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**Tongdao Liepin Group**

**同道獵聘集團**

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

**(Stock Code: 6100)**

## **KEY FINANCIAL AND PERFORMANCE INDICATORS FOR THE THREE AND THE NINE MONTHS ENDED 30 SEPTEMBER 2024**

To enable shareholders, investors and the general public to better appraise the operational performance of the Group, the board of directors (the “**Board**”) of Tongdao Liepin Group (the “**Company**”) together with its subsidiaries, the “**Group**”, “**we**” or “**us**”) announces certain selected unaudited key financial and performance indicators of the Group for the three and nine months ended 30 September 2024, together with comparative figures for the same period of 2023.

The key unaudited financial data during the three months ended 30 September 2024 was set out as follows:

- Revenue primarily generated from providing talent acquisition and other Human Resource (“**HR**”) services to our business customers and providing talent development services to individual users was RMB502.7 million for the three months ended 30 September 2024, a 10.0% decrease from RMB558.9 million for the three months ended 30 September 2023.
- Gross profit was RMB385.1 million for the three months ended 30 September 2024, a 9.3% decrease from RMB424.5 million for the three months ended 30 September 2023.
- Net profit was RMB60.0 million for the three months ended 30 September 2024, a 48.5% increase from RMB40.4 million for the three months ended 30 September 2023. Net profit attributable to equity shareholders of the Company was RMB46.0 million for the three months ended 30 September 2024, a 43.6% increase from RMB32.0 million for the three months ended 30 September 2023.

- Non-GAAP operating profit of the Group (excluding share-based compensation expenses and amortisation of intangible assets resulting from acquisition) was RMB85.0 million for the three months ended 30 September 2024, a 28.3% increase from RMB66.2 million for the three months ended 30 September 2023.

The key unaudited financial data during the nine months ended 30 September 2024 was set out as follows:

- Revenue primarily generated from providing talent acquisition and other HR services to our business customers and providing talent development services to individual users was RMB1,517.3 million for the nine months ended 30 September 2024, an 8.1% decrease from RMB1,651.9 million for the nine months ended 30 September 2023.
- Gross profit was RMB1,177.0 million for the nine months ended 30 September 2024, a 5.6% decrease from RMB1,246.6 million for the nine months ended 30 September 2023.
- Net profit was RMB126.0 million for the nine months ended 30 September 2024, a 136.6% increase from RMB53.3 million for the nine months ended 30 September 2023. Net profit attributable to equity shareholders of the Company was RMB91.3 million for the nine months ended 30 September 2024, a 126.6% increase from RMB40.3 million for the nine months ended 30 September 2023.
- Non-GAAP operating profit of the Group (excluding share-based compensation expenses and amortisation of intangible assets resulting from acquisition) was RMB179.0 for the nine months ended 30 September 2024, a 58.1% increase from RMB113.2 million for the nine months ended 30 September 2023.

	For the three months ended		For the nine months ended	
	30 September	2023	30 September	2023
	2024	2023	2024	2023
	(unaudited)	(unaudited)	(unaudited)	(unaudited)
	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>
Revenue	<b>502,742</b>	558,910	<b>1,517,313</b>	1,651,875
Gross profit	<b>385,072</b>	424,534	<b>1,176,951</b>	1,246,553
Net profit	<b>59,992</b>	40,388	<b>126,017</b>	53,260
Net profit attributable to equity shareholders of the Company	<b>45,955</b>	31,993	<b>91,288</b>	40,293
Non-GAAP operating profit of the Company	<b>85,000</b>	66,229	<b>178,953</b>	113,154

**FINANCIAL DATA (EXTRACTED FROM FINANCIAL RECORDS  
PREPARED IN ACCORDANCE WITH “INTERNATIONAL FINANCIAL  
REPORTING STANDARDS” (THE “IFRS”) AND “HONG KONG  
FINANCIAL REPORTING STANDARDS”)**

**Consolidated statement of profit or loss  
for the nine months ended 30 September 2024 — unaudited**  
(Expressed in RMB)

