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Gala Technology Holding Limited
望塵科技控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2458)

POSITIVE PROFIT ALERT

This announcement is made by the board of directors (the "**Board**") of Gala Technology Holding 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 under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The Board wishes to inform the shareholders and potential investors of the Company that, based on a preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2025 and an assessment of the information currently available to the Board, the Group is expected to record a revenue of RMB460 million to RMB470 million, representing an increase of approximately 46% to 49% as compared to the corresponding period of 2024, and a net profit of RMB50 million to RMB55 million, representing an increase of approximately 96% to 115% as compared to the corresponding period of 2024.

The expected increase in net profit is mainly attributable to (i) the comprehensive upgrades to Total Football (最佳球會), a flagship game of the Group, in core gaming experience, the depth of its IP content and the richness and diversity of its operation, which greatly improved the product's competitiveness in the vertical areas and thus increased the revenue significantly; and (ii) the strong performance of NBA Rivals (美職籃巔峰對決), a new game launched in August 2024.

Benefiting from the Company's dual-track strategy of technology-driven innovation and global market penetration in the first half of 2025, robust financial performance has been achieved. Certain promotional activities have been undergoing strategic adjustments, with plans to extend implementation of those activities to the second half of this financial year. The Company will continue to focus on three key dimensions: enhancing product experience iteration, advancing emerging market expansion, and integrating premium event resources. Such approach aims to fortify the technology moat through proprietary AI capabilities.

As of the date of this announcement, the Company is still in the process of finalising the interim results of the Group for the six months ended 30 June 2025. The information contained in this announcement is only based on the preliminary assessment by the Board with reference to the information currently available and the unaudited consolidated management accounts of the Group for the six months ended 30 June 2025, which have not been audited or reviewed by the Company's independent auditors and/or the audit committee of the Company, and therefore may be subject to further adjustments. Shareholders and potential investors of the Company are advised to read carefully the results announcement of the Company for the six months ended 30 June 2025, which is expected to be published by the end of August 2025.

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

By Order of the Board
Gala Technology Holding Limited
Jia Xiaodong
Executive Director, Chairman and Chief Executive Officer

Hong Kong, 20 August 2025

As at the date of this announcement, the executive Directors of the Company are Mr. Jia Xiaodong (Chairman and Chief Executive Officer), Mr. Huang Xiang and Mr. Li Xin; and the independent non-executive Directors of the Company are Mr. Zhan Peixun, Ms. Jiang Xueying and Ms. Chak Hoi Kee Clara.