

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

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 six months ended 30 June 2025 (the “**FH2025**”) and the information currently available to the Board, the Group is expected to record (i) a revenue of approximately RMB350 million for the FH2025 (for the six months ended 30 June 2024 (the “**FH2024**”): approximately RMB458 million); (ii) an adjusted loss for the period¹ to be no more than approximately RMB25 million (for the FH2024: an adjusted loss of approximately RMB17.6 million); and (iii) a loss attributable to owners of the parent company to be no more than approximately RMB27 million for the FH2025 (for the FH2024: a loss attributable to owners of the parent company of approximately RMB19.1 million). The above changes were mainly due to the following factors:

- (i) the scale of the Internet advertising business experienced a downsizing again as advertising customers’ budget plans became more conservative under the trend of continuous uncertainty in the growth of the industry; and
- (ii) the Company’s profit further declined with the reduction of sales scale.

¹ The Company defines “adjusted loss for the period” as loss for the period adding back share-based payment. Adjusted loss for the period is not a measure required by or presented in accordance with Hong Kong Financial Reporting Standards (“**HKFRSs**”). The use of adjusted loss for the period 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.

As at the date of this announcement, the Company is still in the process of finalizing the unaudited consolidated financial results of the Group for the FH2025. The information contained in this announcement is based solely on the preliminary review on the Group's Management Accounts for the FH2025 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 interim results announcement of the Company for the FH2025, which is expected to be published on or before 29 August 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, 24 August 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.