	<b>Nine months ended 30 September</b>	
	<b>2024</b>	<b>2023</b>
	<b>RMB'000</b>	<b>RMB'000</b>
<b>Revenue</b>	<b>1,517,313</b>	1,651,875
Cost of revenue	<u>(340,362)</u>	<u>(405,322)</u>
<b>Gross profit</b>	<b>1,176,951</b>	1,246,553
Other income	<b>112,485</b>	118,250
Sales and marketing expenses	<b>(676,068)</b>	(802,904)
General and administrative expenses	<b>(235,236)</b>	(241,706)
Research and development expenses	<u>(230,702)</u>	<u>(258,643)</u>
<b>Profit from operations</b>	<b>147,430</b>	61,550
Net finance (cost)/income	<b>(10,666)</b>	1,371
Share of results of associates	<u>(73)</u>	<u>389</u>
<b>Profit before taxation</b>	<b>136,691</b>	63,310
Income tax	<u>(10,674)</u>	<u>(10,050)</u>
<b>Profit for the period</b>	<b><u>126,017</u></b>	<b><u>53,260</u></b>
<b>Attributable to:</b>		
— Equity shareholders of the Company	<b>91,288</b>	40,293
— Non-controlling interests	<u>34,729</u>	<u>12,967</u>
<b>Profit for the period</b>	<b><u>126,017</u></b>	<b><u>53,260</u></b>

**Consolidated statement of profit or loss and other comprehensive income  
for the nine months ended 30 September 2024 — unaudited**  
(Expressed in RMB)

	<b>Nine months ended</b>	
	<b>30 September</b>	
	<b>2024</b>	<b>2023</b>
	<b>RMB'000</b>	<b>RMB'000</b>
<b>Profit for the period</b>	<b>126,017</b>	53,260
<b>Other comprehensive income for the period (after tax and reclassification adjustments)</b>		
<i>Item that may be reclassified subsequently to profit or loss:</i>		
Exchange differences on translation of financial statements of overseas group entities	<u>(41,738)</u>	<u>37,039</u>
<b>Other comprehensive income for the period</b>	<u>(41,738)</u>	<u>37,039</u>
<b>Total comprehensive income for the period</b>	<u><b>84,279</b></u>	<u><b>90,299</b></u>
<b>Attributable to:</b>		
— Equity shareholders of the Company	<b>49,550</b>	77,332
— Non-controlling interests	<u><b>34,729</b></u>	<u>12,967</u>
<b>Total comprehensive income for the period</b>	<u><b>84,279</b></u>	<u><b>90,299</b></u>

**Consolidated statement of profit or loss**  
**for the three months ended 30 September 2024 — unaudited**  
*(Expressed in RMB)*

	<b>Three months ended</b>	
	<b>30 September</b>	
	<b>2024</b>	<b>2023</b>
	<b>RMB'000</b>	<b>RMB'000</b>
<b>Revenue</b>	<b>502,742</b>	558,910
Cost of revenue	<u>(117,670)</u>	<u>(134,376)</u>
<b>Gross profit</b>	<b>385,072</b>	424,534
Other income	<b>45,998</b>	42,900
Sales and marketing expenses	<b>(193,388)</b>	(245,352)
General and administrative expenses	<b>(92,739)</b>	(84,030)
Research and development expenses	<u><b>(70,186)</b></u>	<u>(89,232)</u>
<b>Profit from operations</b>	<b>74,757</b>	48,820
Net finance cost	<b>(9,052)</b>	(4,870)
Share of results of associates	<u><b>(1,929)</b></u>	<u>94</u>
<b>Profit before taxation</b>	<b>63,776</b>	44,044
Income tax	<u><b>(3,784)</b></u>	<u>(3,656)</u>
<b>Profit for the period</b>	<b>59,992</b>	40,388
<b>Attributable to:</b>		
— Equity shareholders of the Company	<b>45,955</b>	31,993
— Non-controlling interests	<u><b>14,037</b></u>	<u>8,395</u>
<b>Profit for the period</b>	<b>59,992</b>	40,388

**Consolidated statement of profit or loss and other comprehensive income  
for the three months ended 30 September 2024 — unaudited**  
(Expressed in RMB)

