

25 April 2024

Dear Non-registered Shareholders1,

## New Arrangements on Dissemination of Corporate Communications

This notification sets out the new arrangements adopted by Cloud Music Inc. (the "Company") on dissemination of its Corporate Communications and Actionable Corporate Communications, pursuant to Rule 2.07A of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "Listing Rules"). These new arrangements are conditional upon, and will take effect from, the passing of the special resolution by the shareholders of the Company at the annual general meeting to be held on 26 June 2024 in relation to the proposed amendments to the Company's memorandum and articles of association (details of which are set out in the notice of the annual general meeting of the Company dated 25 April 2024).

Corporate Communications refer to documents issued or to be issued by the Company for the information or action of holders of any of its securities or the investing public, including but not limited to directors' reports, annual accounts and auditor's reports, interim reports, notices of meetings, listing documents, circulars and proxy forms.

1. Corporate Communications

> The Company will continue to disseminate Corporate Communications to its shareholders using electronic means through the website of the Company at http://ir.music.163.com (the "**Company Website**") and the website of Hong Kong Exchanges and Clearing Limited ("**HKEX**") at www.hkexnews.hk (the "**HKEXnews Website**", together with the Company Website, the "**Websites**"), and will only send Corporate Communications in printed form to a shareholder upon request.

> Shareholders are encouraged to subscribe for the News Alert service provided by HKEX (currently at https://www.hkex.com.hk/eng/invest/user/login\_ e.aspx). Through the News Alert service, subscribers will receive alerts when the Company publishes regulatory notices on the HKEXnews Website or when disclosure of interest filings are made in respect of the Company.

> Non-registered shareholders who wish to receive future Corporate Communications of the Company (or other Corporate Communications as the Company may decide) by email should liaise with their banks, brokers, custodians, nominees or HKSCC Nominees Limited through which their shares are held (together, the "Intermediary") and provide their email address to their Intermediary.

2. Request for Corporate Communications in printed form

> All previous requests or instructions (if any) to the Company to receive Corporate Communications in printed form will no longer be valid. If any shareholder still wishes to receive Corporate Communications from the Company in printed form, please complete the enclosed Reply Form and return the duly signed Reply Form to Computershare Hong Kong Investor Services Limited, the Hong Kong share registrar of the Company (the "Share Registrar") by email to cloudmusic.ecom@computershare.com.hk or by post to 17M Floor, Hopewell Centre, 183 Queen's Road East, Wan Chai, Hong Kong.

> If, for any reason, a shareholder has difficulty in gaining access to the Websites, the Company will, upon a request in writing by the shareholder to the Share Registrar by email or by post at its email or postal addresses provided above, send the relevant Corporate Communications to the shareholder in printed form free of charge.

Upon the new arrangements coming into effect, details of the above arrangements will be available on the Company Website, and a copy of the Reply Form will also be available for download from the Company Website for use. Shareholders using a downloaded copy of the Reply Form should complete all the details required and return the duly signed Reply Form to the Share Registrar by email or by post at its email or postal addresses provided in section 2 above.

If shareholders have any questions about this notification, please contact the Share Registrar at (852) 2862 8688 during business hours (9:00 a.m. to 6:00 p.m., Monday to Friday, excluding Hong Kong public holidays), or send their questions by email to cloudmusic.ecom@computershare.com.hk.

> Yours faithfully, By Order of the Board **Cloud Music Inc.** Mr. William Lei Ding Chairman of the Board

1

Non-registered Shareholders, for the purpose of this notification letter, means such person or company whose shares in the Company are held in the Central Clearing and Settlement System and who has notified the Company from time to time through the Hong Kong Securities Clearing Company Limited that such person or company wishes to receive the Corporate Communications of the Company. If shareholders have sold or transferred their shares in the Company, please disregard this notification letter and the accompanying Reply Form.