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First Service Holding Limited

第一服务控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2107)

VOLUNTARY ANNOUNCEMENT STRATEGIC COOPERATION WITH QINGTING FM

This announcement is made by First Service Holding Limited (the “**Company**”) on a voluntary basis.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that on June 1, 2021, First Property Service (Beijing) Co., Ltd. (第一物業服務(北京)有限公司), an indirect wholly-owned subsidiary of the Company, and Shanghai Microphone Culture Media Co., Ltd. (上海麥克風文化傳媒有限公司, “**QingTing FM**”) entered into a strategic cooperation agreement (the “**Strategic Cooperation Agreement**”) to jointly explore the application of online audio and related technologies in various community operation scenarios and brand marketing campaigns (the “**Strategic Cooperation**”).

QingTing FM is an Internet-based audio aggregation service provider. Since its establishment in 2011, it has grown into one of the leading audio content aggregation platforms in China. QingTing FM adheres to the slogan of “The Wonderful Life You Hear (聽得見的美好生活)” and uses innovative technology to create an influential and popular audio media brand.

Pursuant to the Strategic Cooperation Agreement, in collaboration with QingTing FM, the Company will explore to provide audio media value-added services to its residents, enriching cultural activities in communities under its management and promoting online and offline communications among residents, so as to further improve the residents’ living experience. With the fast development of audio technologies, the Company also seeks to integrate advanced audio applications and intelligent audio technology into its property management system to streamline community operations. Additionally, as audio media, including audio-livestreaming, podcast and long-form audio content, becomes a new channel for brand promotion, the Company intends to further enhance its brand awareness through the cooperation with QingTing FM.

The Directors believe that the Strategic Cooperation enables the Company to enrich its service offerings and create a more dynamic ecosystem in communities under the management of the Company. With high-quality and diverse audio content, QingTing FM's attractive service offering is in line with the Company's business philosophy of bringing a pleasant living experience to residents. The Strategic Cooperation is beneficial for the Company to improve technology innovation and optimize its services in the pursuit of providing digitally connected, green and healthy living experiences to customers. The Directors are of the view that the Strategic Cooperation is in the interests of the Company and its shareholders as a whole.

The Board wishes to emphasize according to the Strategic Cooperation Agreement, the Company and QingTing FM may negotiate to enter into formal cooperation agreements in respect of the Strategic Cooperation. As such, the Strategic Cooperation may or may not materialize or proceed as contemplated or at all. The Company will comply with the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited when the Company enters into further transactions under the Strategic Cooperation Agreement. Shareholders of the Company and potential investors are advised to exercise caution when dealing in the securities of the Company.

By order of the Board
First Service Holding Limited
ZHANG Peng
Chairman

Hong Kong, June 1, 2021

As at the date of this announcement, our executive Directors are Mr. Liu Peiqing, Mr. Jia Yan, Mr. Jin Chungang and Ms. Zhu Li, our non-executive Directors are Mr. Zhang Peng and Mr. Long Han, and our independent non-executive Directors are Ms. Sun Jing, Ms. Zhu Caiqing and Mr. Cheng Peng.