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BAIWANG CO., LTD.

百望股份有限公司

(A joint stock company incorporated in the People's Republic of China with limited liability)

(Stock Code: 6657)

PROFIT GUIDANCE

This announcement is made by Baiwang Co., Ltd. (百望股份有限公司) (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to the Inside Information Provisions under 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 (the “**Listing Rules**”) on The Stock Exchange of Hong Kong Limited.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company hereby informs the shareholders and potential investors of the Company that, based on the preliminary assessment of the information currently available to the Board, including the unaudited management accounts of the Group for the year ended December 31, 2024, the Group is expected to record (1) a total revenue for the year ended December 31, 2024 of approximately RMB640.0 million to RMB700.0 million, as compared to the revenue of RMB713.0 million for the year ended December 31, 2023; (2) a net loss for the year ended December 31, 2024 of approximately RMB470.0 million to RMB530.0 million, as compared to the net loss of RMB359.3 million for the year ended December 31, 2023. Based on the information currently available, the Board is of the view that (i) the decrease in revenue was primarily due to the fact that the Group optimized the mix of marketed financial products, strategically reduced marketing efforts for financial products with low profit margin and deliberately enlarged the revenue contribution from the high-gross-margin products (for example, risk management services), which resulted in a decrease in revenue contribution from the Group’s digital precision marketing services, and (ii) the increase in net loss was primarily due to the increase in the Group’s fair value losses of financial liabilities at FVTPL as a result of the increase of the Company’s valuation and the fair value of shares with preferential rights when the launching of the Company’s Hong Kong initial public offering became certain in 2024.

The Group's adjusted net loss (non-IFRS measure) represents net loss for the year, adjusted by adding share-based payment expenses, listing expenses, and fair value changes of financial liabilities at FVTPL relating to shares with preferential rights issued by the Company, which are non-cash or non-recurring in nature. For the year ended December 31, 2024, the Group is expected to record an adjusted net loss of approximately RMB70.0 million to RMB130.0 million, as compared to RMB83.4 million for the year ended December 31, 2023. The change in adjusted net loss was mainly affected by the Company's strategic investments of resources in the government digital transformation projects in 2024, with the one-time losses from delivered projects and the amount of upfront investments such as preliminary research and development on systems in aggregate amounting to approximately RMB41 million. Such investments are considered strategic and part of the early-stage business layout. Excluding the impact of these strategic investments, the Group's adjusted net loss for 2024 is expected to be comparable to or even slightly better than that for the previous year. Although upfront investments of resources in strategic projects are substantial, they are of great strategic significance to the transformation of the tax market from "tax administration by invoices" model to "tax administration by digitalization" model of embedded tax collection and administration. The Group's collaboration with the State Information Center of the PRC and investments in early-stage research and development resources, as well as the Group's continuous support for the construction and maintenance of the National Data Resource Registration System, significantly reflect the Group's active commitment to exploring new models and pathways for the marketization and value-exploration of data elements. In the future, the Group will adopt "developing the digital and intelligent transformation infrastructure, and empowering the enterprises and enabling them to realize high quality development" as its missions, and "breaking the barriers of massive data across different business segments within the enterprises and the data barriers between different enterprises, and exploring the data value" as its development goals. The Company will, with the development of data elements circulation and data assets operation platform as a starting point, explore more innovative application scenarios for data integration, empower more partners in exploration and release of data value and contribute to China's digital transformation. Notably, despite complex macroeconomic conditions and intensified market competition in the second half of 2024, the Company's interactive business optimization achieved positive progress. Through the transformation to and continuous innovation in "Data+Intelligence", the Group facilitated the promotion and application of AI in data intelligence scenarios and business, finance and tax digitalization transformation scenarios. Through the introduction of AI full stack tool chain, the Group also reduced labor cost through the optimization of personnel structure, developed new data intelligence products and expanded new revenue increase drivers. The full-year net loss for 2024 did not show a significant increase as compared to the net loss for the first half of 2024.

The Board hereby reminds the shareholders and potential investors of the Company that the information set out in this announcement is based on a preliminary assessment with reference to the information currently available to the Board and has not been reviewed or audited by the independent auditors of the Company or reviewed by the audit committee of the Board, and may differ from the actual results for the year ended December 31, 2024 of the Group. Shareholders and potential investors of the Company are advised to read carefully the annual results announcement of the Group for the year ended December 31, 2024, which is expected to be published in late March 2025 in accordance with the Listing Rules.

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

By Order of the Board

Baiwang Co., Ltd.

百望股份有限公司

Ms. Chen Jie

Chairlady of the Board and Executive Director

Hong Kong, March 16, 2025

As of the date of this announcement, the executive Directors are Ms. Chen Jie, Mr. Fu Yingbo, Mr. Zou Yan and Ms. Jin Xin; the non-executive Directors are Mr. Huang Miao and Mr. Diao Juanhuan; and the independent non-executive Directors are Mr. Tian Lixin, Dr. Wu Changhai, Dr. Song Hua and Mr. Ng Kwok Yin.