

Huya Inc.

## **HUYA Inc. Announces Strategic Partnership with Kingsoft Shiyou to Co-Publish Goose Goose Duck Mobile in Chinese Mainland**

GUANGZHOU, China, Aug. 25, 2025 /PRNewswire/ -- HUYA Inc. ("Huya" or the "Company") (NYSE: HUYA), a leading game-related entertainment and services provider, today announced a strategic partnership with Kingsoft Shiyou to co-publish the popular social deduction game, *Goose Goose Duck* mobile version, in Chinese mainland.

Under the collaboration, Huya will jointly promote and publish the mobile version of *Goose Goose Duck* on major game live streaming platforms and Tencent-owned platforms. Huya will also serve as the joint promotion partner for the game's live streaming content across various live streaming and short-form video platforms. In addition, Huya will conduct a wide range of online and offline activities to enhance the game's exposure.

This partnership signifies Huya's strategic entry into the game publishing arena and further integration into the gaming ecosystem. The Company believes that Kingsoft Shiyou's proven expertise in game development, publishing, and operations, combined with Huya's extensive game user reach and content integration capabilities, will provide greater value to game enthusiasts and amplify the impact of *Goose Goose Duck* mobile version.

### **About HUYA Inc.**

HUYA Inc. is a leading game-related entertainment and services provider. Huya delivers dynamic live streaming and video content and a rich array of services spanning games, e-sports, and other interactive entertainment genres to a large, highly engaged community of game enthusiasts. Huya has cultivated a robust entertainment ecosystem powered by AI and other advanced technologies, serving users and partners across the gaming universe, including game companies, e-sports tournament organizers, broadcasters and talent agencies. Leveraging this strong foundation, Huya has also expanded into innovative game-related services, such as game distribution, in-game item sales, advertising and more. Huya continues to extend its footprint in China and abroad, meeting the evolving needs of gamers, content creators, and industry partners worldwide.

### **About Kingsoft Shiyou**

Kingsoft Shiyou, established in 2020 and formerly known as Seasun Shiyou under Kingsoft, is headquartered in Beijing with R&D centers in Wuhan and Zhuhai. It is a leading interactive entertainment company focusing on premium game development as well as the publishing and operation of high-quality IPs worldwide. Its portfolio includes well-known IPs such as *Goose Goose Duck*, *Cats & Soup*, and *Angry Birds*. With a strategic focus on introducing classic IPs, localized adaptation, and full value-chain IP operations, Kingsoft Shiyou is dedicated to unlocking the full potential of IP value. The company is committed to building an IP-driven entertainment ecosystem that combines global vision with strong local vitality.

### **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" and similar statements. Among other things, the business outlook in this announcement, as well as Huya's strategic and operational plans, contain forward-looking statements. Huya may also make written or oral forward-looking statements in its periodic reports to the U.S. Securities and Exchange Commission ("SEC"), in its annual report to shareholders, in press releases and other written materials and in oral statements made by its officers, directors or employees to third parties. Statements that are not historical facts, including statements about Huya'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: Huya's goals and strategies; Huya's future business development, results of operations and financial condition; the expected growth of the live streaming market and game market; the expectation regarding the rate at which to gain active users, especially paying users; Huya's ability to monetize the user base; Huya's efforts in complying with applicable data privacy and security regulations; fluctuations in general economic and business conditions in China; the economy in China and elsewhere generally; any regulatory developments in laws, regulations, rules, policies or guidelines applicable to Huya; and assumptions underlying or related to any of the foregoing. Further information regarding these and other risks is included in Huya'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 Huya does not undertake any obligation to update any forward-looking statement, except as required under applicable law.

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