豆盟
DOUMOB

Doumob
豆盟科技有限公司
(incorporated in the Cayman Islands with limited liability)
(Stock Code: 1917)

PROFIT WARNING

This announcement is made by Doumob (the "**Company**", 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 board of directors (the "**Board**") of the Company wishes to inform the shareholders of the Company and potential investors, that based on preliminary assessment of the unaudited management accounts of the Group for the 12 months ended 31 December 2019 (the "**Relevant Period**") and information currently available to the Company, it is currently anticipated that the revenue for the Relevant Period may decrease by approximately 45% as compared to the corresponding period of 2018. Together with the year-on-year increase in expenses, it is expected that the net profit attributable to the Company would decrease by approximately 65% to 70% as compared to the corresponding period of 2018.

Based on the information currently available, the aforesaid decrease was mainly attributable to

1) the increasingly fierce external market competition environment, and the pursuit to improve the gross profit margin, the Company selectively abandoned some non-interactive advertising business with low gross profit margin. In addition, the Company initiated the short video cloud platform (短視頻雲平台) in the second half year in 2019 which is still in the stage of research, development and marketing. Consequently, it has lowered down our overall revenue from sales and total gross profit but we expect that our gross profit margin would be improved in the Relevant Period; and

2) the formation of a new marketing sector during the Relevant Period by the Company to better promote the image and brand of the Company and its products; in addition, the Company has recruited more professional talents in multiple fields, such as marketing, operation, management, technology, through which the expenses on both the marketing and human resources had increased during the Relevant Period and therefore our overall expenditures were influenced.

The Company is still in the process of finalizing the annual results for the Relevant 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 Group 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 auditor or the audit committee of the Company. The annual results announcement of the Company for the Relevant Period is expected to be published in late March 2020.

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

By order of the board of directors
Doumob
YANG Bin
Chairman and Executive Director

Beijing, PRC, 6 March 2020

As at the date of this announcement, the executive directors of the Company are Mr. Yang Bin, Mr. Huang Kewang and Ms. Zhou Zoe; the non-executive director of the Company is Mr. Liu Ailun; and the independent non-executive directors of the Company are Mr. Chan Yiu Kwong, Mr. Liu Binghai and Mr. Wang Yingzhe.