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**Best Mart 360 Holdings Limited**

**優品360控股有限公司**

*(incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 2360)**

## **VOLUNTARY ANNOUNCEMENT**

### **ENTERING INTO WECHAT PAY PARTNER PROGRAM AGREEMENT WITH TENPAY**

This is a voluntary announcement made by Best Mart 360 Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) to inform the shareholders and potential investors of the Company the latest business development of the Group.

The board (“**Board**”) of directors (“**Directors**”) of the Company is pleased to announce that on 16 July 2019, CIAO International Limited (“**CIAO**”), a wholly-owned subsidiary of the Company and Tenpay Payment Technology Co. Ltd. (財付通支付科技有限公司) (“**Tenpay**”), an indirect wholly-owned subsidiary of Tencent Holdings Limited, entered into an agreement, namely “WeChat Pay Partner Program Agreement” (“**Partner Program Agreement**”) for an initial term of one year commenced from 16 July 2019, which term will be automatically renewed and extended for successive terms of 12 months unless terminated by either party by at least 30 days written notice served prior to the conclusion of the prevailing term. Pursuant to the Partner Program Agreement, the parties agreed that CIAO will integrate WeChat Pay services in all of the Group’s retail stores in Hong Kong and promote WeChat Pay to its customers, while Tenpay will provide integrated supports to CIAO in marketing activities, “Moments” advertisement, promotion in overseas mini programs (platform for traffic increase).

To actualize the co-operation between the Group and Tenpay, the Group has initiated two start up programmes, i.e. the opening of the WeChat Pay Smart Store at Tsimshatsui East and the launching of two WeChat Mini Programs as disclosed in the voluntary announcement of the Company dated 11 June 2019 (“**Previous Announcement**”). Pursuant to the Partner Program Agreement, the Group intends to establish its member system through WeChat ecosystem so as to better connect with and serve Best Mart 360° members using WeChat. The Group will also proactively pursue further co-operative opportunities, such as exploring the feasibility of establishing electronic commerce platform through WeChat, and seeking worldwide expansion of the business of the Group through WeChat platforms. To intensify the co-operation between the Group and Tenpay, the Group will also consider to further develop smart retail jointly with WeChat and to further integrate technological elements in the Group’s business operation, in order to increase interaction with customers and enhance shopping experience.

The Directors believe that the co-operation between the Group and Tenpay under the Partner Program Agreement will accelerate the Group’s pace in the digital transformation of its operation and will strengthen the Group’s core competitiveness in the New Retail Era characterized by the widespread use of technologies.

Save for the realized matters as disclosed in this announcement and the Previous Announcement, other projects, plans and co-operation matters to be pursued under the Partner Program Agreement remain uncertain and the development plan of the Group associated with “New Retail Era” may or may not be proceeded or would it be succeed. Shareholders and potential investors are advised not to place undue reliance on the aforesaid information and are advised to exercise caution when dealing in the shares and other securities of the Company.

By order of the Board  
**Best Mart 360 Holdings Limited**  
**Lin Tsz Fung**  
*Chairman*

Hong Kong, 16 July 2019

*As at the date of this announcement, the executive Directors are Mr Lin Tsz Fung and Ms Hui Ngai Fan, and the independent non-executive Directors are Mr Sze Irons, Ms Choy So Yuk and Mr Lee Ka Lun.*