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**Alibaba Pictures Group Limited**  
**阿里巴巴影业集团有限公司**

*(Incorporated in Bermuda with limited liability)*

**(Stock Code: 1060)**

**REVISION OF ANNUAL CAPS FOR  
CONTINUING CONNECTED TRANSACTIONS  
AND  
CONTINUING CONNECTED TRANSACTIONS -  
THE CUSTOMER SERVICES FRAMEWORK AGREEMENT**

**REVISION OF ANNUAL CAPS FOR CONTINUING CONNECTED TRANSACTIONS**

**Revision of the Original Annual Caps for Shared Services**

Reference is made to the 2024 Announcement in relation to, among other things, the existing continuing connected transactions contemplated under the Shared Services Framework Agreement.

The Board anticipates that the Original Annual Caps for Shared Services will not be sufficient to meet the business needs for the financial years ending March 31, 2025, 2026 and 2027. Accordingly, the Board proposed to revise the Original Annual Caps for Shared Services for the financial years ending March 31, 2025, 2026 and 2027 in compliance with the requirements under Chapter 14A of the Listing Rules.

## **Revision of the Original Annual Caps for Payment Services**

Reference is made to the 2023 Announcements in relation to, among other things, the existing continuing connected transactions contemplated under the 2023 Payment Services Framework Agreement and the revision of the annual cap for Payment Services for the financial year ended March 31, 2024.

The Board anticipates that the Original Annual Caps for Payment Services will not be sufficient to meet the business needs for the financial years ending March 31, 2025 and 2026. Accordingly, the Board proposed to revise the Original Annual Caps for Payment Services for the financial years ending March 31, 2025 and 2026 in compliance with the requirements under Chapter 14A of the Listing Rules.

## **CONTINUING CONNECTED TRANSACTIONS – THE CUSTOMER SERVICES FRAMEWORK AGREEMENT**

The Board further announces that on May 29, 2024, the Company and Lingyang Intelligent, an indirect wholly-owned subsidiary of Alibaba Holding, entered into the Customer Services Framework Agreement, pursuant to which Lingyang Intelligent agreed to procure the Services Providers to provide the Customers Services to the Group, subject to the relevant annual caps.

## **LISTING RULES IMPLICATIONS**

As at the date of this announcement,

- (1) Alibaba Holding is the ultimate shareholder of Alibaba Investment, which is a controlling shareholder and a connected person of the Company holding 16,001,087,693 Shares in aggregate, representing approximately 54.26% of the issued share capital of the Company, among which (i) 13,488,058,846 Shares are held by Ali CV, the wholly-owned subsidiary of Alibaba Investment, and (ii) 2,513,028,847 Shares are held by Alibaba Investment;
- (2) Ant Group is indirectly held by Alibaba Holding as to more than 30% of its equity interest and Alipay is a wholly-owned subsidiary of Ant Group; and
- (3) each of Alibaba.com and Lingyang Intelligent is an indirect wholly-owned subsidiary of Alibaba Holding.

Therefore, each of them is an associate of Alibaba Investment and thus a connected person of the Company. The respective transactions contemplated under the Shared Services Framework Agreement, the 2023 Payment Services Framework Agreement and the Customer Services Framework Agreement constitute continuing connected transactions of the Company under Chapter 14A of the Listing Rules.

Pursuant to Rule 14A.54(1) of the Listing Rules, if the Company proposes to revise the Original Annual Caps, the Company will have to re-comply with provisions of Chapter 14A of the Listing Rules applicable to the relevant continuing connected transactions.

As one or more applicable percentage ratios calculated with reference to each of (i) the Revised Annual Caps for Shared Services and the Revised Annual Caps for Payment Services, and (ii) the highest annual cap for the transactions contemplated under the Customer Services Framework Agreement is more than 0.1% but less than 5%, the respective transactions contemplated thereunder are subject to reporting, annual review and announcement requirements, but exempt from the independent Shareholders' approval requirement under Chapter 14A of the Listing Rules.

