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LAUNCH

深圳市元征科技股份有限公司

LAUNCH TECH COMPANY LIMITED*

(a joint stock limited company incorporated in the People's Republic of China with limited liability)

(Stock code: 2488)

POSITIVE PROFIT ALERT FOR 2023 INTERIM RESULTS

This announcement is made by Launch Tech Company Limited (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 provisions of inside information (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571, Laws of Hong Kong).

The board of the directors (the “**Board**”) of the Company wishes to inform the shareholders (the “**Shareholders**”) and potential investors of the Company that the Group is expected to record a net profit of approximately RMB60 million for the six months ended 30 June 2023 (the “**Reporting Period**”), representing an approximately 50% growth over the RMB40 million of last comparative period.

During the reporting period, the main reasons for the sharp increase in net profit were: 1) Strong rebound of overseas business after the resumption of the epidemic, 2) the continuous empowerment of smart price algorithms, facilitating the growth of both revenue and profit of the software business.

The Company has yet to finalise the results of the Group for the Reporting Period. The information contained in this announcement is only a preliminary estimation made by the Company based on the Accounting Standard for Business Enterprises, which has not been reviewed or audited by the auditors of the Company. Details of the financial information of the Group to be disclosed in the 2023 interim report of the Company shall prevail over the information contained herein.

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

By Order of the Board
Launch Tech Company Limited
Liu Xin
Chairman

Shenzhen, the PRC
21 July 2023

As at the date of this announcement, the board of directors of the Company comprises Mr. Liu Xin (Chairman), Mr. Liu Guozhu, Ms. Huang Zhao Huan and Mr. Jiang Shiwen as executive Directors, Mr. Peng Jian as non-executive Director, and Ms. Zhang Yan Xiao, Mr. Lin Lichao and Mr. Bin Zhichao as independent nonexecutive Directors.

* *for identification only*