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FINSOFT FINANCIAL INVESTMENT HOLDINGS LIMITED

匯財金融投資控股有限公司*

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8018)

VOLUNTARY ANNOUNCEMENT ENTERING INTO OF STRATEGIC COOPERATION FRAMEWORK AGREEMENT

The board of directors (“**Board**”) of Finsoft Financial Investment Holdings Limited (“**Company**”) is pleased to announce that on 29 May 2023, the Company entered into a strategic cooperation framework agreement with Jinhuashi Fengde Baiwang Intelligent Technology Group Co., Ltd.* (金華市豐德百旺智能科技集團有限公司) (“**Fengde Baiwang Group**”), pursuant to which Fengde Baiwang Group intends to engage the Company to cooperate in developing an Internet of Things (“**IoT**”) based electronic trading business service platform for agricultural products and introducing an international trading system for the sale of nationwide quality organic agricultural products. The parties will work together to promote rural revitalization and industrial development in the agriculture market in response to the relevant national policy.

The Company is principally engaged in the provision of financial trading software solutions, provision of other IT and internet financial platforms services, money lending business and assets investments in Hong Kong, with years of experience in developing trading systems and trading software solutions.

Founded in 2019, Fengde Baiwang Group’s businesses cover agricultural technology, cultural tourism, e-commerce, and IoT technology, etc. Adhering to the corporate mission of “building markets for cultivators and delivering healthy products for consumers”, it is engaged in providing comprehensive professional services for healthy diet and contributing to farmers’ affluence by driving the development of new agriculture with technology, and is also committed to enabling more consumers to enjoy high quality agricultural products and agricultural ecological experience services.

The Board believes that the parties’ cooperation will fully leverage on their respective resource advantages and professional strengths to enhance the status of the parties in the relevant industries and thus achieve win-win results.

On behalf of the Board
Finsoft Financial Investment Holdings Limited
Ms. Tin Yat Yu Carol
Chairman

Hong Kong, 29 May 2023

* *For identification purposes only*

As at the date of this announcement, the Board consists of Ms. Tin Yat Yu Carol being an executive Director and the chairman of the Board, Mr. Chan Wai Lung being an executive Director and the chief executive officer of the Company, Ms. Lam Ching Yee and Ms. Lin Ting being the executive Directors, and Mr. Hon Ming Sang, Ms. Lee Kwun Ling, May Jean and Ms. Lo Wing Sze BBS, JP being the independent non-executive Directors.

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 of the website of The Stock Exchange of Hong Kong Limited at <https://www.hkexnews.hk> for a minimum period of seven days from the date of its publication and on the website of the Company at www.finsofthk.com.