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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)

ANNOUNCEMENT

BUSINESS UPDATES FOR THE THIRD QUARTER OF 2025; INFORMATION ON DIRECTOR

BUSINESS UPDATES FOR THE THIRD QUARTER OF 2025

Marketingforce Management Ltd (the “**Company**”, together with its subsidiaries as the “**Group**”) voluntarily announces the business updates of the Group for the three months ended September 30, 2025 (the “**Q3 2025**”) to inform the Company’s shareholders (“**Shareholders**”) and potential investors of the latest business developments of the Group.

The board of directors of the Company (the “**Board**”) hereby informs the Shareholders and potential investors that, based on a preliminary assessment of the information currently available to the Group, for the Q3 2025, the revenue from the Group’s AI+SaaS business increased by approximately 45% as compared to the same period in 2024; the gross revenue from its precision marketing services increased by approximately 37% as compared to the same period in 2024.

The Group has continued to strengthen its AI Agent product matrix, officially launching two new products, “International AI+CDP MA” and “AgentData”, and upgrading the release of “Nora, the Video Marketing Expert”, thereby further expanding its capabilities in cross-border marketing and data-intelligent decision-making. Building on the AI-Agentforce Mid-Platform 2.0, the Group has further developed data governance and multi-agent collaboration capabilities, enhancing the mid-platform’s application value and broadening the scenarios for AI Agent deployment. At the same time, the Group continued to increase investment in training the Tforce large language model for marketing, improving the professional dialogue generation capabilities of vertical-specific AI Agents, and further optimizing customer experience and marketing performance. These products enhance the multi-scenario, multi-modal platform capabilities of the AI-Agentforce Mid-Platform 2.0 through AI Agent technology, helping enterprises achieve more efficient data-driven decision-making and automated execution in global operations.

Information contained in this announcement is only based on the Company's preliminary assessment of the information currently available to the Group, which has not been audited or reviewed by the auditor of the Company, and may be subject to modification or adjustment. Shareholders and potential investors are advised to exercise caution when dealing in the Company's securities.

INFORMATION ON DIRECTOR

Reference is made to the announcement of the Company dated September 8, 2025 (the "**Announcement**") in relation to, among other things, appointment of directors. Unless the context otherwise requires, terms used herein shall have the same meanings as those defined in the Announcement.

The Company would like to announce that, having considered Mr. ZHAO Guoshuai's qualifications and experience, his duties and responsibilities within the Company, the Company's financial position and prevailing market standards, the Remuneration Committee of the Company and the Board have hereby determined that the remuneration for Mr. ZHAO Guoshuai in his roles as an executive Director, Co-Chairman of the Board and global executive president shall be HK\$5,000,000 per annum, plus a discretionary bonus.

Save as disclosed above, all information and contents set out in the Announcement remain unchanged.

By Order of the Board
Marketingforce Management Ltd
Mr. ZHAO Xulong
Chairman of the Board and Chief Executive Officer

Hong Kong, November 19, 2025

As at the date of this announcement, the Directors of the Company are: Mr. ZHAO Xulong as Chairman of the Board, executive Director and chief executive officer, Mr. ZHAO Guoshuai as Co-Chairman of the Board, executive Director and global executive president, Mr. XU Jiankang as executive Director, and Mr. YANG Tao, Ms. LI Yingjie and Mr. CHEN Chen as independent non-executive Directors.