

9 January 2025

**Intuitive Investments Group plc**

("IIG" or the "Company")

**Hui10 Launches Lucky World Membership Programme**

*Immediate increase in user acquisition rates  
Active user rates and spend per user ahead of expectations*

Intuitive Investments Group plc (SFS: IIG) ("IIG" or the "Company"), a closed-end investment company focused on high-growth opportunities in the technology, life sciences, and healthcare sectors, announces developments related to its investee company, Hui10 Inc. ("Hui10").

Hui10 is pleased to confirm that the rollout of Lucky World is ahead of management expectations, with the number of its connected network of Sports Lottery Shops now at 2,339. To leverage this physical shop infrastructure, Lucky World has launched an innovative membership programme, which has been developed to accelerate user and lottery shop acquisition while delivering additional value for both lottery shopkeepers and players.

Since launch of the programme on 12 December 2024, Lucky World registered users rose by 2,795 bringing the total to 13,220 customers and the active user rate significantly ahead of management expectations at this stage of roll-out. This takes the total number of registered users across Hui10 to 250,220.

Under the Lucky World membership programme, lottery shopkeepers join free of charge to receive exclusive membership benefits and rebates for introducing their customers as new subscribing members, which boosts their revenues and increases customer engagement.

Lottery customers, for a small annual fee, benefit from an enhanced lottery and shopping experience including cashback on Lucky World purchases, free shipping, double Lucky World points, birthday gifts and more, driving improved customer loyalty and satisfaction.

Lucky World was created to help the network of c. 175,000 dedicated lottery shops to increase their revenues, by providing each lottery shopkeeper with an omni-channel store, in order for them to sell Lucky World sourced Fast Moving Consumer Products to their existing c. 100 million customers.

**Giles Willits, Chief Investment Officer of IIG, commented:** "Hui10 continues to accelerate its network expansion and attract new users into its fast-growing lottery and consumer goods platforms. With the positive results we're seeing following the launch of the membership programme, in addition to Lucky World's strong position within the Hui10 group and its exceptional market potential, IIG and Hui10 management are confident that Lucky World is set to grow into a significant business, delivering substantial revenue growth and shareholder value."

**Enquiries:**

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**About Intuitive Investments Group plc**

IIG is an investment company seeking to provide investors with exposure to a portfolio concentrating on fast growing, high potential Technology and Life Sciences businesses operating predominantly in the UK, continental Europe, the US and APAC, utilising the Board's experience to seek to generate capital growth over the long term for shareholders.

**About Hui10**

Hui10 is a technology company with interests in two operating businesses, Huishi Dehua and Huishi Chunyuan

('Lucky World'), involved in the digital transformation of the Chinese lottery. Huishi Dehua enables the market expansion of the Chinese lottery through its proprietary technology platform. Huishi Dehua is integrated into China's national card settlement system and payment platform, UnionPay. Hui10 holds a 33% share in Huishi Dehua. Lucky World is an ecommerce platform which provides China's existing lottery shops access to a wider fast-moving consumer goods product offering. Hui10 owns 60% of Lucky World.

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