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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 the board (the “**Board**”) of directors of Doumob (the “**Company**”, 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) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

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 six months ended 30 June 2021 (the “**Relevant Period**”) and information currently available to the Company, it is currently expected that despite the increase in the revenue for the Relevant Period by approximately 40% as compared to that of the corresponding period of 2020, the net loss for the Relevant Period may increase by about 60% as compared to that of the corresponding period of 2020, and the adjusted net loss for the Relevant Period may increase by around 40% as compared to that of the corresponding period of 2020.

Based on the information currently available, the expected increase in the Group’s net loss for the Relevant Period was mainly attributable to:

- (1) the increase in the costs of human resources and market expansion as the Company proactively explored the non-interactive advertising business segment with the similar operational mode in addition to the continuous efforts in in-depth cooperation with quality media for interactive advertisements, embarked upon the development of overseas media resource matrix, and made continuous efforts in the research and development and promotion of Marketing Cloud products, in order to achieve an overall improvement in the customers’ brand power, customer acquisition ability and monetization ability. The Company completed the preliminary work for team building and business rationalization, but it has not yet reached the targeted revenue;

- (2) the Company granted the restricted shares to eligible participants pursuant to the restricted share award scheme on 15 April 2021, which led to the increase in the Company's staff compensation costs for the Relevant Period by approximately RMB5.4 million as compared to that of the corresponding period of last year. For details on the restricted share award scheme, please refer to the announcement of the Company published on 7 May 2020; and
- (3) the Company made provisions for the expected credit losses on trade receivables, contract assets and other receivables of the Group in accordance with the Hong Kong Financial Reporting Standard 9 "Financial Instruments". Given the relatively difficult operating environment under the ongoing impact of the COVID-19 pandemic, the Company adopted a prudent approach and engaged an independent professional valuer to assess the specific amount of the Group's provisions. Based on the preliminary results of the assessment, the Company is expected to make a provision of approximately RMB16 million for the expected credit losses on certain accounts receivables and contract assets.

The information contained in this announcement is only based on a preliminary assessment by the Board which is based on the unaudited consolidated management accounts of the Company and the information available for the time being, which have not been audited, confirmed or reviewed by the auditor or the audit committee of the Company. The Group's interim results for the Relevant Period are expected to be announced by the end of August 2021 in compliance with the Listing Rules.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the shares of the Company and read the announcement of the interim results of the Company for the Relevant Period carefully when it is published.

By order of the Board

Doumob

YANG Bin

Chairman and Executive Director

Beijing, PRC, 20 August 2021

As at the date of this announcement, the executive directors of the Company are Mr. Yang Bin, Mr. Huang Kewang, Mr. Meng Dawei and Ms. Fan Zijing; 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.