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netjoy⁺
NETJOY HOLDINGS LIMITED

云想科技控股有限公司

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 2131)

POSITIVE PROFIT ALERT

This announcement is made by Netjoy Holdings Limited (the “**Company**”, and its subsidiaries and consolidated affiliated entity, together, the “**Group**”) in accordance with Rule 13.09(2)(a) 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 under the Listing Rules) under 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 wishes to inform the shareholders of the Company (“**Shareholders**”) and potential investors that, based on a preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended June 30, 2021 (the “**Relevant Period**”) and the information currently available to the Board, the Group is expected to record an increase of not less than 75% in its net profit for the Relevant Period as compared to the net profit of approximately RMB57,076 thousand for the six months ended June 30, 2020. Such significant increase in the net profit for the Relevant Period was mainly attributable to (i) the growth of the number of new customers and the average advertising spending of customers in the short video marketing business; (ii) the impact of the overall improvement of the Group’s operating efficiency; and (iii) the contribution of other new businesses such as short video marketing cloud-based services to the net profit during the Relevant Period.

As of the date of this announcement, the Group is still in the process of finalizing its interim results for the Relevant Period. The information contained in this announcement is only based on a preliminary assessment of the unaudited consolidated management accounts of the Group for the Relevant Period and the information currently available to the Board, and is not based on any information or figures which have been audited or reviewed by the Company’s auditor and may be subject to possible adjustments. Shareholders and potential investors are advised to read carefully the Company’s interim results announcement for the six months ended June 30, 2021 which is scheduled to be published in late August 2021.

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

By order of the Board
Netjoy Holdings Limited
XU Jiaqing
Chairman of the Board

Shanghai, the PRC, July 27, 2021

As at the date of this announcement, the Board comprises Mr. XU Jiaqing and Mr. WANG Chen as executive Directors; Mr. QIN Miaomiao, Mr. DAI Liquan, Mr. ZHANG Jianguo and Mr. WANG Jianshuo as non-executive Directors; and Mr. CHEN Changhua, Dr. RU Liyun and Ms. CUI Wen as independent non-executive Directors.