Doumob

豆盟科技有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 1917)

PROFIT WARNING

This announcement is made by Doumob (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 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 (the "**Board**") of directors (the "**Director(s)**") of the Company hereby informs shareholders and potential investors of the Company that, based on the preliminary assessment by the Group's management of the latest available unaudited consolidated management accounts of the Group for the year ended 31 December 2025 (the "**Year**") and the information currently available to the Group, it is currently anticipated that the revenue for the Year will decrease by approximately 20% compared with the corresponding period in 2024. In addition, the net loss attributable to the equity holders of the Company for the Year is expected to be in the range of RMB22.8 million to RMB23.8 million, whereas the net loss attributable to the equity holders of the Company for the corresponding period in 2024 was approximately RMB7.1 million.

According to the information currently available, such decrease in revenue and net loss are mainly attributable to the following reasons: (i) affected by the continued weakness in macro consumer demand and intensified industry competition, the Group's revenue from online marketing business decreased, leading to a decline in total revenue. Meanwhile, traffic costs rose and rigid expenses did not decline in line with the revenue decrease, which resulted in an increase in the Group's net loss; and (ii) the Company recognized provisions for expected credit losses on financial assets, which further increased the total loss amount.

The information set out in this announcement is only a preliminary assessment based on the Board's evaluation in accordance with the unaudited consolidated management accounts of the Group and the information currently available to the Group, and such information has not been audited, verified or reviewed by the auditors or the audit committee of the Company. The Group expects to announce the annual results of the Group for the year ended 31 December 2025 in accordance with the Listing Rules by the end of March 2026.

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

By order of the Board
Doumob
Yang Bin
Chairman and Executive Director

Beijing, PRC, 6 March 2026

As at the date of this announcement, the executive Directors are Mr. Yang Bin, Mr. Zhang Danqi and Ms. Shi Hui; the non-executive Director is Mr. Liu Ailun; and the independent non-executive Directors are Mr. Chan Yiu Kwong, Mr. Chen Hua and Mr. Zhang Limin.