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MemeStrategy, Inc.
迷策略

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2440)

PROFIT WARNING

This announcement is made by MemeStrategy, 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 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 (the “**Board**”) of the Company wishes to inform the shareholders and potential investors of the Company that, based on the preliminary review of the unaudited management accounts of the Group for the year ended 31 December 2025 (the “**Year**”), the Group is expected to record a net loss during the Year of not less than RMB150 million (2024: net loss of RMB77.5 million) which was primarily due to the segment loss from the Internet of Things (“**IoT**”) business of not less than RMB110 million during the Year. The IoT business was operating under the former company name of “Howkingtech International Holding Limited”, before completion of acquisition of shares in the Company by Home Office Development Limited, the controlling shareholder of the Company in January last year.

The expected increase in the net loss of the Group as well as the expected segment loss from the IoT business for the Year are both mainly attributable to the impairment loss of trade receivables, mainly from the IoT business, under expected credit loss model of not less than RMB100 million for the Year (2024: RMB29 million) which based on the principle of prudence and was due to the deterioration of the customers’ aging driven by the unfavorable economic environment and the complex market competition conditions. The aforesaid impairment loss of trade receivables is a non-cash item, and is not expected to have an adverse impact on the Group’s overall cash flow position or business operations.

As the Company is still in the process of preparing and finalising the annual results of the Group for the Year, the information contained in this announcement is only based on the preliminary assessment by the Company’s management according to the unaudited management accounts of the Group which have not been reviewed or audited by the auditor of the Company. Shareholders and potential investors of the Company should read the annual results announcement of the Company for the Year carefully, which is expected to be published by the end of March 2026.

Shareholders and other investors of the Company are advised not to rely solely on any information contained in this announcement and should exercise caution when dealing in the securities of the Company. When in doubt, Shareholders and other investors of the Company are advised to seek professional advice from their own professional or financial advisors.

On behalf of the Board
MemeStrategy, Inc.
CHAN Chin Ching
Chairman and Executive Director

Hong Kong, 13 March 2026

As at the date of this announcement, the Board comprises Mr. Chan Chin Ching, Mr. Chan Chin Chun, Mr. Kwong Kevin Tak Tsing and Mr. Lee Alexander Patrick as executive Directors; and Mr. Ng Pui Sun Wesley, Ms. Peng Cheng and Mr. Siu Chi Wai as independent non-executive Directors.