360 LUDASHI HOLDINGS LIMITED
360 魯大師控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 3601)

PROFIT WARNING

This announcement is made by 360 Ludashi Holdings Limited (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) and Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the "**Board**") of directors (the "**Directors**") of the Company would like to inform the shareholders of the Company and potential investors that, based on the preliminary review of the unaudited consolidated financial information of the Group for the year ended 31 December 2020 (the "**Year**"), and information currently available, it is expected that the Group is expected to record a decrease in net profit with a range from approximately 25% to 35% for the Year, as compared to the net profit of the Group for the year ended 31 December 2019 of approximately RMB106.5 million.

Such expected decrease in net profit was mainly attributable to (i) the decrease in advertising promotion budget of the domestic customers of the Group as a result of the severe impact of the outbreak of novel coronavirus (COVID-19) which led to an adverse impact on the revenue of domestic online advertising services of the Group; and (ii) the trade disputes between China and the United States which resulted in the decrease in the revenue of online advertising services for overseas mobile devices business.

The Company is still in the process of finalising the annual results of the Group for the Year. The information contained in this announcement is only a preliminary assessment by the management of the Company and with reference to the data and information currently available as at the date hereof, including the preliminary review of the unaudited consolidated financial information of the Group. The actual results of the Group for the Year may be different from the information contained in this announcement. Details of the annual results of the Group for the Year are expected to be announced on or before 31 March 2021.

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

By order of the Board of
360 Ludashi Holdings Limited
Mr. TIAN Ye
Chairman and executive Director

Hong Kong, 17 February 2021

As at the date of this announcement, the Board comprises: Mr. Tian Ye and Mr. He Shiwei as executive Directors; Mr. Sun Chunfeng, Mr. Liu Wei and Mr. Zhao Dan as non-executive Directors; and Mr. Li Yang, Mr. Wang Xinyu, Mr. Zhang Ziyu and Mr. Zhu Jinglei as independent non-executive Directors.