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WEIMOB INC.

微盟集團*

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 2013)

VOLUNTARY ANNOUNCEMENT INVESTMENT IN A LIMITED PARTNERSHIP

The Board is pleased to announce on a voluntary basis that on November 30, 2019, Changshu Weimob, a limited partnership where Weimob Yunbing acts as a limited partner as of the date of this announcement, entered into the Limited Partnership Agreement with Nanjing Meridian, Nanjing Industry Development Fund and Nanjing Jianye Technology Innovation Fund to establish Nanjing Meridian Weimob Fund. According to the Limited Partnership Agreement, the total amount of capital commitment of Nanjing Meridian Weimob Fund is RMB200,000,000, of which Changshu Weimob (as a Limited Partner) will contribute RMB100,000,000, while Nanjing Meridian (as the General Partner), Nanjing Industry Development Fund and Nanjing Jianye Technology Innovation Fund (as Limited Partners) will contribute RMB2,000,000, RMB78,000,000 and RMB20,000,000, respectively. Weimob Yunbing participated in Nanjing Meridian Weimob Fund through its commitment to subscribe for RMB50,000,000 in Changshu Weimob as a limited partner of Changshu Weimob, representing 50.0% of the total subscribed capital contribution of Changshu Weimob. Neither Changshu Weimob nor Nanjing Meridian Weimob Fund will become a subsidiary of the Company.

Nanjing Meridian Weimob Fund intends to invest in start-up enterprises with great potential which mainly focus on enterprise-level SaaS service and its upstream and downstream industries. No definite investment targets are identified as of the date of this announcement.

PRINCIPAL TERMS OF THE LIMITED PARTNERSHIP AGREEMENT

Principal terms of the Limited Partnership Agreement are as follows:

Date November 30, 2019

Name of Nanjing Meridian Weimob Fund Nanjing Chuangyi Meridian Weimob Emerging Industry Equity Investment Fund Partnership (Limited Partnership) (南京創熠華映微盟新興產業股權投資基金合夥企業(有限合夥))

Partners

General Partner

Nanjing Meridian

Limited Partners

- (1) Changshu Weimob
- (2) Nanjing Industry Development Fund
- (3) Nanjing Jianye Technology Innovation Fund

To the best of the Directors' knowledge, other than Changshu Weimob, all the General Partner and other Limited Partners and their respective ultimate beneficial owners are Independent Third Parties of the Company. Weimob Yunbing subscribed for RMB50,000,000 in Changshu Weimob as a limited partner, representing 50.0% of the total subscribed capital contribution of Changshu Weimob.

Term of operation of Nanjing Meridian Weimob Fund The term of Nanjing Meridian Weimob Fund shall be seven years commencing from the date of its establishment (i.e. the date on which Nanjing Meridian Weimob Fund obtains its business license) and no longer than 10 years if there is any extension.

Committed capital contribution The total capital commitment to Nanjing Meridian Weimob Fund under the Limited Partnership Agreement is RMB200,000,000. Capital contribution will be made by the Partners in cash as follows:

Partners	Capital contribution (RMB)	Equity interest in Nanjing Meridian Weimob Fund
<i>General Partner</i>		
Nanjing Meridian	2,000,000	1.0%
<i>Limited Partners</i>		
Changshu Weimob	100,000,000	50.0%
Nanjing Industry Development Fund	78,000,000	39.0%
Nanjing Jianye Technology Innovation Fund	20,000,000	10.0%
Total	200,000,000	100%

