Inke Limited
映客互娛有限公司
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 3700)

INSIDE INFORMATION
POSITIVE PROFIT ALERT

This announcement is made by Inke Limited (the "**Company**", together with its subsidiaries and its controlled entities, the "**Group**") pursuant to Rule 13.09(2) 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 under the 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 wishes to inform its shareholders (the "**Shareholders**") and prospective investors of the Company that, based on the preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2020 and the information currently available, compared to the corresponding period of 2019, it is currently expected that (1) revenue for the six months ended 30 June 2020 will record an increase of approximately 45% to 50%; and (2) net profit after taxation for the six months ended 30 June 2020 will be approximately RMB55 million to RMB85 million.

The significant improvement in performance was mainly due to:

1) rapid growth in revenue from innovative products: since its listing, the Group has been monitoring and exploring market segments and user needs, and has been increasing its investment in the research and development of innovative products. By making full use of the Group's extensive experience in commercialisation, the business models of several of its innovative products had proven to be effective over time. With rapid growth in revenue, these innovative products have established strong competitiveness in their respective segments and become a key engine for the continuous growth of revenue of the Group; and

2) steady revenue from Inke App: Inke has an advanced live streamer and user operation system and maintains its leading position in the mobile live streaming sector by way of constantly improving its content ecosystem, enriching its product gameplay, user experience and continuing to develop new technologies such as 5G and AI. In addition, the surge in the needs for online entertainment and the continuous expansion of the industry size have brought new potential for the growth of the Company.

The Group will stick to its strategic plan of "interactive entertainment + social networking" and actively expand innovative business to provide new impetus to its development, while steadily developing its existing business.

The Board would like to remind the Shareholders that the Company is in the process of finalising the Group's unaudited consolidated results for the six months ended 30 June 2020. The information contained in this announcement is only based on the preliminary review of the unaudited management accounts of the Group and other information currently available to the Board, which has not been reviewed or audited by the Company's auditors and is subject to adjustments arising from further review. The finalised unaudited consolidated results of the Group for the six months ended 30 June 2020 may be different from the information contained in this announcement. Further details of the Group's financial results and performance will be disclosed in the Company's announcement of interim results for the six months ended 30 June 2020, which is expected to be published by the end of August 2020.

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

By order of the Board
Inke Limited
FENG Yousheng
Chairman and Executive Director

Hong Kong, 30 July 2020

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