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**WEIMOB INC.**

微盟集團\*

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 2013)**

**U.S.\$300,000,000 Zero Coupon Guaranteed Convertible Bonds due 2026**

**(Stock Code: 40702)**

## **INSIDE INFORMATION**

### **ANNOUNCEMENT ON THE POTENTIAL BUSINESS REORGANIZATION OF THE GROUP**

This announcement is made by Weimob Inc. (the “**Company**”) pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Hong Kong Listing Rules**”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The Company is currently in the process of initially planning the potential business reorganization of the Company and its subsidiaries (the “**Group**”) to consider transfer of approximately 50% or more of the equity interest in Shanghai Weimob Culture Media Co., Ltd. (上海微盟文化傳媒有限公司) (the “**Target Company**”), the Group’s wholly-owned subsidiary, based on the overall valuation of the Target Company which is expected to be no less than RMB3.6 billion (the “**Potential Transaction**”), for cash consideration of no less than RMB1.8 billion, in order to seek partial or whole listing of the Target Company in the domestic capital market through the Potential Transaction. As of the date of this announcement, the Group is currently in preliminary discussions with certain potential buyers regarding the Potential Transaction. If the Potential Transaction is materialised, it is expected that the Target Company may or may not cease to be a subsidiary of the Company, but the Company is expected to still hold certain equity interest in the Target Company.

If the Potential Transaction is materialised, (i) the impact on the cash flow of the Group resulted from the working capital of the Target Company (Weimob Marketing) may be probably reduced, which will enable the Company focus on the long-term development of Weimob Corporate Services with more resources; (ii) in the long run, it will enable the Target Company to obtain valuation and financing channels in the domestic capital market as an independent entity, so as to reflect the independent intrinsic value of this part of business and enhance the value of the Company's interests in the Target Company. The cash proceeds from the Potential Transaction is intended to be used primarily for the development of the strategic businesses such as Weimob Corporate Services and Weimob Globalization, and partly used for the repurchase of the Company's shares to enhance the value of the Company and shareholders' equity.

As of the date of this announcement, the Group's business mainly consists of two segments, namely, Weimob Corporate Services (i.e., providing SaaS software for e-commerce retail, catering, local life and other industries, enabling merchants to carry out private traffic management) and Weimob Marketing (i.e., providing enterprises in China with one-stop marketing operation services from user orientation, appeal matching, creativity and shooting, accurate delivery, data analysis, and post-SaaS link conversion on various social network service platforms such as Tencent, Kuaishou, Xiaohongshu and Douyin, etc.), and the Target Company is the domestic operating entity of Weimob Marketing. In the year 2022, revenue from Weimob Corporate Services and Weimob Marketing accounted for approximately 70.2% and 29.8% of the Group's total revenue.

As the Potential Transaction is still at an early stage of planning, there are uncertainties regarding the plan of the Potential Transaction. According to preliminary calculations, the highest applicable percentage ratio (as defined under the Listing Rules) of the Potential Transaction may exceed 25%, and such transaction, if materialized, may constitute a notifiable transaction of the Company under Chapter 14 of the Listing Rules which is subject to approval of shareholders of the Company. The Company will submit the specific transaction proposal to the Board of Directors for consideration and will comply with the requirements of reporting, announcement, circular, shareholders' approval (if applicable) under Chapter 14 and/or Chapter 14A of the Listing Rules accordingly after the transaction plan is finalized. The Company will issue further announcement on the Potential Transaction in due course according to the progress.

**Shareholders and potential investors of the Company are reminded that, as the Potential Transaction is still at the early stage of planning, even if the transaction plan is materialized, it is still subject to the approval of the Directors and/or Shareholders of the Company, the approval of relevant domestic and overseas regulatory authorities, and the market and other considerations, and therefore the Potential Transaction may or may not be implemented. Shareholders and potential investors of the Company are advised to exercise caution when dealing in the securities of the Company.**

By Order of the Board

**Weimob Inc.**

**SUN Taoyong**

*Chairman of the Board and Chief Executive Officer*

Shanghai, the PRC  
January 17, 2024

*As at the date of this announcement, the Board comprises Mr. SUN Taoyong, Mr. FANG Tongshu, Mr. YOU Fengchun and Mr. GUO Junxian as executive Directors; and Mr. LI Xufu, Mr. TANG Wei and Ms. XU Xiao'ou as independent non-executive Directors.*

\* *For identification purpose only*