## **REVISION OF ANNUAL CAPS FOR CONTINUING CONNECTED TRANSACTIONS**

### **Revision of the Original Annual Caps for Shared Services**

Reference is made to the 2024 Announcement in relation to, among other things, the existing continuing connected transactions contemplated under the Shared Services Framework Agreement.

In early May 2024, the Group has relocated its office(s) to a new premises provided by Alibaba.com, and hence forms part of the Shared Services under the Shared Services Framework Agreement. Accordingly, the related rental payment has been and is expected to be significantly increased.

In light of the above, the Board anticipates that the existing annual caps in respect of the total services fees payable by the Group to Alibaba.com in respect of the transactions contemplated under the Shared Services Framework Agreement for the financial years ending March 31, 2025, 2026 and 2027 (the “Original Annual Caps for Shared Services”, and each an “Original Annual Cap for Shared Services”) will not be sufficient to meet the business needs for the financial years ending March 31, 2025, 2026 and 2027, respectively. Accordingly, the Board considered that it is necessary to revise the Original Annual Caps for Shared Services in the following manners in compliance with the requirements under Chapter 14A of the Listing Rules:

	For the financial year ending March 31,		
	2025	2026	2027
	<i>RMB' million</i>	<i>RMB' million</i>	<i>RMB' million</i>
The Original Annual Caps for Shared Services	82	89	94
The revised annual caps for Shared Services (the “ <u>Revised Annual Caps for Shared Services</u> ”, and each a “ <u>Revised Annual Cap for Shared Services</u> ”)	136	148	153

The Revised Annual Caps for Shared Services is determined after taking into account of:

- (i) the unaudited historical transaction amount of approximately RMB6,210,000 for the month ended April 30, 2024 (representing approximately 7.6%, 7.0% and 6.6% of the Original Annual Caps for Shared Services for the financial years ending March 31, 2025, 2026 and 2027, respectively), but such amount has not yet reflected the impact of the increased rental payment as the Group relocated to the new premises since early May 2024; and
- (ii) anticipated increases in the rental payment for (a) the eleven months ending March 31, 2025 of approximately RMB54,000,000; and (b) the financial years ending March 31, 2026 and 2027 of approximately RMB59,000,000 and RMB59,000,000, respectively, due to the relocation abovementioned.

As at the date of this announcement, the Original Annual Cap for Shared Services for the financial year ending March 31, 2025 has not been exceeded.

The Directors (including the independent non-executive Directors) consider that the transactions contemplated under the Shared Services Framework Agreement (including the Revised Annual Caps for Shared Services) are on normal commercial terms and in the ordinary and usual course of business of the Group, and are fair and reasonable and in the interests of the Company and the Shareholders as a whole.

Save for the revision of the Original Annual Caps for Shared Services, the pricing policy and other terms of the Shared Services Framework Agreement remain unchanged. Details of the terms of the Shared Services Framework Agreement are set out in the 2024 Announcement.

### **Revision of the Original Annual Caps for Payment Services**

Reference is made to the 2023 Announcements in relation to, among other things, the existing continuing connected transactions contemplated under the 2023 Payment Services Framework Agreement and the revision of the annual cap for Payment Services for the financial year ended March 31, 2024.

