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**Doumob**

**豆盟科技有限公司**

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

**(Stock Code: 1917)**

## **PROFIT WARNING**

This announcement is made by Doumob (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to the Inside Information Provisions (as defined in the Listing Rules) of Part XIVA of the Securities and Futures Ordinance (Chapter 571, 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 board of directors (the “**Board**”) of the Company wishes to inform the shareholders of the Company and potential investors, that based on preliminary assessment of the unaudited management accounts of the Group for the year ended 31 December 2021 (the “**Year**”) and information currently available to the Company, it is currently anticipated that the revenue for the Year may maintain the relatively similar level as the corresponding period of 2020, while the expected net loss for the Year will range from approximately RMB105 million to RMB115 million, as compared to the net loss of RMB74.8 million recorded in the corresponding period of 2020.

Based on the information currently available, the expected increase in the net loss of the Group for the Year was mainly attributable to:

- (1) In 2021, under the impacts of the epidemic and changes in the market environment, business operation was subject to great challenges. While the Company was broadening income sources, controlling expenses, reducing costs and boosting efficiency, the Company also focused on the core mission of providing better services for customers, and continued to promote the upgrade of advertising platform services. The Company also continued to explore online marketing solutions and innovative software as a service (“**SaaS**”) product by investing more human resources and market development costs, while bearing relatively high level of restructuring costs of old and new teams. As of the end of the Year, the Company has achieved breakthroughs in securing a number of strategic customers, but it will take time for the revenue to reach expectations.

- (2) the Company follows the principle of prudence and the provisions of the expected credit losses or recognition of fair value losses on trade receivables, contract assets, other receivables, and financial assets at fair value through profit or loss of the Group in accordance with the Hong Kong Financial Reporting Standard 9 Financial Instruments, given the difficulties in operating environment under the ongoing impacts of the COVID-19. The specific amount of such provisions or losses would be subject to the results of further evaluation and audit procedures conducted by the independent professional valuer engaged by the Company.

The information contained in this announcement is only based on the preliminary assessment by the management of the Company with reference to the unaudited management accounts of the Group and the information currently available, and is not based on any financial figures and/or information which have been audited, verified or reviewed by the auditor or the audit committee of the Company. The annual results announcement of the Company for the Year is expected to be published by 31 March 2022.

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

By order of the Board

**Doumob**

**YANG Bin**

*Chairman and Executive Director*

Beijing, PRC, 18 March 2022

*As at the date of this announcement, the executive Directors of the Company are Mr. Yang Bin, Mr. Meng Dawei and Ms. Fan Zijing; the non-executive Director of the Company is Mr. Liu Ailun; and the independent non-executive Directors of the Company are Mr. Chan Yiu Kwong, Mr. Zhang Xuehuo and Mr. Wang Yingzhe.*