

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



**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**

### **“SOUL LAND: LEGEND OF EVIL SLAYER”**

This announcement is issued by ZX Inc. (the “**Company**”, together with its subsidiaries and the PRC Operating Entities<sup>1</sup>, the “**Group**”) on a voluntary basis to inform shareholders and investors of the Company of the latest business developments of the Group.

The Company is pleased to announce that the Group’s first open-world game, “Soul Land: Legend of Evil Slayer” (《鬥羅大陸：誅邪傳說》), will officially commence the public beta testing on October 10, 2024, with a first 7-day beta testing to be conducted on the Android platform in Chinese Mainland.

“Soul Land: Legend of Evil Slayer” is an open-world adventure game authorized by “Soul Land” (《鬥羅大陸》) and launched by the Group in 2024, which has successfully obtained IP authorization from both China Literature Limited (HKEX: 0772) and Tencent Video. The game is jointly developed by Kingnet Network Co., Ltd. (愷英網絡股份有限公司) (SZSE: 002517), together with its subsidiary Zhejiang Shenghe Network Technology Co., Ltd. (浙江盛和網絡科技有限公司), and is exclusively published under the Group’s “Tan Wan” brand (貪玩遊戲). “Soul Land: Legend of Evil Slayer” is a domestic online game that combines a large open world, multiplayer online experience, a rich storyline and a diverse gameplay together, which not only successfully restores the classic elements of the Soul Land, but also presents players with a brand new arena for adventure and exploration. Players will take on the role of the evil slayer, punishing the evil and promoting goodness at critical moments, and achieving an immortal legend of guarding the land and their partners.

<sup>1</sup> 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**”).

“Soul Land: Legend of Evil Slayer” is an important milestone in the implementation of the Group’s game category expansion strategy and in the layout of its quality game strategy. Since the official announcement of the game, it has continued to receive enthusiastic anticipation from fans, and achieved top one on the Android game reservation ranking of the TapTap platform, with as many as 160,000 reservations. On September 28, 2024, “Soul Land: Legend of Evil Slayer” was awarded the Best Game IP Award at the First Bay Area National Style Anime Game Award (首屆灣區國風動漫遊戲大獎 — 最佳遊戲IP大獎). The Group’s decision to develop open-world games is an exclusive path of development by restructuring and integrating its existing resources and strengths based on its past successes. In this process, we have fully leveraged our three core competitive advantages of precision digital marketing, in-depth operation and brand development, and precisely integrated our past experience into the promotion of new games to ensure that every step is steady and powerful.

In the future, the Group will continue to adhere to the mission of “get back to the fun-loving you of your youth”, embody the spirit of excellence and innovation, continuously optimize the game experience and improve the quality of games, and strive to create more high-quality IP games to create value for players and inject vitality into the industry.

### **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) in China. 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, September 30, 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.*