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Qingci Games Inc.

青瓷游戏有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 6633)

POSITIVE PROFIT ALERT IN RESPECT OF THE FINANCIAL INFORMATION FOR THE SIX MONTHS ENDED JUNE 30, 2023

This announcement is made by Qingci Games 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 in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders (the “**Shareholders**”), investors and potential investors of the Company that, based on a preliminary review of the Company’s unaudited management accounts of the Group for the six months ended June 30, 2023 (the “**Reporting Period**”) and information currently available to the Board, the Group is expected to record an increase in net profit in the range of RMB116.9 million to RMB136.9 million, from net loss of approximately RMB86.9 million for the six months ended June 30, 2022 to net profit of approximately RMB30 million to RMB50 million for the six months ended June 30, 2023, turning loss into profit as compared with the same period last year.

Based on currently available information, the turnaround of the Group’s results from net loss to net profit for the Reporting Period was mainly attributable to (i) the revenue growth brought about by the games newly launched during the period, namely *Sword and Fairy: Wen Qing* and *Servitor Project*; and (ii) the effective control of various expenses of the Company (including but not limited to marketing and promotion fees and staff expenses), which resulted in a decrease in total expenses during the period as compared with the same period last year.

The Company is in the process of finalizing the interim results of the Group for the Reporting Period. The information contained in this announcement is based solely on the preliminary assessment by the Board of the unaudited consolidated management accounts of the Group for the Reporting Period and the information currently available to the Board, which has yet to be reviewed by the audit committee and/or the independent auditors of the Company. Accordingly, the actual results of the Group for the Reporting Period may differ from the information disclosed in this announcement. Shareholders, investors and potential investors of the Company are advised to refer to the details in the interim results announcement of the Group for the Reporting Period, which is expected to be published by the end of August 2023.

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

By Order of the Board
Qingci Games Inc.
Liu Siming
Executive Director

Hong Kong, August 3, 2023

As at the date of this announcement, the Board comprises Mr. Yang Xu, Mr. Huang Zhiqiang, Mr. Liu Siming and Mr. Zeng Xiangshuo as executive directors, and Mr. Zhang Longgen, Professor Lam Sing Kwong Simon and Ms. Fang Weijin as independent non-executive directors.