Zibuyu Group Limited
子不语集团有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2420)

POSITIVE PROFIT ALERT

This announcement is made by Zibuyu Group Limited (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited ("**Listing Rules**"), and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

The board (the "**Board**") of directors (the "**Directors**") of the Company wishes to inform the shareholders (the "**Shareholders**") and potential investors of the Company that, based on the preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2025 (the "**Reporting Period**") and information currently available to the Board, the Group expects the revenue will be recorded in the range of approximately RMB1,900 million to approximately RMB2,047 million for the Reporting Period, representing a period-over-period increase in the range of approximately 30% to 40% when compared with the revenue of approximately RMB1,462.1 million for the six months ended 30 June 2024; the Group expects to record a net profit in the range of approximately RMB100 million to approximately RMB110 million for the Reporting Period, representing a period-over-period increase in the range of approximately 10% to 20% when compared with the net profit of approximately RMB91.4 million for the six months ended 30 June 2024, which were mainly due to the combined effects of the followings:

(i) deepening branding and channel development, leading to sustained growth in the Group's revenue, resulting in a corresponding increase in gross profit; and

(ii) focusing on refined operations, efficiency being continuously improved, and profits increasing steadily.

As at the date of this announcement, the Company is still in the process of finalising the interim results for the Reporting Period. The information contained in this announcement is only based on the information currently available to the Company and the Board's preliminary review of the management accounts, which has not been confirmed or reviewed by the auditor or the audit committee of the Board, and may be subject to further adjustments (if any). Shareholders and potential investors are advised to carefully read the Company's interim results announcement of the Group for the Reporting Period, which is expected to be published by the end of August 2025 pursuant to the Listing Rules.

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

By order of the Board
Zibuyu Group Limited
Mr. Hua Bingru
Chairman

Hong Kong, 5 August 2025

As at the date of this announcement, the Board comprises Mr. Hua Bingru, Mr. Chen Caixiong, Mr. Wang Weiping and Mr. Dong Zhenguo as the executive Directors; and Mr. Yu Kefei, Mr. Shen Tianfeng, Dr. Lau Kin Shing Charles and Ms. Luo Yan as the independent non-executive Directors.