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第七大道
7ROAD.COM

7Road Holdings Limited
第七大道控股有限公司

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 797)

POSITIVE PROFIT ALERT

This announcement is made by 7Road Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 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 hereby informs the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2025 and the information currently available to the Board, the Group is expected to record a net profit of approximately RMB29 million for the six months ended 30 June 2025 compared with a loss of approximately RMB6.0 million for the six months ended 30 June 2024. The turnaround from loss to profit was mainly attributable to an increase in online games revenue due to the positive performance of the Group’s online games in the first half of 2025.

It should be noted that the Group has yet to finalize its interim results for the six months ended 30 June 2025. The information contained in this announcement is solely based on the information currently available to the Group and the Board’s preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2025, which have not been reviewed by the Company’s auditor or the audit committee of the Board. As such, the final interim results of the Group for the six months ended 30 June 2025 may be different from the financial disclosure contained in this announcement. Shareholders and potential investors are therefore advised to read carefully the interim

results announcement of the Company for the six months ended 30 June 2025, which is expected to be published by the Company by the end of August 2025.

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

By order of the Board
7Road Holdings Limited
Meng Shuqi
Chairman

Shenzhen, the PRC, 25 July 2025

As at the date of this announcement, the executive Directors are Mr. Meng Shuqi, Mr. Liu Zhizhen and Mr. Yang Cheng; and the independent non-executive Directors are Mr. Xue Jun, Ms. Li Yiqing and Mr. Lui Chi Ho.