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Guoen Holdings Limited **國恩控股有限公司**

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 8121)

APPOINTMENT OF EXECUTIVE DIRECTOR

The board (the “**Board**”) of directors (the “**Directors**”) of Guoen Holdings Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) hereby announces that, Mr. Wang Lei (“**Mr. Wang**”) has been appointed as the executive director of the Company, with effect from 16 March 2026.

The biographical details of Mr. Wang is as follows:

Mr. Wang Lei, aged 38, has over ten years of management experience in companies engaged in internet and technology businesses. From February 2014 to November 2015, he served as the chief executive officer of Beijing Qiyouquan Technology Company Limited* (北京球友圈網路科技有限責任公司), mainly responsible for promoting online booking systems with respect to different sports activities. From December 2015 to June 2021, Mr. Wang served as the general manager of Beijing Zhicai Technology Company Limited* (北京智裁科技有限公 司) and was responsible for the company’s overall management and research and development on products, such as pre-packaged food and smart electrical appliances. Since February 2022, Mr. Wang has successively served as co-chairman (subsequently re-designated to chairman), executive director, and chief executive officer of Zheng Li Holdings Limited (later renamed Zhongshi Minan Holdings Limited, stock code: 08283.HK).

Mr. Wang obtained an Executive Master of Business Administration degree from Peking University and The University of Hong Kong in 2025.

Mr. Wang previously served as a senior executive at 58.com and Baidu, and is the founder of brands including EATTA, Qizuo (契作), and Churen Yiliao, boasting multiple successful entrepreneurial ventures. He also excels in business model design and internet marketing, and has been honored multiple times as a pragmatic entrepreneur.

The Board anticipates that Mr. Wang’s appointment will bring significant benefits to the Company’s digital marketing services business.

Mr. Wang has entered into a service agreement with the Company dated 16 March 2026 for an initial term of one year commencing from 16 March 2026, and shall be automatically renewable for one-year term upon the expiration of the current term. Upon recommendation by the Remuneration Committee and determination by the Board, Mr. Wang shall not be entitled to any directors' fees. Mr. Wang is subject to retirement by rotation and re-election in accordance with Article 108 of the articles of association of the Company. Mr. Wang will serve until the next annual general meeting of the Company and will be eligible for re-election at the meeting.

Save as disclosed above and as at the date of this announcement, Mr. Wang (i) does not have any interests in the shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance; (ii) has not held any directorship in any other listed companies, the securities of which are listed on any securities market in Hong Kong or overseas, in the past three years; (iii) does not have other significant appointments or professional qualifications; (iv) does not hold any other position with the Company or any of its other subsidiaries; (v) does not have any relationship with any Directors, senior management, substantial shareholders or controlling shareholders (as defined in the Rules Governing the Listing of Securities on the GEM of the Stock Exchange (“**GEM Listing Rules**”)) of the Company; and (vi) confirms that there is no information required to be disclosed pursuant to Rule 17.50(2) of the GEM Listing Rules, nor any other matter relating to his appointment that need to be brought to the attention of the shareholders of the Company and the Stock Exchange.

The Board hereby extends a warm welcome to Mr. Wang for joining the Board and the Company.

By Order of the Board
Guoen Holdings Limited
Yin Di

*Chief Executive Officer, Chairman of the Board, and
Executive Director*

Hong Kong, 16 March 2026

As at the date of this announcement, the executive Directors are Mr. Yin Di, Mr. Liu Liping, Mr. Wang Lei and Ms. Wan Wai Ting; the non-executive Director is Mr. Ng Chi Fung; and the independent non-executive Directors are Ms. Fu Hongzhi, Mr. Bian Wencheng and Mr. Wen Zefeng.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief, the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the Stock Exchange's website at www.hkexnews.hk on the "Latest Listed Company Information" page for at least 7 days from the date of its publication. This announcement will also be published on the Company's website at www.guruonline.com.hk.

* For identification purpose only