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Ficus Technology Holdings Limited
細葉榕科技控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8107)

BUSINESS UPDATE
ENTERING INTO STRATEGIC COOPERATION AGREEMENT
WITH SUBSIDIARY OF SHANGHAI HERO (GROUP)

This announcement is made by Ficus Technology Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis to provide the shareholders (the “**Shareholders**”) and potential investors of the Company updates on the latest business development of the Group.

STRATEGIC COOPERATION AGREEMENT

The Group is pleased to announce that, on 4 September 2024, the Group has entered into a strategic cooperation agreement (the “**Strategic Cooperation Agreement**”) with Shanghai Hero (Group) Cultural Products Sales Co., Ltd.* (上海英雄(集團)文化用品銷售有限公司, “**Shanghai Hero**”), a subsidiary of Shanghai Hero (Group) Co., Ltd. (上海英雄(集團)有限公司, the “**Shanghai Hero (Group)**”) for a term of three years. Pursuant to the Strategic Cooperation Agreement, the Group will provide innovative supply chain management solutions (the “**Innovative SCM Solutions**”) to Shanghai Hero and will promote their products through the e-commerce platform, Ficus Discovery (www.ficusdsc.com) operated by the Group (the “**Ficus Discovery Platform**”). Under the terms of the Strategic Cooperation Agreement, Shanghai Hero allows the Group to utilize its distribution channels in promoting the products of the Group. This strategic cooperation aims to enhance business growth and bolster revenue for both parties.

The Directors considered that the entering of the Strategic Cooperation Agreement signifies recognition of the marketing function of the Group’s Innovative SCM Solutions from Shanghai Hero, a famous and substantial brand name in China. Apart from that, this cooperation shall allow the Group to improve and diversify the product mix of the Ficus Discovery Platform by introducing the premium products from Shanghai Hero; and increase the Group’s market presence through the distribution channels of Shanghai Hero, thereby, enhancing shareholder’s value.

* For identification purposes only

ABOUT THE FICUS DISCOVERY PLATFORM

Ficus Discovery Platform is an e-commerce platform operated by the Group together with its strategic partner and offers comprehensive services including online showcasing, online transaction and facilitation of products delivery. This platform employs a “Manufacturer to Loyal/Long-term Customer” (“M2LC”) business model which is designed to facilitate disintermediation. Through the M2LC business model, the Group leverages its Innovative SCM Solutions to authenticate the manufacturer’s products, for their sale on the Ficus Discovery Platform, ensuring users confidently purchase authentic products.

ABOUT THE SHANGHAI HERO

Established in 2011, Shanghai Hero is a state-owned enterprise in China with expertise in stationery, computers, as well as hardware components. Shanghai Hero operates as a subsidiary of Shanghai Hero (Group) which is a distinguished manufacturer, with its “Hero” brand well recognized in China.

The Directors considered that the Strategic Cooperation Agreement was entered into on normal commercial terms and in the ordinary and usual course of business of the Company and in the interests of the Company and the shareholders of the Company as a whole.

To the best of the Directors’ knowledge, information and belief having made all reasonable enquiries, Shanghai Hero and its ultimate beneficial owner(s) are third parties independent of the Company and its connected persons (as defined in the Rules Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited (the “**GEM Listing Rules**”).

By order of the Board
Ficus Technology Holdings Limited
Mr. Chan Ting
Chairman and Executive Director

Hong Kong, 4 September 2024

As at the date of this announcement, the Board comprises (i) three executive Directors, namely, Mr. Chan Ting (Chairman), Mr. Cheuk Ka Chun Kevin and Ms. Chan Siu Sarah; and (ii) three independent non-executive Directors, namely Dr. Liu Ta-pei, Ir Prof. Young Andrew Meng Cheung and Mr. Choi Man On.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on GEM of The Stock Exchange of Hong Kong Limited for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the “Latest Listed Company Information” page on the website of the Stock Exchange of Hong Kong Limited at www.hkexnews.hk for a minimum period of 7 days from the date of its publication and on the Company’s website at www.ficustech.com.