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## **Keep Inc.**

*(A company incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 3650)**

### **PROFIT ALERT**

This announcement is made pursuant to Rule 13.09 of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited and the inside information provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571, the Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of Keep Inc. (the “**Company**”) hereby announces that based on its preliminary assessment of the unaudited consolidated management accounts of the Company, its subsidiaries and the consolidated affiliated entities (collectively, the “**Group**”) for the six months ended June 30, 2025, (i) the Group expects to record a loss attributable to the owners of the Company of approximately RMB36.0 million for the six months ended June 30, 2025, narrowed by approximately 78.0% as compared with the loss attributable to the owners of the Company of RMB163.4 million for the six months ended June 30, 2024; and (ii) the Group expects to record an adjusted net profit (Non-IFRS measure) of approximately RMB10.0 million for the six months ended June 30, 2025, as compared with the adjusted net loss (Non-IFRS measure) of RMB160.7 million for the six months ended June 30, 2024.

The expected improvement in profitability for the six months ended June 30, 2025 was mainly attributable to the following factors: the Company focused on optimizing its business structure and improving revenue quality, contributing to gross margin expansion. Leveraging AI technologies, the Company further advanced its operational efficiency and workforce productivity, leading to a decrease in operating expenses.

In light of the above, despite the temporary year-on-year decline in revenue due to the downsizing of less productive businesses, the Company is committed to restoring sustainable growth and ensuring continued profitability.

The Company’s strategic priorities remain focused on two key pillars: the application of AI technologies for its APP, and the sustained growth and profitability of self-branded fitness products business. For AI development, the Company continues to advance AI capabilities across various sports scenarios and tools to enhance user experience, drive higher engagement, and improve retention performance. For self-branded fitness products segment, the Company will further refine its product portfolio to meet evolving consumer preferences, introduce in-demand new products, and expand distribution channels to broaden market coverage. By implementing these strategic initiatives, the Company places greater emphasis on facilitating business expansion and improving profitability, laying a solid foundation for sustainable growth.

The Board wishes to emphasize that the adjusted net profit/loss for the period (Non-IFRS measure) is not required by or presented in accordance with International Financial Reporting Standards Accounting Standards (“**IFRSs**”). The adjusted net profit/loss for the period (Non-IFRS measure) is defined by the Group as profit/loss for the period excluding share-based compensation expenses that do not involve any cash outflow. The use of the non-IFRSs measures has limitations as an analytical tool. Shareholders and potential investors of the Company should not consider these measures in isolation or as a substitute for analysing the results of operations or financial condition of the Company as reported under IFRSs. In addition, the non-IFRSs 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.

As of the date of this announcement, the Company is in the process of finalizing the interim results announcement for the six months ended June 30, 2025. The information contained in this announcement is a preliminary assessment by the Board based on information currently available, including the unaudited consolidated management accounts of the Group for the six months ended June 30, 2025, which have not been reviewed or audited by the auditors of the Company or reviewed by the audit committee of the Board and may be subject to further adjustments. The actual results of the Group for the six months ended June 30, 2025 may differ from the information contained in this announcement. Such information shall not be taken as a measure or indication of the Group’s current or future operating or financial performance, nor shall they be taken as a representation by the Group of the corresponding figures as may be provided in due course in the Group’s audited or unaudited consolidated financial statements. As such, the above statistics are provided for the Company’s shareholders and potential investors’ reference only.

Shareholders and potential investors of the Company are advised to carefully read the interim results announcement of the Group for the six months ended June 30, 2025, which is expected to be released in August 2025.

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

By order of the Board

**Keep Inc.**

**Wang Ning**

*Chairman, Executive Director and Chief Executive Officer*

Hong Kong, July 21, 2025

*As of the date of this announcement, the executive Directors are Mr. Wang Ning, Mr. Peng Wei and Mr. Liu Dong; and the independent non-executive Directors are Ms. Ge Xin, Mr. Shan Yigang and Mr. Wang Haining.*