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(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 223)

**(1) APPOINTMENT OF DIRECTOR AND
CHANGE OF BOARD COMPOSITION;
(2) RESIGNATION OF DIRECTOR; AND
(3) ESTABLISHMENT OF INVESTMENT AND STRATEGY
COMMITTEE**

(1) APPOINTMENT OF DIRECTOR AND CHANGE OF BOARD COMPOSITION

The board (the “**Board**”) of directors (the “**Director(s)**”) of Elife Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) is pleased to announce that Ms. Zhang Qixuan (張琦旋) (“**Ms. Zhang**”) has been appointed as an executive Director, a member of the nomination committee of the Company, the chairman of the investment and strategy committee (the establishment of which has been disclosed in this announcement below) and the chief investment officer of the Company, all with effect from 9 March 2026.

The biographical details of Ms. Zhang are set out below:

Ms. Zhang Qixuan (張琦旋)

Ms. Zhang, aged 46, has more than 20 years of experience in internet marketing and brand management. She has held managerial roles at a number of prominent companies listed on the Nasdaq Stock Market (“**NASDAQ**”) or The Stock Exchange of Hong Kong Limited (“**Stock Exchange**”) from 2000 to 2018, including 51job, Inc. (前程無憂) (NASDAQ Stock Code: JOBS), Sina Corporation (新浪集團控股有限公司) (NASDAQ Stock Code: SINA) and Sohu.com Limited (搜狐有限公司) (NASDAQ Stock Code: SOHU), accumulating extensive experience in sales management, marketing strategy and brand operations. She subsequently served as vice president of Shenzhen Togoal Media Co., Ltd.* (深圳市擇眾傳媒股份有限公司) from 2018 to 2020 and general manager of Guangzhou Yuena Brand Management Co., Ltd.* (廣州悦娜品牌管理有限公司) from 2021-2024. Ms. Zhang obtained an undergraduate degree in business administration from The Open University of China in January 2015.

The Company has entered into a service contract with Ms. Zhang for a term of 3 years commencing from 9 March 2026 in respect of her appointment as an executive Director and her directorship is subject to retirement by rotation and re-election at annual general meetings of the Company in accordance with the articles of association of the Company (the “**Articles of Association**”). Ms. Zhang will hold office as an executive Director until the next annual general meeting of the Company and then be eligible for re-election at such meeting under Article 86(3) of the Articles of Association. She shall be entitled to a director’s fee of HK\$25,000 per month, which was determined by the Board with the recommendation of the remuneration committee of the Company with reference to her duties and responsibilities as an executive Director and prevailing market conditions.

Save as disclosed above, as at the date of this announcement, Ms. Zhang (i) does not hold any position with the Company or any of its subsidiaries; (ii) did not hold other directorship in public 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 major appointments and professional qualifications; (iv) does not have any relationship with any Directors, senior management or substantial or controlling shareholders (having the meaning ascribed to it in the Rules Governing the Listing of Securities on the Stock Exchange (the “**Listing Rules**”)) of the Company; and (v) does not have, and is not deemed to have, any interests or short positions in any shares, underlying shares or debentures of the Company or any of its associated corporations which are required to be disclosed under Part XV of the Securities and Future Ordinance (Chapter 571 of the Laws of Hong Kong).

Save as disclosed above, and as Ms. Zhang has also confirmed, there is no information relating to her appointment that needs to be brought to the attention to the shareholders of the Company and the Stock Exchange nor is there any information relating to Ms. Zhang that is required to be disclosed pursuant to Rules 13.51(2)(h) to (v) of the Listing Rules.

The Board would like to take this opportunity to welcome Ms. Zhang for joining the Board.

(2) **RESIGNATION OF DIRECTOR**

The Board further announces that Ms. Qin Jiali (“**Ms. Qin**”) has tendered her resignation as an executive Director with effect from 11 March 2026, in order to devote more time to her personal commitments. Following Ms. Qin’s resignation, she will continue to serve as the brand promotion director of the Company and a director of Zhuhai Yitie Rail Transit Management Company Limited* (珠海易鐵軌道交通管理有限公司), a subsidiary of the Company.

Ms. Qin has confirmed that she has no disagreement with the Board and there is no matter relating to her resignation that needs to be brought to the attention of The Stock Exchange and the holders of securities of the Company.

The Board would like to take this opportunity to express its appreciation to Ms. Qin for her valuable contribution to the Company during her tenure of service as an executive Director.

(3) ESTABLISHMENT OF INVESTMENT AND STRATEGY COMMITTEE

The Board further announces that the Board has established an investment and strategy committee (the “**Investment and Strategy Committee**”) of the Board in order to handle affairs relating to the investment aspects and strategy of the Company and facilitate the strategic development of the Company.

The Investment and Strategy Committee comprises three members, namely Ms. Zhang Qixuan (an executive Director), Mr. Lin Qiu Cheng (an independent non-executive Director) and Mr. Wang Anxin (an independent non-executive Director). Ms. Zhang Qixuan will serve as the chairwoman of the Investment and Strategy Committee.

The terms of reference of the Investment and Strategy Committee will be published by the Company in due course.

By Order of the Board
Elife Holdings Limited
Zhao Zhenzhong
Executive Director

Hong Kong, 9 March 2026

As at the date of this announcement, the board of directors of the Company comprises of Mr. Zhao Zhenzhong, Ms. Qin Jiali, Mr. Zhang Zhilin and Ms. Zhang Qixuan, as the executive Directors and Mr. Lin Qiu Cheng, Mr. Wang Anxin and Mr. Wu Kwok Choi, Chris as the independent non-executive Directors.

* *For identification purpose only*