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**Inke Limited**  
**映客互娱有限公司**

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

**(Stock Code: 3700)**

## **PROFIT WARNING**

This announcement is made by Inke Limited (the “**Company**” and, together with its subsidiaries, the “**Group**”) pursuant to the Inside Information Provisions (as defined in the Listing Rules) of Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong) and Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”).

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that based on preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2019 (the “**2019 Interim Period**”) and the information currently available to the Company, it is currently anticipated that the Group may record a net loss which will not be more than RMB60 million for the 2019 Interim Period.

The Board believes that the loss was mainly due to the following reasons:

- (i) the increase in research and development expenses: with the rapid development of cutting-edge technologies such as 5G and artificial intelligence, the Company increased its research and development investment in technologies and products and developed the next generation of interactive entertainment scenarios in advance to provide enriched interactive entertainment experiences for its users. The Company believes such investment will enhance its competitiveness in the industry which will in turn increase the number and loyalty of its users; and
- (ii) launch of new products: to satisfy the interactive entertainment needs of users in different regions and of different ages, the Company increased its investment in the establishment of new product matrix. The Company has currently launched several innovative products. The Company believes that the innovative product matrix will enrich its business model, expand its user coverage and create new development opportunities.

As the Company is still in the process of finalising the interim results for the 2019 Interim Period, the information contained in this announcement is only based on the preliminary assessment by the management of the Company with reference to the unaudited management accounts of the Company and the information currently available and is not based on any financial figures and/or information which have been audited, verified or reviewed by the Company's auditors or audit committee. It is expected that the interim results announcement of the Company for the 2019 Interim Report will be published by the Company in August 2019.

**Shareholders and potential investors should exercise caution when dealing in the shares of the Company.**

By order of the Board  
**Inke Limited**  
**Feng Yousheng**  
*Chairman*

Hong Kong, 15 July 2019

*As at the date of this announcement, the executive directors are Mr. FENG Yousheng, Ms. LIAO Jieming and Mr. HOU Guangling; the non-executive director is Mr. LIU Xiaosong; and the independent non-executive directors are Mr. David CUI, Mr. DU Yongbo and Dr. LI Hui.*