Based on the Group's unaudited management accounts and operational data for the month ended 30 April 2024, it has come to the attention of the Board that the actual transaction amount payable by the Group to Alipay in respect of the transactions contemplated under the 2023 Payment Services Framework Agreement was a lot higher than it was planned in the first place on March 28, 2023 when the existing annual caps in respect of the total fees payable by the Group to Alipay in respect of the transactions contemplated under the 2023 Payment Services Framework Agreement for the financial years ending March 31, 2025 and 2026 (the "Original Annual Caps for Payment Services", and each an "Original Annual Cap for Payment Services") were determined. As further elaborated in this announcement below, the unaudited historical transaction amount in relation to the Payment Services for the month ended April 30, 2024 already represents approximately 25.3% of the Original Annual Cap for Payment Services for the financial year ending March 31, 2025. Based on such significant increase in the utilization of the Original Annual Caps for Payment Services, it is expected that the Original Annual Cap for Payment Services for the financial year ending March 31, 2025 may be exceeded within the first half of the financial year ending March 31, 2025. Going forward, it is expected that such increase in payment amount will continue for the financial years ending March 31, 2025 and 2026. Such increase was mainly attributable to (i) the increase in payment of processing fees of the online ticketing platform "Tao Piao Piao" due to the resurgence and growth in the movie market in the PRC after the end of the COVID-19 pandemic, which such resurgence and growth are a lot stronger than what the Group has estimated in early 2023; (ii) the addition of the payment of processing fees arising from Damai Business after the completion of the acquisition of Damai since the end of 2023; and (iii) the market share of each of the online ticketing platform "Tao Piao Piao" and Damai Business has further increased, and hence the demand for Payment Services has correspondingly increased.

In light of the above, the Board anticipates that the Original Annual Caps for Payment Services for the financial years ending March 31, 2025 and 2026 will not be sufficient to meet the business needs for the financial year ending March 31, 2025 and 2026. Accordingly, the Board considered that it is necessary to revise the Original Annual Caps for Payment Services in the following manners in compliance with the requirements under Chapter 14A of the Listing Rules:

	<b>For the financial year ending March 31,</b>	
	<b>2025</b>	<b>2026</b>
	<i>RMB' million</i>	<i>RMB' million</i>
The Original Annual Caps for Payment Services	50	55
The revised annual caps for Payment Services (the “ <u>Revised Annual Caps for Payment Services</u> ”, and each a “ <u>Revised Annual Cap for Payment Services</u> ”)	121	126

The Revised Annual Caps for Payment Services is determined after taking into account of:

- (i) the unaudited historical transaction amount of approximately RMB12,670,000 for the month ended April 30, 2024 (representing approximately 25.3% and 23% of the Original Annual Caps for Payment Services for the financial years ending March 31, 2025 and 2026, respectively); and
- (ii) anticipated increases in the transaction amounts for the financial years ending March 31, 2025 and 2026 of (a) approximately RMB71,000,000, and (b) approximately RMB71,000,000, respectively, due to the reasons abovementioned.

As at the date of this announcement, the Original Annual Cap for Payment Services for the financial year ending March 31, 2025 has not been exceeded.

The Directors (including the independent non-executive Directors) consider that the transactions contemplated under the 2023 Payment Services Framework Agreement (including the Revised Annual Caps for Payment Services) are on normal commercial terms and in the ordinary and usual course of business of the Group, and are fair and reasonable and in the interests of the Company and the Shareholders as a whole.

Save for the revision of the Original Annual Caps for Payment Services, the pricing policy and other terms of the 2023 Payment Services Framework Agreement remain unchanged. Details of the terms of the 2023 Payment Services Framework Agreement are set out in the 2023 Announcements.

## CONTINUING CONNECTED TRANSACTIONS – THE CUSTOMER SERVICES FRAMEWORK AGREEMENT

The Board further announces that on May 29, 2024, the Company and Lingyang Intelligent, an indirect wholly-owned subsidiary of Alibaba Holding, entered into the Customer Services Framework Agreement, pursuant to which Lingyang Intelligent agreed to procure the Services Providers to provide the Customers Services to the Group, subject to the relevant annual caps.

The principal terms of the Customer Services Framework Agreement are as follows:

**Date:** May 29, 2024

**Parties:** (1) the Company, as service user  
(2) Lingyang Intelligent, as service provider

**Term:** The period commencing from May 29, 2024 and ending on March 31, 2027.

### Subject matter and pricing basis

Pursuant to the Customer Services Framework Agreement, Lingyang Intelligent agreed to procure the Services Providers to provide the customer service support for the current online movie ticketing business, the Yulebao business, the Damai Business and other business of the Group, including but not limited to, answering customers' calls, accepting customers' inquiries and complaints (the "Incoming Calls Service"), and handling customers' complaints and claims (the "Claims Service").

