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Marketingforce Management Ltd

邁富時管理有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 2556)

VOLUNTARY ANNOUNCEMENT CAPITAL INCREASE AND INTRODUCTION OF INVESTORS INTO A SUBSIDIARY

This announcement is made by Marketingforce Management Ltd (the “**Company**”, together with its subsidiaries and its consolidated affiliated entities, the “**Group**”) on a voluntary basis to inform the shareholders of the Company and potential investors of the latest business development of the Group.

The board of directors (the “**Directors**”) of the Company (the “**Board**”) is pleased to announce that on December 31, 2024, Defushi Intelligent Technology (Jiaxing) Co., Ltd. (德富時智能技術(嘉興)有限公司) (“**Jiaxing Defushi**”), an indirect subsidiary of the Company, entered into a capital increase agreement with Jiaxing Nanhu Keying Equity Investment Partnership (Limited Partnership) (嘉興南湖科盈股權投資合夥企業(有限合夥)) (“**Jiaxing Nanhu Keying**”) and Shanghai Yitu Enterprise Management Co., Ltd. (上海羿圖企業管理有限公司) (“**Shanghai Yitu**”), respectively. According to the capital increase agreements, each of Jiaxing Nanhu Keying and Shanghai Yitu agreed to subscribe for the additional registered capital of RMB2,380,952 and RMB846,561 in Jiaxing Defushi at a consideration of RMB45 million and RMB16 million, respectively. Upon completion of the capital increase, the registered capital of Jiaxing Defushi will be increased from RMB10,000,000 to RMB13,227,513, and Trueland Information and Technology (Shanghai) Co., Ltd. (珍島信息技術(上海)股份有限公司) (“**Shanghai Trueland**”), a consolidated affiliated entity of the Company, Jiaxing Nanhu Keying and Shanghai Yitu will hold 75.6%, 18.0% and 6.4% of the equity interest in Jiaxing Defushi, respectively. Upon completion of the capital increase, Jiaxing Defushi will remain an indirect subsidiary of the Company.

To the best of the Directors' knowledge, information and belief having made all reasonable enquiries, Jiaxing Nanhu Keying and Shanghai Yitu are third parties independent of the Company and connected persons of the Company. As all of applicable percentage ratios in respect of the transactions under the capital increase agreements under Chapter 14 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited is less than 5%, the transactions contemplated under the capital increase agreements do not constitute discloseable transactions for the Company.

Jiaxing Defushi is an AI-based human resources SaaS company, and the capital increase and the introduction of investors will facilitate the Group's development of its AI SaaS business, providing capital support for the Group's operation, and offering a more comprehensive range of SaaS products and solutions to its customers.

Shareholders and potential investors of the Company should exercise caution when dealing with the shares of the Company.

By order of the Board
Marketingforce Management Ltd
ZHAO Xulong
Chairman of the Board and Chief Executive Officer

Hong Kong, December 31, 2024

As at the date of this announcement, the Directors of the Company are: Mr. ZHAO Xulong as chairman, executive Director and chief executive officer, Mr. XU Jiankang as executive Director, Ms. ZHAO Fangqi and Mr. HUANG Shaodong as non-executive Directors and Mr. YANG Tao, Mr. QIN Ci and Mr. CHEN Chen as independent non-executive Directors.