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Rego Interactive Co., Ltd
(潤 歌 互 動 有 限 公 司)

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2422)

INSIDE INFORMATION
POSITIVE PROFIT ALERT

This announcement is made by Rego Interactive Co., Ltd (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to the Inside Information Provisions (as defined under the Rules Governing the Listing of Securities (the “**Listing Rules**”) on The Stock Exchange of Hong Kong Limited) under Part XIVA of the Securities and Futures Ordinance (Cap 571 of the Laws of Hong Kong) and Rule 13.09(2) of the Listing Rules.

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders and potential investors of the Company that based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the year ended 31 December 2022 available most recently and the data currently available to the Board, the Group is expected to record a net profit after tax for the year ended 31 December 2022 of not less than RMB67.5 million, representing an increase of not less than 35.0% over approximately RMB50.0 million for the year ended 31 December 2021. The Group is also expected to record an adjusted net profit (i.e. defined as profit for the year adjusted by the listing expenses and foreign exchange differences) for the year ended 31 December 2022 of not less than RMB80.2 million, representing an increase of not less than 26.1% over approximately RMB63.6 million for the year ended 31 December 2021. The Board considers that the increase is mainly attributable to: (i) the in-depth partnerships with customers of the Group, leading to a continuous increase in its revenue, especially for the contribution of higher profit margin and growth in virtual goods sourcing and delivery services; (ii) the endeavour on the capacities of the Group in providing marketing services in accordance with the prevailing market trends and developments. In 2021, the Group had introduced the advertisement placement services, which also led to the increase of revenue and profit margin in 2022; and (iii) the impact of the overall improvement of the Group’s operating efficiency.

As at the date of this announcement, the Company has still finalised the consolidated financial results of the Group for the year ended 31 December 2022. The information contained in this announcement is based on the data currently available to the Company and the Board’s

preliminary assessment on the management accounts prepared in accordance with the applicable Hong Kong Financial Reporting Standards, and have not been audited or reviewed by the independent auditors of the Company nor reviewed by the Audit Committee of the Company. The annual results of the Group for the year ended 31 December 2022 is subject to further adjusted and may differ from the information contained in this announcement. Shareholders and potential investors of the Company are advised to carefully read the details in the annual results announcement of the Group for the year ended 31 December 2022, which is expected to be published in March 2023.

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

By Order of the Board
Rego Interactive Co., Ltd
Chen Ping
Chairman and executive Director

Hong Kong, 24 February 2023

As at the date of this announcement, the Board comprises Mr. Chen Ping, Mr. Tian Huan, Mr. Zhang Yongli, Mr. Fan Lianshun, Mr. Xia Yuanbo and Ms. Zeng Zhen as executive Directors; and Ms. Hu Huijun, Mr. Wan Lixiang and Mr. Zhao Zhongping as independent non-executive Directors.