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(Incorporated in the Cayman Islands with limited liability)

(Stock code: 1280)

RESIGNATION OF EXECUTIVE DIRECTOR

The board (the "Board") of directors (the "Directors", each a "Director") of Qidian International Co., Ltd. (the "Company", together with its subsidiaries, the "Group") announces that with effect from 26 August 2021, Mr. Sun Lejiu ("Mr. Sun") has resigned as an executive Director due to his personal commitments. Upon his resignation, Mr. Sun will also cease to hold any other position with the Company and other members of the Group.

Mr. Sun has confirmed that he has no disagreement with the Board and that there is no other matter in connection with his resignation that needs to be brought to the attention of the shareholders of the Company or The Stock Exchange of Hong Kong Limited.

The Board wishes to take this opportunity to express its appreciation to Mr. Sun for his valuable contributions to the Company during his tenure of directorship.

By Order of the Board

Qidian International Co., Ltd

Yuan Li

Chairman

Yangzhou, PRC, 26 August 2021

As at the date of this announcement, the Board of Directors of the Company comprises three executive Directors, namely Mr. Yuan Li, Mr. Xu Xinying and Ms. Liu Simei, one non-executive Director, namely Ms. Xu Honghong and three independent non-executive Directors, namely Mr. Zhao Jinyong, Mr. Chen Rui and Mr. Fung Tak Choi.