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newborntown

NEWBORN TOWN INC.

赤子城 科技 有 限 公 司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 9911)

UNAUDITED OPERATING DATA AND UNAUDITED REVENUE INFORMATION OF 2021

This announcement is made by Newborn Town Inc. (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 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 is pleased to announce the unaudited operating data for the year ended 31 December 2021 as follows: (i) the Group has expected to record a total revenue of approximately RMB2,300 million to RMB2,400 million, which is an increase of over 95% as compared to the corresponding period in 2020 and represents a sustained and rapid growth; (ii) the value-added service business revenue of the Group is expected to reach approximately RMB2,000 million to RMB2,100 million, which is an increase of approximately 200% as compared to the corresponding period in 2020. The number of accumulative downloads of the Group’s social networking apps reached 344 million, representing an increase of approximately 15.38% as compared to 30 September 2021, and the monthly active users of our social networking apps amounted to approximately 21.79 million as of December 2021.

The Company will continue to plough deeply into the global open social networking sectors by promoting product and technological innovation, and will actively explore new social scenario in the meta-universe. While increasing our efforts in exploring developed markets such as Europe, the United States, Japan and Korea, we will also strengthen our presence in emerging markets and expand our consumer base, so as to enrich the social experience of global users. In addition, the Company will continue to devote itself to niche games sectors to enhance the synergy effects between social networking and games.

The above-mentioned operating data are unaudited and are based on preliminary internal information of the Group, which may differ from the figures to be disclosed in the audited or unaudited consolidated financial statements to be published by the Company on an annual or half-yearly basis due to various uncertainties during the process of collecting such information. As such, the above operating data are preliminary and are provided for investors' reference only. Investors are advised to exercise caution and not to place undue reliance on such information when dealing in the securities of the Company. When in doubt, investors are advised to seek professional advice from professionals or financial advisers.

By order of the Board
Newborn Town Inc.
LIU Chunhe
Chairman

Beijing, 16 January 2022

As at the date of this announcement, the executive Directors of the Company are Mr. LIU Chunhe, Mr. LI Ping, Mr. YE Chunjian and Mr. SU Jian; and the independent non-executive Directors of the Company are Mr. GAO Ming, Mr. CHI Shujin and Mr. HUANG Sichen.