

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited (the “Stock Exchange”) take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



Gala Technology Holding Limited

望塵科技控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2458)

POSITIVE PROFIT ALERT

This announcement is made by the board of directors (the “**Board**”) of Gala Technology Holding Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2)(a) 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 wishes to inform the shareholders and potential investors of the Company that, based on a preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2023 (the “**Reporting Period**”) and an assessment of the information currently available to the Board, the Group is expected to record:

- (i) a revenue of approximately RMB350.0 million, representing an increase of approximately 18.7% as compared to the corresponding period in 2022. The expected increase in revenue is mainly attributable to the revenue generated from a new game launched in the second half of 2022 — Total Football (最佳球會); and
- (ii) a net profit of approximately RMB39.0 million, representing an increase of approximately 92.1% as compared to the corresponding period in 2022. The expected increase in net profit is mainly attributable to an increase in gross profit due to improvements in total revenue and gross profit margin.

As of the date of this announcement, the Company is still in the process of finalising the consolidated interim results of the Group for the Reporting Period. The information contained in this announcement is only based on the preliminary assessment by the Board with reference to the information currently available and the unaudited consolidated management accounts of the Group for the Reporting Period, which have not been audited or reviewed by the Company's independent auditors and/or the audit committee of the Company, and therefore may be subject to further adjustments. Shareholders and potential investors of the Company are advised to read carefully the interim results announcement of the Company for the Reporting Period, which is expected to be published by the end of August 2023.

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
Gala Technology Holding Limited
Jia Xiaodong

Executive Director, Chairman and Chief Executive Officer

Hong Kong, 14 August 2023

As at the date of this announcement, the executive directors of the Company are Mr. Jia Xiaodong (Chairman and Chief Executive Officer), Mr. Huang Xiang and Mr. Li Xin; and the independent non-executive directors of the Company are Mr. Zhan Peixun, Mr. Leung Ming Shu and Ms. Chak Hoi Kee Clara.