

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited 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.



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

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2422)

PROFIT WARNING

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 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 six months ended 30 June 2023 currently available to the Board, the Group is expected to record a net profit after tax for the six months ended 30 June 2023 of not less than RMB11.0 million, representing an decrease of 61.3% over approximately RMB28.4 million as compared with the corresponding period in 2022. The Group is also expected to record an adjusted net profit (i.e. defined as profit for the period adjusted by the listing expenses and foreign exchange differences) for the six months ended 30 June 2023 of not less than RMB10.4 million, representing an decrease of 65.2% over approximately RMB29.9 million as compared with the corresponding period in 2022. The Board considers that the decrease is mainly attributable to: (i) for the advertisement placement services and advertisement distribution services, the consumer market sentiment in China was negatively impacted by various uncertainties, which led to reduction in customers’ marketing budgets and decline in the overall level of advertisement placements. Along with intensified competition in the industry, the Group’s profitability was negatively impacted to a certain extent; (ii) in light of the uncertain market environment, the Group has implemented more prudent policy on the selection of customers for the high quality clients; and (iii) the effect of the increment on the administrative expenses and the decrease of government grants.

As at the date of this announcement, the Company is still finalising the Group's unaudited consolidated results for the six months ended 30 June 2023. 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 and therefore, may be subject to adjustments following further review by the Board. Further details of the Group's performance will be disclosed in the Group's interim results announcement for the six months ended 30 June 2023, which will be announced in August 2023.

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

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

Hong Kong, 17 August 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.