Payment of the capital contribution	The partners of Nanjing Meridian Weimob Fund shall make payment of their respective capital contribution to Nanjing Meridian Weimob Fund in two instalments, with an initial phase payment of 40% of their respective capital contribution subscribed and a second phase payment of the rest 60%.
Investment period and scope	<p>The investment period of Nanjing Meridian Weimob Fund is four years.</p> <p>The investment areas of Nanjing Meridian Weimob Fund include SaaS and member management, services and operation projects in industry verticals, marketing technology projects that enable targeted marketing through big data and artificial intelligence technologies, and e-commerce platforms in decentralized user traffic scenarios.</p>
Management	Nanjing Meridian shall act as the executive partner of Nanjing Meridian Weimob Fund. Approved by all partners of Nanjing Meridian Weimob Fund, Meridian Capital is engaged as the fund manager of Nanjing Meridian Weimob Fund. The executive partner of Nanjing Meridian Weimob Fund is responsible for the daily operation of Nanjing Meridian Weimob Fund and acts on behalf of Nanjing Meridian Weimob Fund.
Investment decision committee	An investment committee will be established with all three members designated by the executive partner of Nanjing Meridian Weimob Fund and approved by partners collectively holding more than two-thirds of the capital contribution of Nanjing Meridian Weimob Fund, to make investment and exit decisions. The investment committee shall be consisted of experts in legal, financial, investment management industries as well as industry sectors matching the investment scope of Nanjing Meridian Weimob Fund. Each member of the investment committee shall have one vote, and an investment decision shall be valid only if it is passed by two-thirds of all members of the committee.
Transfer of interest in Nanjing Meridian Weimob Fund	<p>Limited Partners are entitled to transfer all or part of their respective interests in Nanjing Meridian Weimob Fund to other partners of Nanjing Meridian Weimob Fund with notices to other partners of Nanjing Meridian Weimob Fund.</p> <p>A Limited Partner who plans to transfer its interests in Nanjing Meridian Weimob Fund to parties other than partners of Nanjing Meridian Weimob Fund shall get the approval from the executive partner. All other partners have the right of first refusal at such transfer.</p>
Income distribution	In principle, the distributable income generated by Nanjing Meridian Weimob Fund from project investments will be first distributed among the Limited Partners according to the proportion of their respective paid-in capital contribution to each project, and then distributed to the General Partner.

INFORMATION ON THE PARTIES TO THE LIMITED PARTNERSHIP AGREEMENT

Nanjing Meridian

Nanjing Meridian is a limited partnership established in the PRC and is principally engaged in management of equity fund. The general partner of Nanjing Meridian is Meridian Capital. Weimob Yunbing is one of the limited partners of Nanjing Meridian with capital contribution representing 25.0% of the total subscribed capital contribution of Nanjing Meridian.

Changshu Weimob

Changshu Weimob is a limited partnership established in the PRC mainly for the participation in the establishment of Nanjing Meridian Weimob Fund with a total subscribed capital contribution of RMB100,000,000 upon its formation. Weimob Yunbing agreed to subscribe for RMB50,000,000 in the Changshu Weimob as a limited partner, representing 50.0% of its total subscribed capital contribution. Changshu Weimob is managed by Meridian Capital, which is its general partner and executive partner and agreed to subscribe for RMB100,000 in Changshu Weimob. Changshu Kaisheng Equity Investment Fund Co., Ltd. (常熟開晟股權投資基金有限公司), LIU Zhenyu and WANG Yun agreed to subscribe for RMB20,000,000, RMB24,900,000 and RMB5,000,000 in Changshu Weimob, representing 20.0%, 24.9% and 5.0% of the total subscribed capital contribution of Changshu Weimob, respectively. To the best knowledge of the Company, Changshu Kaisheng Equity Investment Fund Co., Ltd. (常熟開晟股權投資基金有限公司) is mainly established by Changshu Municipal State-owned Asset Management Office.

Changshu Weimob focuses on equity investment in SaaS and member management, services and operation projects in industry verticals, marketing technology projects that enable targeted marketing through big data and artificial intelligence technologies, and e-commerce platforms in decentralized user traffic scenarios.

To the best of the Directors' knowledge, other than Weimob Yunbing which is a wholly-owned subsidiary of the Company, all the other partners of Changshu Weimob and their respective ultimate beneficial owners are Independent Third Parties of the Company.

Nanjing Industry Development Fund

Nanjing Industry Development Fund is a company incorporated in the PRC with limited liability and is principally engaged in equity investment and investment management. It's established by Nanjing Municipal Government of Jiangsu Province in the PRC.

Nanjing Jianye Technology Innovation Fund

Nanjing Jianye Technology Innovation Fund is a company incorporated in the PRC with limited liability and is principally engaged in equity investment and investment management. Nanjing Jianye Technology Innovation Fund is a fund for guiding technology innovation industry established by Nanjing Jianye District Finance Bureau.

REASONS FOR AND BENEFITS OF THE ENTERING INTO OF THE LIMITED PARTNERSHIP AGREEMENT AND THE ESTABLISHMENT OF NANJING MERIDIAN WEIMOB FUND

The Manager is a leading investment institution in technology, media and telecom industry in the PRC. Formation of Nanjing Meridian Weimob Fund enables the Company to consolidate its industry resources with the Manager's investment experiences, further develop a cooperation model combing industries and capital, and support its rapid growth with both internal and external drivers. Nanjing Meridian Weimob Fund intends to invest in start-up enterprises with great potential which mainly focus on enterprise-level SaaS service and its upstream and downstream industries, which is highly relevant to the primary business of the Company. The Company believes that investment to be made by Nanjing Meridian Weimob Fund will generate business development synergy to the Company.

