**Datasea's AI Agent Digital Marketing Services Enter Scaled Commercial Deployment, with Five Agreements Representing Potential Annualized Service Volume of Up to Approximately US$89.4 Million (RMB600 Million)**

*Five-customer AI agent services advance into actual delivery; CEO reiterates long-term confidence through a previously disclosed US$1.0 million Rule 10b5-1 share purchase plan*

BEIJING, September 17, 2026 /PRNewswire/ — Datasea Intelligent Technology Ltd. (NASDAQ: DTSS) ("Datasea" or the "Company"), a technology company focused on acoustic high-tech and AI multimodal agent digital solutions, today announced that the Company's Chinese operating entities have recently entered into AI agent digital marketing service cooperation agreements and pre-order arrangements with five customers, including Beijing Judongjiujiu Technology Co., Ltd. Under these agreements, the Company will leverage its AI agent service capabilities to support customers across digital marketing, content generation, intelligent ad placement and SaaS service applications.

Pursuant to the relevant agreements, the Company will provide customers with AI agent information technology services, including agent task orchestration, large-model invocation support, information and data processing, third-party system interface adaptation and debugging, and related technical support services. The relevant AI agent platform may provide content generation, information publishing, intelligent ad placement, data analytics, marketing execution and technical support services across different application scenarios and end-user service environments based on customers' business needs.

According to the relevant pre-order arrangements, the scope of services includes, but is not limited to, full-chain digital marketing solutions and SaaS services, marketing campaign planning, program design, ad placement strategy formulation, online advertising technical support, data analytics, ad placement quality control and optimization, professional software and mini-program development and customization, creative material generation, video production, intelligent ad placement, BAIMA system usage guidance and industry trend updates. Each customer's relevant pre-order arrangement adopts a "recharge, consumption and service" billing model, with anticipated fees ranging from approximately US$0.45 million to US$1.49 million (RMB3 million to RMB10 million) per month. Based on the five pre-order arrangements, the aggregate anticipated monthly service fees range from approximately US$2.24 million to US$7.45 million (RMB15 million to RMB50 million). If the maximum anticipated monthly service volume of approximately US$7.45 million (RMB50 million) were achieved and sustained for a full 12-month period, the potential annualized service volume would be approximately US$89.4 million (RMB600 million), subject to actual service consumption, platform billing and settlement between the parties. These amounts do not constitute minimum purchase commitments, guaranteed revenue, recognized revenue or backlog.

As of the date of this press release, all five customers have commenced receiving services under the relevant arrangements, with an aggregate service value of approximately US$1.10 million (RMB7.36 million). Among them, Beijing Judongjiujiu Technology Co., Ltd. represented the largest amount, with approximately US$0.51 million (RMB3.45 million) in services provided. The Company believes that the commencement of services across all five customers demonstrates that the relevant business has progressed from cooperation agreements and pre-order arrangements into actual service delivery, providing initial validation of customer demand and the Company's execution capabilities in real-world AI agent and digital marketing service scenarios.

Based on the current agreements and pre-order arrangements, Datasea's AI agent digital marketing services are forming a multi-customer, multi-entity and multi-scenario business deployment framework. The Company cautions that the estimated fee ranges and the amount of services provided do not represent final recognized revenue or future revenue levels. Actual revenue will depend on customers' actual usage, service consumption, platform billing, content review, ad placement execution, customer confirmation, settlement and payment, and applicable accounting policies.

Datasea's Chief Executive Officer, Zhixin Liu, commented: "AI agents are becoming important tools for enterprise digital marketing and business operations. Compared with traditional marketing services, AI agents can integrate content generation, ad placement strategy, intelligent execution, data analytics and continuous optimization into a service loop. We believe that the signing of multiple AI agent digital marketing service cooperation agreements, together with the Company's provision of related services to certain customers, marks a further step in the Company's AI agent business from platform functionality and technical capabilities toward a commercially deployable model that is usable, consumable, billable and sustainable. I also remain confident in the Company's long-term business development. As previously disclosed, I have adopted a Rule 10b5-1 trading plan under which I intend to purchase up to US$1.0 million of Datasea's Class A ordinary shares using my personal funds, subject to the terms and conditions of the plan and applicable securities laws."

**Usage-Based Billing Drives the Commercial Upgrade of AI Agent Services**

The Company believes that the core value of AI agent services lies in embedding AI capabilities into customers' actual operating workflows. Unlike one-time project development, these services typically operate continuously around customers' content generation, marketing campaigns, user engagement, data feedback and performance optimization, giving them stronger usage-based consumption characteristics and recurring service attributes.

Under the relevant business model, customers may consume corresponding AI service credits through the platform based on their business needs for content generation, creative material production, intelligent ad placement, data analytics, marketing optimization and business execution. The Company believes that this "recharge, consumption and service" billing model helps advance its AI agent business from single-delivery services toward a model based on recurring invocation, ongoing consumption and continuous settlement.

Datasea is building a three-layer commercial system around its AI agent business: platform layer, execution layer and scenario layer. The AI multimodal agent matrix platform primarily provides platform accounts, algorithm invocation, system interfaces, data review, business management and technical integration capabilities. AI agent execution services primarily cover content generation, digital marketing, intelligent ad placement, data analytics, SaaS services and usage-based billing scenarios. Industry scenario applications cover beauty, beauty and wellness, health management, lifestyle services, retail stores, customized apparel, digital marketing and other physical commercial scenarios. The Company believes that the signing of multiple AI agent digital marketing service cooperation agreements further improves the service loop of its AI agent business from platform access, model invocation and content generation to ad placement execution and data feedback, helping enhance the replicability, customer stickiness and commercialization capabilities of its AI agent business.

About Datasea Intelligent Technology Ltd. (NASDAQ: DTSS)

Datasea Intelligent Technology Ltd. is a Nasdaq-listed technology holding company focused on acoustic high-tech innovation and AI-powered multimodal digital solutions. The Company focuses on the development and commercialization of products, services, and solutions across acoustic high-tech and AI agent multimodal digitalization.
For more information, please visit the Company's website.

Cautionary Note Regarding Forward-Looking Statements

This press release contains forward-looking statements involving risks and uncertainties, including but not limited to statements regarding the commercialization progress of the Company's products in target markets, compliance with regulatory obligations, market validation results, product iteration plans, channel development, application expansion and future business prospects. Actual results may differ materially from those expressed or implied by these forward-looking statements. Investors should not place undue reliance on these statements. Further information regarding risks and uncertainties is included in the Company's filings with the U.S. Securities and Exchange Commission. The Company undertakes no obligation to update any forward-looking statement except as required by applicable law.

**Investor and Media Contact:**

**Datasea Investor Relations**
Email: investorrelations@shuhaixinxi.com
sunhezhi@shuhaixinxi.com

**Precept Investor Relations LLC**
David Rudnick
+1 646-694-8538
david.rudnick@preceptir.com