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**Duiba Group**

**兑吧集团**

**DUIBA GROUP LIMITED**

**兑吧集团有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 1753)**

## **POSITIVE PROFIT ALERT**

This announcement is issued by Duiba Group Limited (the “**Company**”, and 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 in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

The board of directors (the “**Directors**”) of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the Company’s preliminary assessment of the Group’s unaudited consolidated management accounts for the six months ended 30 June 2023 (the “**Management Accounts**”) and latest information currently available to the Board, the Group is expected to record (i) a revenue of no less than approximately RMB700 million for the six months ended 30 June 2023 (for the six months ended 30 June 2022 (the “**1H2022**”): approximately RMB518 million); (ii) an adjusted profit for the period<sup>1</sup> to be no less than approximately RMB20 million (1H2022: an adjusted loss for the period of approximately RMB58.4 million); and (iii) a profit attributable to owners of the parent company to be no less than approximately RMB20 million for the six months ended 30 June 2023 (1H2022: a loss attributable to owners of the parent company of approximately RMB62.1 million). The above changes were mainly due to the following factors:

- (i) with the implementation of a series of measures to promote the economy in the PRC, advertising demand has shown a slow recovery along with economic growth, leading to a slight increase in advertising revenue; and

<sup>1</sup> The Company defines “adjusted profit/loss for the period” as profit/loss for the period adding back share-based payment. Adjusted profit/loss for the period is not a measure required by or presented in accordance with Hong Kong Financial Reporting Standards (“**HKFRSs**”). The use of adjusted profit/loss for the period has limitations as an analytical tool, and the Shareholders and potential investors should not consider it in isolation from, or as a substitute for analysis of, the results of operations or financial condition of the Company as reported under HKFRSs.

- (ii) the Company has been continuously optimizing its internal management, constantly improving operational efficiency, and reducing operating costs and administrative expenses.

As of the date of this announcement, the Company is still in the process of finalizing the unaudited consolidated financial results of the Group for the six months ended 30 June 2023. The information contained in this announcement is based solely on the preliminary review of the Group's Management Accounts and other relevant information currently available to the Board, which is subject to finalization and other potential adjustments, if any, and has neither been reviewed or audited by the Company's independent auditor, nor reviewed by the audit committee of the Company. Shareholders and potential investors are therefore advised to read carefully the interim results announcement of the Company for the six months ended 30 June 2023, which is expected to be published on or before 31 August 2023.

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

On behalf of the Board  
**Duiba Group Limited**  
**Chen Xiaoliang**  
*Chairman*

Hong Kong, 18 August 2023

*As at the date of this announcement, the Board consists of Mr. Chen Xiaoliang, Mr. Zhu Jiangbo, Mr. Cheng Peng and Ms. Li Chunting as executive Directors, and Mr. Kam Wai Man, Dr. Gao Fuping and Dr. Shi Jianxun as independent non-executive Directors.*