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 Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**") and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The board (the "**Board**") of directors 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 five months ended 31 May 2020 (the "**Relevant Period**") and information currently available to the Company, it is currently expected that the revenue for the Relevant Period may decrease by approximately 75% as compared to that of the corresponding period of 2019; and the estimated unaudited loss after tax for the Relevant Period shall be approximately RMB15.07 million.

Based on the information currently available, the aforesaid expected decrease in revenue and expected loss were mainly attributable to the global economic downturn due to (a) ongoing tensions in the US-China trade war, resulting in weak market performance; and (b) the outbreak of coronavirus 2019 in late 2019 which affected most of our customers' return to work during the outbreak and as a result of which the volume, pace and budgetary of the investment in advertising by the customers were reduced; and the return generated from the short video platform and interactive video advertising business didn't have the expected effect.

The information contained in this announcement is only based on a preliminary assessment by the Board which is based on the unaudited consolidated management accounts of the Company and the information available for the time being, which have not been audited, confirmed or reviewed by the auditor or the audit committee of the Company. The Group's interim results for the six months ending 30 June 2020 are expected to be announced by the end of August 2020 in compliance with the Listing Rules.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company and read the announcement of the interim results of the Company for the six months ending 30 June 2020 carefully when it is published.

By order of the Board
Doumob
YANG Bin
Chairman and Executive Director

Beijing, PRC, 30 June 2020

As at the date of this announcement, the executive directors of the Company are Mr. Yang Bin, Mr. Huang Kewang and Ms. Luo Yanhong; 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.