

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.

coolpad 酷派

COOLPAD GROUP LIMITED

酷派集團有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 2369)

PROFIT WARNING – REDUCTION IN LOSS

This announcement is made by the board of directors (the “**Board**”) of Coolpad 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 (the “**Stock Exchange**”) and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The Board wishes to inform the shareholders (the “**Shareholders**”) and potential investors of the Company that, based on the preliminary assessment of the Group’s unaudited consolidated management accounts made available to the Board, the loss attributable to the owners of the Company for the six months ended 30 June 2025 (the “**Interim Period**”) is expected to range from approximately HK\$76.0 million to HK\$82.0 million, as compared to the loss attributable to the owners of the Company of approximately HK\$90.2 million for the six months ended 30 June 2024 (the “**Preceding Period**”).

Based on an analysis of the information currently available to the Group, the revenue and gross profit for the Interim Period are expected to decline as compared to the Preceding Period, primarily due to the following reasons:

- (a) The Group’s revenue for the Interim Period decreased by approximately HK\$77.0 million as compared to the Preceding Period. The decline was primarily due to the fact that being subject to the intense competition in the smartphone market, to enhance business efficiency, the Company implemented strategic adjustments and voluntarily ceased the operation of certain loss-making and negative gross profit products;
- (b) The Group’s gross profit for the Interim Period decreased by approximately HK\$28.0 million, as compared to the Preceding Period. The decline was primarily due to the fact that by upholding the concept of sustainable development and strengthening relationships with tenants, the Group implemented rental concession measures for certain tenants of properties situated in Shenzhen to enhance cooperation stickiness, which is expected to lay a foundation for the stability of future income.

However, the loss for the Interim Period is anticipated to narrow as compared to the Preceding Period, primarily due to:

- (a) The Group's administrative and other expenses for the Interim Period decreased by approximately HK\$13.0 million, primarily due to the implementation of strategic cost control measures, optimisation of resource allocation, and strengthening of budgetary control mechanisms by the Group;
- (b) The Group's other income and gains for the Interim Period increased by approximately HK\$25.0 million, primarily due to gains from changes in the fair value of investments.

The Company is in the process of preparing, reviewing and finalising the results of the Group for the six months ended 30 June 2025. The information contained in this announcement is solely based on a preliminary assessment by the management of the Company relying on the unaudited management accounts for the six months ended 30 June 2025 available to the Board, which has not been audited or reviewed by the Company's independent auditor or the audit committee of the Board and may be subject to adjustments. Shareholders and/or potential investors of the Company should exercise caution when dealing in the securities of the Company. Shareholders and potential investors are advised to refer to the details in the results announcement of the Company for the six months ended 30 June 2025, which is expected to be published on or before 25 August 2025.

By order of the Board
Coolpad Group Limited
Chen Jiajun
Executive Director
Chief Executive Officer
Chairman

Hong Kong, 13 August 2025

As at the date of this announcement, the Board comprises (i) three executive Directors, namely Mr. Chen Jiajun, Mr. Ma Fei and Ms. Liu Juan; (ii) two non-executive Directors, namely Mr. Liang Rui and Mr. Xu Yibo; and (iii) three independent non-executive Directors, namely Mr. Guo Jinghui, Ms. Wang Guan and Mr. Cheuk Ho Kan.