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Lesi Group Limited
樂思集團有限公司

(incorporated in the Cayman Islands with limited liability)
(Stock Code: 2540)

INSIDE INFORMATION
PROFIT WARNING

This announcement is made by Lesi Group Limited (the “**Company**”) pursuant to Rule 13.09(2) 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 (Chapter 571 of the Laws of Hong Kong).

The Board of Directors (the “**Board**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary review on the information currently available to the Board, including the unaudited consolidated management accounts of the Group, the Group is expected to record a decrease in net profits ranging from approximately RMB16 million to RMB19 million for the six months ended 30 June 2025 as compared to net profits of approximately RMB28.6 million for the corresponding period in 2024. The decrease in net profits during the period under review was mainly due to (i) the decrease in gross profit of approximately RMB9.8 million, which was mainly attributable to the decrease in the rates of rebates from media partners as a result of the change of their rebate policies; (ii) the increase in selling and marketing expenses arising from the increase in employee benefit expenses as a result of the expansion of the sales and marketing department; and (iii) the increase in general and administrative expenses arising from the increase in depreciation of the Company’s new office located in the Xingdi Center in Beijing and the rise in employee benefit expenses due to the increase in operation staff.

The information contained in this announcement is only based on the preliminary assessment of the information currently available to the Board, including the consolidated management accounts of the Group which have not been reviewed or audited by the independent auditor and/or the audit committee of the Company, and are subject to adjustments and amendments. The interim results of the Group for the six months ended 30 June 2025 are expected to be announced by the end of August 2025.

By Order of the Board
Lesi Group Limited
Zhao Libing
Chairman of the Board

Hong Kong, 12 August 2025

As at the date of this announcement, the executive Directors are Mr. Zhao Libing, Mr. Yu Canliang, Mr. Nie Jiang and Ms. Shu Qing; the non-executive Director is Ms. Chang Qing; and the independent non-executive Directors are Mr. Lu Yao, Ms. Zheng Hong and Mr. Hu Hui.