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Rego Interactive Co., Ltd
(潤 歌 互 動 有 限 公 司)

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2422)

VOLUNTARY ANNOUNCEMENT
SPORTS IP CO-DEVELOPMENT COLLABORATION PROJECT
OF THE GROUP
EXPANDING SPORTS + AI DIGITAL OPERATION

Rego Interactive Co., Ltd (the “Company” or “Rego”, together with its subsidiaries, the “Group”) is pleased to issue this voluntary announcement to disclose to its shareholders and the public the latest major collaboration project by Hainan Rego Network Technology Company Limited (hereinafter referred to as “Hainan Rego”), a wholly-owned subsidiary of the Company. The project further demonstrates the Group’s strategic achievements in the fields of sports intellectual property (“IP”), artificial intelligent (“AI”)-powered event tools, and digital content operation.

Recently, Hainan Rego officially entered into a sports IP co-development collaboration agreement with an independent third party, jointly advancing the full-cycle incubation, content operation and compliant commercialization of sports IPs. The term of this collaboration agreement is one year, during which period both parties will consolidate core resources, clarify respective roles and responsibilities, and work together to promote brand upgrade and commercialization development of sports IPs.

Pursuant to the collaboration agreement, Hainan Rego will take the lead in the overall operation, content review, business decision-making, coordination management and full-process compliance control of this sports IP project. Leveraging on its sophisticated new media operation system, the collaborating party will provide full-process agency operation support for the project and its ancillary businesses. This collaboration marks an important step by the Group in its strategic deployment of sport digitalization, AI-powered event applications and content commercialization. Leveraging on the Group’s accumulated expertise in AI technology, digital marketing and related supporting services, and combining with the collaborating party’s professional operation capabilities, both parties will work together to unlock the project’s value and establish an integrated operation system of “AI-powered event

tools + sports content + new media operation + compliant commercialization”. Both parties will continue to optimize AI-powered application capabilities, enrich content matrix, expand communication reach, leverage professional operation capabilities to broaden market channels, and steadily advance the implementation of commercial operation, so as to further solidify the Group’s presence in sports-related business.

Looking ahead, the Group will continue to adhere to the development strategy that places equal emphasis on technology empowerment and compliant operation. It will continue to increase investment in core areas such as sports digitalization, AI-powered applications and new media content operation, while continuously expanding its business boundaries and optimizing its industrial ecosystem. Leveraging on its practice experience gained from this sports IP co-development collaboration, the Group will further explore new pathways for the integrated and innovative development of the sports industry and digital technologies, unlock the commercial potential of sports IPs, and steadily enhance its comprehensive competitiveness and sustainable operation capabilities, thereby creating greater value for all shareholders.

On behalf of the Board
Rego Interactive Co., Ltd
Chen Ping
Chairman and executive Director

Hong Kong, 10 June 2026

As at the date of this announcement, the Board comprises Mr. Chen Ping, Mr. Tian Huan, Mr. Zhang Yongli, Mr. Fan Lianshun, Mr. Xia Yuanbo and Mr. Chen Wei as executive Directors; and Ms. Mo Lan, Mr. Shen Yunjia and Mr. Zeng Liang as independent non-executive Directors.