gameone

GAMEONE HOLDINGS LIMITED
智 傲 控 股 有 限 公 司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 8282)

POSITIVE PROFIT ALERT

This announcement is made by Gameone Holdings Limited (the "**Company**", together with its subsidiaries, collectively referred to as the "**Group**") pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on GEM (the "**GEM Listing Rules**") of The Stock Exchange of Hong Kong Limited (the "**Stock Exchange**") and the Inside Information Provisions (as defined under the GEM Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the "**Board**") of the Company hereby notifies the shareholders of the Company (the "**Shareholders**") and potential investors that, based on a preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2026 (the "**Current Period**") and the latest information currently available to the Board, the Group expects to record a net profit ranging from approximately HK$4.9 million to approximately HK$5.2 million for the Current Period, as compared with a net profit of approximately HK$1.3 million for the six months ended 30 June 2025 (the "**Previous Period**").

The increase in net profit for the Current Period was primarily attributable to the combined effects of the following: (i) an increase in revenue from the Group's game business of approximately HK$3.5 million, driven by the continuous increase in game players' demand for personalisation, collection and social interaction in respect of in-game virtual items; (ii) an increase in revenue from the Group's software service business of approximately HK$13.8 million, benefiting from the Group's investment in artificial intelligence and effective marketing and promotional efforts; (iii) an increase in revenue from the Group's trading agent service business of approximately HK$13.9 million, benefiting from the adjustment of the Group's business model for trading agent service business; and (iv) an increase in the Group's gross profit of approximately HK$3.9 million as compared with the Previous Period, benefiting from the revenue growth.

This announcement is made solely based on the Board's preliminary assessment after reviewing the Group's unaudited consolidated management accounts for the Current Period and the latest information currently available to the Board. Such unaudited consolidated management accounts have not been audited or reviewed by the Company's auditors, nor have they been reviewed by the Company's audit committee, and are subject to finalization and further adjustment(s). Further details of the Group's financial performance for the Current Period will be disclosed in the Group's interim results announcement, which is expected to be published on 7 August 2026. The Shareholders and potential investors of the Company are advised to read carefully the said interim results announcement of the Company when it is published in accordance with the GEM Listing Rules.

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

By order of the Board
Gameone Holdings Limited
Liu Yi
Chairman and Executive Director

Hong Kong, 29 July 2026

As at the date of this announcement, the executive Directors are Dr. Liu Yi and Mr. Huang Jianying; and the independent non-executive Directors are Ms. Ngo Mei Kwan, Mr. Jin Baiting and Mr. Lu Yi.

This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the website of the Stock Exchange at www.hkexnews.hk on the "Latest Listed Company Information" page for at least 7 days from the date of its posting and will be published on the Company's website at www.hk08282.com.