

*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 this announcement.*

**netjoy<sup>+</sup>**

**NETJOY HOLDINGS LIMITED**

**云想科技控股有限公司**

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

**(Stock Code: 2131)**

## **PROFIT WARNING**

This announcement is made by Netjoy Holdings Limited (the “**Company**”, and its subsidiaries and consolidated affiliated entities, together, the “**Group**”) in accordance with 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).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders of the Company (“**Shareholders**”) and potential investors that, based on a preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended June 30, 2022 (the “**Relevant Period**”) and the information currently available to the Board, the Group is expected to record a net profit of approximately RMB59.41 million to RMB64.62 million for the Relevant Period, while the net profit was approximately RMB104.22 million for the six months ended June 30, 2021. Based on the information currently available, the Board considers that the expected year-on-year decrease in the Relevant Period was primarily attributable to the following reasons:

- (i) the resurgence of outbreak of novel coronavirus pandemic (COVID-19) (the “**Pandemic**”) in mainland China during the Relevant Period posed an adverse impact on domestic and global areas, especially in Shanghai, where the headquarter of the Group is located. As such, the Group incurred increases in various costs in the second quarter of 2022 in order to maintain the normal business development;
- (ii) despite the impact of the Pandemic, the Group continued to expand its business territory by virtue of its own resource advantages and to promote the upgrading of technical capabilities. While the Group further enriched the business income channels, the investment in resources have also increased, thus increasing additional relevant expenses; and
- (iii) in order to enhance the advertising sentiment and expand the customer base, the Group’s current selling price has been reduced for the subsequent business growth, resulting in a decline in the gross profit margin in the short term.

In addition, the Group's cash reserves remain abundant. Based on the information currently available, the Board estimated that the cash and bank balances of the Group as at June 30, 2022 were approximately RMB715 million, compared with approximately RMB636 million as at December 31, 2021.

With the continuous optimization and development of the Group's technology platform and business service system, the Group achieved a year-on-year increase in its gross billing in the first quarter of 2022. For details, please refer to the announcement of the Company dated May 17, 2022. During the second quarter of 2022, the turbulence of the market environment exerted great pressure on the business development of the Group. The Group will closely monitor market conditions and the development of the global economy, continue to consolidate its own industry strengths and the resilience of business development, make full preparations for the market upturn, and will focus on making full use of the existing production capacity for the rest of the year to improve the Group's profitability and enhance financial stability.

As of the date of this announcement, the Group is still in the process of finalizing its interim results for the Relevant Period. The information contained in this announcement is only based on a preliminary assessment of the unaudited consolidated management accounts of the Group for the Relevant Period and the information currently available to the Board, and is not based on any information or figures which have been audited or reviewed by the Company's auditor and may be subject to possible adjustments. Shareholders and potential investors are advised to read carefully the Company's interim results announcement for the six months ended June 30, 2022 which will be published on August 25, 2022.

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

By order of the Board  
**Netjoy Holdings Limited**  
**XU Jiaqing**  
*Chairman of the Board*

Shanghai • the PRC, August 16, 2022

*As at the date of this announcement, the Board comprises Mr. XU Jiaqing, Mr. WANG Chen, Mr. LIN Qian and Ms. ZHA Lijun as executive Directors; Mr. DAI Liqun and Mr. WANG Jianshuo as non-executive Directors; and Mr. CHEN Changhua, Dr. RU Liyun and Ms. CUI Wen as independent non-executive Directors.*