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**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 THREE QUARTERS OF 2023**

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 September 2023 is as follows:

- **Social Networking Business:**

- (i) the volume of accumulative downloads of the Group’s social networking business reached approximately 580 million as of 30 September 2023, representing an increase of approximately 7.0% as compared to that of 30 June 2023;
- (ii) the average monthly active users of the Group’s social networking business amounted to approximately 25.613 million for the third quarter of 2023, representing an increase of approximately 13.8% as compared to that of the second quarter of 2023; and
- (iii) the revenue from social networking business of the Group is expected to reach approximately RMB2,020 million to RMB2,060 million for the nine months ended 30 September 2023, representing an increase of approximately 5.0% to 7.1% as compared to that of the corresponding period in 2022.

The increase in revenue from the Group’s social networking business in the first three quarters of 2023 was mainly attributable to the Group having enriched the diversity of its original product portfolio and increased its user base by extending its reach to the LGBTQ community, resulting in the Group’s enhanced brand influence, awareness and recognition. The expansion and diversification in terms of user base also led to a wider scope of service offerings and a surge in business opportunities, thereby fueling growth in market share and profitability of the Group.

- **Innovative Business:**

The revenue from innovative business of the Group is expected to reach approximately RMB240 million to RMB260 million for the nine months ended 30 September 2023, representing an increase of approximately 50.6% to 63.2% as compared to that of the corresponding period in 2022.

The Group's innovative business has achieved rapid growth, which was mainly attributable to the smooth promotion and operation of the Company's game business.

**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 October 2023

*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.*