Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness, and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.

Doumob

豆盟科技有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 1917)

PROFIT WARNING

This announcement is made by Doumob (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to the Inside Information Provisions (as defined in the Listing Rules) of Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong) and Rule13.09 (2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The board of directors (the "**Board**") of the Company wishes to inform the shareholders of the Company and potential investors, that based on preliminary assessment of the unaudited management accounts of the Group for the year ended 31 December 2020 (the "**Year**") and information currently available to the Company, it is currently anticipated that: (a) the revenue for the Year may decrease by approximately 52% as compared to that of the corresponding period of 2019; and (b) the expected net losses of the Group for the Year shall within the range between approximately RMB68 million and RMB78 million, as compared to a net profit of RMB10.9 million for the corresponding period of 2019.

Based on the information currently available, the expected net losses of the Group for the Year were mainly attributable to:

1) the escalated tensions in the US-China trade war and the outbreak of the novel coronavirus (the "**COVID-19**") pandemic in late 2019, which imposed downward pressure on the global economy and intensified the fierce market competition in interactive advertising industry; the resumption of the work and production of the Company's upstream and downstream enterprises in the industry were impeded by the COVID-19 pandemic to a certain extent, which resulted that the volume, pace and budgetary of the investment in advertising by the customers were further reduced, and led to the decrease of the Company's total revenue;

2) The Company continued to promote its product upgration and launched the Short Video Marketing Cloud SaaS business ("**Marketing Cloud**"), which was still in the market expansion stage and obtained the first batch of paying customers in 2020, but since the business expansion of Marketing Cloud was impeded by the COVID-19, the promotion effects and the revenue generated by it did not reach the expectation; and

3) the Company follows the principle of prudence and the provisions of the expected credit losses on trade receivables, contract assets and other receivables in accordance with the Hong Kong Financial Reporting Standard 9 Financial Instruments, given the difficulty in operating environment under the impact of the COVID-19. The specific amount of such provisions would be subject to the results of further evaluation and audit procedures conducted by the independent professional valuer engaged by the Company.

The Group will continue to increase its investment in promoting product upgration, and pursuit a high-quality development of the Company. The management of the Company has full confidence in the long-term future development of the Group.

The Company is still in the process of finalizing the annual results for the Year. The information contained in this announcement is only based on the preliminary assessment by the management of the Company with reference to the unaudited management accounts of the Group and the information currently available, and is not based on any financial figures and/or information which have been audited, verified or reviewed by the auditor or the audit committee of the Company. The annual results announcement of the Company for the Year is expected to be published by 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
Doumob
YANG Bin
Chairman and Executive Director

Beijing, PRC, 1 March 2021

As at the date of this announcement, the executive directors of the Company are Mr. Yang Bin, Mr. Huang Kewang and Ms. Luo Yanhong; the non-executive director of the Company is Mr. Liu Ailun; and the independent non-executive directors of the Company are Mr. Chan Yiu Kwong, Mr. Liu Binghai and Mr. Wang Yingzhe.