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360 LUDASHI HOLDINGS LIMITED
360魯大師控股有限公司
(Incorporated in the Cayman Islands with limited liability)
(Stock code: 3601)

PROFIT WARNING

This announcement is made by 360 Ludashi Holdings 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 (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 "**Directors**") of the Company wishes to inform 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 (the "**Relevant Period**") and other information currently available, the Group is expected to record an approximately 40% to 50% decrease in net profit for the Relevant Period as compared to the net profit of RMB21.9 million for the corresponding period in 2024.

The expected decrease in net profit for the Relevant Period is primarily attributable to the following reasons: (1) the exclusive licensed online gaming business, which is a significant source of profit for the Group, saw a significant decline in profit generated during the Relevant Period. Such business mainly relies on three online game products developed based on well-known intellectual properties, as the operation of these online games has entered the second to fourth year and reached the mature stage, their user activity and users' willingness to pay have shown a natural downward trend resulting in decreased revenue and profit for this business; (2) during the Relevant Period, the Group was still looking for new online games with significant market influence and good user feedback to effectively make up for the revenue gap caused by the decline in the life cycle of mature online game products.

The information contained in this announcement is only based on the Board's preliminary assessment in accordance with the unaudited consolidated management accounts of the Group and other information currently available, and is not based on any financial data or information that has been audited or reviewed by the independent auditor or the audit committee of the Board, and may therefore be subject to further adjustments or amendments. Details of the financial information to be disclosed in the 2025 interim results announcement of the Company shall prevail.

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

By order of the Board
360 Ludashi Holdings Limited
Mr. Tian Ye
Chairman and executive Director

Hong Kong, 8 August 2025

As at the date of this announcement, the Board comprises: Mr. Tian Ye and Ms. Jian Lu as executive Directors; Mr. Li Xin, Mr. Liu Wei and Mr. Zhao Dan as non-executive Directors; and Mr. Li Yang, Mr. Wang Xinyu and Ms. Hu Qin as independent non-executive Directors.