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(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 223)

VOLUNTARY ANNOUNCEMENT

INITIATIVE TO LAUNCH AI-DRIVEN DIGITAL SUPPLY CHAIN STRATEGIC PARTNERSHIP WITH SHANGHAI YOUR SUPPLY CHAIN MANAGEMENT CO., LTD.

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 (“**Directors**”) of the Company announces that Yinglian Jiahe Investment Holdings (Guangdong) Co., Ltd., a subsidiary of the Group, and Shanghai Your Supply Chain Management Co., Ltd. (“**Your Supply Chain**”) entered into a strategic partnership framework agreement (the “**Agreement**”) on 31 March, 2026. The partnership unlocks a deep integration of online brand marketing capabilities with an offline operational fulfillment network, where both parties jointly build a new ecosystem of intelligent, global digital supply chains, enhancing the Group’s core position within the industry and creating greater values for the brands we serve.

KEY ELEMENTS OF THE STRATEGIC PARTNERSHIP

The parties intend to leverage their respective strengths and resources to engage in a in-depth partnership in the following areas through a “three-step” strategy involving business synergy, joint operations, and capital integration:

1. Phase 1: System Integration and Business Synergy

The two parties will integrate their technical systems to achieve data interoperability and intelligent decision-making. The parties will share channels and provide joint services in the domestic market. Together, the parties will research and plan expansion strategies for emerging overseas markets in Central Asia (e.g., Kazakhstan, Uzbekistan) and Latin America (e.g., Mexico, Brazil).

2. Phase 2: Establishment of a Joint Venture

Following the success of the first phase, the parties intend to jointly establish a joint venture focused on “AI + Digital Supply Chain” operations. The joint venture will prioritise investment in Your Supply Chain’s overseas warehouse business, constructing “AI-powered overseas warehouses” in key hubs such as Central Asia and Latin America to implement its “Seven-in-One” (company registration, compliance, warehousing, logistics, marketing, display, and after-sales services) overseas service model.

3. Phase 3: Capital Integration

Depending on the progress achieved by the joint venture operations, deeper capital integration negotiations may be initiated in the future. Potential paths include the Company offering a strategic merger and acquisition to the joint venture or the main entity of Your Supply Chain.

PARTNER PROFILE

1. **The Group:** A leading Chinese “comprehensive digital and intelligent service provider for the full brand lifecycle,” with core businesses centered on brand digital marketing and supply chain services, dedicated to providing brands with one-stop digital and intelligent solutions.
2. **Your Supply Chain:** The originator and practitioner of the “first mile of industry” concept in China, possessing a nationwide supply chain service network centered on “origin warehouses” and industrial cluster resources, and currently expanding its “AI-powered overseas warehouses” business. Your Supply Chain is an independent third party to the Company and its connected persons (as defined in the Rules Governing the Listing of Securities of The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”)).

REASONS AND BENEFITS OF ENTERING INTO THE AGREEMENT

1. **Establishment of a Strategic Moat:** To enhance the Group’s core competitiveness by fostering deep integration between “AI technologies” and “physical supply chain networks”, constructing an intelligent supply chain collaborative network that covers domestic ‘first-mile’ and overseas ‘last-mile’ logistics.
2. **Cultivation of New Growth Engines:** To foster a second growth curve by capturing the cross-border brand exportation track through a highly efficient asset-light model, penetrating untapped blue-ocean markets such as Central Asia and Latin America.

- 3. Driving Value Enhancement across the Industrial Chain:** To achieve data-driven and visualised management throughout the entire supply chain via intelligent systems, thereby enhancing industrial efficiency and consolidating the Group's core position within the industry ecosystem.

Taking the above factors into account, entering into the Agreement is beneficial to the Company and in the interest of the Company and its shareholders as a whole.

MISCELLANEOUS

The Agreement constitutes a strategic initiative for the Group's routine business development. The parties will sign relevant supplementary cooperation agreements from time to time based on the actual progress of project implementation. Specific cooperative projects, joint venture matters, and capital integration covered in the Agreement shall only be implemented after the parties have separately entered into formal and detailed legal documents.

The Company will make announcements in due course pursuant to the Listing Rules should any further material matters arise.

By Order of the Board
Elife Holdings Limited
Zhao Zhenzhong
Chairman

Hong Kong, 1 April 2026

As at the date of this announcement, the Board comprises 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.