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China Success Finance Group Holdings Limited

中國金融發展（控股）有限公司

（於開曼群島註冊成立的有限公司）

（股份代號：3623）

VOLUNTARY ANNOUNCEMENT - BUSINESS UPDATE

This is a voluntary announcement made by China Success Finance Group Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that the Company has entered into a strategic cooperation agreement (the “**Strategic Cooperation Agreement**”) with Yinzhe Technology (Guangzhou) Co., Ltd (the “**Yinzhe Technology**”). Based on this agreement, both parties have reached a cooperation intention, including:

1. Both parties agree to strengthen comprehensive cooperation in all aspects;
2. Both parties agree to leverage their respective business strengths to provide comprehensive financial services in the Greater Bay Area, using real estate assets as the medium;
3. Both parties agree to use Yinzhe Technology's cooperation with Alibaba-based internet platforms such as Tmall Haofang, Xianyu, and Alipay to combine their respective local advantages to develop buyer advisory services and jointly work with local municipal government agencies to build a public service platforms for the circulation of existing housing;
4. Both parties agree to utilize their respective strengths in inclusive financial services business;
5. Both parties agree to capitalise on the strengths of Yinzhe Technology in the Fintech Digitalization;
6. To carry out cooperation or projects in the areas of property finance, inclusive finance, social livelihood finance, and technology-driven finance that are mutually agreed upon by both parties;

7. In the future, both parties will not rule out the possibility of commencing equity investment cooperation and introducing each other as strategic shareholders to deepen the strategic cooperation in the business.

Reasons for Entering into the Strategic Cooperation Agreement

The Board considers that this strategic cooperation is of great significance to the Company, as both parties are leveraging their respective strengths through the field of integrated financial services through the medium of housing assets, which will bring new development opportunities to the Company.

Information about the Yinzhe Technology

To the best knowledge, information and belief of the Directors, having made all reasonable enquiries, the ultimate beneficial owner of Yinzhe Technology is Mr Chen Hui (the “**Mr Chen**”). Mr. Chen was the chief executive officer of the Company from 15 September 2014 to 6 January 2017 and from 15 September 2014 to 14 September 2017, he was an executive director of the Company. Apart from that, Mr Chen has no other relationship with the Company. Accordingly, Mr Chen is not a connected person (as defined in the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”)) of the Company.

YinZhe Technology is a leading one-stop real estate transaction financial technology service provider and banking personal asset business information service provider, headquartered in Guangzhou, China. It is also an open tool service provider for Alibaba and Alipay platforms, and an inclusive finance digitalization service provider. YinZhe Technology offers comprehensive digital solutions for business models, information process management system technology empowerment, and specific financial product and service operation management for government platforms, banks, real estate brokerage transactions and financial services across the entire ecosystem chain, inclusive service platforms, intercity travel platforms, microloan companies, small and micro enterprises, and internet e-commerce platforms in the inclusive finance service industry. It has three major business platforms: Liangce Mortgage, Liangce Inclusive Finance, and Liangce Network. Yinzhe Technology has accumulated over 70 banks, served over 1 million customers, with an average annual loan service volume of \$20-30 billion, and 14 directly connected banks, insurance companies and internet platforms, which is far ahead of others in South China. Its subsidiary, Liangze Network, has been recognised as one of the 2023 Guangdong Province's Specialized, Sophisticated, Distinctive, and Innovative Enterprises, and has been included in KPMG's list of China's Top 50 FinTech Enterprises for three consecutive years.

In the event that the Group and Yinzhe Technology implement the actual project, the Group will make further announcement in due course and comply with the necessary requirements under the Listing Rules. As no binding investment agreement has been entered into between the parties as at the date of this announcement, it may not materialise. Shareholders and potential investors of the Company are advised to exercise caution when dealing in the shares of the Company.

By order of the Board
China Success Finance Group Holdings Limited
Zhang Tiewei
Chairman and Executive Director

Hong Kong, 2 April 2025

As at the date of this announcement, the Board comprises (i) five executive directors, namely, Mr. Zhang Tiewei, Mr. Li Bin, Ms. Dai Jing, Mr. Xu Kaiying and Mr. Pang Haoquan and (ii) three independent non-executive directors, namely, Mr. Tsang Hung Kei, Mr. Au Tien Chee Arthur and Mr. Zhou Xiaojiang.