



36Kr Pioneers the Application of AI Technology in Opening an E-Commerce Store and Leveraging AI to Explore Diversified Monetization Avenues

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BEIJING, April 24, 2023 /PRNewswire/ -- 36Kr Holdings Inc. ("36Kr" or the "Company") (NASDAQ: KRKR), a prominent brand and pioneering platform dedicated to serving New Economy participants in China, today announced that it has opened an e-commerce store using AI technology, making the Company an industry frontrunner in the application of AI. 36Kr will continuously pursue business innovation by exploring AI technology and empowering its efforts in diversified monetization.

36Kr has successfully opened LumiWink, the first AI-powered store on Taobao, China's largest digital retail platform, a business of Alibaba Group (NASDAQ: BABA). Throughout the launch of LumiWink, 36Kr applied AI technology in each key step, including naming, store setup, product design, picture production, copywriting and more, which significantly improved store operation efficiency and lowered costs. Meanwhile, 36Kr showcased the entire process of opening the AI store through a short-form video, along with its philosophy of technological innovation and practical tips, inspiring extensive discussions among industry practitioners and consumers. This initiative drew ongoing attention from Taobao and quickly ranked as one of the top topics on Weibo's trending list.

As a prominent brand and pioneering platform dedicated to serving New Economy participants in China, 36Kr closely follows the latest developments in AI technology and actively applies them to various business scenarios. The Company has not only applied AI technology to content production, but also became the first to open an AI-powered e-commerce store on Taobao, a testament to its forward-thinking and deep understanding of AI technology as well as its strong execution capabilities. Looking ahead, 36Kr will harness AI technology to further enhance its operating efficiency on all fronts, optimize its cost structure, expand monetization avenues and unlock greater value for the Company.

About 36Kr Holdings Inc.

36Kr Holdings Inc. is a prominent brand and a pioneering platform dedicated to serving New Economy participants in China with the mission of empowering New Economy participants to achieve more. The Company started its business with high-quality New Economy-focused content offerings, covering a variety of industries in China's New Economy with diverse distribution channels. Leveraging traffic brought by high-quality content, the Company has expanded its offerings to business services, including online advertising services, enterprise value-added services, and subscription services, to address the evolving needs of New Economy companies and upgrading needs of traditional companies. The Company is supported by a comprehensive database and strong data analytics capabilities. Through diverse service offerings and significant brand influence, the Company is well-positioned to continuously capture the high growth potential of China's New Economy.

For more information, please visit: <http://ir.36kr.com>.

Safe Harbor Statement

This announcement contains forward-looking statements. These statements are made under the "safe harbor" provisions of the U.S. Private Securities Litigation Reform Act of 1995. These forward-looking statements can be identified by terminology such as "will," "expects," "anticipates," "future," "intends," "plans," "believes," "estimates," "confident" and similar statements. Statements that are not historical facts, including statements about the Company's beliefs and expectations, are forward-looking statements. Forward-looking statements involve inherent risks and uncertainties. A number of factors could cause actual results to differ materially from those contained in any forward-looking statement, including but not limited to the following: the Company's goal and strategies; the Company's future business development, results of operations and financial condition; relevant government policies and regulations relating to our business and industry; the Company's expectations regarding the use of proceeds from this offering; the Company's expectations regarding demand for, and market acceptance of, its services; the Company's ability to maintain and enhance its brand; the Company's ability to provide high-quality content in a timely manner to attract and retain users; the Company's ability to retain and hire quality in-house writers and editors; the Company's ability to maintain cooperation with third-party professional content providers; the Company's ability to maintain relationships with third-party platforms; general economic and business conditions in China; possible disruptions in commercial activities caused by natural or human-induced disasters; and assumptions underlying or related to any of the foregoing. Further information regarding these and other risks is included in the Company's filings with the SEC. All information provided in this press release and in the attachments is as of the date of this press release, and the Company undertakes no obligation to update any forward-looking statement, except as required under applicable law.

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