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 the Inside Information Provisions (as defined under the Listing Rules as defined below) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong) and Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the "**Listing Rules**").

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 year ended 31 December 2020 and the information currently available, it is currently expected that (1) revenue for the year ended 31 December 2020 will be approximately RMB4.6 billion to RMB5.0 billion, representing an increase of approximately 41% to 53% as compared to approximately RMB3.269 billion in 2019; revenue for the second half of 2020 recorded an increase of over approximately 50% as compared to the corresponding period of 2019; and (2) net profit after taxation for the year ended 31 December 2020 recorded an increase of over approximately 200% as compared to the corresponding period of last year.

The expected growth was mainly because:

Benefiting from the continuous growth in the scale of the interactive social networking market and the emerging demand in various market segments, the Group has maintained steady growth in revenue from Inke APP. In addition, the user bases of various innovative APPs of the Group continue to expand and the business models have gained wide recognition in their respective segments, including audio social networking, hobby social networking and video match dating, resulting in a robust growth in revenue and contributing to a significant portion of the revenue of the Group.

We will stick to our strategic plan of "interactive social networking" and ongoing innovation. As the product matrix further diversifies and the development model of new products becomes mature, revenue of the Group is currently expected to continue to grow rapidly.

The Board would like to remind the Shareholders that the Company is in the process of finalising the Group's consolidated results for the year ended 31 December 2020. The information contained in this announcement is only based on the preliminary review of the unaudited consolidated 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 financial results of the Group for the year ended 31 December 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 annual results for the year ended 31 December 2020, which is expected to be published by the end of March 2021.

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

Beijing, 25 February 2021

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.