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Doumob

豆盟科技有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 1917)

PROFIT WARNING

This announcement is made by Doumob (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 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 (the “**Board**”) of directors (the “**Director(s)**”) of the Company wishes to inform the shareholders and potential investors of the Company that, based on the preliminary assessment by the Group’s management of the latest available unaudited consolidated management accounts of the Group for the six months ended 30 June 2024, it is currently anticipated that (i) the revenue for the six months ended 30 June 2024 will range from approximately RMB20.0 million to RMB21.0 million, as compared to the revenue of approximately RMB35.8 million recorded in the corresponding period of previous year; and (ii) the net loss for the six months ended 30 June 2024 will range from approximately RMB3.7 million to RMB4.7 million, as compared to the net loss of approximately RMB854,000 recorded in the corresponding period of previous year.

Based on the information currently available, the expected decrease in the revenue and increase in the net loss of the Group’s interim results for the six months ended 30 June 2024 was mainly due to the challenges to the growth of the livestreaming business as a result of the increased uncertainty in the global economy, the overall downturn in consumer sentiment and intensified competition in the industry on the one hand; and the strategic retrenchment of the overseas advertising business launched by the Company on the other hand, which resulted in the decline in the Company’s total revenue and the increase in its net loss for the first half year of 2024.

The Group is still in the process of finalising the interim results of the Group for the six months ended 30 June 2024. The information contained in this announcement is only a preliminary assessment based on the information currently available by the Group’s management and the latest unaudited consolidated management accounts of the Group for the six months ended 30 June 2024, which have not been audited or reviewed by the auditors and the audit committee of the Company and may be subject to adjustments. Shareholders and potential investors of the Company are advised to read carefully the Company’s interim results announcement for the six months ended 30 June 2024, which is expected to be published by the end of August 2024.

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

By order of the Board

Doumob

YANG Bin

Chairman and Executive Director

Beijing, PRC, 29 July 2024

As at the date of this announcement, the executive Directors are Mr. Yang Bin and Ms. Liu Yuanyuan; the non-executive Director is Mr. Liu Ailun; and the independent non-executive Directors are Mr. Chan Yiu Kwong, Mr. Zhang Xuehuo and Mr. Zhang Limin.