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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 unaudited consolidated management accounts of the Group for the year ended December 31, 2025 (the “**Reporting Period**”) and the information currently available to the Board, the Group expects to record the following financial results:

1. The Group’s expected revenue for the Reporting Period will be between US\$2,030 million and US\$2,060 million, representing an increase of approximately 34.6% to 36.6% compared to the revenue of US\$1,507.8 million for the year ended December 31, 2024 (the “**Year 2024**”).
2. The Group’s expected profit attributable to the equity shareholders of the Company for the Reporting Period will be between US\$54 million and US\$64 million, representing an increase of approximately 243.9% to 307.6% compared to the profit attributable to the equity shareholders of the Company of US\$15.7 million for the Year 2024.
3. The Group expects that the adjusted net profit (measured in accordance with non-IFRS standards) for the Reporting Period will be between US\$89 million and US\$99 million, representing an increase of approximately 80.5% to 100.8% compared to the adjusted net profit of US\$49.3 million for the Year 2024.

The expected positive performance is mainly attributable to the following reasons:

1. the rapid development of the mobile advertising and marketing technology industry where Mintegral, our core programmatic advertising platform, operates, with our leading technology in this sector driving continuous revenue growth.
2. the relatively stable gross profit margin, coupled with the continuous improvement in operating efficiency, driving up the net profit margin.

As of the date of this announcement, the Group is still in the process of finalizing its annual results for the Reporting Period. The Board wishes to point out that the information contained in this announcement is only based on the Company's preliminary assessment of the information currently available to the Group, which has not been audited or reviewed by the auditor of the Company nor reviewed by the audit committee of the Board. The annual results of the Group for the Reporting Period may be subject to further adjustment and finalization, which may differ from those disclosed in this announcement. Shareholders and potential investors are advised to refer to the annual results announcement of the Group for the Reporting Period to be published by the end of March 2026.

**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, 2 March 2026

*As at the date of this announcement, the Board 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.*