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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 THE FIRST QUARTER OF 2024**

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 and unaudited revenue information for the three months ended 31 March 2024 are as follows:

- **Social Networking Business:**

- (i) the volume of accumulative downloads of the Group’s social networking business reached approximately 650 million as of 31 March 2024, representing an increase of approximately 5.9% as compared to that of 31 December 2023;
- (ii) the average monthly active users of the Group’s social networking business amounted to approximately 28.548 million for the three months ended 31 March 2024, representing an increase of approximately 2.6% over the preceding quarter; and
- (iii) the revenue from social networking business of the Group is expected to reach approximately RMB980 million to RMB1,010 million for the three months ended 31 March 2024, representing an increase of approximately 65.8% to 70.9% as compared to that of the corresponding period in 2023.

The Group has recorded significant year-on-year growth in revenue from its social networking business for the first quarter of 2024, which was mainly attributable to the consolidation of financial statements of Metaclass Management ELP and the companies held by it into the Group’s consolidated financial statements in the third quarter of 2023, as well as the rapid growth of the newly launched social networking products in the Middle East and North African region, as well as other markets.

- **Innovative Business:**

The revenue from the Group's innovative business is expected to reach approximately RMB62 million to RMB72 million for the three months ended 31 March 2024, representing an increase of approximately 3.3% to 20.0% as compared to that of the corresponding period in 2023.

The steady growth in revenue from the Group's innovative business was mainly attributable to the smooth development of the Group's niche game business.

**The above-mentioned operating data and revenue information are unaudited and are 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 and revenue information, which are preliminary in nature, are 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, 24 April 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.*