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OURGAME INTERNATIONAL HOLDINGS LIMITED

聯眾國際控股有限公司*

(a company incorporated under the laws of the Cayman Islands with limited liability)

(Stock Code: 6899)

VOLUNTARY ANNOUNCEMENT

FOCUSING ON VALUE OF WOMEN USERS AND DRIVING NEW ENTERTAINMENT WITH CONTENT

This is a voluntary announcement made by Ourgame International Holdings Limited (the “**Company**”).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that it has decided to further strengthen its strategic layout in the women entertainment sector, on the basis of the sustained and sound development of its existing businesses and user ecosystem. This will focus on continuously enhancing the value experience of core women users and driving the growth of new entertainment businesses through high-quality and innovative content.

Since launching its live streaming business on short video platforms in 2021, the Company has been deeply engaged in core platforms such as TikTok and Kuaishou for four years. During this period, not only have we established a mature operational system, but more importantly, we have successfully accumulated a large-scale and distinctively characterized core user base, primarily consisting of high-value women users aged between 18 and 40 in new first tier cities. The formation of this user group has laid a solid user foundation and provided significant data-driven insights for the Company’s future development.

The Company believes that deeply understanding and effectively serving its existing core users and tapping into their underlying value are the key to future competition. Accordingly, the Company will conduct in-depth customized development of its businesses and content around the specific needs, usage habits and emotional preferences of the women user group. the Company will also gradually build and improve the following business matrix to create synergies:

1. Upgrading the Live Streaming Entertainment Experience: Building on the existing event live streaming business, the Company will further refine content categorization, encourage innovative interactive forms and strengthen the emotional bonds and sense of community between hosts and users and among users themselves. This will transform the live streaming platform into an important venue for users' leisure, entertainment and social interaction. Meanwhile, the Company will increase its investment and construction efforts in the fields of live streaming entertainment and live streaming e-commerce.
2. Customized Product Development:
 - Light-competitive Card and Board Games: The Company will develop light-competitive card and board games that emphasize a relaxed and enjoyable gameplay experience, strong community interaction and reduce the hardcore nature and competitive pressure of traditional competitive games. Instead, it will highlight the intellectual pleasure and social enjoyment during the process.
 - Women-oriented Casual Games: The focus will be on developing women-oriented casual games with strong social features, exquisite and healing art styles, simple and accessible gameplay without excessive demands. The aim is to create a digital space for users to briefly escape from real-life pressures, obtain emotional comfort and experience pleasure, precisely meeting modern women's pursuit of "low-pressure" entertainment experiences.

The Company believes that this strategic focus will enable us to more precisely respond to user needs. With "content" as the core driving force, the Company will continuously enrich the connotations and extensions of entertainment experiences, further enhance user stickiness, explore new business growth opportunities and create long-term and sustainable value for shareholders.

The Board would like to express its gratitude to users, partners and investors for their consistent support and trust.

By Order of the Board
Ourgame International Holdings Limited
Xu Jin
Executive Director and Chief Executive Officer

Beijing, 10 October 2025

As at the date of this announcement, the Board comprises Mr. Lu Jingsheng and Ms. Xu Jin as executive Directors; Ms. Gao Liping and Ms. Yu Bing as non-executive Directors; and Mr. Ma Shaohua, Mr. Zhang Li and Mr. Dai Bing as independent non-executive Directors.

* *For identification purpose only*