

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of the announcement.*



**newborntown**

**NEWBORN TOWN INC.**

**赤子城 科技有限公司**

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

**(Stock Code: 9911)**

## **UNAUDITED OPERATING DATA FOR THE FIRST HALF OF 2022**

This announcement is made by Newborn Town Inc. (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2) 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).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that the unaudited operating data as of 30 June 2022 is as follows:

- (i) the volume of accumulative downloads of the Group’s social networking business reached 419 million as of 30 June 2022, representing an increase of approximately 8.31% as compared to 31 March 2022; the average monthly active users of the Group’s social networking business amounted to approximately 23.09 million during the second quarter of 2022, representing an increase of approximately 27% as compared to the corresponding period in 2021 and an increase of approximately 1.21% as compared to the first quarter of 2022; the revenue from social networking business of the Group is expected to reach approximately RMB1,250 million to RMB1,285 million for the six months ended 30 June 2022, representing an increase of approximately 50% as compared to the corresponding period in 2021; and the Group’s social networking business achieved continuing significant growth, which was mainly attributable to the successful replication of a number of social media applications in various markets around the world, while the further improvement of ecosystem for the social media applications has promoted the enhancement of commercialisation efficiency; and
- (ii) it is expected that the Group will record the revenue from innovative business amounting to RMB100 million to RMB115 million for the six months ended 30 June 2022, representing a decrease of approximately 50% as compared to the corresponding period in 2021, which was mainly due to the impact arising from iteration of the Group’s original traffic monetisation business; and the revenue from innovative business increased by approximately 80% as compared to the second half of 2021, which was mainly due to the smooth development and rapid expansion of the Group’s innovative business.

The Group will continue to plough deeply into the global open social networking sectors by promoting product innovation, ecological operation and market development. The Company will, based on the increasingly improved middle platform system and localization of operation throughout the world, constantly diverse the portfolio of audio and video social networking products, create high-quality social and content ecology, vigorously explore developed markets in Europe, America, Japan and Korea, and further enhance the emerging markets such as the Middle East and Southeast Asia so as to boost networking effects and brand influence of its social networking products around the world.

The Group will also attach great importance to the global cutting-edge technology fields and emerging sectors, continue to explore diversified development opportunities in overseas markets, and further expand the scale of innovative businesses such as niche games and metaverse to achieve multi-dimensional growth.

**The above-mentioned operating data is unaudited and is based on preliminary internal information of the Group, which may differ from the figures to be disclosed in the audited or unaudited consolidated financial statements to be published by the Company on an annual or half-yearly basis due to various uncertainties during the process of collecting such information. As such, the above operating data, which is preliminary in nature, is provided for investors' reference only. Investors are advised to exercise caution and not to place undue reliance on such information when dealing in the securities of the Company. When in doubt, investors are advised to seek professional advice from professionals or financial advisers.**

By order of the Board  
**Newborn Town Inc.**  
**LIU Chunhe**  
*Chairman*

Beijing, 20 July 2022

*As at the date of this announcement, the executive Directors of the Company are Mr. LIU Chunhe, Mr. LI Ping, Mr. YE Chunjian and Mr. SU Jian; and the independent non-executive Directors of the Company are Mr. GAO Ming, Mr. CHI Shujin and Mr. HUANG Sichen.*