	<b>Three months ended</b>	
	<b>30 September</b>	
	<b>2024</b>	<b>2023</b>
	<b>RMB'000</b>	<b>RMB'000</b>
<b>Profit for the period</b>	<b>59,992</b>	<b>40,388</b>
<b>Other comprehensive income for the period (after tax and reclassification adjustments)</b>		
<i>Item that may be reclassified subsequently to profit or loss:</i>		
Exchange differences on translation of financial statements of overseas group entities	<u>(49,067)</u>	<u>(9,831)</u>
<b>Other comprehensive income for the period</b>	<u><b>(49,067)</b></u>	<u><b>(9,831)</b></u>
<b>Total comprehensive income for the period</b>	<u><b>10,925</b></u>	<u><b>30,557</b></u>
<b>Attributable to:</b>		
— Equity shareholders of the Company	<b>(3,112)</b>	22,162
— Non-controlling interests	<u><b>14,037</b></u>	<u>8,395</u>
<b>Total comprehensive income for the period</b>	<u><b>10,925</b></u>	<u><b>30,557</b></u>

**Consolidated statement of financial position**  
**as at 30 September 2024 — unaudited**  
*(Expressed in RMB)*

	<b>30 September</b>	31 December
	<b>2024</b>	2023
	<i>RMB'000</i>	<i>RMB'000</i>
<b>Non-current assets</b>		
Property, plant and equipment	<b>142,329</b>	154,627
Investment properties	<b>22,142</b>	22,915
Intangible assets	<b>89,528</b>	104,280
Goodwill	<b>840,177</b>	840,177
Interests in associate	<b>12,250</b>	12,923
Other financial assets	<b>201,309</b>	201,493
Deferred tax assets	<b>16,349</b>	15,633
Other non-current assets	<b>9,400</b>	13,641
Time deposits with banks	<b>69,810</b>	201,672
	<b>1,403,294</b>	1,567,361
<b>Current assets</b>		
Trade receivables	<b>160,064</b>	146,290
Prepayments and other receivables	<b>212,655</b>	132,244
Receivables from related parties	<b>2,353</b>	2,309
Other current assets	<b>872,606</b>	726,182
Time deposits with banks	<b>1,350,469</b>	1,287,604
Cash and cash equivalents	<b>413,614</b>	666,734
	<b>3,011,761</b>	2,961,363
<b>Current liabilities</b>		
Trade and other payables	<b>341,369</b>	414,099
Contract liabilities	<b>701,125</b>	796,443
Interest-bearing borrowings	<b>68,012</b>	20,224
Lease liabilities	<b>60,453</b>	59,879
Current taxation	<b>2,429</b>	3,335
	<b>1,173,388</b>	1,293,980

**Consolidated statement of financial position**  
**as at 30 September 2024 — unaudited (Continued)**  
*(Expressed in RMB)*

	<b>30 September 2024</b>	31 December 2023
	<i>RMB'000</i>	<i>RMB'000</i>
<b>Net current assets</b>	<u>1,838,373</u>	<u>1,667,383</u>
<b>Total assets less current liabilities</b>	<u>3,241,667</u>	<u>3,234,744</u>
<b>Non-current liabilities</b>		
Lease liabilities	41,086	53,880
Deferred tax liabilities	<u>10,750</u>	<u>11,343</u>
	<u>51,836</u>	<u>65,223</u>
<b>NET ASSETS</b>	<u><u>3,189,831</u></u>	<u><u>3,169,521</u></u>
<b>CAPITAL AND RESERVES</b>		
Share capital	334	339
Reserves	<u>2,978,900</u>	<u>2,892,448</u>
<b>Total equity attributable to equity shareholders of the Company</b>	<u>2,979,234</u>	<u>2,892,787</u>
<b>Non-controlling interests</b>	<u>210,597</u>	<u>276,734</u>
<b>TOTAL EQUITY</b>	<u><u>3,189,831</u></u>	<u><u>3,169,521</u></u>



## NON-GAAP FINANCIAL MEASURES

To supplement the consolidated results of the Group prepared in accordance with the IFRS and to enable the shareholders of the Company and potential investors to make an informed assessment of the Group's performance, non-GAAP operating profit of the Group (excluding share-based compensation expenses and amortization of intangible assets resulting from acquisition) has been presented in this announcement.

