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WAN LEADER INTERNATIONAL LIMITED

萬勵達國際有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8482)

VOLUNTARY ANNOUNCEMENT EXECUTION OF STRATEGIC COOPERATION AGREEMENT

This announcement is made by Wan Leader International Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis. The purpose of this announcement is to keep the shareholders of the Company and potential investors informed of the latest business developments of the Group.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that it has recently entered into a strategic cooperation agreement with Youxuan (Shenzhen) Business Technology Limited* (優選(深圳)商務科技有限公司) (“**Youxuan**”) under which both parties will cooperate in integrated digital marketing services and cross-border marketing services in the PRC, with the Company providing the relevant logistic service support in order to drive the development of the business thereof.

Youxuan, formerly known as Youxuan E-commerce Studio* (優選電商工作室), focuses on promotional marketing, influencer incubation, image-building for live streamers, and supplier integration, as one of the comprehensive digital marketing service providers, and a core e-commerce service provider (base) authorized by one of the leading content community and social platform provider in China. With the vision of “simplifying processes with technology and improving lives with products”, Youxuan provides high-quality digital content services for individual and corporate users through the construction of its self-developed digital marketing service platform and product system, and the in-depth integration of media and content resources on the Internet and the mobile Internet. Youxuan expects to launch its global shopping business in 2024.

The Board of the Company is of the view that the strategic cooperation between the Company and Youxuan is in line with the Group's long-term development objectives and business development strategies. The strategic cooperation with Youxuan could bring potential profit growth thereto and is in the interests of the Company and its shareholders as a whole.

By order of the Board
Wan Leader International Limited
Zhang Pangfei
Executive Director

Hong Kong, 28 December 2023

As at the date of this announcement, the Board comprises five executive Directors, namely, Mr. Loy Hak Yu Thomas, Mr. Zhang Pangfei, Ms. Wu Yushan, Mr. Yan Ximao and Ms. Qu Tianyun; and three independent non-executive Directors, namely, Mr. Ho Yuk Ming Hugo, Mr. Chow Chi Wing and Mr. Liao Dongqiang.

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, (i) the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive; and (ii) there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the Stock Exchange's website at www.hkexnews.hk for at least seven days from the date of its posting. This announcement will also be published on the website of the Company at www.wanleader.com.

* *For identification purposes only*