

*Hong Kong Exchange s and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of the announcement.*



**NEWBORN TOWN INC.**

**赤子城科技有限公司**

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

**(Stock Code: 9911)**

## **INSIDE INFORMATION PROFIT ALERT**

This announcement is made by Newborn Town 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 under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the “**Directors**”) of the Company (the “**Board**”) hereby informs the shareholders of the Company and potential investors that, based on the preliminary review of the unaudited consolidated management accounts of the Group for the year ended 31 December 2025 and other information currently available to the Board, it is expected that:

- (i) the total revenue of the Group for the year ended 31 December 2025 will be approximately RMB6,760 million to RMB7,000 million, representing an increase of approximately 32.8% to 37.5% as compared to that for the corresponding period in 2024; Such expected increase is mainly due to the Group’s continuous deepening of the application and optimisation of AI technology across the entire business chain, and the sustained and steady growth of the Group’s diversified social products driven by the utilisation of AI technology;
- (ii) the profit attributable to equity shareholders of the Company for the year ended 31 December 2025 will be approximately RMB900 million to RMB940 million, representing an increase of approximately 87.5% to 95.8% as compared to that for the corresponding period in 2024. Such expected increase is mainly due to the Group’s continuous deepening of the application and optimisation of AI technology across the entire business chain, and the sustained and steady growth of the Group’s diversified social products driven by the utilisation of AI technology, and completion of the Company’s acquisition of non-controlling interests of NBT Social Networking Inc. in December 2024; and

(iii) the Group's adjusted EBITDA for the year ended 31 December 2025 will be approximately RMB1,180 million to RMB1,220 million, representing an increase of approximately 22.5% to 26.7% as compared to that for the corresponding period in 2024. Such expected increase is mainly due to the Group's continuous deepening of the application and optimisation of AI technology across the entire business chain, and the sustained and steady growth of the Group's diversified social products driven by the utilisation of AI technology.

Adjusted EBITDA is defined as operating profit adjusted by share-based compensation expenses, depreciation and amortisation.

The Company is still in the process of finalising the consolidated results of the Group for the year ended 31 December 2025. The information contained in this announcement is only based on the unaudited consolidated management accounts of the Group and other information currently available to the Board and has not been reviewed or audited by the Company's auditors. The actual results of the Group for the year ended 31 December 2025 may be different from the information disclosed in this announcement. The annual results announcement of the Group for the year ended 31 December 2025 is expected 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 shares of the Company.**

By order of the Board  
**Newborn Town Inc.**  
**LIU Chunhe**  
*Chairman*

Beijing, 4 March 2026

*As at the date of this announcement, the executive Directors of the Company are Mr. LIU Chunhe, Mr. LI Ping, Mr. YE Chunjian and Mr. SU Jian; and the independent non-executive Directors of the Company are Mr. CHEN Yuyu, Mr. CHI Shujin and Ms. CHEN Sichao.*