These unaudited non-GAAP financial measures should be considered in addition to, not as a substitute for, measures of the Group's financial performance prepared in accordance with the IFRS. In addition, these non-GAAP financial measures may be defined differently from similar terms used by other companies and therefore may not be comparable to similar measures presented by other companies. The Company's management believes that these non-GAAP financial measures provide investors with useful supplementary information to assess the performance of the Group's core operations by excluding certain non-cash and one-off items.

	For the three months ended		For the nine months ended	
	30 September		30 September	
	2024	2023	2024	2023
	(unaudited)	(unaudited)	(unaudited)	(unaudited)
	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>	<i>RMB'000</i>
Profit from Operations	<b>74,757</b>	48,820	<b>147,430</b>	61,550
Share-based compensation expenses	<b>5,689</b>	12,779	<b>17,862</b>	37,714
Amortization of intangible assets resulting from acquisition	<b>4,554</b>	4,630	<b>13,661</b>	13,890
Non-GAAP Profit from Operations	<b>85,000</b>	66,229	<b>178,953</b>	113,154

## **BUSINESS REVIEW AND OUTLOOK**

### **Market Review**

China's economic performance remained generally stable throughout the first three quarters of 2024. Thanks to the implementation of the employment-priority strategy, China's urban surveyed unemployment rate for the same period averaged 5.1%, representing a year-on-year decrease of 0.2 percentage point. Although the overall employment situation remained stable, structural contradictions were still prominent with young talents under significant pressure in seeking job opportunities. Meanwhile, recruitment demand for white-collar workers remained depressed, whereas demand for some positions in the manufacturing industry was relatively strong. In the third quarter of this year, the number of new job postings in manufacturing industries such as electronic communications, semiconductors and new energy automobiles on the Liepin platform showed a year-on-year growth. Industries such as logistics/warehousing and home appliances also experienced a rise in new job postings stimulated by the policies promoting large-scale equipment renewal and trade-in of consumer goods. However, industries that typically attract more mid-to high-end talents, such as the internet, real estate and finance, continued to experience a downward trend of recruitment demand in the third quarter of this year, and it seems that the industries will remain under pressure in the short term.

At the end of September, the government introduced a comprehensive set of significant policies aimed at addressing local debts, stabilizing the real estate market, placing emphasis on the financial sector and boosting domestic demand. These measures have positively influenced overall market confidence. It raised the expectations of enterprises and residents for the gradual implementation of the policies in the future to facilitate the sustained upturn of the economy. In the long term, the recruitment market is expected to gradually stabilize under the stimulus of a package of incremental policies. However, the diffusion of these policy effects, particularly to the recovery of the mid-to high-end white-collar recruitment market, still needs some time.

In the third quarter of this year, there was a growing tendency among job seekers to prioritize stability amid the economic recovery cycle. According to the employment survey data of college graduates on the Liepin platform, salary, job stability as well as personal and corporate development have become top three priorities of graduates in job seeking, and employment choices have become more diversified. Although graduates who chose to take the civil servant examination or work in state-owned enterprises still accounted for a considerable proportion, there was an increase in the proportion of graduates who realized their self-worth through delayed entry into the workforce and freelance work. In addition, graduates tended to "employment before choosing a career", and their acceptance of ordinary jobs increased while pursuing quality jobs. Regarding city preferences, new first-tier cities have become the ideal employment destinations for graduates, with regions such as the Yangtze River Delta, Guangdong, Hong Kong and Macao becoming more attractive to graduates. In terms of industry choice, industries such as machinery and manufacturing

and automobiles have become more appealing to graduates, and more and more high-caliber talents have flocked to strategic emerging industries against the backdrop of the development of new quality productivity.