The service fees payable by the Group for provision of the Customer Services by the Services Providers shall be calculated in accordance with the billing of the Services Providers or based on the following formula:

*In respect of the Incoming Calls Service:*

Service fees payable = actual costs and expenses for the Incoming Call Services x 1 + mark-up percentage (ranging from 0% to 50%)

*In respect of the Claims Service:*

$$\text{Service fees payable} = \text{actual costs and expenses for the claims incurred} \times (1 + \text{mark-up percentage (ranging from 0\% to 50\%)})$$

If the Services Providers begin to provide the same or similar services to unrelated independent third parties, the above service fees shall be adjusted, by mutual agreement, to the service fees charged by the Services Providers to the independent third party. However, the service fees chargeable by the Service Providers to the Group shall not be higher than the service fees charged by the Services Providers to the independent third party under the same conditions.

### **Payment terms and specific agreements**

The Company and the Services Providers may, subject to the relevant annual caps, from time to time enter into specific agreement(s) to set out detailed terms (including payment terms) of the transactions contemplated under the Customer Services Framework Agreement. The terms of such specific agreement(s) must be on normal commercial terms or better.

### **ANNUAL CAPS AND DETERMINATION OF ANNUAL CAPS**

The annual caps for the services fees payable by the Group under the Customer Services Framework Agreement are fixed at RMB6,500,000, RMB7,000,000 and RMB7,500,000 for the financial years ending March 31, 2025, 2026 and 2027, respectively. Such annual caps are determined with reference to (i) the unaudited historical transaction amount of approximately RMB500,000 for the month ended April 30, 2024; (ii) the estimated total service fees payable by the Group to the Services Providers under the Customer Services Framework Agreement for the financial years ending March 31, 2025, 2026 and 2027, with reference to estimates on usage pattern, volume, demands of the Group's business for the relevant services; and (iii) a certain buffer for potential increment in service fees chargeable by the Services Providers.

### **INTERNAL CONTROL MEASURES**

In connection with the abovementioned pricing basis, the Group has adopted the following internal control measures to monitor the transactions contemplated under Customer Services Framework Agreement such that the fees payable to the Services Providers will be fair and reasonable:

- (i) the business operation department of the Company will from time to time review the price list issued publicly by the Services Providers (if any), and obtain relevant confirmation from the Services Providers on such published price, to ensure the service fees chargeable by the Services Providers to the Group are no less favourable than those offered to independent third parties;



- (ii) the business operation department of the Company will from time to time (i) check (or obtain) and compare the fee standards for the same type of general customer services provided by two or more independent service providers to ensure that the related services provided by the Services Providers shall be calculated in a manner equal to (or better than) the fee standards and calculations provided by independent service providers; and (ii) perform spot checks to ensure the relevant services fees for each service item are calculated on a cost-plus basis, if applicable, and such mark-up percentage is commensurate with the level of service effectiveness;
- (iii) the finance department of the Company, under the overall supervision of the Company's chief financial officer and the Board, will (a) obtain evidence from the Services Providers regarding the costs and expenses incurred by the Group; (b) monitor the transaction amounts in respect of the Customer Services and review the management accounts on a quarterly basis and as required from time to time to ensure that the actual transaction amounts incurred with the Services Providers under the Customer Services Framework Agreement do not exceed the relevant annual caps; and (c) report to the listing compliance department of the Company, which will in turn report to the Board for consideration and approval, to determine whether revision of annual caps is necessary to comply with the Listing Rules if the transaction amount is expected to exceed the relevant annual caps;
- (iv) the independent non-executive Directors will conduct independent annual review on the abovementioned internal control measures and the transactions contemplated under the Customer Services Framework Agreement to ensure that those transactions are entered into through arm's length negotiations and on normal commercial terms or better, are fair and reasonable, in the ordinary and usual course of business of the Group, in the interests of the Company and its Shareholders as a whole and are carried out pursuant to the terms of the transactions;
- (v) the Company's auditors will conduct annual review on the pricing basis and the annual caps under Customer Services Framework Agreement and report their findings and conclusions to the Board; and
- (vi) the Board will continue to review regularly the Company's internal control systems and its effectiveness.

