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ZX Inc.
中旭未来

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 9890)

VOLUNTARY ANNOUNCEMENT
THE LATEST PERFORMANCE UPDATE OF THE GAME PRODUCT
“BEAST LORD: THE NEW LAND”

This announcement is issued by ZX Inc. (the “**Company**”, together with its subsidiaries and the PRC Operating Entities¹, the “**Group**”) on a voluntarily basis to inform shareholders and potential investors of the Company of the latest business developments of the Group.

The Company is pleased to announce that “Beast Lord: The New Land” (《野獸領主：新世界》) (the “**New Game**”) has completed more than a month of deletion testing. After continuous adjustments and iterations, it officially launched the public beta testing on all platforms in the Chinese Mainland on June 5, 2024.

“Beast Lord: The New Land” is a simulation game (“**SLG**”) on online mobile with the potential to become a blockbuster launched by the Group in 2024. It is also the first online mobile exploration SLG featured with real animals themes in the Chinese Mainland. Our “Tan Wan” brand (貪玩遊戲) has obtained the exclusive authorization to promote and operate the New Game. The New Game has received wide popularity among players, evidenced by its top rank on the list of iOS Top Free Games on the public beta testing day. In the game, players will take on the role of the lion lord, leading the beasts to find and build new territories, compete for resources and status, and win strategically to become the king of beasts.

¹ The PRC Operating Entities refer to the entities controlled by the Group through the Contractual Arrangements, the details of which are set out in the Company’s prospectus dated September 18, 2023 (“**Prospectus**”).

“Beast Lord: The New Land” is a new breakthrough for the Group to lay out the multi-category game track and create a diversified game product matrix. As an online game operation group with a forward-looking vision and deep operational genes, while reserving high-quality IP resources and accelerating the expansion of game categories, the Group has given full play to its core competitive advantages such as precision digital marketing capabilities, in-depth operation capabilities and brand development capabilities, and replicated its past successful experience in the promotion of new games. We have an excellent operation team and a mature operation system, and our team has abundant market insights and outstanding planning capabilities, which enable us to grasp the needs of players accurately and to formulate effective operation strategies accordingly. We use AI technologies to carry out precision marketing and enhance the profitability of the Group through the in-depth application of AI technology. We monitor game operation data in real time and conduct data analysis, quickly respond to changes in the global market, and actively deploy the global game market to ensure the sustainable and stable development of our new games. We value our in-depth cooperation with game developers, integrating the essence and characteristics of games into game operations to provide players with innovative game experiences. Through our close cooperation with game developers, we are able to jointly build a game brand with extensive influence and achieve mutual benefits for both parties.

About ZX Inc.

ZX Inc. is a leading online game publisher committed to providing high-quality IP games for players around the world. We are devoted to marketing and operating online games (in particular mobile games). The online games developed by our clients marketed and operated by us are delivered to players under the “Tan Wan” brand (貪玩遊戲).

For more information, please visit: <https://zx.com>.

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

By order of the Board

ZX Inc.

Mr. WU Xubo

Chairman of the Board and Executive Director

Guangzhou, the PRC, June 5, 2024

As at the date of this announcement, the Board comprises Mr. WU Xubo and Ms. WU Xuan as executive Directors; and Ms. SONG Siyun, Mr. QIN Yongde and Ms. ZHENG Yi as independent non-executive Directors.