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Duiba Group

兑吧集团

DUIBA GROUP LIMITED

兑吧集团有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1753)

PROFIT ALERT

This announcement is issued by Duiba Group Limited (the “**Company**”, and together with its subsidiaries, 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 in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders (“**Shareholders**”) and potential investors of the Company that, based on the Company’s preliminary assessment of the Group’s unaudited consolidated management accounts for the year ended 31 December 2022 (the “**Management Accounts**”) and latest information currently available to the Board, the Group is expected to record (i) the revenue of approximately RMB1.6 billion for the year ended 31 December 2022 (the “**Year**”) (2021: approximately RMB1.3 billion); (ii) an adjusted loss¹ for the Year in the range of approximately RMB26 million to RMB46 million (2021: an adjusted profit for the Year of approximately RMB12.0 million); and (iii) a loss attributable to owners of the parent company in the range of approximately RMB40 million to RMB60 million for the Year (2021: a loss attributable to owners of the parent company of approximately RMB11.8 million). The above changes were mainly attributable to the following:

- (i) with the effective prevention of epidemic in the PRC and the recovery of the post-epidemic economy, the advertisers’ budgets have increased, and therefore the Group’s revenue has grown slowly during the Year; and
- (ii) for the purpose of providing better advertising services to the advertisers, the Company purchased more traffic from the platform of large companies. Therefore, the cost of interactive advertising business of the Company rose quickly, which resulted in a decline in earnings.

¹ *The Company defines “adjusted profit/loss for the Year” as profit/loss for the Year adding back share-based payment. Adjusted profit/loss for the Year is not a measure required by or presented in accordance with HKFRSs. The use of adjusted profit/loss for the Year has limitations as an analytical tool, and Shareholders and potential investors should not consider it in isolation from, or as a substitute for analysis of, the results of operations or financial condition of the Company as reported under HKFRSs.*

As at the date of this announcement, the Company is still in the process of finalising the audited consolidated financial results of the Group for the Year. The information contained in this announcement is based solely on the preliminary review on the Group's Management Accounts and other relevant information currently available to the Board, which is subject to finalization and other potential adjustments, if any, and has neither been reviewed or audited by the Company's independent auditor, nor reviewed by the audit committee of the Company. Shareholders and potential investors are therefore advised to read carefully the annual results announcement of the Company for the year ended 31 December 2022, which is expected to be published on or before 31 March 2023.

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

By Order of the Board
DUIBA GROUP LIMITED
Chen Xiaoliang
Chairman

Hangzhou, China, 19 March 2023

As at the date of this announcement, the Board comprises Mr. Chen Xiaoliang, Mr. Zhu Jiangbo, Mr. Cheng Peng and Ms. Li Chunting as executive Directors, and Mr. Kam Wai Man, Dr. Shi Jianxun and Dr. Gao Fuping as independent non-executive Directors.