## **REASONS FOR AND BENEFITS OF ENTERING INTO THE CUSTOMER SERVICES FRAMEWORK AGREEMENT**

The entering into of the Customer Services Framework Agreement will enable the Group to continue to improve and streamline its business operations. Over the years, Alibaba Group has been providing the Company and its affiliates with general customer services as contemplated under the Customer Services Framework Agreement. It is expected that the Services Providers will separately be able to leverage on Alibaba Group's familiarity with the Group's business requirements and to provide reliable and timely services for the Group's business operations.

Since Lingyang Intelligent operates as a separate and independent business unit under Alibaba Holding, by entering into the Customer Services Framework Agreement, the Group will benefit from a clear delineation of service capabilities in respect of general customer services with enhanced service effectiveness, which will in turn optimize the Group's contract and customer management.

Further, the entering into of the Customer Services Framework Agreement will allow the Company to continue to leverage on the mature infrastructure and coverage already built by Alibaba Group and promote better cooperation between Alibaba Group and the Group, thereby reducing the transaction costs to achieve more profits and competitive advantage.

In light of the above, the Directors (including the independent non-executive Directors) are of the view that the terms of the Customer Services Framework Agreement and the relevant annual caps are fair and reasonable, the transactions contemplated thereunder are on normal commercial terms or better and that the entering into of the Customer Services Framework Agreement and the transactions contemplated thereunder are in the ordinary and usual course of business of the Group and in the interests of the Company and the Shareholders as a whole.

## **LISTING RULES IMPLICATIONS**

As at the date of this announcement,

- (1) Alibaba Holding is the ultimate shareholder of Alibaba Investment, which is a controlling shareholder and a connected person of the Company holding 16,001,087,693 Shares in aggregate, representing approximately 54.26% of the issued share capital of the Company, among which (i) 13,488,058,846 Shares are held by Ali CV, the wholly-owned subsidiary of Alibaba Investment, and (ii) 2,513,028,847 Shares are held by Alibaba Investment;
- (2) Ant Group is indirectly held by Alibaba Holding as to more than 30% of its equity interest and Alipay is a wholly-owned subsidiary of Ant Group; and

- (3) each of Alibaba.com and Lingyang Intelligent is an indirect wholly-owned subsidiary of Alibaba Holding.

Therefore, each of them is an associate of Alibaba Investment and thus a connected person of the Company. The respective transactions contemplated under the Shared Services Framework Agreement, the 2023 Payment Services Framework Agreement and the Customer Services Framework Agreement constitute continuing connected transactions of the Company under Chapter 14A of the Listing Rules.

Pursuant to Rule 14A.54(1) of the Listing Rules, if the Company proposes to revise the Original Annual Caps, the Company will have to re-comply with provisions of Chapter 14A of the Listing Rules applicable to the relevant continuing connected transactions.

As one or more applicable percentage ratios calculated with reference to each of (i) the Revised Annual Caps for Shared Services and the Revised Annual Caps for Payment Services, and (ii) the highest annual cap for the transactions contemplated under the Customer Services Framework Agreement is more than 0.1% but less than 5%, the respective transactions contemplated thereunder are subject to reporting, annual review and announcement requirements, but exempt from the independent Shareholders' approval requirement under Chapter 14A of the Listing Rules.

As each of Mr. Fan Luyuan, Mr. Meng Jun and Mr. Tung Pen Hung holds positions in Alibaba Holding or its subsidiaries, and Mr. Li Jie is currently taking up a management role in a subsidiary of Alibaba Holding, they are deemed or may be perceived to have a material interest in the transactions contemplated under the Shared Services Framework Agreement, the 2023 Payment Services Framework Agreement and the Customer Services Framework Agreement. Accordingly, they have abstained from voting on the related Board resolutions. Other than those Directors, no other Directors have a material interest in the Shared Services Framework Agreement, the 2023 Payment Services Framework Agreement and the Customer Services Framework Agreement and the respective transactions contemplated thereunder as well as the related annual caps, or are required to abstain from voting on the resolutions of the Board approving the same.

