Keep Inc.

(A company incorporated in the Cayman Islands with limited liability)

(Stock Code: 3650)

(I) RESIGNATION OF EXECUTIVE DIRECTOR; AND (II) APPOINTMENT OF EXECUTIVE DIRECTOR

RESIGNATION OF EXECUTIVE DIRECTOR

The board (the "**Board**") of directors (the "**Directors**") of Keep Inc. (the "**Company**", together with its subsidiaries and consolidated affiliated entities, the "**Group**") hereby announces that Mr. Liu Dong ("**Mr. Liu**") has tendered his resignation as an executive Director with effect from November 13, 2025, due to personal work arrangement.

Mr. Liu has confirmed that he has no disagreement with the Board and there are no other matters relating to his resignation that need to be brought to the attention of the shareholders of the Company.

The Board would like to express its sincere gratitude and appreciation to Mr. Liu for his contributions to the Company during his term of office.

APPOINTMENT OF EXECUTIVE DIRECTOR

The Board is pleased to announce that Mr. Xu Ce Evan ("**Mr. Xu**") has been appointed as an executive Director with effect from November 13, 2025.

The biographical details of Mr. Xu are set out below:

Mr. Xu Ce Evan (徐策), aged 44, joined the Group in October 2024 and is currently the chief financial officer of the Group and a joint company secretary and an authorized representative of the Company under Rule 3.05 of the Rules Governing the Listing of Securities (the "**Listing Rules**") on The Stock Exchange of Hong Kong Limited. He is responsible for the finance, legal, risk management, corporate governance matters, Board affairs and the investing and financing activities of the Group. Mr. Xu has nearly 20 years of experience working as an investment banker and chief financial officer. Before joining the Group, Mr. Xu has held positions at several renowned institutions, including a director of investment banking division at Deutsche Bank AG, Hong Kong Branch, an associate and executive director at investment banking division of Goldman Sachs (Asia) L.L.C., and various roles at Citigroup, Lehman Brothers and Nomura Securities (Hong Kong) Limited, respectively, and also served as the chief financial officer of a former U.S. listed company. Mr. Xu received his bachelor's degree in computer engineering from the National University of Singapore in 2004 and his master's degree in information and computer engineering from the National University of Singapore in 2006.

Mr. Xu has entered into an appointment contract with the Company for an initial term of three years commencing from November 13, 2025, subject to re-election at the next annual general meeting of the Company in accordance with the articles of association of the Company. Other than the remuneration in connection with his management positions in the Company, Mr. Xu will not receive any director's fee for acting as an executive Director. Mr. Xu is beneficially interested in 1,500,000 shares of the Company, which underlines the restricted share units granted to him under the post-IPO share incentive plan of the Company, subject to the vesting schedule and conditions.

Save as disclosed in this announcement, as of the date of this announcement, to the best knowledge and belief of the Board and having made all reasonable enquiries, Mr. Xu (i) has not held any directorship in other public companies the securities of which are listed on any securities market in Hong Kong or overseas in the last three years; (ii) does not have any interest in the securities of the Company (within the meaning of Part XV of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong)); (iii) does not hold any other positions in the Group; and (iv) does not have any relationship with any other Directors, senior management, substantial shareholders or controlling shareholders (as each respectively defined in the Listing Rules) of the Company.

Save as disclosed in this announcement, there are no other matters which need to be brought to the attention of the shareholders of the Company regarding the appointment of Mr. Xu or any other information that need to be disclosed pursuant to Rules 13.51(2)(h) to 13.51(2)(v) of the Listing Rules.

The Board would like to express its warmest welcome to Mr. Xu.

By order of the Board
Keep Inc.
Wang Ning
Chairman, Executive Director and Chief Executive Officer

Hong Kong, November 14, 2025

As at the date of this announcement, the executive Directors are Mr. Wang Ning, Mr. Peng Wei and Mr. Xu Ce; and the independent non-executive Directors are Ms. Ge Xin, Mr. Shan Yigang and Mr. Wang Haining.