



## **Datasea Announces the Launch Of a New 5G Messaging Product**

Beijing, April 21, 2021--- Datasea Inc. (NASDAQ: DTSS) (" Datasea "), a technology company engaged in providing smart security solutions, smart hardware and education-related technologies in China, announced today that its wholly-owned subsidiary company named Shuhai Zhangxun Information Technology Co., Ltd. ("Shuhai Zhangxun") had launched a 5G Messaging Product Version 2.0 with expanded features. Shuhai Zhangxun was formed to explore opportunities in the 5G field and 5G value-added services and holds business license issued by the Ministry of Industry and Information Technology of the People's Republic of China to provide value-added telecommunications services.

The 5G messaging product Version 2.0 is an intelligent and all-in-one message-marketing cloud platform ("5G MMCP"). This comprehensive and integrated message-marketing platform includes messaging channels, different industry and business templates, marketing tools and analytics builders. Relying on the operator's SMS channel and information flow on the internet, the message-marketing cloud platform aims to unify customer and prospect marketing signals in a single view with functions like precise SaaS value-added services, data monetization and message-marketing. By leveraging big data and artificial intelligence technology, the platform uses real-time data-driven insights and targeted 5G messaging to engage, convert, and nurture buyer relationships.

"So far, following telecom operators' guidelines for the 5G messaging industry, our team has completed the development of Chatbot applications in the industries such as finance, e-commerce, logistics, catering and tourism. In terms of business development, the company has been authorized to develop 5G messaging Content Security Policy for some customers from industries such as logistics, tourism and catering," said Zhixin Liu, CEO of Datasea. " We'll focus on 5G messaging product and continue to upgrade our smart business solutions to assist SMEs with digital transformation."

## **About Datasea Inc.**

Datasea is a technology company in China engaged in providing smart security solutions, smart hardware and developing education-related technologies. Datasea leverages its proprietary technologies, intellectual property, innovative products and market intelligence to provide comprehensive and optimized security solutions and education related technologies to its clients. Datasea has been certified as one of the High Tech Enterprises (jointly issued by the Beijing Science and Technology Commission, Beijing Finance Bureau, Beijing State Taxation Bureau and Beijing Local Taxation Bureau) and one of the Zhongguancun High Tech Enterprises (issued by the Zhongguancun Science Park Administrative Committee) in recognition of the company's achievement in high technology products. For additional company information, please visit: [www.dataseainc.com](http://www.dataseainc.com).

## **Cautionary Note Regarding Forward-Looking Statements**

This press release contains forward-looking statements within the meaning of Section 21E of the Securities Exchange Act of 1934 and as defined in 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", "target", "going forward", "outlook" and similar statements. Such statements are based upon management's current expectations and current market and operating conditions, and relate to events that involve known or unknown risks, uncertainties and other factors, all of which are difficult to predict and which are beyond Datasea's control, which may cause Datasea's actual results, performance or achievements to differ materially and in an adverse manner from anticipated results contained or implied in the forward-looking statements. Further information regarding these and other risks, uncertainties or factors is included in Datasea's filings with the U.S. Securities and Exchange Commission, which are available at [www.sec.gov](http://www.sec.gov). Datasea does not undertake any obligation to update any forward-looking statement as a result of new information, future events or otherwise, except as required under law.

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