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第七大道
7ROAD.COM

7Road Holdings Limited
第七大道控股有限公司

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 797)

PROFIT WARNING

This announcement is made by 7Road Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to the Inside Information Provisions (as defined in the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”)) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong) and the Rule 13.09(2)(a) of the Listing Rules.

The board of directors of the Company (the “**Board**”) hereby informs the shareholders of the Company (the “**Shareholders**”) and potential investors that the Board is of the view that, based on the unaudited consolidated management accounts of the Group for the six months ended June 30, 2019 (the “**Management Accounts**”) and the information currently available to the Board, the Group is expected to record a loss of approximately RMB20 million attributable to the Shareholders for the six months ended June 30, 2019 (the “**Loss**”). The Board considers that, the Loss was primarily due to:

1. For the six months ended June 30, 2019, the revenue generated from our existing games decreased by approximately 57 % as compared with the corresponding period in 2018. In addition, due to the uncertainty of the market conditions, our schedule for launching new games has been delayed, and the revenue generated from our new games did not reach our expected level.
2. For the six months ended June 30, 2019, our investments in certain financial assets has recorded loss.

It should be noted that the Group has yet to finalize its interim results for the six months ended June 30, 2019. The information contained in this announcement is solely based on the information currently available to the Group and the Board's preliminary assessment of the Management Accounts, which were not reviewed by the Company's auditors. As such, the final interim results of the Group for the six months ended June 30, 2019 may be different from the financial disclosure contained in this announcement. Shareholders and potential investors are therefore advised to read carefully the preliminary results announcement of the Company for the six months ended June 30, 2019 to be published before the end of August 2019.

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

By Order of the Board
7Road Holdings Limited
Meng Shuqi
Chairman

Shenzhen, the PRC, August 16, 2019

As at the date of this announcement, the executive directors of the Company are Mr. Meng Shuqi, Mr. Li Zhengquan and Mr. Yang Cheng; the non-executive directors of the Company are Mr. Li Shimeng and Mr. Yan Kaidan; and the independent non-executive directors of the Company are Mr. Xue Jun, Mr. Liu Yunli and Ms. Wang Ying.