Zibuyu Group Limited
子 不 语 集 团 有 限 公 司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2420)

PROFIT ALERT

This announcement is made by Zibuyu Group Limited (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 ("**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 (the "**Board**") of directors (the "**Directors**") of the Company wishes to inform the shareholders (the "**Shareholders**") and potential investors of the Company that, based on the preliminary review of the unaudited consolidated management accounts of the Group for the year ended 31 December 2024 (the "**Reporting Period**") and information currently available to the Board, the Group expects to record a net profit in the range of approximately RMB140.0 million to approximately RMB160.0 million for the Reporting Period, as compared with the net loss of approximately RMB265.8 million for the year ended 31 December 2023; and a net cash generated from operating activities for the Reporting Period in a range of approximately RMB250.0 million to approximately RMB270.0 million, as compared to the net cash generated from operating activities of approximately RMB76.7 million for the year ended 31 December 2023, which were mainly due to the combined effects of the followings:

(i) further enhancement of the merchandise operational efficiency and optimisation of inventory structure, resulting in a significant decrease in the inventory impairment and a corresponding decrease in warehousing costs; and

(ii) the continuous increase in revenue, resulting in a corresponding increase in gross profit.

As at the date of this announcement, the Company is still in the process of finalizing the annual results of the Group for the Reporting Period. The information contained in this announcement is only based on the information currently available to the Company and the Board's preliminary review of the management accounts, which has not been confirmed or reviewed by the auditor of the Company or the audit committee of the Board, and may be subject to further adjustments (if any). Shareholders and potential investors are advised to carefully read the Company's annual results announcement of the Group for the Reporting Period, which is expected to be published by the end of March 2025 pursuant to the Listing Rules.

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

By order of the Board
Zibuyu Group Limited
Mr. Hua Bingru
Chairman

Hong Kong, 4 March 2025

As at the date of this announcement, the Board comprises Mr. Hua Bingru, Mr. Chen Caixiong, Mr. Wang Weiping and Mr. Dong Zhenguo, as the executive Directors; Ms. Hua Hui as the non-executive Director; and Mr. Yu Kefei, Mr. Shen Tianfeng, and Dr. Lau Kin Shing Charles as the independent non-executive Directors.