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Homeland Interactive Technology Ltd.

家鄉互動科技有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 3798)

PROFIT ALERT

This announcement is made by Homeland Interactive Technology Ltd. (the “**Company**” and, together with its subsidiaries, 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 in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company and potential investors that, based on a preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended June 30, 2020 and information currently available to the Company, the Group is expected to record an increase in unaudited profit and total comprehensive income for the six months ended June 30, 2020 by over 80% as compared to that for the six months ended June 30, 2019, and an increase in its adjusted net profit, excluding the share-based payment expenses and listing expenses, for the six months ended June 30, 2020 by around 50% as compared to that for the six months ended June 30, 2019. Such increase was due to significant increase in the Group’s DAUs during the first half of 2020 resulting from the Company’s effort in further developing the Group’s game portfolio and increase in promotion activities to enhance player stickiness and stimulate in-game purchases.

As the Group's interim results for the six months ended June 30, 2020 have not yet been finalised, the information contained in this announcement is only based on a preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended June 30, 2020 and information currently available to the Company, and such information has not been audited or reviewed by the Company's auditor and may be subject to adjustments. Shareholders and potential investors should refer to the interim results announcement of the Company for the six months ended June 30, 2020, which is expected to be published on or before August 31, 2020.

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

By order of the Board
Homeland Interactive Technology Ltd.
Wu Chengze
Chairman

Xiamen, PRC, August 6, 2020

As at the date of this announcement, the Board comprises Mr. Wu Chengze, Mr. Jiang Mingkuan, Mr. Su Bo, Mr. Guo Shunshun and Mr. Men Geng as executive Directors and Mr. Yu Ronald Patrick Lup Man, Mr. Zhang Yuguo and Mr. Hu Yangyang as independent non-executive Directors.