

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.



Medlive Technology Co., Ltd.

醫脈通科技有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2192)

POSITIVE PROFIT ALERT

This announcement is made by Medlive Technology Co., Ltd. (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 Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders and potential investors of the Company that, based on the preliminary unaudited consolidated management accounts of the Group for the year ended 31 December 2023 (“**FY2023**”) and other information currently available to the Board, the Board expects the revenue for FY2023 to increase to not less than RMB410 million from the revenue for the financial year ended 31 December 2022 of RMB314 million, and a significant increase in profit attributable to owners of the parent for FY2023 to not less than RMB235 million as compared to the profit attributable to owners of the parent of approximately RMB117.3 million for the year ended 31 December 2022.

The Board believes that the improvement in the Group's financial performance is mainly attributable to the following reasons:

- (i) in the context of optimizing medical insurance expenditures and the combating of corruption in healthcare industry as a norm, pharmaceutical and medical device company customers are focusing on improving marketing efficiency, and the demand for precise digital academic education for target doctors is increasing. The precision marketing and corporate solutions provided by the Group focus on customer pain points and help customers to reduce costs and increase efficiency. As a result, the number of customers and products continued to grow in FY2023;

- (ii) the continuous enrichment of professional medical content and product tools on the *Medlive* platform has led to a steady growth in the number of registered physicians and increased engagement by them on the platform, which is more conducive to business development; and
- (iii) the effective control of selling and distribution expenses and administrative expenses, as well as the positive impact of market interest rates for bank deposits.

The information contained in this announcement only represents a preliminary assessment of the Board based on the information available to it as at the date of this announcement and such information has not been reviewed or audited by the auditor of the Company or reviewed by the audit committee of the Company. The Company is still in the process of finalising the annual results of the Group for FY2023, which will be announced in accordance with the requirements of the Listing Rules.

The Company would like to remind the shareholders and potential investors of the Company to exercise caution when dealing in the shares of the Company.

By order of the Board
Medlive Technology Co., Ltd.
Tian Liping
Chairwoman and Chief Executive Officer

Hong Kong, 28 February 2024

As at the date of this announcement, the Board comprises Ms. Tian Liping, Mr. Tian Lixin, Mr. Tian Lijun and Ms. Zhou Xin as executive Directors; Mr. Eiji Tsuchiya and Mr. Kazutaka Kanairo as non-executive Directors; and Mr. Richard Yeh, Dr. Ma Jun and Ms. Wang Shan as independent non-executive Directors.