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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)

GAME BUSINESS

LAUNCH OF THE SECOND GAME — CHUANQI TIANXIA*

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 circular of the Company dated 12 April 2022 (the “**Circular**”), in relation to (among others) the continuing connected transactions in relation to the cooperation of the Group with Tencent Computer in the provision of game technology and channel promotion services. Unless otherwise defined, capitalized terms used in this announcement shall have the same meanings as those defined in the Circular.

LAUNCH OF THE SECOND GAME — CHUANQI TIANXIA* 《傳奇天下》

The board of directors the Company is pleased to announce that, following the launch of The War of Three Kingdoms* 《亂世逐鹿》, the Group’s first game, on 26 May 2022, the Group’s Jingxiu Games (景秀遊戲) has launched Chuanqi Tianxia* 《傳奇天下》 on 26 July 2022, which is the first massive multiplayer online role-playing mobile game under the Chuanqi series. Chuanqi Tianxia* 《傳奇天下》 is endorsed by Jordan Chan Siu-Chun (陳小春), a famous singer and actor, with Li Naiwen (李乃文), a famous actor, Collin Chou (鄒兆龍), a famous actor, and Zhou Xiaoou (周曉鷗), a famous singer, jointly acting as celebrity referrers (群星推薦官).

Chuanqi Tianxia* 《傳奇天下》 is an officially licensed mobile game of the Chuanqi series developed using the Unreal Engine 4 (UE4). With four years of dedicated effort, Chuanqi Tianxia* 《傳奇天下》 has been carefully crafted under the close collaboration within the game client development team. The game not only inherits the traditional gameplay and classic elements of the Chuanqi series, but also substantially enriches the game content and delivers cross-generation upgrades to the graphics based on the core gameplay. Benefited from the Unreal Engine 4, the leading engine in the industry, the game manages to present an exquisite ecological environment and realistic character models. Coupling with brand new skill effects and shared-screen multiplayer game experience, Chuanqi Tianxia* 《傳奇天下》 is committed to deliver players the most enjoyable siege battle experience with its Gongsha (攻沙) gameplay which involves gate breaking (破城門), flag capturing (奪戰旗) and castle fighting (戰皇城).

The game is exclusively distributed by the Group. It is also the second game officially launched by the Group after entering into in-depth cooperation with Tencent Group in the game business field. Through downloading the game via WeChat/Weixin, QQ Game Center, App Store, official website, oppo, vivo and other means, players can readily enjoy the game anytime, anywhere.

Chuanqi Tianxia* 《傳奇天下》 is the second game launched by the Group since it tapped into the gaming business. It is expected that the Group will continue to strive to secure more quality game projects in the future, and such projects are expected to launch in the next two years. The management will continue its efforts to further develop its game businesses to enrich the game business segment.

FORWARD-LOOKING STATEMENT

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. 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, 26 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.*