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Duiba Group

兑吧集团

DUIBA GROUP LIMITED

兑吧集团有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1753)

PROFIT WARNING

This announcement is issued by Duiba Group Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the Company’s preliminary assessment of the Group’s unaudited consolidated management accounts (the “**Management Accounts**”) for the year ended 31 December 2024 (the “**FY2024**”) and the information currently available to the Board, the Group is expected to record (i) a revenue of approximately RMB900 million for the FY2024 (for the year ended 31 December 2023 (the “**FY2023**”): approximately RMB1,096.4 million); (ii) an adjusted loss¹ for the year to be no more than approximately RMB38.0 million (for the FY2023: an adjusted profit¹ of approximately RMB35.5 million); and (iii) a loss attributable to owners of the parent of the Company to be no more than approximately RMB40.0 million for the FY2024 (for the FY2023: a profit attributable to owners of the parent of the Company of approximately RMB30.5 million). The above changes were mainly due to the following factors:

- (i) the scale of the Internet advertising business will be further downsized as advertising customers’ budgets continue to tighten in the future under the trend of uncertainty in the growth of the industry; and

¹ The Company defines “adjusted loss/profit for the year” as loss for the year adding back share-based payment. Adjusted loss/profit for the year is not a measure required by or presented in accordance with Hong Kong Financial Reporting Standards (“**HKFRSs**”). The use of adjusted loss/profit for the year has limitations as an analytical tool, and Shareholders and potential investors should not consider it in isolation from, or as a substitute for analysis of, the results of operations or financial condition of the Company as reported under HKFRSs.

- (ii) in order to provide advertisers with better advertising services, the Company continued to increase the purchase proportion of the traffic on high-quality platforms, and as a result, there was a further increase in the cost of the Internet advertising business, leading to a decline in profitability.

As at the date of this announcement, the Company is still in the process of finalizing the audited consolidated financial results of the Group for the FY2024. The information contained in this announcement is based solely on the preliminary review on the Group's Management Accounts for the FY2024 and other relevant information currently available to the Board, which is subject to finalization and other potential adjustments, if any, and has neither been reviewed or audited by the Company's independent auditor, nor reviewed by the audit committee of the Company. Shareholders and potential investors are therefore advised to read carefully the annual results announcement of the Company for the year ended 31 December 2024, which is expected to be published on 31 March 2025.

Shareholders and potential investors are advised to exercise caution when dealing in the securities of the Company.

On behalf of the Board
Duiba Group Limited
Chen Xiaoliang
Chairman

Hong Kong, 30 March 2025

As at the date of this announcement, the Board consists of Mr. Chen Xiaoliang, Mr. Zhu Jiangbo and Mr. Cheng Peng as executive Directors, Ms. Yang Jiaqing as non-executive Director, and Mr. Kam Wai Man, Dr. Gao Fuping and Dr. Shi Jianxun as independent non-executive Directors.