company will make further announcements as and when appropriate should there be any material development on the resumption progress.

(2) CONTINUED SUSPENSION OF TRADING

Trading in the Company's shares on the Stock Exchange has been suspended with effect from 9:00 a.m. on Tuesday, 1 April 2025. Trading in the Shares will remain suspended pending fulfilment of all the Resumption Guidance and any supplement or modification thereto.

Shareholders and potential investors should exercise caution when investing or dealing in the securities of the Company.

By order of the Board
Netjoy Holdings Limited
XU Jiaqing
Chairman of the Board

Shanghai, the PRC, September 28, 2026

As at the date of this announcement, the Board comprises Mr. DAI Liquan and Mr. SHEN Jianbo as executive Directors; Mr. XU Jiaqing and Mr. WANG Jianshuo as non-executive Directors; and Mr. CHEN Changhua, Dr. RU Liyun, Ms. CUI Wen, Ms. ZHENG Feiyun and Mr. BAU Siu Fung as independent non-executive Directors.