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Beijing UBOX Online Technology Corp.
北京友寶在線科技股份有限公司

(a joint stock company incorporated in the People's Republic of China with limited liability)

(Stock Code: 2429)

PROFIT ALERT – REDUCTION IN LOSS

This announcement is made by Beijing UBOX Online Technology Corp. (the “**Company**”, 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 (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on information currently available to the Board and a preliminary assessment of the unaudited consolidated management accounts of the Group for the year ended December 31, 2025 (“**FY2025**”), the Group expects to record a substantial reduction in net loss of approximately 64% for the year ended December 31, 2025 as compared to that for the year ended December 31, 2024.

The expected reduction in net loss for FY2025 is primarily attributable to the following factors: (i) the substantial decrease in the share-based compensation expenses; (ii) the decrease in impairment loss of goodwill and impairment losses on investment accounted for using the equity method; (iii) the decrease in fair value loss on financial assets at fair value through profit or loss; and (iv) the reduction in operating loss.

The Company is still in the process of finalizing the annual results of the Group for FY2025. The information contained in this announcement is only based on the information currently available to the Board and a preliminary assessment of the unaudited consolidated management accounts for FY2025, which have not been reviewed or audited by the auditors of the Company or reviewed by the audit committee of the Company. The actual annual results of the Group for FY2025 may differ from the information disclosed in this announcement. Shareholders and potential investors should refer to the annual results announcement of the Company for FY2025, which is expected to be published by the end of March 2026.

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

By order of the Board
Beijing UBOX Online Technology Corp.
Wang Bin
Chairman and Executive Director

Shenzhen, the PRC, March 13, 2026

As at the date of this announcement, the Company's executive Directors are Mr. Wang Bin, Mr. Yu Lizhi, Ms. Cui Yan and Mr. Chao Hua; non-executive Directors are Mr. Zhu Chao and Ms. An Yufang, and independent non-executive Directors are Ms. Guo Wei, Mr. Zhang Chen and Mr. Zhang Changhao.