
FORWARD-LOOKING STATEMENTS

Certain statements in this prospectus are forward-looking statements that are, by their nature, subject to significant risks and uncertainties. Any statements that express, or involve discussions as to, expectations, beliefs, plans, objectives, assumptions or future events or performance (often, but not always, through the use of words or phrases such as “aim,” “anticipate,” “believe,” “could,” “estimate,” “expect,” “goals,” “going forward,” “intend,” “may,” “objective,” “ought to,” “outlook,” “plan,” “project,” “projection,” “schedules” “seek,” “should,” “target,” “vision,” “will,” “would,” and the negative of these words and other similar expressions, as they relate to our Group or our management) are not historical facts, but are forward-looking and may involve estimates and assumptions and are subject to risks (including the risk factors detailed in this prospectus), uncertainties and other factors some of which are beyond our control and which are difficult to predict. Accordingly, these factors could cause actual results or outcomes to differ materially from those expressed in the forward-looking statements.

Our forward-looking statements have been based on assumptions and factors concerning future events that may prove to be inaccurate. Those assumptions and factors are based on information currently available to us about the businesses that we operate. The risks, uncertainties and other factors, many of which are beyond our control, that could influence actual results include, but are not limited to:

- our operations and business prospects, including our development plans for our existing and new services;
- our business development strategies and initiatives to implement these strategies;
- competition in, and the conditions of, the global and PRC entertainment and online marketing industries;
- our ability to maintain and strengthen our relationship with advertisers and online publishers;
- our ability to maintain competitive advantages on big data and AI-technologies;
- future developments, trends and conditions in the industries and markets in which we operate;
- government policies affecting the pan-entertainment and online marketing industries in China, including licensing, environmental and safety regulations, excise duties, and sales and other taxes;
- our ability to obtain, maintain, renew and comply with the requirements of licenses, permits and other governmental authorizations required to conduct our operations;
- our ability to attract, retain and develop qualified and skilled employees;
- exchange rate and interest rate fluctuations;
- general political and economic conditions in China and developments in the PRC legal system;
- the effects of the global financial market and economic condition;
- possible disruptions to commercial activities due to natural or human-induced disasters, including terrorist activities and armed conflict; and
- other operating risks and factors identified in this prospectus.

Since actual results or outcomes could differ materially from those expressed in any forward-looking statements, we strongly caution investors against placing undue reliance on any such forward-looking statement. Any forward-looking statement speaks only as of the date on which such statement is made, and, except as required by the Listing Rules, we undertake no obligation to update any forward-looking statement or statements to reflect events or circumstances after the date on which such statement is made or to reflect the occurrence of unanticipated events. Statements of or references to our intentions or those of any of our Directors are made as of the date of this prospectus. Any such intentions may change in light of future developments.

All forward-looking statements in this prospectus are expressly qualified by reference to this cautionary statement.