Zibuyu Group Limited
子不语集团有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2420)

POSITIVE PROFIT ALERT

This announcement is made by Zibuyu Group Limited (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 in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 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 "**Shareholder(s)**") and potential investors of the Company that, based on the preliminary review of the unaudited consolidated management accounts of the Group for the year ended 31 December 2025 (the "**Reporting Period**") and information currently available to the Board, it is expected that the revenue of the Group will record a year-on-year increase of approximately 35% to 45% for the Reporting Period, as compared with the revenue of RMB3,325.1 million for the year ended 31 December 2024; and it is expected that the profit for the year attributable to the shareholders of the Company will record a year-on-year increase of approximately 75% to 85% for the Reporting Period, as compared with the profit for the year attributable to the shareholders of the Company of approximately RMB150.8 million for the year ended 31 December 2024, which were mainly due to the combined effects of the followings:

(i) the Group continued to deepen brand building, vigorously expanded omni-channel sales network, and achieved outstanding performance in the new product market, driving overall revenue and gross profit growth; and

(ii) focusing on refined operation and leveraging AI to empower business, the Group has significantly enhanced its operation and management efficiency, resulting in a substantial increase in profits.

As at the date of this announcement, the Company is still in the process of finalizing the annual results of the Group for the Reporting Period. The information contained in this announcement is only based on the information currently available to the Company and the Board's preliminary review of the management accounts, which has not been confirmed or reviewed by the auditor of the Company or the audit committee of the Board, and may be subject to further adjustments (if any). Shareholders and potential investors are advised to carefully read the Company's annual results announcement of the Group for the Reporting Period, which is expected to be published by the end of March 2026 pursuant to the Listing Rules.

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

By order of the Board
Zibuyu Group Limited
Mr. Hua Bingru
Chairman

Hong Kong, 27 February 2026

As at the date of this announcement, the Board comprises Mr. Hua Bingru, Mr. Chen Caixiong, Mr. Wang Weiping and Mr. Dong Zhenguo as the executive Directors; and Mr. Yu Kefei, Mr. Shen Tianfeng and Ms. Luo Yan as the independent non-executive Directors.