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APPOINTMENT OF EXECUTIVE DIRECTOR AND CHIEF EXECUTIVE OFFICER

The Board announces that:

- (1) Mr. Li Zilun (“**Mr. Li**”) has been appointed as an executive Director and chief investment officer of the Company with effect from 9 January 2026; and
- (2) Mr. Cao Wenbo (“**Mr. Cao**”) has been appointed as chief executive officer of the Company with effect from 9 January 2026.

APPOINTMENT OF EXECUTIVE DIRECTOR AND CHIEF INVESTMENT OFFICER

The board (the “**Board**”) of directors (the “**Directors**” and each, a “**Director**”) of Momentum Financial Holdings Limited (the “**Company**”) hereby announces that Mr. Li has been appointed as an executive Director and chief investment officer of the Company with effect from 9 January 2026.

Mr. Li, aged 37, possesses extensive experience in corporate finance and investment management. Mr. Li is currently serving as the chairman at Shanghai Mintuo Fubon Private Fund Management Co., Ltd. (上海民拓富邦私募基金管理有限公司) since March 2024. Prior to that, he was a senior manager in the Corporate Finance Department and deputy regional general manager in the Debt Financing Department at Guotai Junan Securities Co., Ltd. (國泰君安證券股份有限公司) from June 2016 to March 2024. Earlier, Mr. Li worked as chairman’s assistant and deputy general manager of financial services at Greenland Hong Kong Holdings Ltd (綠地香港控股有限公司) from July 2015 to June 2016. Mr. Li graduated from Xi’an Jiaotong University with a Bachelor’s degree in Microelectronics in July 2010, obtained dual Master’s degrees in Economics and Engineering from Xi’an Jiaotong University and CentraleSupélec (France) in June 2012 and October 2012 respectively, and earned a Doctorate in Finance from the Chinese Academy of Fiscal Sciences in June 2015.

Mr. Li has entered into a service agreement with the Company pursuant to which his initial term of service commences from 9 January 2026 for a term of three years, unless terminated by either party giving to the other not less than 1 month's notice in writing and in accordance with the terms of the service agreement and subject to the rotational retirement and re-election requirements at the general meetings of the Company pursuant to the bye-laws of the Company (the “**Bye-laws**”), or earlier determination in accordance with the Bye-laws and/or any applicable laws and regulations. Mr. Li will be entitled to a director's fee of HK\$50,000 per month, which was determined with reference to his relevant qualifications, experience, responsibilities and duties in the Company and the prevailing market benchmarks.

As at the date of this announcement, Mr. Li holds 361,763,204 shares of the Company. Saved as disclosed herein, Mr. Li does not have any interests in shares or underlying shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Cap. 571 of the laws of Hong Kong).

Save as disclosed above, as at the date of this announcement, Mr. Li (i) does not hold other positions with the Company or the Group; (ii) did not have experience including (a) any other directorships held in the last three years in public companies the securities of which are listed on any securities market in Hong Kong or overseas and (b) any other major appointments and professional qualifications; and (iii) does not have any relationships with any Directors, senior management, substantial shareholders or controlling shareholders (having the meaning ascribed to them under the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”)) of the Company.

Save as disclosed above, Mr. Li confirmed that there are no other matters relating to his appointment that need to be brought to the attention of the shareholders of the Company and there is no other information which is required to be disclosed pursuant to Rules 13.51(2)(h) to 13.51(2)(v) of the Listing Rules. The Board would like to extend its warmest welcome to Mr. Li on his appointment.

APPOINTMENT OF CHIEF EXECUTIVE OFFICER

Mr. Cao, the executive Director and the Authorised Representative of the Company, is appointed as the chief executive officer of the Company with effect from 9 January 2026.

Mr. Cao, aged 36, possesses extensive experience in e-commerce and investment financing. Mr. Cao was appointed as an executive Director and the Authorised Representative on 1 December 2025. Mr. Cao also currently serves as a director and legal representative of several subsidiaries of the Company. Immediately upon his appointment as an executive Director, the Authorised Representative and the president of e-commerce business of the Company, Mr. Cao will cease to be the executive vice president of the Company. Mr. Cao previously served as a partner at Nanjing Yangtze River Chenxing Equity Investment Partnership (Limited Partnership)* (南京楊子江辰星股權投資合夥企業(有限合夥)) from October 2022 to September 2024 and a directorate manager at Suzhou Jingdong Huamao Commercial Development Co., Ltd.* (蘇州京東華茂商業發展有限公司) from September 2018 to June 2022. Mr. Cao graduated from Monash University with Master of Business in July 2012 and graduated from the University of Northampton with Master of Business Administration in November 2024.

In addition to the service agreement for the appointment as executive Director effected on 1 December 2025, a service agreement has been entered into between Mr. Cao and the Company in relation to his appointment as the chief executive officer for a term of three years with effect from 9 January 2026, unless terminated by either party giving to the other not less than 1 month's notice in writing and in accordance with the terms of the service agreement. Mr. Cao will be entitled to a chief executive officer's fee of HK\$50,000 per month, which was determined with reference to his relevant qualifications, experience, responsibilities and duties in the Company and the prevailing market benchmarks.

Save as disclosed above, as at the date of this announcement, Mr. Cao (i) does not hold other positions with the Company or the Group; (ii) did not have experience including (a) any other directorships held in the last three years in public companies the securities of which are listed on any securities market in Hong Kong or overseas and (b) any other major appointments and professional qualifications; (iii) does not have any relationships with any Directors, senior management, substantial shareholders or controlling shareholders (having the meaning ascribed to them under the Listing Rules) of the Company; and (iv) does not have any interests in shares or underlying shares of the Company within the meaning of Part XV of the Securities and Futures Ordinance (Cap. 571 of the laws of Hong Kong).

Save as disclosed above, Mr. Cao confirmed that there are no other matters relating to his appointment that need to be brought to the attention of the shareholders of the Company and there is no other information which is required to be disclosed pursuant to Rules 13.51(2)(h) to 13.51(2)(v) of the Listing Rules. The Board would like to extend its warmest welcome to Mr. Cao on his appointment.

By order of the Board
Momentum Financial Holdings Limited
Cao Wenbo
Executive Director

Hong Kong, 9 January 2026

As at the date of this announcement, the Board comprises two executive Directors, namely, Mr. Cao Wenbo and Mr. Li Zilun; and three independent non-executive Directors, namely, Mr. Sin Ka Man, Ms. Liang Lina and Mr. Chen Yifan.

* The English translation of the names in Chinese which is marked with “*” is for identification purpose only.