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# AdTiger

**ADTIGER CORPORATIONS LIMITED**

**虎視傳媒有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 1163)**

## **Inside Information — Update on Financial Information**

This announcement is made by Adtiger Corporations Limited (the “**Company**”, together with its subsidiaries, 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)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders of the Company and potential investors that based on the preliminary review of the latest available unaudited consolidated management accounts of the Group for the twelve months ended 31 December 2021 (“**FY2021**”) and information currently available to the Company, the Group’s profit for the year of the Group is expected to record a substantial increase from approximately RMB2.88 million to RMB11.1 million, representing an increase of not less than 280% in FY2021 as compared to the twelve months ended 31 December 2020 (“**FY2020**”), while the Group is expected to record a decrease in adjusted net profit (which is a non-HKFRS measurement and is calculated by excluding the effect of one-off listing expense) from approximately RMB15.5 million to RMB11.1 million, representing a decrease of approximately 28.5% in FY2021 as compared to FY2020.

The Board considers that the increase in profit for the year in FY 2021 is mainly attributable to (i) the expansion of our business scale and the increase in our advertiser base which contributed to a substantial increase in the Group’s revenue for the year of not less than 67% in FY2021 as compared to FY2020; and (ii) no listing expenses were expected to be recognized in FY2021 as compared to RMB12.65 million of listing expenses recognized in FY2020.

The decrease in adjusted net profit is mainly attributable to the increase in labor costs due to the recruitment of highly skilled and experienced professionals to accelerate the pace of our globalization strategy and further expand our advertiser base to cover more overseas countries and regions. We believe that strengthening our marketing services and localization capabilities will help expand our advertiser and media publisher base and enhance our industry brand image. We believe that customer and media expansion will bring continuous enhancement of our brand image, which will provide a huge driver for our future business growth.

As at the date of this announcement, the Company is still in the process of finalising the annual results of the Group for the twelve months ended 31 December 2021. The information contained in this announcement is only based on a preliminary review and assessment by the Company on the unaudited management accounts of the Group that have not been reviewed by the Company's audit committee or the independent external auditors. The unaudited consolidated annual results of the Group for the twelve months ended 31 December 2021 may be subject to further adjustment(s) and the actual results of the Group may be different from the information contained in this announcement. Shareholders of the Company and potential investors should read the Company's announcement of annual results for the twelve months ended 31 December 2021, which is expected to be published before the end of March 2022 pursuant to the requirements of the Listing Rules.

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

By Order of the Board  
**ADTIGER CORPORATIONS LIMITED**  
**Chang Sufang**  
*Chairman, Chief Executive Officer and  
Executive Director*

Hong Kong, 3 March 2022

*As at the date of this announcement, the Board comprises two executive Directors, namely Ms. Chang Sufang and Ms. Li Hui; one non-executive Director, namely Mr. Hsia Timothy Chunhon; and three independent non-executive Directors, namely Mr. Yao Yaping, Mr. Chan Foon, and Mr. Zhang Yaoliang.*