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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 FOR THE FIRST HALF OF 2025

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 as of 30 June 2025 are as follows:

- **SOCIAL NETWORKING BUSINESS:**

(i) the volume of accumulative downloads of the Group's social networking business reached approximately 870 million as of 30 June 2025, representing an increase of approximately 5.5% as compared to that of 31 March 2025;

(ii) the average monthly active users of the Group's social networking business amounted to approximately 33.85 million for the second quarter of 2025, representing an increase of approximately 3.1% over the preceding quarter; and

(iii) the revenue generated from the Group's social networking business is expected to reach approximately RMB2,800 million to RMB2,860 million for the six months ended 30 June 2025, representing an increase of approximately 35.4% to 38.3% as compared to that of the corresponding period in 2024.

The significant year-on-year growth in revenue from the Group's social networking business for the first half of 2025 was mainly attributable to the rapid growth of the Group's diversified social products driven by the utilisation of AI technology.

- **INNOVATIVE BUSINESS:**

The revenue from the Group's innovative business is expected to reach approximately RMB335 million to RMB355 million for the six months ended 30 June 2025, representing an increase of approximately 65.0% to 74.9% as compared to that of the corresponding period in 2024.

The Group's innovative business recorded steady revenue growth, mainly attributable to the solid development of, among others, its traffic monetisation business and social e-commerce business, as well as revenue contributions from the niche games developed by the Group.

The above-mentioned operating data is unaudited and is 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, which is preliminary in nature, is 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, 25 July 2025

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 Ms. CHEN Sichao.