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# AdTiger

**ADTIGER CORPORATIONS LIMITED**

**虎視傳媒有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 1163)**

## **PROFIT WARNING**

This announcement is made by ADTIGER CORPORATIONS LIMITED (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) and Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (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 review of the latest available unaudited consolidated management accounts of the Group for the six months ended 30 June 2024 (the “**Reporting Period**”) and the information currently available to the Company, the Group is expected to record a net loss of approximately RMB4.0 million to RMB6.0 million, as compared to a net profit of approximately RMB5.4 million for the six months ended 30 June 2023.

The Board considers that the swing from net profit to net loss was mainly attributable to the fact that in light of the global economic downturn and increasingly fierce market competition during the Reporting Period, the Group provided its customers with more attractive offers to encourage advertisement orders, resulting in a decrease in gross profit during the Reporting Period. The Board considers that a boost in market share is beneficial to the Group’s long-term development in the economic downturn.

As at the date of this announcement, the Company is still in the process of ascertaining the unaudited consolidated interim results of the Group for the Reporting Period. The information contained in this announcement is only based on the Company's preliminary review and assessment of the unaudited management accounts of the Group, which have not been reviewed by the audit committee of the Company or the independent external auditors of the Company. The unaudited consolidated interim results of the Group for the Reporting Period may be subject to further adjustments and the actual results of the Group may be different from the information contained in this announcement. Shareholders and potential investors of the Company should read the interim results announcement of the Company for the Reporting Period, which is expected to be published by the end of August 2024 in accordance with the requirements of the Listing Rules.

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  
**ADTIGER CORPORATIONS LIMITED**  
**Chang Sufang**  
*Chairperson, Chief Executive Officer and  
Executive Director*

Hong Kong, 15 August 2024

*As at the date of this announcement, the Board comprises two executive directors, namely Ms. Chang Sufang and Ms. Li Hui; one non-executive director, namely Mr. Zheng Qi; and three independent non-executive directors, namely Mr. Yao Yaping, Mr. Chan Foon and Mr. Zhang Yaoliang.*