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Rego Interactive Co., Ltd
(潤 歌 互 動 有 限 公 司)

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2422)

PROFIT WARNING

This announcement is made by Rego Interactive Co., Ltd (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to the Inside Information Provisions (as defined under the Rules Governing the Listing of Securities (the “**Listing Rules**”) on The Stock Exchange of Hong Kong Limited) under Part XIVA of the Securities and Futures Ordinance (Cap 571 of the Laws of Hong Kong) and Rule 13.09 of the Listing Rules.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders and potential investors of the Company that, based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the year ended 31 December 2023 (“**Management Accounts**”) and the information currently available to the Board, the Group is expected to record a net profit after tax for the year ended 31 December 2023 of not less than RMB5.8 million, representing a decrease of 91.5% over approximately RMB68.5 million as compared with for the year ended 31 December 2022. The Group is also expected to record an adjusted net profit (i.e. defined as profit for the year adjusted by the listing expenses, foreign exchange differences and change in fair value of financial assets at fair value through profit or loss) for the year ended 31 December 2023 of not less than RMB15.0 million, representing a decrease of 81.5% over approximately RMB81.2 million for the year ended 31 December 2022. The Board considers that is mainly attributable to: (i) the decrease in revenue for the advertisement placement services and advertisement distribution services, the consumer market sentiment in China was negatively impacted by various uncertainties, which led to reduction in customers’ marketing budgets and decline in the overall level of advertisement placements. Along with intensified competition in the industry, the Group’s profitability was negatively impacted to a certain extent; (ii) in light of the uncertain market environment, the Group has implemented more prudent policy on the selection of customers for the high quality clients; (iii) the effect of the increment on the administrative expenses and the decrease of government grants; and (iv) a recorded increase in fair value loss of the Group’s financial assets, mainly attributable to the failure of repayment for certain financial products we have subscribed. Please refer to the Company’s announcement dated 29 August 2023 for details.

As at the date of this announcement, the Company is still finalising the Group's consolidated financial results for the year ended 31 December 2023. The information contained in this announcement is based on the data currently available to the Company and the Board's preliminary assessment on the Management Accounts of the Group for the year ended 31 December 2023 and prepared in accordance with the applicable Hong Kong Financial Reporting Standards, which have not been reviewed by the independent auditors of the Company nor reviewed by the audit committee of the Company. As such, the final annual results of the Group for the year ended 31 December 2023 may be different from the financial disclosure contained in this announcement. Shareholders and potential investors are therefore advised to read carefully the results announcement of the Company for the year ended 31 December 2023, which is expected to be published by the Company by the end of March 2024.

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

On behalf of the Board
Rego Interactive Co., Ltd
Chen Ping
Chairman and Executive Director

Hong Kong, 5 March 2024

As at the date of this announcement, the executive Directors of the Company are Mr. Chen Ping, Mr. Tian Huan, Mr. Zhang Yongli, Mr. Fan Lianshun, Mr. Xia Yuanbo and Mr. Chen Wei; and the independent non-executive Directors of the Company are Mr. Zeng Liang, Mr. Shen Yunjia and Ms. Mo Lan.