## Business Review

	As of 30 September		%
	2024	2023	Year-on-year change
<b>Individual Users</b>			
Number of accumulative registered individual users ( <i>in millions</i> ) <sup>1</sup>	103.4	92.2	12.2%
<b>Business Users and Customers</b>			
Number of accumulative verified business users	1,400,524	1,262,329	10.9%
<b>Headhunters</b>			
Number of verified headhunters	210,857	210,433	0.2%

<sup>1</sup> In previous reports, the data of “individual users” and “number of individual paying users for the period” was sourced from Liepin’s recruitment platforms. In order to achieve a more accurate presentation of the total number of individual users of Liepin Group, from the Company’s 2023 annual report onwards, the data regarding individual users have been, and will be, consolidated to include figures from both the recruitment platforms and the online professional certification training service (Saiyou) of Liepin.

## Talent Acquisition Services and Other HR Services

Due to the combined effect of reduced cash billings in 2023 and pressure on mid-to high-end recruitment demand in the first three quarters of 2024, our Company’s revenue from business customers remained under pressure in the current quarter, witnessing a year-on-year decline of 14.3% to RMB425.5 million. Against the backdrop of industrial restructuring and the rapid development of new quality productivity, in the third quarter of 2024, we have continued to adjust our business structure and diversify our sales strategy to various customers in different industries. For industries with upward hiring trends such as smart hardware, semiconductors and new energy automobiles, where the number of new job postings is growing at a faster rate, we have leveraged our differentiated product positioning and rich product matrix to continuously increase user coverage and explore incremental sales and cross-selling potential. At the same time, we have been attracting small and medium-sized customers with limited budgets through lightweight online packages, thereby reducing the entry barrier for purchases and acquiring potential high-quality emerging customers. For the traditional advantageous industries on the Liepin platform, such as the internet, real estate and finance, with our professional recruitment service capability and stable customer

relationship, we are ready to embrace the revival of the industry’s recruitment demand, to tap into the diversified recruitment demand, and to enhance the lifetime value of our customers on the platform.

As of 30 September 2024, the number of verified business users on the Liepin platform was approximately 1.401 million, representing a year-on-year growth of 10.9%. However, the Group’s enterprise ARPU declined due to the impact of the pressure on recruitment demand and the aggressive promotion of lightweight online packages. In the face of cyclical pressure in the industry, we have been committed to enhancing organizational efficiency and implementing the strategy of cost reduction since the beginning of the year. In the third quarter of this year, the Company refined the segmentation of the sales team and strengthened the result orientation to encourage the team to explore the sales potential of target customers in depth and improve professional service capability. Besides, by reducing the number of management levels vertically, the team’s flattened structure is expected to further improve the timeliness and effectiveness of sales strategy adjustments and facilitate the optimization of sales human resources.

Product innovation and optimization are crucial to maintaining the competitiveness of Liepin. In the third quarter of 2024, in order to enhance the product experience for our mid-to high-end recruitment services customers, our Company implemented a strategy focusing on “upgrading product interactions, upgrading business strategies, and upgrading services”. The upgraded product interactions will provide a clearer path for platform customers to use the products and provide more diversified choices for different types of users. At the same time, we have been actively innovating our products based on “AI+ Service” to build a more efficient and accurate communication channel between corporate recruiters and job seekers. Leveraging on our rich data resources, extensive business network and in-depth professional knowledge accumulated in business practices, we have been focusing on service in our product innovation, closely integrating manual services with algorithmic models to enhance the delivery efficiency of recruitment services, and facilitate the application of AI technology in our innovative recruitment products. Furthermore, to better serve our diverse user base, we have developed and launched a HarmonyOS version of our product this year. This new version achieves a high degree of code commonality across the three mainstream operating systems, which not only boosts the Group’s internal production and research efficiency but also reduces development and maintenance costs. It also supports more flexible allocation of internal resources. In the long term, this will significantly accelerate the development of the Company’s innovative products.