## **INFORMATION ABOUT THE PARTIES**

### **The Company**

The Company was incorporated in Bermuda and the Shares are listed and traded on the Main Board of the Stock Exchange. The Company is an investment holding company and the Group focuses on developing the full business potential of integration and innovative applications of the internet and traditional film and television industries. The core business of the Company includes five major segments: film investment, production, promotion and distribution, film ticketing and technology platform, Damai Business, drama series production and IP merchandising and innovative initiatives.

## **Alibaba Holding, Ant Group, Alipay, Alibaba.com and Lingyang Intelligent**

Alibaba Holding is a company incorporated in the Cayman Islands with its American depository shares, each representing eight ordinary shares, listed and traded on the New York Stock Exchange (stock symbol: BABA), and its ordinary shares listed and traded on the Main Board of the Stock Exchange (stock codes: 9988 (HKD counter) and 89988 (RMB counter)). Alibaba Group's mission is to "make it easy to do business anywhere". Alibaba Group aims to build the future infrastructure of commerce and envisions that its customers will meet, work and live at Alibaba, and that it will be a good company that lasts for 102 years.

Alipay, being a limited liability company established in the PRC and a direct wholly-owned subsidiary of Ant Group, is principally engaged in providing payment processing service. Alipay is one of the leading players in the online and offline payment markets in the PRC.

Ant Group is a joint stock limited company organized under the laws of the PRC and an associate of Alibaba Holding. Ant Group and together with its ecosystem partners is engaged in businesses that provide inclusive, convenient digital life and digital financial services to consumers and small and medium-sized enterprises, and introduce new technologies and products to support the digital transformation and industrial collaboration worldwide. As at the date of this announcement, Junhan and Junao held approximately 31% and 22% of Ant Group's total issued shares, respectively. Xingtiao is the executive partner and general partner of Junhan; Yunbo is the executive partner and general partner of Junao; and each of Xingtiao and Yunbo is held by five individuals as to 20% each. The remaining issued shares in Ant Group are held as to approximately 33% by 淘寶 (中國)軟件有限公司 (Taobao (China) Software Co., Ltd.\*), an indirect wholly-owned subsidiary of Alibaba Holding, and as to approximately 14% by other minority shareholders.

Alibaba.com, being a company incorporated in Hong Kong with limited liability and an indirect wholly-owned subsidiary of Alibaba Holding, is principally engaged in provision of management, business consultation, finance and legal advisory services.

Lingyang Intelligent is a limited liability company established under the laws of the PRC. It is an indirect wholly-owned subsidiary of Alibaba Holding and is principally engaged in digital product services, digital solution services and digital construction services.

## DEFINITIONS

In this announcement, save as the context otherwise requires, the defined terms shall have the following meanings:

“2023 Announcements”	the announcements of the Company (i) dated March 28, 2023 in relation to, among other things, the existing continuing connected transactions contemplated under the 2023 Payment Services Framework Agreement and (ii) dated December 28, 2023 in relation to, among other things, the revision of the annual cap for Payment Services for the financial year ended March 31, 2024
“2023 Payment Services Framework Agreement”	the framework agreement dated March 28, 2023 entered into between the Company and Alipay relating to the Payment Services
“2024 Announcement”	the announcement of the Company dated April 1, 2024 in relation to, among other things, the existing continuing connected transactions contemplated under the Shared Services Framework Agreement
“Alibaba.com”	Alibaba.com China Limited, a company incorporated in Hong Kong with limited liability and an indirect wholly-owned subsidiary of Alibaba Holding
“Ali CV”	Ali CV Investment Holding Limited, a company incorporated in the Cayman Islands and a controlling shareholder of the Company, an indirect wholly-owned subsidiary of Alibaba Holding and a direct wholly-owned subsidiary of Alibaba Investment
“Alibaba Group”	Alibaba Holding and its subsidiaries
“Alibaba Group Domestic Platforms”	online platforms operated by Alibaba Group in the PRC under the domain names including but not limited to taobao.com and Tmall.com for third party users, such as brands and retailers

