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Marketingforce Management Ltd

邁富時管理有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 2556)

VOLUNTARY ANNOUNCEMENT APPOINTMENT OF JOINT CHIEF TECHNOLOGY OFFICER

This announcement is made by Marketingforce Management Ltd (the “**Company**”) on a voluntary basis to inform its shareholders and prospective investors of the appointment of a new member of the senior management of the Company.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that Mr. Li Wenzhe (李文哲) (“**Mr. Li**”) was appointed as the joint chief technology officer of the Company and the managing director of the Marketingforce Artificial Intelligence Research Institute on December 9, 2024.

The biographical details of Mr. Li are set out below:

Mr. Li Wenzhe (李文哲), aged 39, has been the joint chief technology officer of the Company and director of Marketingforce Artificial Intelligence Research Institute since December 9, 2024. Mr. Li has 15 years of experience in engineering landing and scientific research in the field of AI, and has served as chief scientist, technical director and senior engineer in medium and large enterprises. Mr. Li worked as a senior engineer at headquarters of Amazon.com, Inc. in Seattle, USA from August 2012 to January 2014. Mr. Li worked as chief data scientist at Fanpu Jinke Group Co., Ltd.* (凡普金科集團有限公司) from August 2015 to January 2018, and concurrently worked as chief scientist and investment director at its subsidiary Beijing Huiniu Technology Co., Ltd.* (北京會牛科技有限公司) from May 2017 to January 2018. Mr. Li worked as the founder and chief scientist of Beijing Greedy Technology Co., Ltd.* (北京貪心科技有限公司) from June 2018 to November 2024.

Mr. Li obtained a bachelor’s degree in Computer Science and Technology from Nankai University in June 2009, and a master’s degree in Computer Science oriented in Artificial Intelligence from Texas A&M University in the USA in August 2012.

Mr. Li did not hold any directorship in public companies, the securities of which are listed on any securities market in Hong Kong or overseas in the last three years immediately preceding the date of this announcement.

* For identification purposes only

The Board would like to express its warmest welcome to Mr. Li.

By order of the Board
Marketingforce Management Ltd
ZHAO Xulong
Chairman of the Board and Chief Executive Officer

Hong Kong, December 9, 2024

As at the date of this announcement, the Directors of the Company are: Mr. ZHAO Xulong as chairman, executive Director and chief executive officer, Mr. XU Jiankang as executive Director, Ms. ZHAO Fangqi and Mr. HUANG Shaodong as non-executive Directors and Mr. YANG Tao, Mr. QIN Ci and Mr. CHEN Chen as independent non-executive Directors.