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Joy Spreader Interactive Technology. Ltd

乐享互动有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 6988)

POSITIVE PROFIT ALERT

This announcement is made by Joy Spreader Interactive Technology. Ltd (the “**Company**”, and together with its subsidiaries, collectively 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 under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

After the preliminary review on the unaudited consolidated management accounts of the Group as of June 30, 2021 and the information currently available to the board of directors (the “**Board**”) of the Company, the Group expects, for the six months ended June 30, 2021 (the “**Half Year**”), to record (i) an increase of not less than 50% in the profit for the Half Year attributable to owners of the Company as compared with that of approximately HK\$67.82 million for the six months ended June 30, 2020 (the “**Corresponding Period**”); and (ii) an increase of not less than 80% in the profit for the Half Year attributable to owners of the Company excluding exchange losses as compared with that of approximately HK\$67.82 million for the Corresponding Period for which there was no exchange gains and losses.

The exchange losses for the Half Year were affected by changes in the exchange rate between HK\$ and RMB, which mainly arose from the conversion of proceeds from the listing of the Company in HK\$ into RMB by using the period-end exchange rate.

The Board is of the view that the increase in the financial results for the Half Year is mainly attributable to the following factors: (1) short-form video mobile new media platform achieved rapid development in commercialization, reflecting that the Group’s e-commerce products marketing business has achieved fast growth in promoting trading and consumption; (2) the number of marketers (customers and product libraries) served by the Group and the number of mobile new media content publishers (traffic pools) kept growing, which further improved the Group’s business platforms efficiency in aggregation and matching; and (3) the accuracy of the Group’s intelligent analysis and algorithm engine further improved with the expansion of the our business scale.

The Group's mobile new media performance-based marketing business provides services for online consumption scenarios and marketing technology services with greater efficiency to product providers, mobile new media content publishers (also including many new media entrepreneurs) and consumers. Our operations are in line with and enjoy benefits from national policies, and our business coverage includes no after school tutoring or other fields that recently raised heightened concerns. At the same time, the Group has been in strict compliance with laws, regulations and rules relating to information security and privacy protection of the countries and regions in which we operate, and we will remain compliant by following higher standards. Data analysed and used in our research, development and operation is mobile new media content data and behavioral data of anonymous users, which involves no private information of any specific customer, user or ID. Our data bank is currently under protection with multi-dimensional, multi-layer and encrypted measures and properly preserved in a cloud platform widely recognized by the industry and our local server platform.

The Company is in the process of finalizing the financial results of the Group for the Half Year. The information contained in this announcement is only based on the preliminary review made by the management of the Company on the unaudited consolidated management accounts of the Group as of June 30, 2021 and other information currently available, and is not based on any figure or information that has been audited or reviewed by the auditors of the Company. The actual results of the Group for the Half Year of 2021 may be different from the information contained in this announcement. For details of the financial information of the Group for the Half Year of 2021, please refer to the results announcement of the Company for the Half Year of 2021 which is expected to be published by the end of August 2021.

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

By order of the Board
Joy Spreader Interactive Technology. Ltd
Zhu Zinan
Chairman

Beijing, the PRC, July 30, 2021

As at the date of this announcement, the Board comprises Mr. Zhu Zinan, Mr. Zhang Zhidi, Mr. Cheng Lin, Ms. Qin Jiaxin and Mr. Sheng Shiwei as executive Directors; Mr. Hu Qingping and Mr. Hu Jiawei as non-executive Directors; and Mr. Xu Chong, Mr. Tang Wei, Mr. Fang Hongwei and Mr. Yap Jin Meng Bryan as independent non-executive Directors.