Stream Ideas Group Limited
源想集團有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 8401)

(I) BUSINESS UPDATE
AND
(II) PROPOSED CHANGE OF COMPANY NAME

The board (the "**Board**") of directors (the "**Director(s)**") of Stream Ideas Group Limited (the "**Company**", together with its subsidiaries, the "**Group**") hereby make this announcement (i) on a voluntary basis to provide shareholders and potential investors of the Company with the latest update of the Group; and (ii) regarding the proposed change of name of the Company.

(I) BUSINESS UPDATE

Reference is made to the announcement of the Company dated 21 August 2025 in relation to, among other things, the entering into of a memorandum of understanding (the "**MOU**") with the new partner in respect of the strategic cooperation (the "**New Partner**") on the development and operation of advertising screens on smart IoT devices, including water dispensers, coffee machines and unmanned retail devices.

The Board is pleased to announce that, on 19 December 2025, the Company entered into a media services agreement (the "**Media Services Agreement**") with the New Partner, pursuant to which the New Partner agreed to provide media services by continuously hosting and displaying media content provided by the Company (the "**Media Content**") on the smart display screens attached to IoT devices, including water dispensers (the "**Displays**") in the agreed region during the term of the Media Services Agreement (the "**Smart IoT Advertising Project**").

The Media Services Agreement takes effect from the date of the Media Services Agreement (the "**Effective Date**") for a term of one year (the "**Initial Term**"), unless terminated earlier in accordance with its terms. If the Company gives written notice at least three (3) months prior to the end of the Initial Term, the Company shall have preference over other parties for renewal.

Pursuant to the Media Services Agreement, in consideration of the Fees (as defined below) payable by the Company, the New Partner shall ensure that only the Media Content is displayed on the Displays in the manner specified by the Company, utilising the full capabilities of the Displays, maintaining them in good conditions in accordance with the agreed specifications, ensuring reasonable dispersion for extensive public access, absence of interference affecting visibility, no more than 10% of the Displays being defective or inoperative at any time, and remedying any defects within 5 business days. The New Partner may install new Displays or remove existing ones, provided that a minimum number of operative Displays as agreed is maintained.

The Company shall pay a fixed sum of HK$2,800,000 (the "**Fees**") to the New Partner as consideration for the exclusive right to have the Media Content hosted and displayed on the Displays throughout the Initial Term. The Fees are payable within five (5) business days of the Effective Date (or such other date as the parties may agree). Without prejudice to any other rights or remedies of the Company, if the Media Services Agreement is terminated before the expiry of the Initial Term, the New Partner shall forthwith refund to the Company the portion of the Fees paid by the Company which corresponds to the remaining period of the Initial Term, calculated on a pro rata basis.

The Company undertakes to supply Media Content with necessary display rights, that to its best knowledge, does not infringe any third-party rights or contravene any laws, to provide content in advance and to cooperate on any required rectifications. The New Partner undertakes to treat all relevant information as confidential and use it solely for performing the agreement, to delete or destroy it upon expiry of term with written confirmation, and to ensure the underlying water dispensers comply with the applicable public health and safety laws with no material negative public concerns.

Information on the New Partner

The New Partner is a high-tech enterprise established in Shenzhen, focused on omni-channel new media operations and enterprise digital transformation services. The company actively grasps the wave of the digital economy, with "industrial IP commercial linkage" as its core strategy, committed to building a high-speed road for digital transformation for enterprises and constructing a new ecological platform for third-industry services.

The New Partner's core business and advantages include: (a) omni-channel new media comprehensive operations, serving as deep partners of mainstream platforms such as Douyin and Kuaishou, providing national e-commerce large model construction and operations, local life service point of interest (POI) matrix construction and cloud chain operations, content creation, social media management, data analysis, brand marketing, and expanding into short videos, virtual reality, and short drama shooting; (b) growth-driving talent matrix, owning leading domestic key opinion leader (KOL) and key opinion consumer (KOC) talent and professional matrix operation capabilities for systematic incubation, precise reach, brand exposure, scenario-based promotion, and efficient sales conversion to achieve performance branding; and (c) three core businesses empowering industries, encompassing local life services focusing on "eat, live, travel, tour, shop, entertain" with different dimensional optimization to enhance

POI popularity and store traffic; integration of local and e-commerce to break barriers and build online-offline traffic closed loops; and comprehensive e-commerce deep cultivation in live and PC e-commerce, building IPs like "老字號甄選平台" and "大白好物" to help traditional brands renew digital vitality and achieve youth transformation.

The New Partner's strength has been recognized by various authorities. It invites enterprises seeking digital transformation or market expansion to collaborate, leveraging on professional omni-channel capabilities and innovative thinking to grasp digital economy opportunities and customize growth plans.

To the best of the Directors' knowledge, information and belief having made all reasonable enquiries, as at the date of the Media Services Agreement, the New Partner and its ultimate beneficial owners are third parties independent of and not connected with the Company and its connected persons (as defined in the GEM Listing Rules).

Reasons for and Benefits of Entering into the Media Services Agreement

The Group is principally engaged in the provision of online advertising services and digital marketing solutions.

