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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 BUSINESS UPDATES FOR THE FIRST QUARTER OF 2026

Marketingforce Management Ltd (the “**Company**”, together with its subsidiaries and consolidated affiliated entities (collectively, the “**Group**”)) voluntarily publishes the business updates of the Group for the three months ended March 31, 2026 (the “**First Quarter of 2026**”), with the aim of informing the shareholders of the Company (the “**Shareholders**”) and potential investors of the Group’s latest business developments.

The board of directors of the Company (the “**Board**”) hereby informs the Shareholders and potential investors that, based on the preliminary assessment of the information currently available to the Group, during the First Quarter of 2026, the Group’s AI application business revenue increased by approximately 110.5% as compared to the same period in 2025; the gross revenue of precision marketing services increased by approximately 0.9% as compared to the same period in 2025.

The Group continues to deepen its “Model + Data + Platform + Scenario” four-layer architecture, evolving comprehensively towards an AI native application platform. During the First Quarter of 2026, the Group officially launched the AI native operating system GenAI OS, the AI Agentforce intelligent agent mid platform 3.0, the KnowForce AI knowledge mid platform, and introduced the Data-Agent Business Analysis Master. The product matrix covers enterprise level AI Agent application clusters and the AI Agent development management platform, building full stack capabilities ranging from model integration, computing power scheduling, knowledge governance to agent collaboration. It covers core enterprise business scenarios such as marketing, sales, customer service and research and development, further strengthening the product depth of the “full scenario AI employee matrix” and the AI native application platform. On the technical infrastructure level, the Group continues to increase investment in multi model integrated scheduling frameworks and industry knowledge graphs. The Tforce as the large marketing model has completed a new round of iterations, further improving the response accuracy and reasoning efficiency of intelligent agents in vertical scenarios.

In terms of pricing models, the Group is steadily advancing its transformation from traditional subscription models to diversified models such as pay for performance and pay per call. Products such as GEO and EVA have taken the lead in implementing a hybrid “consumption + effect” charging method, deeply aligning with customer interests and further validating the commercial feasibility of the “scenario Token” economy.

The Group will continue to adhere to the integrated strategy of “Model + Data + Platform + Scenario”, taking the AI native application platform as its core to promote the large scale implementation of enterprise level AI applications, creating long term value for the Shareholders and customers.

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

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

Hong Kong, April 15, 2026

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.