

Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.



Qingci Games Inc.

青瓷游戏有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 6633)

POSITIVE PROFIT ALERT IN RESPECT OF THE FINANCIAL INFORMATION FOR THE SIX MONTHS ENDED JUNE 30, 2025

This announcement is made by Qingci Games 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 in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders (the “**Shareholders**”), investors and potential investors of the Company that, based on a preliminary review of the unaudited management accounts of the Group for the six months ended June 30, 2025 (the “**Reporting Period**”) and information currently available to the Board, the Group is expected to record a net profit ranging from approximately RMB68 million to RMB88 million for the Reporting Period, as compared to a net profit of approximately RMB38.2 million for the six months ended June 30, 2024, representing an increase ranging from 78% to 130%.

The increase in net profit of the Group is primarily attributable to (i) the Group’s efficient operations management and cost control, and the significant decrease in the Group’s marketing expenses as compared to the same period last year; and (ii) the significant increase in exchange gain as compared to the same period last year, arising from positive exchange rate fluctuations and the Group’s healthy foreign exchange management practices. The increase in net profit of the Group was partially offset by the decreased gross profit resulting from the natural decline in gross billings of games.

The Company is in the process of finalizing the interim results of the Group for the Reporting Period. The information contained in this announcement is based solely on the preliminary assessment by the Board of the unaudited consolidated management accounts of the Group for the Reporting Period and the information currently available to the Board, which has yet to be reviewed by the audit committee and/or the independent auditors of the Company. Accordingly, the actual results of the Group for the Reporting Period may differ from the information disclosed in this announcement. Shareholders, investors and potential investors of the Company are advised to refer to the details in the interim results announcement of the Group for the Reporting Period, which is expected to be published by the end of August 2025.

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

By Order of the Board
Qingci Games Inc.
Liu Siming
Executive Director

Hong Kong, July 28, 2025

As at the date of this announcement, the Board comprises Mr. Yang Xu, Mr. Huang Zhiqiang, Mr. Liu Siming and Mr. Zeng Xiangshuo as executive Directors, and Professor Lam Sing Kwong Simon, Mr. Yuan Yuan and Ms. Fang Weijin as independent non-executive Directors.