The Group continues to focus on advancing its presence in the media and advertising industry through innovative out-of-home and IoT-based formats, leveraging on partnerships to expand coverage in high-traffic locations and capitalise on emerging trends in digital and interactive consumer engagement.

The Directors consider that the Media Services Agreement represents a significant progression and continuation of the Group's strategic efforts under the MOU to strengthen its position in China's evolving media and advertising sector. By securing exclusive rights to display dynamic Media Content on the New Partner's established network of Displays in community and urban areas, the Group can fully leverage on the New Partner's expertise in omni-channel new media operations, KOL/KOC capabilities and digital platforms to broaden advertising reach both in the PRC and potentially overseas. This enables the independent operation and management of dedicated advertising inventory, facilitating innovative formats such as interactive content, data-driven targeting and refined consumer behaviour insights to enhance brand visibility, encourage meaningful interactions and support integrated online-offline campaigns.

At a fixed and predictable cost with appropriate risk mitigation, the Media Services Agreement diversifies the Group's digital advertising portfolio beyond traditional online channels, captures incremental impressions in receptive everyday settings, attracts new brand clients and creates potential new revenue streams. The Directors are of the view that the transaction aligns with the Group's long-term objectives to innovate in the dynamic media landscape, capitalise on the shift towards digital and out-of-home ecosystems, drive growth through synergies and data analytics, and create long-term value for shareholders, which is in the interest of the Company and its shareholders as a whole.

(II) PROPOSED CHANGE OF COMPANY NAME

The Board proposes to change the English name of the Company from "Stream Ideas Group Limited" to "Hua Xia Water Group Limited" and to change the dual foreign name of the Company in Chinese from "源想集團有限公司" to "華夏水務集團有限公司" (the "**Proposed Change of Company Name**").

Conditions of the Proposed Change of Company Name

The Proposed Change of Company Name is subject to the fulfillment of the following conditions:

(a) passing of a special resolution by the Shareholders to approve the Proposed Change of Company Name at the extraordinary general meeting of the Company (the "**EGM**"); and

(b) approval of the Registrar of Companies of the Cayman Islands for the Proposed Change of Company Name.

The Proposed Change of Company Name will take effect after satisfaction of the above conditions and from the date of entry of the new name of the Company into the register of companies maintained by the Registrar of Companies of the Cayman Islands in place of the existing name. The Registrar of Companies of the Cayman Islands shall issue a certificate of incorporation on change of name thereafter. The Company will then carry out all necessary filing or registration procedures with the Companies Registry in Hong Kong pursuant to Part 16 of the Companies Ordinance (Chapter 622 of the Laws of Hong Kong)

REASONS FOR THE PROPOSED CHANGE OF COMPANY NAME

The Board is of the view that the Proposed Change of Company Name will strengthen the corporate image and identity which will benefit the Group's growth strategies and better reflect the Group's business development and direction. The Board believes that the Proposed Change of Company Name is in the interest of the Company and the Shareholders as a whole.

EFFECT OF THE PROPOSED CHANGE OF COMPANY NAME

The Proposed Change of Company Name will not affect any rights of the Shareholders. The existing share certificates in issue bearing the present name of the Company will, after the Proposed Change of Company Name becoming effective, continue to be evidence of legal title and the existing share certificates will continue to be valid for trading, settlement, registration and delivery purposes. Accordingly, there will not be any arrangement for free exchange of the existing share certificates for new certificates bearing the new name of the Company.

Upon the Proposed Change of Company Name becoming effective, new certificates in respect of the shares of the Company will be issued under the new name of the Company and, subject to the confirmation of The Stock Exchange of Hong Kong Limited (the "**Stock Exchange**"), the English and Chinese stock short names of the Company will also be changed.

GENERAL

The Proposed Change of Company Name is subject to the Shareholders' approval at the EGM and no Shareholders are required to abstain from voting on the resolution in relation to the Proposed Change of Company Name. A circular containing, among other things, information regarding the Proposed Change of Company Name and a notice convening the EGM will be published on the websites of the Company and the Stock Exchange and despatched to the relevant Shareholders as soon as practicable.

Further announcement(s) will be made as and when appropriate in relation to, among other things, the poll results of the EGM, the effective date of the Proposed Change of Company Name and the new English and Chinese stock short names for trading in the securities of the Company on the Stock Exchange.

By Order of the Board
Stream Ideas Group Limited
Lee Wing Leung Garlos
Executive Director

Hong Kong, 19 December 2025

As at the date of this announcement, the Board comprises five executive Directors, namely Ms. Cheung Lee, Mr. Xie Cheng, Mr. Lee Wing Leung Garlos, Ms. Cai Ying and Mr. Fu Tao; and four independent non-executive Directors, namely Mr. Kwan Chi Hong, Mr. Ho Ho Tung Armen, Mr. Yiu Chun Wing and Ms. Meng Mei.

This announcement, for which the Directors of the Company collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on GEM of the Stock Exchange for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief, the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the "Latest Listed Company Information" page of the website of the Stock Exchange at www.hkexnews.hk for at least 7 days from the date of its publication and on the website of the Company at www.stream-ideas.com.