

**NetDragon Advances Its ESG Commitment:
Flagship IP *Eudemons* Launches Cross-Sector Campaign to Protect Asian Elephants,
Ushering in a New Chapter of “Gaming + Philanthropy”**

(Hong Kong, 12 June, 2025) NetDragon Websoft Holdings Limited (“NetDragon” or the “Company”; Hong Kong Stock Code: 777), a global leader in building internet communities, is pleased to announce that its flagship game *Eudemons Online* has partnered with the Xishuangbanna Tropical Rainforest Conservation Foundation to launch the “Toward the Future: Asian Elephant Rescue Action (象往未来·亚洲象救助行动)” campaign. The initiative is being rolled out in conjunction with the upcoming in-game event “Eudemon Era: Oath of Guardians (灵兽纪元：守护之誓)” on June 25. The campaign pioneers the use of gamification to promote ecological preservation, linking players with conservation efforts through digital innovation and opening a fresh chapter to NetDragon’s ESG journey.



Digital Empowerment for ESG: A Creative Approach to Cultural Heritage and Ecological Conservation

Xishuangbanna’s tropical rainforest, often referred to as the “Emerald on the Tropic of Cancer,” serves as a vital habitat for wild Asian elephants. As a keystone species, Asian elephants play a critical role in maintaining ecological balance. However, with their population growing from 80 in the last century to around 250 today, potential human-elephant conflicts have emerged. NetDragon has taken the lead to support habitat restoration and elephant monitoring efforts—including the rehabilitation of feeding grounds and the use of drones for surveillance—to help improve their living environment. In addition, NetDragon’s volunteer team traveled to Xishuangbanna to participate in building “Elephant Canteen” and planting food crops, taking practical steps to foster the harmonious coexistence between humans and elephants.

NetDragon's flagship game *Eudemons Online* has integrated the concept of “protecting the community of life” into its gameplay by introducing a new in-game companion pet, “Naxi the Baby Elephant.” Players can connect with Naxi through a dedicated mini-program, allowing them to learn about elephant conservation while enjoying the fun gaming experience. This digital initiative bridges the gap between the virtual and the reality, making environmental advocacy more accessible and relatable. By embedding ecological values and cultural storytelling into its games, NetDragon is creating meaningful touchpoints for players, particularly younger audiences, to develop greater environmental awareness. This campaign stands as a key ESG milestone of the Company, offering a compelling example of how digital innovation can drive sustainable development.



From Cultural Heritage to Ecological Conservation: ESG Reimagined Through Digital Innovation

NetDragon has continued to evolve its “Gaming + Philanthropy” strategy in recent years through a range of initiatives, including the “Roar in the Forest” South China Tiger Conservation Campaign and the “Guarding the Great Wall” cultural restoration initiative. These efforts represent a multidimensional exploration of “Gaming + Nature Conservation” and “Gaming + Cultural Heritage.” In the “Roar in the Forest” project, NetDragon partnered with the Longyan Meihuashan South China Tiger Park to launch the educational outreach programs while integrating tiger protection into in-game quests and virtual items, helping raise awareness among players. In the “Guarding the

Great Wall” initiative, the Company collaborated with Jiayuguan Great Wall to combine digital storytelling with hands-on restoration experiences, sparking interests in cultural preservation among younger generations. These cross-sector campaigns have enriched game content while also building a powerful social impact framework—showcasing NetDragon’s long-term commitment to ESG principles and community responsibility.

Beyond philanthropy, NetDragon continues to explore “Gaming + Cultural Tourism.” The Company has collaborated with local cultural departments and tourist destinations like the Quanzhou Culture and Tourism Bureau, the Fujian Yongding Tulou, and the Harbin Ice and Snow Expo to create benchmark digital tourism projects. By faithfully recreating traditional Chinese architecture and integrating regional culture and intangible heritage—such as paper cutting, shadow puppetry, Nanyin opera, and traditional hairpin crafting—NetDragon enables players to experience Chinese heritage in an immersive, interactive format. In addition, as part of its global expansion strategy, NetDragon continues to export Chinese cultural aesthetics — such as Zen philosophy and martial arts — by weaving them into game design and organizing in-person visits for overseas players to iconic Chinese cultural landmarks such as Shaolin Temple and West Lake in Hangzhou. Through in-game events tied to traditional Chinese festivals, NetDragon offers players around the world immersive cultural experiences that blend the virtual with the reality—fostering cross-cultural exchange and promoting a deeper appreciation of Chinese heritage.

NetDragon has always embedded corporate social responsibility deeply into its long-term strategy, with sustained efforts across cultural preservation, environmental protection, and educational philanthropy. For NetDragon, public welfare is not a marketing exercise—it’s a core value and an ongoing commitment. The “Toward the Future” campaign is not only a new venture into philanthropic collaboration but also an extension of the Company’s ESG mission. Looking ahead, NetDragon will continue to leverage its “Gaming +” strategy to connect more nonprofits, cultural institutions, and local tourism partners to bridge the virtual and the reality. By using games as a medium, NetDragon seeks to connect players with meaningful causes and turn gaming into a powerful tool for creating social value.

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About NetDragon Websoft Holdings Limited

NetDragon Websoft Holdings Limited (HKSE: 0777) is a global leader in building internet communities with a long track record of developing and scaling multiple internet and mobile platforms that impact hundreds of millions of users, including previous establishments of China's first online gaming portal, 17173.com, and China's most influential smartphone app store platform, 91 Wireless.

Established in 1999, NetDragon is one of the most reputable and well-known online game developers in China with a history of successful game titles including *Eudemons Online*, *Heroes Evolved*, *Conquer Online*, and *Under Oath*. In the past 10 years, NetDragon has also achieved success with its online education business both domestically and globally, and its overseas education business entity, currently a U.S.-listed subsidiary named Mynd.ai, is a global leader in interactive technology and its award-winning interactive displays and software can be found in more than 1 million learning and training spaces across 126 countries.

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