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newborntown

NEWBORN TOWN INC.

赤子城 科技 有限 公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 9911)

UNAUDITED OPERATING DATA AND UNAUDITED REVENUE INFORMATION OF 2023

This announcement is made by Newborn Town Inc. (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 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 (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to announce that the unaudited operating data for the year ended 31 December 2023 is as follows:

- **Social Networking Business:**

- (i) the volume of accumulative downloads of the Group’s social networking business reached approximately 620 million as of 31 December 2023, representing an increase of approximately 7.0% as compared to that of 30 September 2023;
- (ii) the average monthly active users of the Group’s social networking business amounted to approximately 27.833 million for the fourth quarter of 2023, representing an increase of approximately 8.7% as compared to that of the third quarter of 2023; and
- (iii) the revenue from social networking business of the Group is expected to reach approximately RMB2,950 million to RMB3,050 million for the year ended 31 December 2023, representing an increase of approximately 15.4% to 19.3% as compared to that of the corresponding period in 2022.

The year-on-year growth in revenue from the Group’s social networking business in 2023 was mainly attributable to the Group’s consolidation of BlueCity Holdings Limited into its consolidated financial statements in the third quarter of 2023, thereby having further enriched its social networking business track, expanded its social networking field coverage and target user groups, which is conducive to the long-term development and sustainable growth of the Company’s social networking products. Meanwhile, the Group has achieved rapid growth in its newly launched social networking products through optimisation of its operational strategy.

- **Innovative Business:**

The revenue from innovative business of the Group is expected to reach approximately RMB320 million to RMB360 million for the year ended 31 December 2023, representing an increase of approximately 32.2% to 48.8% as compared to that of the corresponding period in 2022.

The rapid growth in revenue from the Group's innovative business was mainly attributable to the rapid growth of new products in the Company's niche game business and the steady development of its traffic monetisation business.

The above-mentioned operating data is unaudited and is based on preliminary internal information of the Group, which may differ from the figures to be disclosed in the audited or unaudited consolidated financial statements to be published by the Company on an annual or half-yearly basis due to various uncertainties during the process of collecting such information. As such, the above operating data, which is preliminary in nature, is provided for investors' reference only. Investors are advised to exercise caution and not to place undue reliance on such information when dealing in the securities of the Company. When in doubt, investors are advised to seek professional advice from professionals or financial advisers.

By order of the Board
Newborn Town Inc.
LIU Chunhe
Chairman

Beijing, 16 January 2024

As at the date of this announcement, the executive Directors of the Company are Mr. LIU Chunhe, Mr. LI Ping, Mr. YE Chunjian and Mr. SU Jian; and the independent non-executive Directors of the Company are Mr. GAO Ming, Mr. CHI Shujin and Mr. HUANG Sichen.