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AdTiger

ADTIGER CORPORATIONS LIMITED

虎視傳媒有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1163)

PROFIT WARNING

This announcement is made by Adtiger Corporations Limited (the “**Company**”, together with its subsidiaries, 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)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders of the Company and potential investors that based on the preliminary review of the latest available unaudited consolidated management accounts of the Group for the six months ended 30 June 2021 and information currently available to the Company, the Group is expected to record a decrease in net profit of approximately 40% as compared with the net profit of approximately RMB23.3 million for the six months ended 30 June 2020.

The Board considers that such decrease is mainly attributable to the expected increase in the cost of sales for the six months ended 30 June 2021, primarily due to (i) an increase in the traffic acquisition costs resulting from the increased purchase of ad inventory to accommodate the increased ad offers; and (ii) an increase in expenses for external optimisers and designers as a result of the increase in the number of our optimisers and designers hired for the purpose of developing the domestic market in the People’s Republic of China and enhancing our service capabilities, which is generally in line with the growth of our business.

As at the date of this announcement, the Company is still in the process of finalising the interim results of the Group for the six months ended 30 June 2021. The information contained in this announcement is only based on a preliminary review and assessment by the Company on the unaudited management accounts of the Group that have not been reviewed by the Company's audit committee or the independent external auditors. The unaudited consolidated interim results of the Group for the six months ended 30 June 2021 may be subject to further adjustment(s) and the actual results of the Group may be different from the information contained in this announcement. Shareholders of the Company and potential investors should read the Company's announcement of interim results for the six months ended 30 June 2021, which is expected to be published before the end of August 2021 pursuant to the requirements of the Listing Rules.

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

By Order of the Board
ADTIGER CORPORATIONS LIMITED
Chang Sufang
*Chairman, Chief Executive Officer and
Executive Director*

Hong Kong, 23 August 2021

As at the date of this announcement, the Board comprises two executive Directors, namely Ms. Chang Sufang and Ms. Li Hui; one non-executive Director, namely Mr. Hsia Timothy Chunhon; and three independent non-executive Directors, namely Mr. Yao Yaping, Mr. Chan Foon, and Mr. Zhang Yaoliang.