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JIMU GROUP LIMITED

積木集團有限公司

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 8187)

VOLUNTARY ANNOUNCEMENT ENGAGEMENT OF STRATEGIC PARTNER

This announcement is made by Jimu Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis.

The board (the “**Board**”) of directors (the “**Director(s)**”) of the Company is pleased to announce that the Company has entered into an agreement (the “**Agreement**”) of engagement of strategic partner with 山東道之堂健康管理有限公司 (“**Daozhitang**”) on 10 February 2021. Accordingly, the Company will engage Daozhitang as the strategic partner of the Company.

Daozhitang is a limited liability company established in 2020. To the management’s knowledge, the key business development of Daozhitang is “Internet+Health” consulting service, which also plans to provide intelligent health products, nutritional food, internet Chinese medicine clinic, smart pharmacy, health management, health big data information center as the service chain, integrate the core cutting-edge technology and core head channels of the whole industrial chain such as recreation and health tourism base and home care service center, so as to realize the big health industry with the output of the overall model.

The Group is principally engaged in the footwear business and the loan facilitation business, of which the loan facilitation business has set up approximately 30 branch offices across different regions of China to provide assistance to customers with financing needs.

Pursuant to the Agreement, the Group will leverage on its strengths in the mainland’s layout and its credit rating experience to meet the needs of Daozhitang for the development of the big health industry, including but not limited to jointly developing scenario-based financial services for the big health industry, transactional projects such as mergers and acquisitions and restructuring of the big health industry, pursuing business development opportunities and seeking project financing solutions from Daozhitang. The Agreement (except for the confidentiality terms) is not legally binding and the specific terms of the project are subject to further negotiation, determination and formal contract between the Company and Daozhitang.

The Board believes that the engagement of Daozhitang as the strategic partner of the Company will be beneficial to the Group by exploiting new business opportunities, thereby creating value to the Company and its shareholders. The Board is of the view that the terms of the Agreement are on normal commercial terms, which are fair and reasonable and in the interests of the Company and its shareholders as a whole.

To the best of the Board's knowledge, information and belief having made all reasonable enquiries, Daozhitang is a third party 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 Board wishes to emphasize that as at the date of this announcement, the Agreement of engagement of strategic partner may or may not result in the entering into and/or completion of any formal agreement and the potential collaboration may not be finalized. Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company.

By Order of the Board
JIMU GROUP LIMITED
Dong Jun
Chairman

Hong Kong, 10 February 2021

As at the date of this announcement, the executive Directors are Mr. Dong Jun, Mr. Huang Zexiong, Mr. Chan Zuze and Mr. Chen Chao; the non-executive Directors are Mr. Wen Cyrus Jun-ming, Mr. Lau Kai Pong and Chan Kwun Wah Derek; and the independent non-executive Directors are Mr. Guo Zhongyong, Mr. Hon Ping Cho Terence, Mr. Ni Zhixing and Ms. Chen Xin.

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 misleading.

This announcement will remain on the "Latest Company Announcements" page of the GEM website at <http://www.hkgem.com> for at least 7 days from the date of its posting and on the Company's website at <http://www.jimugroup.hk>.