NEWBORN TOWN INC.
赤 子 城 科 技 有 限 公 司
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 9911)

INSIDE INFORMATION
PROFIT ALERT

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 of directors (the "**Directors**") of the Company (the "**Board**") hereby informs the shareholders of the Company and potential investors that, based on the preliminary review of the unaudited consolidated management accounts of the Group for the half year ended 30 June 2025 and other information currently available to the Group, it is expected that:

(i) the total revenue of the Group for the half year ended 30 June 2025 will be approximately RMB3,135 million to RMB3,215 million, representing an increase of approximately 38.0% to 41.5% as compared to that for the corresponding period in 2024. Such expected increase is mainly due to the rapid growth of the Group's diversified social products driven by the utilisation of AI technology;

(ii) the profit attributable to equity shareholders of the Company for the half year ended 30 June 2025 will be approximately RMB470 million to RMB510 million, representing an increase of approximately 108.9% to 126.7% as compared to that for the corresponding period in 2024. Such expected increase in the profit attributable to equity shareholders of the Company is mainly due to the rapid growth of the Group's diversified social products driven by the utilisation of AI technology, and completion of the Company's acquisition of non-controlling interests of NBT Social Networking Inc. ("**NBT Social Networking**") in December 2024, with the financial results of NBT Social Networking being fully attributable to the equity shareholders of the Company; and

(iii) the Group's adjusted EBITDA for the half year ended 30 June 2025 will be approximately RMB630 million to RMB670 million, representing an increase of approximately 40.6% to 49.6% as compared to that for the corresponding period in 2024. Such expected increase is mainly due to the rapid growth of the Group's diversified social products driven by the utilisation of AI technology.

Adjusted EBITDA is defined as operating profit upon adjustment adjusted by share-based compensation expenses, depreciation and amortisation.

The Company is still in the process of finalising the consolidated results of the Group for the half year ended 30 June 2025. The information contained in this announcement is only based on the Board's preliminary assessment on the unaudited consolidated management accounts of the Group and other information currently available to the Board, which have not been reviewed or audited by the Company's auditors. The actual results of the Group for the half year ended 30 June 2025 may be different from the information disclosed in this announcement. The announcement of interim results of the Group for the half year ended 30 June 2025 is expected to be published by the end of August 2025.

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

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By order of the Board
Newborn Town Inc.
LIU Chunhe
Chairman

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Beijing, 6 August 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.