LISTING RULES IMPLICATIONS

To the best of the Directors' knowledge, information and belief having made all reasonable enquiry, all the other partners in Changshu Weimob, all the partners in Nanjing Meridian Weimob Fund other than Changshu Weimob and their respective ultimate beneficial owners are Independent Third Parties of the Company. All the applicable percentage ratios in respect of the Company's capital commitment in Changshu Weimob are less than 5%. Therefore, the Company's capital commitment in Changshu Weimob does not constitute a notifiable transaction of the Company under Chapter 14 of the Listing Rules or a connected transaction of the Company under Chapter 14A of the Listing Rules.

DEFINITIONS

In this announcement, the following expressions shall have the meanings set out below unless the context requires otherwise:

“Board”	the board of Directors of the Company
“Changshu Weimob”	Changshu Meridian Weimob Technology Investment Center (Limited Partnership) (常熟華映微盟科技投資中心(有限合夥))
“Company”	Weimob Inc., a company incorporated in the Cayman Islands with limited liability, the shares of which are listed on the Main Board of the Stock Exchange (Stock Code: 2013)
“Director(s)”	the director(s) of the Company
“General Partner”	general partner of Nanjing Meridian Weimob Fund, being Nanjing Meridian as of the date of this announcement
“Hong Kong”	the Hong Kong Special Administrative Region of the PRC
“Independent Third Party(ies)”	Any entity or person who is not a connected person of the Company within the meaning ascribed thereto under the Listing Rules

“Limited Partner(s)”	limited partners of Nanjing Meridian Weimob Fund, being Changshu Weimob, Nanjing Industry Development Fund and Nanjing Jianye Technology Innovation Fund as of the date of this announcement
“Limited Partnership Agreement”	the limited partnership agreement entered into by Nanjing Meridian, Changshu Weimob, Nanjing Industry Development Fund and Nanjing Jianye Technology Innovation Fund on November 30, 2019 in relation to the establishment of Nanjing Meridian Weimob Fund in the PRC and the subscription of interest therein
“Listing Rules”	the Rules Governing the Listing of Securities on the Stock Exchange of Hong Kong Limited, as amended from time to time
“Manager”	manager of Nanjing Meridian Weimob Fund, being Meridian Capital as of the date of this announcement
“Meridian Capital”	Meridian Capital Management Co., Ltd. (華映資本管理有限公司), a company established in the PRC with limited liability and is principally engaged in equity investment
“Nanjing Industry Development Fund”	Nanjing Industry Development Fund Co., Ltd. (南京市產業發展基金有限公司), a company established in the PRC with limited liability
“Nanjing Jianye Technology Innovation Fund”	Nanjing Jianye District Technology Innovation Fund Co., Ltd. (南京市建鄴區科技創新基金有限公司), a company established in the PRC with limited liability
“Nanjing Meridian”	Nanjing Meridian Equity Investment Management Partnership (Limited Partnership) (南京華映股權投資管理合夥企業(有限合夥)), a limited partnership established in the PRC
“Nanjing Meridian Weimob Fund”	Nanjing Chuangyi Meridian Weimob Emerging Industry Equity Investment Fund Partnership (Limited Partnership) (南京創熠華映微盟新興產業股權投資基金合夥企業(有限合夥))
“PRC” or “China”	the People’s Republic of China. For the purposes of this announcement only and except where the context requires otherwise, excludes Hong Kong, the Macau Special Administrative Region of the PRC and Taiwan
“Renminbi” or “RMB”	Renminbi, the lawful currency of the PRC

“Stock Exchange”	The Stock Exchange of Hong Kong Limited
“subsidiary(ies)”	has the meaning ascribed to it under the Listing Rules
“Weimob Yunbing”	Shanghai Weimob Yunbing Information Technology Co., Ltd.* (上海微盟雲冰信息科技有限公司), a company established in the PRC with limited liability and a wholly-owned subsidiary of the Company
“%”	per cent

By Order of the Board
Weimob Inc.
SUN Taoyong
Chairman of the Board and Chief Executive Officer

Shanghai, the PRC
December 2, 2019

As at the date of this announcement, the Board comprises Mr. SUN Taoyong, Mr. FANG Tongshu, Mr. YOU Fengchun and Mr. HUANG Junwei as executive Directors; and Mr. SUN Mingchun, Mr. LI Xufu and Mr. TANG Wei as independent non-executive Directors.

* *For identification purpose only*