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DL HOLDINGS GROUP LIMITED

德林控股集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1709)

VOLUNTARY ANNOUNCEMENT APPOINTMENT OF CHIEF EXECUTIVE OFFICER OF DL HOLDINGS (US)

This announcement is made voluntarily by DL Holdings Group Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) to inform the shareholders and potential investors of the Company of the latest business development of the Group.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that Mr. Ai Kuiyu (“**Mr. Ai**”) has been appointed as the chief executive officer of DL Investment Holdings US, LLC (“**DL Holdings (US)**”, a wholly-owned subsidiary of the Company), with effect from 4 July 2025. Mr. Ai will continue to serve as an executive Director and the Group’s chief marketing officer.

Mr. Ai's biographical details are set out below:

Mr. Ai, aged 42, has been appointed as an executive Director with effect from 10 January 2022. Mr. Ai has been the chief marketing officer of the Company since February 2020 and has extensive experience in international communication journalism and marketing. Mr. Ai is also the director of DL Asset Management Limited, a subsidiary of the Company. Prior to joining the Group, Mr. Ai was an executive director from March 2017 to February 2020 and the chairman of the board of directors from June 2019 to February 2020 of Sino Vision Worldwide Holdings Limited (新維國際控股有限公司), a company formerly listed on GEM of the Stock Exchange (Stock Code: 8086). From 2005 to 2016, he had worked as an anchor, moderator, producer and news reporter at China Central Television (中國中央電視台). He obtained a Bachelor's Degree in Spanish from the Communication University of China in 2005 and a Master of Arts Degree in journalism and communication from the Renmin University of China in 2014. He completed the Risk Management sessions from the Executive Education Programme of Business School of Imperial College London in November 2021.

As the world's most important wealth management and technological innovation centre, the United States is of key significance to the Group's realisation of its global strategic layout of "finance + technology + community". The appointment of the chief executive officer of DL Holdings (US) is intended to achieve the following strategic goals through Mr. Ai's leadership:

- Accelerate business expansion and market layout in North America, and seize opportunities in global cross-border investment and high-net-worth family office client services;
- Promote the construction of the ONE Carmel ultra-high-end real estate project and the ONE Plus lifestyle platform to create a world-leading AI community;
- Build a strategic alliance with top United States universities, Silicon Valley technology companies and institutional investors to expand investment opportunities; and
- Optimize resource allocation to lay the foundation for the listing of "Neuralfin Technology", a subsidiary of the Group, in the United States and accelerate the Group's in-depth connection with the global capital market.

The Board believes that Mr. Ai has been deeply involved in the industry for more than 20 years, and his excellent management ability and rich practical experience in finance will effectively promote the accelerated development of the North American business. Mr. Ai has both financial enterprise management and profound cross-cultural communication skills. He was responsible for the management of Hong Kong-listed companies and cross-border mergers and acquisitions, and has extensive international communication experience. Mr. Ai is fluent in Chinese, English and Spanish, and can efficiently build a bridge of information, technology and investment between China and the United States. The Board has full confidence in his leadership and believes that he will accelerate the synergy between the North American business and the Group's core business and deepen the Group's global layout and financial technology breakthroughs.

The Board would like to welcome Mr. Ai to his new position.

By order of the Board
DL Holdings Group Limited
Chen Ningdi

Chairman, Chief Executive Officer and Executive Director

Hong Kong, 4 July 2025

As at the date of this announcement, the executive Directors are Mr. Chen Ningdi, Mr. Lang Joseph Shie Jay, Mr. Ai Kuiyu and Ms. He Zhiying; the non-executive Directors are Mr. Chan Kwan, Mr. Chan Kwun Wah Derek and Mr. Wang Yiding; and the independent non-executive Directors are Mr. Chang Eric Jackson, Mr. Chen ChengLien (also known as Chen Cheng-Lang and Chen Stanley), Mr. Liu Chun and Mr. Li Xiaoxiao.