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Bright Future Technology Holdings Limited
辉煌明天科技控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1351)

VOLUNTARY ANNOUNCEMENT
BUSINESS UPDATE AND UNAUDITED FINANCIAL DATA FOR
THE FIRST QUARTER OF 2021

The announcement is made by the Bright Future Technology Holdings Limited (the “**Company**”, together with its subsidiaries, collectively the “**Group**”) pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Future Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to provide the shareholders and potential investors of the Company with the latest situation and progress of the Group’s business and certain unaudited financial data for the three months ended 31 March 2021 (the “**First Quarter**”).

Unaudited Financial Data:

During the First Quarter, approximately 443 million virtual tokens were consumed in various media publishers, representing an increase of approximately 80% as compared to the same period in 2020. In particular, approximately 427 million virtual tokens were consumed for short-video advertisements, representing an increase of approximately 111% as compared to the same period in 2020.

According to the unaudited consolidated management accounts of the Group, the gross profit for short-video advertising of the Group recorded for the First Quarter is approximately RMB26 million, representing an increase of approximately 54.4% as compared to the same period in 2020.

Business Update:

The Most Influential Advertising Agent of the Year

On 23 April 2021 the Company won the award as “the Most Influential Advertising Agent of the Year” in Golden Mouse International Digital Marketing Festival 2021.

Golden Mouse International Digital Marketing Festival was established in 2009 and has been recognised as a significant event for the industry of digital marketing. In the theme of “Rebuild and Reborn” for the year of 2020, this festival has received more than 1,300 pieces of advertisement works from various participants for contesting the awards of 2020.

The Commencement of Operation of the Short-video Studio in Wuhan

On 22 April 2021 the short-video studio in Wuhan came into operation. The studio is equipped with a diverse and wide spectrum of shooting scenes. As such, it is expected that the Group will increase its productivity of short-video creation, reaching approximately 30,000 stock videos per month.

Going forward, benefiting from the Group’s adoption of big data analysis, programmatic advertising and intelligence algorithms, the Group will strive to and press on to offer one-stop short-video marketing solutions as an extension of its current one-stop and tailor-made advertising services.

By order of the Board
Bright Future Technology Holdings Limited
DONG Hui
Chairman, Chief Executive Officer and Executive Director

Shenzhen, 27 April 2021

As at the date of this announcement, the executive Directors of the Company are Mr. DONG Hui, Mr. YANG Dengfeng, Mr. CEN Senhui, Ms. GAO Yuqing, and Ms. TIAN Liuyihang; and the independent non-executive Directors of the Company are Mr. LIU Kin Wai, Mr. WEI Hai Yan and Mr. CHEN Shuo.