Our strategy for the development of innovative businesses has become increasingly clear in our ongoing operations. The Recruiting Cooperation Network, Duolie RCN, launched by Liepin in the third quarter of 2023, has achieved steady growth over the past year. Despite ongoing pressure on demand in the headhunting market during the first three quarters of 2024, the platform’s diverse cooperation models and well-developed digital management tools provide more opportunities for cooperation and business expansion for headhunting

firms. As of 30 September 2024, the proportion of headhunting companies in the Duolie RCN network participating in the cooperation has increased by 5 percentage points to 90%, and the number of jobs in operation has reached nearly 90 thousand, covering the internet, automobile/machinery manufacturing, healthcare, energy, and other new quality productivity industries. Throughout the year, the Company has focused on promoting the integration of Duolie RCN with the Group's internal product delivery systems. This integration has expanded and refined the customer acquisition channels, and the unified operation system is anticipated to boost management efficiency, thereby releasing capacity for savings in management costs. Additionally, we have further deepened the application of AI large language model in our innovative business to empower headhunters to improve their work efficiency. With the accumulation of behavioral data from headhunters and the continuous optimization of the model, the accuracy rate of our AI digital assistant, which were launched this year, has been significantly improved. As an innovative business of the Group, Duolie RCN has continued to gain in-depth insights into the operating rules and business needs of headhunters while maintaining stable operations and has enriched the product ecosystem of the platform through productization, thereby helping to continuously improve the operating efficiency of headhunting firms.

Doris, our AI-powered intelligent interviewer product, has been widely praised in the market after its upgrade and launch in the first quarter of this year. The product has addressed the interviewing needs of various types of enterprises in bulk recruitment, complementing Liepin's established mid-to high-end talent recruitment services. Since the third quarter of this year, we have continued to iterate and optimize the product. On the one hand, we have developed the interview scenarios in depth, polished the product's functionality, improved the personalization of user interactions by leveraging a large language model, and made the interview experience closer to real-life interviews with its intelligent follow-up capabilities. Meanwhile, the consistency between the Doris scoring system and senior experts has reached over 95%, an increase of nearly 5 percentage points since its launch. On the other hand, Doris has also adhered to a strategy of standardized product and service delivery. Currently, Doris has been widely used in campus recruitment scenarios, synergizing with Liepin's existing campus recruitment services to effectively address the end-to-end campus recruitment demand of large enterprises. Furthermore, by expanding into the manufacturing and service industries, the intelligent interviewer product has helped Liepin to develop the recruitment demand of blue-collar and gray-collar and other markets in lower-tier cities. In the long run, the competency model and low-cost bulk interviewing advantage of Doris will enable it to be more widely used in probation evaluation and talent assessment in the future, which may further improve Liepin's ability to serve the diversified needs of clients.

In terms of sub-businesses, Liepin's online survey business was generally stable. Although the advertising business remained under pressure, the SaaS business made steady progress. Since the third quarter of this year, the online survey business has seen an increase in user activity rate, with the number of questionnaires distributed increasing year-on-year. As of

30 September 2024, we have issued a cumulative total of 286 million questionnaires and collected 20.9 billion responses. As a leading brand in the online survey business in China, we will continue to polish our products, improve and add new features in a timely manner in line with market demand, and optimize the interactivity of our products. The AI viewpoint analysis function, which was launched in the third quarter of this year, was well-received by users, laying the foundation for further commercialization. In addition, our flexible staffing business was relatively flat overall in the third quarter. Going forward, we will continue to strengthen the service capabilities of this business in the catering, retail and technology industries to further expand our customer coverage.

## **Talent Development**

As of 30 September 2024, the number of registered individual users reached 103.4 million, representing a year-on-year increase of 12.2%. Additionally, user activity has continued to grow, with the average number of monthly active users in the third quarter of this year increasing by 11.5% year-on-year. In the third quarter of the year, since the supply in the recruitment market was lower than the demand, the Company continued to strengthen the refined operation of the customer acquisition channels, optimize the budget allocation rules, and enhance the efficiency of customer acquisition on the platform based on controlling the marketing budget. At the same time, we continue to focus on the revitalization of our high-quality talent pool through the continuous innovation of product features and the upgrading and optimization of our recall strategies, laying the foundation for the platform's sustainable development and increased user satisfaction.

