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Maoye International Holdings Limited

茂業國際控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 848)

**SUPPLEMENTAL ANNOUNCEMENT
CONTINUING CONNECTED TRANSACTION RELATING TO INTERNET
PROMOTION SERVICE AGREEMENT**

Reference is made to the announcement (the "**Announcement**") of Maoye International Holdings Limited (the "**Company**") dated 18 August 2021 in relation to the Internet Promotion Service Agreement entered into between Maoye Digital Intelligence, an indirect non-wholly owned subsidiary of the Company and Shenzhen Shijin. Capitalised terms used herein shall have the same meanings as those defined in the Announcement unless the context otherwise requires.

The Board wishes to provide the shareholders and potential investors of the Company with further information in relation to the Internet Promotion Service Agreement as follows.

As disclosed in the section headed "The Internet Promotion Service Agreement" on page 3 of the Announcement:

Pricing policy: The service fees charged by Shenzhen Shijin for the advertising and value-added services to be provided to Maoye Digital Intelligence are no less favourable than (i) the market service fee prices published by official platforms including Tencent and ByteDance, and (ii) fee quotes obtained from two independent third parties in the market for the provision of similar services. It also depends on the mode of advertisement and location of which the advertisement is to be published, e.g. the core city, the major city or the ordinary city.

The Company wishes to supplement that before entering into the Internet Promotion Service Agreement, the Group compared the internet promotion services to be provided by Shenzhen Shijin with similar internet promotion services provided by independent third party suppliers (by obtaining fee quotes from independent third party suppliers in the market and/or the market service fee published by official platforms), as well as similar internet promotion services provided by independent third party suppliers to the Group in the past. The Company has arrived at the conclusion that the promotion services proposed to be provided by Shenzhen Shijin were better.

In addition to the above, the service fees charged by Shenzhen Shijin for the advertising and value-added services to be provided to Maoye Digital Intelligence adopts the following principle: the unit price of the service fee is charged on the basis of RMB20 to RMB70 per thousand exposures (depending on the city where the advertisement is published).

By Order of the Board
Maoye International Holdings Limited
Mr. Huang Mao Ru
Chairman

Hong Kong, 23 August 2021

As at the date of this announcement, the Board comprises three executive directors, namely, Mr. Huang Mao Ru, Mr. Zhong Pengyi and Ms. Lu Xiaojuan; one non-executive director, namely Mr. Wang Bin; and three independent non-executive directors, namely, Mr. Rao Yong, Mr. Pao Ping Wing and Mr. Gao Yajun.