



## 36Kr and Soften Partner to Launch Innovative News Hub

November 6, 2024 at 5:01 AM EST

BEIJING, Nov. 06, 2024 (GLOBE NEWSWIRE) -- 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 recently teamed up with Soften Corporation to launch an innovative news hub, the "36Kr Market Watch" WeChat mini program. This ground-breaking tool leverages artificial intelligence ("AI") to curate daily newsletters and business news highlights for companies tracked by its users.

"36Kr Market Watch" focuses on monitoring public companies in the A-share market, generating daily reports on 20 highly-watched A-share listed companies based on criteria including stock interest, trading volume, and discussion rankings. Users can also customize their subscriptions to receive tailored news reports on the companies they follow. This WeChat mini program enables retail investors to access valuable, often costly market reports that were previously only available to institutional investors. By leveraging AI-driven data analysis and reporting, "36Kr Market Watch" equips users with timely, efficient, and comprehensive insights into the public companies they track, providing crucial market intelligence ahead of their daily trading activities.

36Kr and Soften's strategic collaboration has transformed news aggregation and distribution, driving efficiency to new heights and further bolstering 36Kr's information service prowess. With its elevated approach to information production, this partnership is poised to reshape the industry's competitive dynamics.

### About 36Kr Holdings Inc.

36Kr Holdings Inc. is a prominent brand and 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 the 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 relationship with third-party platforms; general economic and business condition 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.

**For investor and media inquiries, please contact:**

**In China:**

**36Kr Holdings Inc.**

Investor Relations  
Tel: +86 (10) 8965-0708  
E-mail: [ir@36kr.com](mailto:ir@36kr.com)

**Piacente Financial Communications.**

Jenny Cai  
Tel: +86 (10) 6508-0677  
E-mail: [36Kr@tpg-ir.com](mailto:36Kr@tpg-ir.com)

**In the United States:**

**Piacente Financial Communications.**

Brandi Piacente

Tel: +1(212) 481-2050

E-mail: [36Kr@tpg-ir.com](mailto:36Kr@tpg-ir.com)