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Duiba Group

兑吧集团

DUIBA GROUP LIMITED

兑吧集团有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1753)

POSITIVE PROFIT ALERT

This announcement is issued by Duiba Group Limited (the “**Company**”, and together with its subsidiaries, the “**Group**”) pursuant to 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 in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders (“**Shareholders**”) and potential investors of the Company that, based on the Company’s preliminary assessment of the Group’s unaudited consolidated management accounts for the six months ended 30 June 2021 (the “**Management Accounts**”) and latest information currently available to the Board, the Group is expected to record (i) an increase of no less than 50% in revenue for the six months ended 30 June 2021 as compared with the same period of 2020; (ii) an increase of no less than 350% in adjusted profit¹ for the six months ended 30 June 2021 as compared with the same period of 2020; and (iii) an increase of no less than 200% in profit attributable to owners of the parent company for the six months ended 30 June 2021 as compared with the same period of 2020. The above changes were mainly due to significant growth in the interactive advertising business of the Company arising out of the overall recovery of advertisers’ budget as a result of the stabilization of macroeconomic growth in the first half of 2021, and the improvement in advertising efficiency as a result of technology improvement on one hand; and on the other hand, a significant rise in the revenue from the SaaS business of the Company arising out of an increase in the purchases per customer transaction and the number of customers as a result of the continued deepening of cooperation between financial customers (including banks) and the Company in user management SaaS, and more diversified functional modules of paid products.

¹ The Company defines “adjusted profit for the period” as profit for the period adding back share-based payment. Adjusted profit for the period is not a measure required by or presented in accordance with HKFRSs. The use of adjusted profit for the period has limitations as an analytical tool, and Shareholders and potential investors should not consider it in isolation from, or as a substitute for analysis of, the results of operations or financial condition of the Company as reported under HKFRSs.

As at the date of this announcement, the Company is still in the process of finalising the unaudited consolidated financial results of the Group for the six months ended 30 June 2021. The information contained in this announcement is based solely on the preliminary review on the Group's Management Accounts and other relevant information currently available to the Board, which is subject to finalization and other potential adjustments, if any, and has neither been reviewed or audited by the Company's independent auditor, nor reviewed by the audit committee of the Company. Shareholders and potential investors are therefore advised to read carefully the interim results announcement of the Company for the six months ended 30 June 2021, which is expected to be published on or before 31 August 2021.

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

By Order of the Board
Duiba Group Limited
Chen Xiaoliang
Chairman

Hangzhou, China, 9 August 2021

As at the date of this announcement, the Board comprises Mr. Chen Xiaoliang, Mr. Zhu Jiangbo, Mr. Yao Wenquan and Mr. Cheng Peng as executive directors; and Mr. Kam Wai Man, Dr. Ou-Yang Hui and Dr. Gao Fuping as independent non-executive directors.