易生活控股有限公司
Elife Holdings Limited

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 223)

VOLUNTARY ANNOUNCEMENT

INITIATING STRATEGIC COOPERATION WITH BEIJING DINGLI TIANHENG ASSET MANAGEMENT LIMITED ON AI APPLICATION EMPOWERMENT AND DIGITAL SUPPLY CHAIN

This announcement is made by Elife Holdings Limited (the "**Company**", together with its subsidiaries, the "**Group**") on a voluntary basis.

The board (the "**Board**") of directors (the "**Director(s)**") of the Company hereby announces that two subsidiaries within the Group, Yinglian Jiahe Investment Holding (Guangdong) Co., Ltd.* (英聯嘉合投資控股(廣東)有限公司) and Zhuhai Yitie Rail Transit Management Company Limited* (珠海易鐵軌道交通管理有限公司) ("**Zhuhai Yitie**"), have respectively entered into a (1) strategic cooperation framework agreement; and (2) media resource integration marketing services contract (collectively, the "**Dingli Tianheng Cooperation Agreements**") with Beijing Dingli Tianheng Asset Management Limited* (北京鼎立天恆資產管理有限公司) ("**Dingli Tianheng**"). This cooperation focuses on the implementation of AI application scenarios and the construction of a digital supply chain system. Both parties will jointly promote the application of artificial intelligence technology to empower industrial upgrading and build a standardised digital supply chain cluster, thereby further optimising the industrial ecosystem and enhancing profitability.

KEY TERMS OF THE DINGLI TIANHENG COOPERATION AGREEMENTS

1. Strategic Cooperation Framework Agreement

AI application empowerment

Both parties shall combine Dingli Tianheng's artificial intelligence technology and product strengths with the Group's scenario-based media and industrial channels to advance the implementation of AI applications across multiple scenarios and drive marketing innovation, with an aim to establish a new smart retail model and support the digital and intelligent transformation of brands throughout their entire lifecycle.

Digital supply chain system development

Both parties shall synergise their resource strengths to establish a standardised digital supply chain based on the Group's one-stop digital supply chain platform, with an aim to facilitate the efficient coordination and systematic operation of technology brands, channels, and data, while enhancing data-driven applications and intelligent development across the industrial chain.

2. **Media Resource Integration Marketing Services Contract**

Through Zhuhai Yitie, the Group provides professional media project planning, event marketing and contextualised media placement services to Dingli Tianheng and cooperating brand partners. The indicative total contract sum amounts to RMB500 million, with a service period of three years. The annual service fee shall not be less than RMB150 million, with terms of settlement to be finalised according to specific cooperation plans (such as payment schedules).

INFORMATION OF THE PARTIES

1. **The Group:** A leading "comprehensive digital and intelligent service provider for the entire brand lifecycle" in China, holding a leading position in the field of smart hotel displays. Its core strengths encompass four key areas, being brand management, communications, operations, and supply chain, with a commitment to driving industry upgrading through digital technology.

2. **Dingli Tianheng:** A global industrial-financial ecosystem operator with substantial technical expertise and resource backing in artificial intelligence and smart terminal products. It possesses proprietary AI brands such as "圖靈摯友" (Turing's Best Friend*) and demonstrates robust capabilities in advancing high-potential technology projects and brand enhancement. Dingli Tianheng is a third party independent of the Company and its connected persons (as defined in the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**")).

REASONS OF AND BENEFITS FOR ENTERING INTO THE DINGLI TIANHENG COOPERATION AGREEMENTS

1. **Complementary synergy driving industrial upgrading:** The complementary resources between the Group and Dingli Tianheng will facilitate the practical application of AI, market transformation, and integration across multiple industrial scenarios, establish a standardised digital supply chain cluster, thereby facilitating the digital and intelligent upgrading of industries.

2. **Enhanced profitability:** The securing of substantial framework contracts and clearly stipulated annual service fees will generate stable and sustainable revenue streams for the Group, establishing a new driver for performance growth.

3. **Expanded market share in AI and supply chain sectors:** This cooperation will accelerate the implementation of the Group's "Billion Brand Empowerment Program", consolidating its AI-driven digitalisation and supply chain ecosystem across the six major industry segments of "dining, lodging, transportation, travel, shopping and entertainment".

Taking into account the above factors, the entering into of the Dingli Tianheng Cooperation Agreements is beneficial to the Company and in the interests of the Company and its shareholders as a whole.

OTHER

The Dingli Tianheng Cooperation Agreements constitutes a strategic initiative within the Group's daily business development. Both parties shall execute supplementary cooperation agreements from time to time in accordance with the actual progress of implementation.

Should any further material developments arise, the Company shall make timely announcements in compliance with the Listing Rules.

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

Hong Kong, 11 March 2026

As at the date of this announcement, the Board of the Company comprises of Mr. Zhao Zhenzhong, 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*