In the third quarter and the first nine months of this year, the revenue generated from providing talent development services to individual users was RMB76.8 million and RMB237.2 million, respectively, representing a year-on-year increase of 23.7% and 34.7%, respectively. Among which, our online professional certification training services achieved notable growth this year, which contributed to the overall revenue growth of our talent development services. In the third quarter of this year, the services focused on expanding traffic through channels such as live streaming and infomercials to increase product exposure, while achieving cost reduction and efficiency enhancement on the electronic sale through AI-assisted sales. In addition, the services have launched multi-category psychological counseling courses to enhance the conversion rate of renewal through a richer product matrix and increase cross-purchase. Amid the current downturn in the mid-to high-end recruitment market, the Company has been focusing on the Group's mission of "enabling career success for professionals", and has been exploring the potential for more diversified development of professionals with its online professional certification training services.

## **FUTURE OUTLOOK AND STRATEGIES**

The HR industry, especially the recruitment of mid-to high-end talents, is highly correlated with macroeconomic fluctuations in general. Currently, the recruitment demand for mid-to high-end talents remains under pressure. However, the introduction of a series of fiscal and monetary policies by the government is likely to have a positive impact on the expectations and confidence in the recruitment market in the future. Going forward, with the gradual implementation of specific policies, recruitment demand in key industries with larger employment capacity is expected to recover gradually, although it might take time for the policy effect to spread and for enterprises to release new recruitment demand.

In the current environment, we will emphasize our core business strategy of product innovation and professional services. We will deepen our service commitment to industries related to new quality productivity and actively seek new development opportunities. At the same time, we will continue to monitor the recovery of traditionally competitive industries, preparing for the resurgence in the mid-to high-end talent recruitment sector. Furthermore, we will keep exploring the forms and bright spots of AI applications in the recruitment industry, to provide effective assistance to enterprises and job seekers, and solve the difficulties in the recruitment and job-seeking process, thereby further enhancing the efficiency and quality of job matching and revitalizing economic development. We will also further optimize our organizational structure and enhance our operational efficiency, and continue to achieve cost reduction and efficiency through AI technology to revitalize our business.

Last but not least, we will continue to deepen our business innovation and attempt to make in-depth use of digital system based on the Duolie RCN cooperation network model in the traditional headhunting field, to continuously optimize the operation logic and expand the commercialization potential. Leveraging on SaaS management tools, network cooperation model and AI technology, we constantly expand the cooperation network of headhunting firms on our platform, facilitate headhunting firms to span economic cycle, and realize mutual benefits. Despite numerous challenges facing the recruitment market, we will always focus on the cultivation of internal strengths, improve product experience and operational efficiency, and optimize our differentiated advantage in the field of mid-to high-end talent recruitment, providing high quality products and professional services to corporate and individual users.

## CAUTION STATEMENT

The Board wishes to remind shareholders of the Company and investors that the above financial and business data are based on the Group's internal records and management accounts and have not been reviewed or audited by the auditors.

*Any forward-looking statements contained herein are not guaranteed of future performance. Rather they are based on current views and assumptions and involve known and unknown risks, uncertainties and other factors, many of which are beyond the control of the Company and are difficult to predict, that will or may cause actual results to differ materially from any future results or developments expressed or implied from the forward-looking statements. Therefore, such information is provided to shareholders and potential investors as interim information for reference only. The data shown above do not constitute nor should they be construed as invitations or offers to buy or sell any securities or financial instruments of the Company. Nor are they intended as the offer of any investment services or advices. Shareholders of the Company and investors are cautioned not to unduly rely on such information and are advised to exercise caution when dealing in the securities of the Company. When in doubt, investors are advised to seek professional advice from professional or financial advisers.*

By Order of the Board  
**Tongdao Liepin Group**  
**Dai Kebin**  
Chairman

PRC, 29 November 2024

*As at the date of this announcement, the executive directors of the Company are Mr. DAI Kebin and Mr. TIAN Ge; and the independent non-executive directors of the Company are Mr. YE Yaming, Mr. ZHANG Ximeng and Ms. FAN Xinpeng.*