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Joy Spreader Group Inc.
樂享集團有限公司

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 6988)

POSITIVE PROFIT ALERT

This announcement is made by Joy Spreader Group Inc. (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 for the year ended December 31, 2021 and the information currently available to the board of directors (the “**Board**”) of the Company, the Group expects, for the year ended December 31, 2021 (the “**Year**”), to record (i) a revenue not less than approximately HK\$1,200 million for the Year as compared with that of approximately HK\$924 million for the year ended December 31, 2020 (the “**Corresponding Period**”), therefore representing an increase of not less than approximately 30% as compared to the Corresponding Period; and (ii) a profit for the Year attributable to owners of the Company not less than approximately HK\$236 million, as compared with that of approximately HK\$139 million for the Corresponding Period, therefore representing an increase of not less than approximately 70% as compared to the Corresponding Period.

The Board is of the view that the increase in the financial results for the Year is mainly attributable to the following factors: (1) the Group’s domestic short-form video interest-based e-commerce marketing business maintained rapid growth; (2) new overseas e-commerce marketing business achieved a breakthrough, becoming a new performance growth point; (3) through timely optimization of marketing products based on market condition, interactive entertainment and digital marketing business maintained steady growth based on the relatively good performance in 2020; and (4) continuous increase in the commitment to research and development further strengthened the domestic and overseas business capabilities of the Group in e-commerce marketing.

The Company is in the process of finalizing the financial results of the Group for the 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 for the year ended December 31, 2021 and 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 Year may be different from the information contained in this announcement. For details of the financial information of the Group for the Year, please refer to the annual results announcement of the Company for the Year which is expected to be published in March 2022.

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 Group Inc.
Zhu Zinan
Chairman

Beijing, the PRC, February 14, 2022

As at the date of this announcement, the Board comprises Mr. Zhu Zinan, 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 and Mr. Fang Hongwei as independent non-executive Directors.