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上善黃金國際控股有限公司

SHANGSHAN GOLD INTERNATIONAL HOLDINGS LIMITED

(Formerly known as Tokyo Chuo Auction Holdings Limited

東京中央拍賣控股有限公司)

(Incorporated in Hong Kong with limited liability)

(Stock Code: 1939)

VOLUNTARY ANNOUNCEMENT TRADEMARKS LICENSING AGREEMENT

This announcement is made by Shangshan Gold International Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) on a voluntary basis to provide the shareholders and potential investors of the Company with the information on the latest business development of the Group.

TRADEMARKS LICENSING AGREEMENT

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that on 16 September 2025, Shenzhen Kinghood Holding Group Company Limited (“**Kinghood Group**”) as licensor has entered into a trademarks licensing agreement (the “**Agreement**”) with Hong Kong Shangshan Technology Development Co., Limited (“**Shangshan Technology**”), a wholly-owned subsidiary of the Company, as licensee. Pursuant to the Agreement, Shangshan Technology will be granted trademark licenses for all countries and regions outside the mainland of the People’s Republic of China (including the Hong Kong Special Administrative Region, the Macao Special Administrative Region, Taiwan, and other overseas regions) from Kinghood Group for a consideration of HK\$1 per year. The licensed trademarks include “金雅福智慧金店 (Kinghood Smart Gold Store)”, “KINGHOOD GOLD ATM”, “KINGHOOD SMART GOLD STORE” owned by Kinghood Group.

According to the Agreement, Shangshan Technology has the right to use the licensed trademarks for, including but not limited to, production, sales and operation of products with licensed trademarks itself, or to designate a third party to produce products with licensed trademarks in its stead. According to overseas business needs, suggestions for overseas trademark registration of the licensed trademarks may be submitted to Kinghood Group, which shall be responsible for submitting the registration of relevant trademarks and license the applicable registered trademarks to Shangshan Technology. If the laws of the market operating location require recordation of the license, Kinghood

Group shall actively cooperate with Shangshan Technology to complete the recordation. Shangshan Technology may sublicense the trademark licenses under the Agreement to third parties. The license under the Agreement is non-exclusive, non-transferable, and limited to the licensed region. The Agreement shall be effective for 6 years, commencing from 16 September 2025.

INFORMATION OF THE PARTIES

Shangshan Technology is a wholly-owned subsidiary of the Company, dedicated to the global layout of gold intelligent terminals and the expansion of gold-related business.

Kinghood Group, a company non-wholly owned and controlled by Mr. Huang Shikun who is an executive Director, the chairman of the Board and a controlling shareholder of the Company, was established in 2006 and is headquartered in Shenzhen. Deeply rooted in the gold and jewelry industry chain, it has developed into a one-stop precious metals integrated service provider, integrating services such as cultural and creative research and development, intelligent manufacturing, personalized customization, smart retail, gold recycling, gold refining, and warehousing and logistics. It has been ranked among the Fortune China 500 for two consecutive years, among China Top 500 Enterprises for seven consecutive years, and among the China Top 500 Private Enterprises for eight consecutive years. Its subsidiaries have been awarded titles such as a “national high-tech enterprise” and a “specialized, refined, and innovative enterprise”. Kinghood Group adheres to empowering the industry with “technology + culture”, targeting the incremental market of the gold and jewelry industry, and innovatively launching Kinghood Intelligent Gold Stores. With self-developed gold recycling intelligent terminals and self-service gold and jewelry purchasing terminals as the main carriers, and empowered by technologies such as the Internet of Things, big data, and artificial intelligence, it has created a new digital, intelligent, and experiential retail model for gold and jewelry, achieving a closed-loop consumer experience including buying gold, selling gold, and customization. This allows consumers to conveniently and efficiently complete physical gold transactions.

REASONS FOR AND BENEFITS OF THE ENTERING INTO OF THE AGREEMENT

The Board believes that the entering into of the Agreement will contribute to the expansion of the Group’s overseas markets. Shangshan Technology will make full use of the licenses, leverage the influence of the Kinghood brands on the international jewelry and gold industries to accelerate the international application of relevant technologies and products, bringing new growth points to the Group.

Shareholders and potential investors of the Company are advised to exercise caution when dealing in the securities of the Company.

By order of the Board of
Shangshan Gold International Holdings Limited
Mr. Huang Shikun
Chairman

Hong Kong, 16 September 2025

As at the date of this announcement, the executive Directors are Mr. Huang Shikun (Chairman), Mr. Huang Shifeng, Ms. Qian Yuanyuan and Mr. Tong Jun; the non-executive Directors are Mr. Li Jiefeng and Mr. Zheng Haoran; and the independent non-executive Directors are Professor He Jia, Professor Hu Zuohao and Mr. Leung Ting Yuk.