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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)

**(1) UNUSUAL PRICE AND TRADING VOLUME MOVEMENTS;
(2) PROFIT WARNING;
AND
(3) RESUMPTION OF TRADING**

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) 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 (the “**Listing Rules**”) on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”).

UNUSUAL PRICE AND TRADING VOLUME MOVEMENTS

The board (the “**Board**”) of directors (the “**Directors**”) of the Company has noted the significant fluctuations in the price and trading volume of the shares of the Company (the “**Shares**”) on 16 August 2022. Having made such enquiries with respect to the Company as is reasonable in the circumstances, the Board confirms that, save as disclosed in this announcement, the Board is not aware of any other reasons for the price or trading volume movements or of any information which must be announced to avoid a false market in the Shares or of any inside information that needs to be disclosed under Part XIVA of the Securities and Futures Ordinance.

PROFIT WARNING

The Board hereby informs 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 2022 (the “**Reporting Period**”) and information currently available to the Company, it is expected that revenue of the Group will demonstrate an increase of no less than 25% from approximately RMB143.5 million of the corresponding period last year to approximately RMB180.0–200.0 million. However, the net profit is expected to decrease approximately 52%-56% from approximately RMB13.8 million of the corresponding period last year to approximately RMB6.0–6.5 million.

The Board considers the decrease in net profit is mainly attributable to:

- (i) Metaverse is one of the Group's strategic development and the Group is actively performing a diversified strategic layout. As social network and online games are important flow entries for Web3.0, the Group actively recruits social network and online game research and development experts to build a professional team during the Reporting Period with continuous investment in research and development, which in turn leads to an increase in office lease expense, staff cost and research and development expense for the Reporting Period. The Board considers research and development investment into the next generation of the internet is beneficial to the Company's future development.
- (ii) The Group actively deploys in Web3.0 advertisement and enhances its self-developed advertising platform, the AdTensor AI algorithm, resulting in an increase in staff cost and research and development expense for the Reporting Period. The Board considers AI algorithm is one of the core technologies supporting Metaverse advertisement. Additional research and development investment in AI algorithm helps the Group attain competitive advantages in the next generation of internet advertisement.
- (iii) In light of the global economic downturn and weak demand of advertisement, the Group provides its customers with more attractive offers to encourage advertisement orders and boost market share, which increased revenue but lead to a decrease in profit margin. The Board considers a boost in market share is beneficial to the Group's long-term development in the economic downturn.

As at the date of this announcement, the Company is still in the process of finalising the interim results of the Group for the Reporting Period. The information contained in this announcement is based only on a preliminary review and assessment by the Company on the unaudited management accounts of the Group, which 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 Reporting Period is subject to further adjustment(s) and actual results of the Group may be different from information contained in this announcement. Shareholders and potential investors of the Company are advised to read the interim results announcement of the Company for the Reporting Period, which is expected to be published before the end of August 2022 pursuant to the requirements of the Listing Rules.

RESUMPTION OF TRADING

At the request of the Company, trading in the Shares on the Stock Exchange has been halted with effect from 1:00 p.m. on Tuesday, 16 August 2022, pending the release of this announcement. Application has been made by the Company to the Stock Exchange for the resumption of trading in the Shares on the Stock Exchange with effect from 9:00 a.m. on Wednesday, 17 August 2022.

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

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

Hong Kong, 16 August 2022

As of the date of this announcement, the Board comprises of 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.