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Inke Limited
映客互娱有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 3700)

POSITIVE PROFIT ALERT

This announcement is made by Inke Limited (the “**Company**”, together with its subsidiaries and its controlled entities, 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 of directors (the “**Board**”) of the Company wishes to inform its shareholders (the “**Shareholders**”) and prospective investors of the Company that, based on the preliminary review of the unaudited consolidated management accounts of the Group for the year ended 31 December 2021 and the information currently available, it is currently expected that (1) revenue for the year ended 31 December 2021 will be approximately RMB9.0 billion to 9.2 billion, representing an increase of 81.8% to 85.9% as compared to that of approximately RMB4.95 billion for the year ended 31 December 2020; and (2) net profit after taxation for the year ended 31 December 2021 will be approximately RMB400.0 million, representing an increase of approximately 96.9% as compared to that of approximately RMB203.2 million for the year ended 31 December 2020.

The significant improvement in performance for the year ended 31 December 2021 was mainly resulted from the following:

The Group has been committed to the development strategy of its social networking product matrix, which accurately matches the needs of its users. The rapid growth of this social networking product matrix resulted in the significant increase in the revenue and profit of the Group for the year ended 31 December 2021.

The Group will continue to develop social networking products and services for different scenarios based on refined market layout in order to expand its business and create new growth dynamics.

The Board would like to remind the Shareholders that the Company is in the process of finalising the Group's audited results for the year ended 31 December 2021. The information contained in this announcement is only based on the preliminary review of the unaudited consolidated management accounts of the Group and other information currently available to the Board, which has not been reviewed or audited by the Company's auditors and is subject to adjustments upon further review. The finalised audited consolidated results of the Group for the year ended 31 December 2021 may be different from the information contained in this announcement. Further details of the Group's financial results and performance will be disclosed in the Company's announcement of annual results for the year ended 31 December 2021, which is expected to be published by the end of March 2022.

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

By order of the Board
Inke Limited
FENG Yousheng
Chairman and Executive Director

Beijing, 2 March 2022

As the date of this announcement, the executive Directors are Mr. FENG Yousheng and Mr. HOU Guangling; the non-executive Director is Mr. LIU Xiaosong; and the independent non-executive Directors are Mr. David CUI, Mr. DU Yongbo and Dr. LI Hui.