Qingci Games Inc.
青瓷游戏有限公司
(Incorporated in the Cayman Islands with limited liability)
(Stock code: 6633)

POSITIVE PROFIT ALERT IN RESPECT OF THE FINANCIAL INFORMATION FOR THE YEAR ENDED DECEMBER 31, 2025

This announcement is made by Qingci Games Inc. (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 (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the "**Board**") wishes to inform the shareholders (the "**Shareholders**"), investors and potential investors of the Company that, based on a preliminary review of the unaudited management accounts of the Group for the year ended December 31, 2025 (the "**Reporting Period**") and information currently available to the Board, the Group is expected to record a net profit ranging from approximately RMB110 million to approximately RMB140 million for the Reporting Period, as compared to a net profit of approximately RMB47.1 million for the corresponding period in 2024, representing an increase ranging from 134% to 197%.

The increase in net profit of the Group was primarily attributable to (i) the Group's efficient operations management and cost control, and the significant decrease in the Group's marketing expenses as compared to the corresponding period in 2024; and (ii) the increase in fair value gains of the Group's short-term investments. The increase in net profit of the Group was partially offset by the decreased gross profit resulting from the natural decline in gross billings of games.

During the Reporting Period, the core business of the Group progressed steadily, including: (i) highly effective long-term operations: the self-developed flagship game, *The Marvelous Snail/SuperSnail (最強蝸牛)*, successfully attracted waves of returning veteran players and significantly increased users' spending willingness through content optimization and innovative marketing; (ii) steady progress in its globalization strategy: *Cardcaptor Sakura: Memory Key (魔卡少女櫻：回憶鑰匙)* ranked second on iOS free games chart and ranked eighth on the best-selling games chart in Vietnam after being launched in Vietnam; and (iii) increasingly mature multi-platform publication capabilities: the classic game, *Gumballs & Dungeons (不思議迷宮)*, and the in-licensed game, *Tingus Goose (神經鵝)*, were successfully launched on the Steam platform, where the number of downloads for the Steam version of *Gumballs & Dungeons (不思議迷宮)* surpassed a cumulative total of more than 570,000 as of the end of February 2026, while *Tingus Goose (神經鵝)*, by virtue of its unique tone and innovative gameplay elements, sold nearly 50,000 copies within 7 days of its launch and ranked first on popular new releases chart for Steam in several regions.

Looking ahead to 2026, the Group will adhere to its core strategy of "Premiumization, Globalization, Long-term Development" ("精品化、全球化、長線化") and continue to reinforce its integrated R&D and operations capabilities. Notably, a game license assignment agreement has been jointly entered into by the Group and The Walt Disney Company (China) Limited (華特迪士尼(中國)有限公司), pursuant to which the Group has acquired the license to develop and publish a game, *迪士尼：書境傳奇*, based on mutually agreed Disney and Pixar properties for a term of three years commencing on the date of release of the game. The game is expected to be released successively in Mainland China, Hong Kong, Macao and Taiwan regions, Singapore, Malaysia, Thailand and South Korea, with the target release dates, depending on the territory, commencing from 2026. In addition, the Group also plans to facilitate launching of *Cardcaptor Sakura: Memory Key (魔卡少女櫻：回憶鑰匙)* in Japan and *The Marvelous Snail/SuperSnail (最強蝸牛)* in South Korea in 2026.

Building upon the existing evergreen games as the solid bedrock and driven by high-quality pipeline projects as the engine for future growth, the Group will continue to enhance its integrated R&D and operations capabilities and deliver sustainable, long-term value returns for Shareholders.

The Company is in the process of finalizing the annual results of the Group for the Reporting Period. The information contained in this announcement is based solely on the preliminary assessment by the Board of the unaudited consolidated management accounts of the Group for the Reporting Period and the information currently available to the Board, which has yet to be reviewed by the audit committee and/or the independent auditors of the Company. Accordingly, the actual results of the Group for the Reporting Period may differ from the information disclosed in this announcement. Shareholders, investors and potential investors of the Company are advised to refer to the details in the annual results announcement of the Group for the Reporting Period, which is expected to be published by the end of March 2026.

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

By Order of the Board
Qingci Games Inc.
Liu Siming
Executive Director

Hong Kong, March 4, 2026

As at the date of this announcement, the Board comprises Mr. Yang Xu, Mr. Huang Zhiqiang, Mr. Liu Siming and Mr. Zeng Xiangshuo as executive Directors, and Professor Lam Sing Kwong Simon, Mr. Yuan Yuan and Ms. Fang Weijin as independent non-executive Directors.