“Alibaba Holding”	Alibaba Group Holding Limited (阿里巴巴集團控股有限公司), a company incorporated in the Cayman Islands, with its American depositary shares (each representing eight ordinary shares) listed and traded on the New York Stock Exchange (stock symbol: BABA) and its ordinary shares listed and traded on the Main Board of the Stock Exchange (stock code: 9988 (HKD counter) and 89988 (RMB counter)) and the ultimate controlling shareholder of the Company
“Alibaba Investment”	Alibaba Investment Limited, a company incorporated in the British Virgin Islands and a controlling shareholder of the Company and a direct wholly-owned subsidiary of Alibaba Holding
“Alipay”	支付寶(中國)網絡技術有限公司(Alipay.com Co., Ltd.*), a company established under the laws of the PRC with limited liability and a direct wholly-owned subsidiary of Ant Group
“Ant Group”	Ant Group Co., Ltd. (螞蟻科技集團股份有限公司), a joint stock limited company organized under the laws of the PRC and an associate of Alibaba Holding
“associate”	has the meaning ascribed to it under the Listing Rules
“Board”	board of Directors
“Claims Services”	has the meaning ascribed to it under the section headed “CONTINUING CONNECTED TRANSACTIONS –THE CUSTOMER SERVICES FRAMEWORK AGREEMENT – Subject matter and pricing basis” in this announcement
“Company”	Alibaba Pictures Group Limited (阿里巴巴影業集團有限公司), a company incorporated in Bermuda with limited liability and the Shares of which are listed and traded on the Main Board of the Stock Exchange (stock code: 1060)
“connected person”	has the meaning ascribed to it under the Listing Rules
“controlling shareholder”	has the meaning ascribed to it under the Listing Rules

“Customer Services”	collectively, the Incoming Calls Services and the Claims Services
“Customer Services Framework Agreement”	the customer services framework agreement entered into between the Company and Lingyang Intelligent on May 29, 2024 with respect to the provision of the Customer Services by the Services Providers to the Group
“Damai”	北京大麥文化傳媒發展有限公司(Beijing Damai Cultural Media Development Co., Ltd.*), a company established under the laws of the PRC with limited liability and a consolidated entity of the Company
“Damai Business”	the live entertainment business managed and operated Damai
“Director(s)”	the director(s) of the Company
“Group”	the Company and its subsidiaries
“HK\$” or “HKD”	Hong Kong dollars, the lawful currency of Hong Kong
“Hong Kong”	the Hong Kong Special Administrative Region of the PRC
“Incoming Calls Services”	has the meaning ascribed to it under the section headed “CONTINUING CONNECTED TRANSACTIONS – THE CUSTOMER SERVICES FRAMEWORK AGREEMENT – Subject matter and pricing basis” in this announcement
“Junao”	杭州君澳股權投資合夥企業(有限合夥) (Hangzhou Junao Equity Investment Partnership (Limited Partnership)*), a limited liability partnership incorporated under the laws of the PRC which holds approximately 22% equity interest in Ant Group
“Junhan”	杭州君瀚股權投資合夥企業(有限合夥) (Hangzhou Junhan Equity Investment Partnership (Limited Partnership)*), a limited liability partnership incorporated under the laws of the PRC which holds approximately 31% equity interest in Ant Group

