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Qian Xun Technology Limited
千循科技有限公司

(Formerly known as Ruicheng (China) Media Group Limited 瑞誠(中國)傳媒集團有限公司)

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 1640)

- (1) CHANGE OF COMPANY NAME;**
(2) CHANGE OF STOCK SHORT NAME;
(3) CHANGE OF COMPANY WEBSITE;
AND
(4) ADOPTION OF NEW COMPANY LOGO

CHANGE OF COMPANY NAME

The Board is pleased to announce that the change of (i) the English name of the Company from “Ruicheng (China) Media Group Limited” to “Qian Xun Technology Limited”; and (ii) the dual foreign name in Chinese of the Company from “瑞誠(中國)傳媒集團有限公司” to “千循科技有限公司”, have become effective on 28 January 2025.

CHANGE OF STOCK SHORT NAME

Following the Change of Company Name becoming effective, the stock short name for trading in the Shares on the Stock Exchange will be changed from “RUICHENG CHINA” to “QIAN XUN TECH” in English and from “瑞誠中國傳媒” to “千循科技” in Chinese with effect from 9:00 a.m. on 28 February 2025. The stock code of the Company remains unchanged as “1640”.

CHANGE OF COMPANY WEBSITE

The website of the Company will be changed from “www.reach-ad.com” to “www.fprice.cn” to reflect the Change of Company Name with effect from 26 February 2025.

ADOPTION OF NEW COMPANY LOGO

With effect from the date of this announcement, the Company has adopted a new company logo as shown on the top of this announcement, to reflect the Change of Company Name.

References are made to the announcements of Qian Xun Technology Limited (formerly known as Ruicheng (China) Media Group Limited) (the “**Company**”) dated 4 November 2024 and 27 January 2025, together with the circular of the Company dated 10 January 2025 (the “**Circular**”), in relation to the proposed change of the name of the Company (the “**Change of Company Name**”). Unless the context requires otherwise, capitalised terms used herein shall have the same meanings as defined in the Circular.

CHANGE OF COMPANY NAME

The Board is pleased to announce that the change of (i) the English name of the Company from “Ruicheng (China) Media Group Limited” to “Qian Xun Technology Limited”; and (ii) the dual foreign name in Chinese of the Company from “瑞誠(中國)傳媒集團有限公司” to “千循科技有限公司”, have become effective on 28 January 2025.

Subsequent to the passing of a special resolution in relation to the Change of Company Name by the Shareholders at the EGM held on 27 January 2025, the Certificate of Incorporation on Change of Name was issued by the Registrar of Companies in the Cayman Islands on 28 January 2025 certifying that the Company has changed its name to “Qian Xun Technology Limited 千循科技有限公司”.

The Certificate of Registration of Alteration of Name of Registered Non-Hong Kong Company was issued by the Registrar of Companies in Hong Kong on 14 February 2025 certifying that the new English name and the new dual foreign name in Chinese of the Company have been registered in Hong Kong under Part 16 of the Companies Ordinance (Chapter 622 of the Laws of Hong Kong).

CHANGE OF STOCK SHORT NAME

Following the Change of Company Name becoming effective, the stock short name for trading in the Shares on the Stock Exchange will be changed from “RUICHENG CHINA” to “QIAN XUN TECH” in English and from “瑞誠中國傳媒” to “千循科技” in Chinese with effect from 9:00 a.m. on 28 February 2025. The stock code of the Company remains unchanged as “1640”.

CHANGE OF COMPANY WEBSITE

The website of the Company will be changed from “www.reach-ad.com” to “www.fprice.cn” to reflect the Change of Company Name with effect from 26 February 2025.

ADOPTION OF NEW COMPANY LOGO

The Board further announces that, with effect from the date of this announcement, the Company has adopted a new company logo as shown on the top of this announcement, to reflect the Change of Company Name, which will be printed on the relevant corporate documents of the Company, including but not limited to interim and annual reports, announcements, circulars and press releases, and such logo will also be used in its website.

EFFECT OF THE CHANGE OF COMPANY NAME AND THE ADOPTION OF NEW COMPANY LOGO

The Change of Company Name and adoption of new company logo will not affect any of the rights of the Shareholders. All existing certificates of securities in issue bearing the former name of the Company will continue to be evidence of title to such securities and remain valid for trading, settlement, registration and delivery purposes. There will not be any arrangement for exchange of the existing certificates of securities for new certificates bearing the new name of the Company. From 28 February 2025, new certificates of securities will be issued only in the new name of the Company.

By order of the Board
Qian Xun Technology Limited
Sun Changpeng
Executive director

Hong Kong, 25 February 2025

As at the date of this announcement, the executive directors are Ms. Wang Xin, Mr. Leng Xuejun and Mr. Sun Changpeng, and the independent non-executive directors are Ms. Lam Hoi Yan Karen, Mr. Wong Sincere and Mr. Niu Zhongjie.