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**Mobvista**

**Mobvista Inc.**

**匯量科技有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock code: 1860)**

## **POSITIVE PROFIT ALERT**

This announcement is made by Mobvista Inc. (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 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 (the **“Board”**) of directors (the **“Director(s)”**) of the Company wishes to inform the shareholders (the **“Shareholders”**) and potential investors of the Company that based on the preliminary assessment of the latest available unaudited consolidated management accounts of the Group for the six months ended 30 June 2025 (the **“Period”**), the Group expects to record a net profit of between approximately US\$30 million and US\$38 million for the Period, compared to a net profit of approximately US\$7.34 million for the six months ended 30 June 2024.

Based on currently available information, the expected increase in net profit for the Period is primarily attributable to (i) the rapid development of the industry where Mintegral, our core programmatic advertising platform, operates, with our leading technology in this sector driving continuous revenue growth; (ii) under the economies of scale, the operating leverage becomes prominent, driving up the net profit margin.

The Company is in the process of finalising the consolidated interim results of the Group for the Period. The information contained in this announcement is only based on the preliminary assessment by the management of the Company by information currently available to the Group including the unaudited consolidated management accounts of the Group for the Period, which have not been audited or reviewed by the auditors or audit committee of the Company, and may be subject to adjustments. Details of the Group’s performance for the Period will be disclosed in the interim results announcement, which 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 securities of the Company.**

By Order of the Board  
**Mobvista Inc.**  
**DUAN Wei**  
*Chairman*

Singapore, 20 August 2025

*As at the date of this announcement, the Board of Directors of the Company comprises Mr. DUAN Wei (chairman), Mr. CAO Xiaohuan (chief executive officer), Mr. FANG Zikai and Mr. SONG Xiaofei as executive Directors; Mr. WONG Tak-Wai as a non-executive Director; and Mr. SUN Hongbin, Ms. CHEUNG Ho Ling Honnus and Mr. WONG Ka Fai Jimmy as independent non-executive Directors.*