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Inke Limited
映客互娛有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 3700)

INSIDE INFORMATION
POSITIVE PROFIT ALERT

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

The board of directors (the “**Board**”) of the Company wishes to inform its shareholders (the “**Shareholders**”) and prospective investors of the Company that, based on the preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2021 and the information currently available, it is currently expected that (1) revenue for the six months ended 30 June 2021 will be approximately RMB3.7 billion to RMB4.0 billion, representing an increase of approximately 68% to 82% as compared to approximately RMB2.202 billion for the corresponding period of 2020; and (2) net profit after taxation for the six months ended 30 June 2021 will be approximately RMB110 million to RMB140 million, representing an increase of approximately 50% to 91% as compared to the corresponding period of last year.

The significant improvement in performance was mainly benefiting from:

- (1) the continuous revenue growth of various innovative products of the Group, contributing to a major part of the revenue of the Group; and
- (2) the launch of innovative products reserved by the Group and continuous expansion in the scale of product matrix.

The Group will stick to its strategy of “interactive social networking” product matrix, further enrich its product matrix and expand the innovative product pipeline to maintain sustainable and robust growth in revenue.

The Board would like to remind the Shareholders that the Company is in the process of finalising the Group’s unaudited results for the six months ended 30 June 2021. The information contained in this announcement is only based on the preliminary review of the unaudited consolidated management accounts of the Group and other information currently available to the Board, which has not been reviewed or audited by the Company’s auditors and is subject to adjustments arising from further review. The finalised unaudited consolidated results of the Group for the six months ended 30 June 2021 may be different from the information contained in this announcement. Further details of the Group’s financial results and performance will be disclosed in the Company’s announcement of interim results for the six months ended 30 June 2021, which is expected to be published by the end of August 2021.

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

By order of the Board
Inke Limited
FENG Yousheng
Chairman and Executive Director

Hong Kong, 29 July 2021

As the date of this announcement, the executive Directors are Mr. FENG Yousheng and Mr. HOU Guangling; the non-executive Director is Mr. LIU Xiaosong; and the independent non-executive Directors are Mr. David CUI, Mr. DU Yongbo and Dr. LI Hui.