Doumob

豆盟科技有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 1917)

PROFIT WARNING

This announcement is made by Doumob (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 in 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 "**Director(s)**") of the Company wishes to inform the shareholders and potential investors of the Company that, based on the preliminary assessment by the Group's management of the latest available unaudited consolidated management accounts of the Group for the six month ended 30 June 2025, it is currently anticipated that (i) the revenue for the six months ended 30 June 2025 will range from approximately RMB18.0 million to RMB19.0 million, as compared to the revenue of approximately RMB20.2 million recorded in the corresponding period of previous year; and (ii) the net loss for the six months ended 30 June 2025 will range from approximately RMB11.5 million to RMB12.5 million, as compared to the net loss of approximately RMB4.1 million recorded in the corresponding period of previous year.

Based on the information currently available, the expected decrease in the revenue and increase in the net loss of the Group's unaudited consolidated interim results for the six months ended 30 June 2025 was mainly attributable to the following reasons: (i) in order to enhance long-term competitiveness, the Group has accelerated its expansion from brand agency operations to upstream segments of the industrial chain, strengthened its supply chain control capabilities and the construction of its own product matrix, and increased investments in product research and development and market expansion for its own brands, which led to a temporary rise in operating costs, and the Company has not yet entered a phase of comprehensive income conversion in the short term, resulting in pressure on the Company's profits; and (ii) the Company made provisions for expected credit losses on financial assets, resulting in an increase in losses.

The Group is still in the process of finalising the interim results of the Group for the six months ended 30 June 2025. The information contained in this announcement is only a preliminary assessment based on the information currently available by the Group's management and the latest available unaudited consolidated management accounts of the Group for the six months ended 30 June 2025, which have not been audited or reviewed by the auditors and the audit committee of the Company and may be subject to adjustments. The shareholders and potential investors of the Company are advised to read carefully the Company's interim results announcement for the six months ended 30 June 2025, which is expected to be published by the end of 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
Doumob
Yang Bin
Chairman and Executive Director

Beijing, PRC, 1 August 2025

As at the date of this announcement, the executive Directors are Mr. Yang Bin, Mr. Zhang Danqi and Ms. Shi Hui; the non-executive Director is Mr. Liu Ailun; and the independent non-executive Directors are Mr. Chan Yiu Kwong, Mr. Chen Hua and Mr. Zhang Limin.