Lvji Technology Holdings Inc.
驢跡科技控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1745)

PROFIT WARNING

This announcement is made by Lvji Technology Holdings Inc. (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 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 the directors (the "**Directors**") of the Company hereby announces that, based on the preliminary assessment on the Group's latest unaudited consolidated management accounts and information currently available to the Board, for the year ended December 31, 2024 ("**Year 2024**"), the Group expects to record a revenue ranging from approximately RMB520.0 million to RMB530.0 million and a profit ranging from approximately RMB80.5 million to RMB85.5 million. For the year ended December 31, 2023, the Group recorded a revenue of approximately RMB585.4 million and a profit of approximately RMB145.2 million. The Board is of the view that, the Group expected to record a decline of revenue and profit for the Year 2024, primarily due to the facts that:

(i) the weak performance in consumption market in Year 2024 led to more customers leaning towards cautious spending or purpose-based spending, together with the intensified competition in the cultural and tourism industry, jointly led to fluctuations in revenue and operating profit margin from online tour guides of the Group for Year 2024;

(ii) the Group adopted promotional strategies for certain underperforming points of interest of online tour guides in Year 2024, resulting in a decline in revenue and gross profit. The Group expects to continue to adopt promotional strategies to maintain and expand its market share, as well as increase the deployment of points of interest for high profit margin offshore online tour guides;

(iii) although the Group expects to record a decline in revenue and profit in Year 2024, as at the date of this announcement, the business operation of the Group remains sound and normal; and the Group has sufficient cash to support the stable development of its business.

To cope with the pressure and challenges brought by adverse factors, such as the harsh external environment and intense industry competition, the Group has proactively adjusted its operation strategy and will continue to implement a series of measures, which include (i) continuous optimizing the points of interest of existing online tour guides and exploration of more types to accommodate the expansion of the Group's points of interest of online tour guides network in different cultural and tourism consumption scenarios, so as to further increase the market share; (ii) enhancing product innovation capability and conducting continuous innovative brand marketing campaigns to cater to "AI interaction strategy", so as to strengthen the desirability for customers and enhance brand reputation; (iii) comprehensively upgrade the operation and management system to achieve higher efficiency, with an aim to enhance profitability; and (iv) optimizing operating costs of headquarters by strengthening the management of supply chain and building an efficient organizational structure. The Board is confident that these measures will bring favorable outcomes for the continuous development of the Group.

The information contained in this announcement is only based on a preliminary review of the unaudited consolidated management accounts of the Group for the Year 2024 and an assessment of the information currently available to the Board as of the date of this announcement, which have not been audited nor reviewed by the Company's auditors or reviewed by the audit committee of the Board. The actual results of the Group for the Year 2024 may be different from what is disclosed in this announcement. Shareholders and potential investors are advised to refer to the details in the results announcement for the Year 2024, which is expected to be published by the end of March 2025.

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

By order of the Board
Lvji Technology Holdings Inc.
Zang Weizhong
Chairman and Executive Director

Guangzhou, the PRC, March 14, 2025

As at the date of this announcement, the Board comprises three executive Directors, namely Mr. Zang Weizhong, Mr. Wang Lei and Mr. Liu Hui; and three independent non-executive Directors, namely Ms. Gu Jianlu, Ms. Gao Yuanyuan and Ms. Gu Ruizhen.