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儒意控股
RUYI HOLDINGS

China Ruyi Holdings Limited

中國儒意控股有限公司

(a company incorporated in Bermuda with limited liability)

(Stock Code: 136)

VOLUNTARY ANNOUNCEMENT

LATEST DEVELOPMENT ON THE FIRST GAME — WAR OF THREE KINGDOMS*

This announcement is made by China Ruyi Holdings Limited (the “**Company**”, together with its subsidiaries and its controlled entities, the “**Group**”) on a voluntary basis. Reference is made to the announcement of the Company dated 26 May 2022 (the “**Announcement**”), in relation to (among others) the launch of the Group’s first game — War of Three Kingdoms* 《亂世逐鹿》. Unless otherwise defined, capitalized terms used in this announcement shall have the same meanings as those defined in the Announcement.

The board of directors the Company (the “**Board**”) is pleased to announce that The War of Three Kingdoms* 《亂世逐鹿》, an epic Three Kingdoms strategy mobile game officially launched by Jingxiu Games (景秀遊戲) of the Group on 26 May 2022, has reached a total number of 1.34 million registered players and over RMB100 million of total recharge amount following its official launch as at 19 July 2022.

The War of Three Kingdoms* 《亂世逐鹿》 is the first game launched by the Group since it tapped into the game business. Looking ahead, the Group will continue to adhere to its quality-focused development strategy, continue to launch more quality game projects, and provide premier services to fully satisfy users with higher-quality and more diversified entertainment experiences, such that the Group can further enhance users’ stickiness and attract more new users, with hopes to further elevate in the Group’s revenue.

As of the date of this announcement, multiple games under Jingxiu Games (景秀遊戲) are in the preparatory stage and are expected to be respectively launched this year and next year. Of which, Chuanqi Tianxia* 《傳奇天下》 has completed final testing and is scheduled to officially launch in the near future.

There is no assurance that any forward-looking statements regarding the Group as set out in this announcement and any of the matters or transactions set out herein are attainable, will actually occur or will be realised or are complete or accurate. Any financial or other information or data of the Group disclosed in this announcement has not been audited or reviewed by the Company's auditors. Shareholders and/or potential investors of the Company are advised to exercise caution when dealing in the securities of the Company and not to place any excessive reliance on the information disclosed herein. Any Shareholder or potential investor who is in doubt is advised to seek advice from professional advisors.

By Order of the Board
China Ruyi Holdings Limited
Ke Liming
Chairman

Hong Kong, 20 July 2022

As at the date of this announcement, the executive directors of the Company are Mr. Ke Liming, Ms. Chen Xi, Mr. Wan Chao and Mr. Zhang Qiang; and the independent non-executive directors of the Company are Mr. Chau Shing Yim, David, Mr. Nie Zhixin, Mr. Chen Haiquan and Professor Shi Zhuomin.

** For identification purposes only.*