Mobvista Inc.
匯量科技有限公司
(Incorporated in the Cayman Islands with limited liability)
(Stock code: 1860)

POSITIVE PROFIT ALERT

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

The board of directors of the Company (the "**Board**") wishes to inform its shareholders (the "**Shareholders**") and potential investors of the Company that based on the Board's preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2020 (the "**Management Accounts**") and other information currently available to the Board, the Group is expected to record an increase by approximately 55% to 75% in the profit attributable to equity shareholders of the Company for the six months ended 30 June 2020 as compared to the corresponding period in 2019 which recorded approximately US$7.6 million. Such increase was primarily attributable to the following factors:

(a) due to the impacts of the COVID-19 pandemic, the increase of users' online activities accelerates the digitalisation of media channels and shifts advertising budget from offline to online;

(b) the Group's rapid growth in programmatic advertising business. Improved advertising effect and increased brand influence continuously attract incremental new spend from existing advertiser, and win new advertisers; and

(c) enhanced effect of diminishing operational expenses. Operational expense did not increase in line with revenue, which was benefited from the platformization nature of the Group's business.

The Company is still in the process of finalising the Group's interim results for the six months ended 30 June 2020. The information contained in this announcement is only based on preliminary assessment by the Board of the Management Accounts and other information currently available to the Board, and is not based on any figure or information audited or reviewed by the Company's independent auditors, and may be subject to amendments. Shareholders of the Company and potential investors are advised to refer to details in the interim results announcement of the Company for the six months ended 30 June 2020 which is expected to be published by the end of August 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
Mobvista Inc.
DUAN Wei
Chairman

Guangzhou, PRC, 25 August 2020

As at the date of this announcement, the Board comprises Mr. DUAN Wei (chairman and chief executive officer), Mr. CAO Xiaohuan (President) and Mr. FANG Zikai as executive Directors; Mr. YING Lei, Mr. HU Jie and Mr. SUN Hongbin as independent non-executive Directors.