“Lingyang Intelligent”	瓴羊智能科技有限公司(Lingyang Intelligent Technology Co., Ltd.*), a company established under the laws of the PRC with limited liability and an indirect wholly-owned subsidiary of Alibaba Holding
“Listing Rules”	the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited
“Original Annual Caps”	collectively, the Original Annual Caps for Payment Services and the Original Annual Caps for Shared Services
“Original Annual Caps for Shared Services” or “Original Annual Cap for Shared Services”	has the meaning ascribed to it under the section headed “REVISION OF ANNUAL CAPS FOR CONTINUING CONNECTED TRANSACTIONS – Revision of the Original Annual Caps for Shared Services” in this announcement
“Original Annual Caps for Payment Services” or “Original Annual Cap for Payment Services”	has the meaning ascribed to it under the section headed “REVISION OF ANNUAL CAPS FOR CONTINUING CONNECTED TRANSACTIONS – Revision of the Original Annual Caps for Payment Services” in this announcement
“Payment Services”	the payment services provided by Alipay including TPP Platform Payment Services, Alibaba Group Domestic Platforms Payment Services and other payment services provided from time to time to the Group
“percentage ratio(s)”	has the meaning ascribed to it under the Listing Rules
“PRC”	the People’s Republic of China and for the purposes of this announcement, excluding Hong Kong, Macau Special Administrative Region of the PRC and Taiwan
“Revised Annual Caps for Payment Services” or “Revised Annual Cap for Payment Services”	has the meaning ascribed to it under the section headed “REVISION OF ANNUAL CAPS FOR CONTINUING CONNECTED TRANSACTIONS – Revision of the Original Annual Caps for Payment Services” in this announcement
“Revised Annual Caps for Shared Services” or “Revised Annual Cap for Shared Services”	has the meaning ascribed to it under the section headed “REVISION OF ANNUAL CAPS FOR CONTINUING CONNECTED TRANSACTIONS – Revision of the Original Annual Caps for Shared Services” in this announcement



“RMB”	Renminbi, the lawful currency of the PRC
“Services Providers”	Linyang Intelligent and its subsidiaries and associates, and each a “Services Provider”
“Share(s)”	ordinary share(s) of HK\$0.25 each in the share capital of the Company
“Shared Services”	service items (1) to (6) as listed under the section headed “THE SHARED SERVICES FRAMEWORK AGREEMENT – Subject matter and pricing basis” in the 2024 Announcement
“Shared Services Framework Agreement”	the shared services framework agreement entered into between the Company and Alibaba.com on April 1, 2024 with respect to the provision of the Shared Services by Alibaba.com and its subsidiaries and associates to the Group
“Shareholder(s)”	holder(s) of the Share(s)
“Stock Exchange”	The Stock Exchange of Hong Kong Limited
“subsidiary(ies)”	has the meaning ascribed to it under the Listing Rules
“TPP Platform Payment Services”	the payment services provided by Alipay for the vendors and customers of the online ticketing platform “Tao Piao Piao”
“Xingtao”	杭州星滔企業管理諮詢有限公司(Hangzhou Xingtao Enterprise Management Consultancy Co., Ltd.*), a limited liability partnership established under the laws of the PRC and is the executive partner and general partner of Junhan
“Yunbo”	杭州雲鉞投資諮詢有限公司(Hangzhou Yunbo Investment Consultancy Co., Ltd.*), a limited liability partnership established under the laws of the PRC and is the executive partner and general partner of Junao

“Yulebao”

a sales platform for consumer finance products that the Company introduced in collaboration with renowned trustees, through which users can purchase consumption rights of and share the revenue generated from a series of TV & film projects

“%”

per cent

By order of the Board  
**Alibaba Pictures Group Limited**  
**Fan Luyuan**  
*Chairman & Chief Executive Officer*

Hong Kong, May 29, 2024

As of the date of this announcement, the Board comprises Mr. Fan Luyuan, Mr. Li Jie and Mr. Meng Jun, being the executive Directors; Mr. Tung Pen Hung, being the non-executive Director; and Ms. Song Lixin, Mr. Tong Xiaomeng and Mr. Johnny Chen, being the independent non-executive Directors.

\* *For identification purposes only*