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Tongdao Liepin Group

同道獵聘集團

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 6100)

PROFIT ALERT

This announcement is made by Tongdao Liepin Group (the “**Company**”) and its subsidiaries (collectively refer to as the “**Group**”) pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company and potential investors that, based on the preliminary assessment of the unaudited consolidated management accounts of the Group (the “**Management Accounts**”) for the three months ended 31 March 2023 and other information currently available to the Board, it is expected that a net loss of not more than RMB49.0 million will be recorded for the three months ended 31 March 2023, as compared to the net profit of RMB13.2 million for the three months ended 31 March 2022.

The Board considered that the turnaround in results for the three months ended 31 March 2023 was mainly attributable to the following factors:

- 1) Due to the impact of macro environment, the recruitment demand in 2022 was limited, resulting in a year-on-year decrease in cash billings in advance of the Company in 2022, which has an impact on the revenue that can be recognized in 2023. In addition, in the first quarter of 2023, the market is in the early stage of recovery, and the recruitment needs of business customers are still in the process of recovery. As a result, the Company’s revenue recognized in the first quarter of 2023 decreased year-on-year.
- 2) The Company made a large-scale one-off marketing campaign during the 2022 World Cup, with a portion of advertising resources consumed and expenses recognized in the first quarter of 2023.

The information contained in this announcement is based solely on the preliminary review and assessment by the management of the Company with reference to the Management Accounts for the three months ended 31 March 2023 along with any other information currently available to the Company, which have not been audited or reviewed by the auditor or the audit committee of the Company and may be subject to adjustments. Further details of the Group's financial results and performance will be disclosed in the announcement of the Company for key financial and performance indicators for the three months ended 31 March 2023 to be published on 28 May 2023.

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
Tongdao Liepin Group
Dai Kebin
Chairman

PRC, 16 May 2023

As at the date of this announcement, the executive directors of the Company are Mr. DAI Kebin and Mr. CHEN Xingmao; the non-executive director of the Company is Mr. SHAO Yibo; and the independent non-executive directors of the Company are Mr. YE Yaming, Mr. ZHANG Ximeng and Mr. CHOI Onward.