BeBeBus

BUTONG GROUP

不同集团

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 6090)

ANNUAL RESULTS ANNOUNCEMENT FOR THE YEAR ENDED DECEMBER 31, 2025

The Board of Directors of BUTONG GROUP hereby announces the consolidated annual results of the Company and its subsidiaries for the year ended December 31, 2025, together with comparative figures for the year ended December 31, 2024. The below annual results have been prepared in accordance with HKFRS Accounting Standards and have been reviewed by the Audit Committee.

	Year ended December 31,		
	2025	2024	Change
	(RMB'000, except earnings per share)		*(%)*
Revenue	**1,445,823**	1,248,875	15.8
Gross profit	**715,760**	629,054	13.8
Profit before tax	**127,307**	116,706	9.1
Profit for the year	**65,198**	58,516	11.4
Adjusted net profit for the year(1) (non-HKFRS measure)	**135,560**	110,878	22.3
EBITDA(2) (non-HKFRS measure)	**163,034**	164,396	(0.8)
Adjusted EBITDA(3) (non-HKFRS measure)	**214,966**	191,373	12.3
Earnings per share (RMB)			
–Basic	**1.02**	1.08	(5.6)
–Diluted	**1.01**	1.08	(6.5)

Notes:

(1) We define adjusted net profit for the year (non-HKFRS measure) as profit for the year adjusted for (i) listing expenses, (ii) equity-settled share-based payments, and (iii) interest on redeemable preferred shares.

(2) We define EBITDA (non-HKFRS measure) as profit the year adjusted for (i) depreciation of property, plant and equipment, (ii) depreciation of right-of-use assets, (iii) amortization of intangible assets, (iv) finance costs, (v) interest income, and (vi) income tax expense.

(3) We define adjusted EBITDA (non-HKFRS measure) as EBITDA (non-HKFRS measure) adjusted for (i) listing expenses and (ii) equity-settled share-based payments.

FINANCIAL INFORMATION

CONSOLIDATED STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

for the year ended 31 December 2025

(Expressed in Renminbi)

	Note	**2025** **RMB'000**	2024 *RMB'000*
Revenue	*2*	**1,445,823**	1,248,875
Cost of sales		**(730,063)**	(619,821)
Gross profit		**715,760**	629,054
Other income and net gain	*3*	**39,288**	20,372
Selling and distribution expenses		**(457,526)**	(391,116)
Administrative and other expenses		**(124,936)**	(91,497)
Research and development expenses		**(25,426)**	(21,411)
Impairment loss on trade receivables		**(112)**	(24)
Profit from operations		**147,048**	145,378
Finance costs	*4(a)*	**(19,635)**	(28,672)
Share of loss of an associate		**(106)**	–
Profit before taxation	*4*	**127,307**	116,706
Income tax expense	*5*	**(62,109)**	(58,190)
Profit for the year attributable to equity shareholders of the Company		**65,198**	58,516
Other comprehensive income for the year			
Items that will not be reclassified to profit or loss:			
– Exchange differences on translation of financial statement of the Company		**(9,995)**	–
Items that are or may be reclassified subsequently to profit or loss:			
– Exchange differences on translation of financial statements of subsidiaries		**2,182**	(2)
Total comprehensive income for the year attributable to equity shareholders of the Company		**57,385**	58,514
Earnings per share	*6*		
– Basic (RMB)		**1.02**	1.08
– Diluted (RMB)		**1.01**	1.08

CONSOLIDATED STATEMENT OF FINANCIAL POSITION

as at 31 December 2025

(Expressed in Renminbi)

	Note	**As at 31 December 2025** *RMB'000*	2024 *RMB'000*
Non-current assets			
Property, plant and equipment		**178,144**	56,813
Right-of-use assets		**42,898**	45,293
Intangible assets		**23,545**	29,450
Interest in an associate		**628**	–
Deferred tax assets		**25,532**	25,722
		270,747	157,278
Current assets			
Inventories		**107,297**	98,613
Trade and other receivables	*7*	**142,186**	64,119
Financial assets measured at FVTPL		**30,155**	31,039
Income tax recoverable		**982**	–
Restricted bank deposits		**25,523**	9,695
Cash and cash equivalents		**882,607**	217,120
		1,188,750	420,586
Current liabilities			
Bank loans		**10,670**	40,000
Trade and other payables	*8*	**291,771**	167,367
Contract liabilities		**20,335**	11,845
Income tax payables		**24,290**	31,896
Lease liabilities		**6,397**	6,570
Provisions		**6,275**	6,244
		359,738	263,922
Net current assets		**829,012**	156,664
Total assets less current liabilities		**1,099,759**	313,942
Non-current liabilities			
Lease liabilities		**5,327**	8,297
Redeemable preferred shares		**–**	348,428
		5,327	356,725
Net assets/(liabilities)		**1,094,432**	(42,783)
Capital and reserves	*9*		
Share capital		**64**	39
Reserves		**1,094,368**	(42,822)
Total equity/(deficit)		**1,094,432**	(42,783)

NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

1 Material accounting policies

(a) Statement of compliance

These financial statements have been prepared in accordance with HKFRS Accounting Standards, which collective term includes all applicable individual Hong Kong Financial Reporting Standards ("HKFRSs"), Hong Kong Accounting Standards ("HKASs") and Interpretations issued by the Hong Kong Institute of Certified Public Accountants ("HKICPA") and the disclosure requirements of the Hong Kong Companies Ordinance. These financial statements also comply with the applicable disclosure provisions of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited. Material accounting policies adopted by the Group are disclosed below.

The HKICPA has issued certain new or amended HKFRS Accounting Standards that are first effective or available for early adoption for the current accounting period of the Group. Note 1(c) provides information on any changes in accounting policies resulting from initial application of these developments to the extent that they are relevant to the Group for the current accounting period reflected in these financial statements.

(b) Basis of preparation of the consolidated financial statements

Prior to the incorporation of the Company, the principal business was carried out by BeBeBus IOT Technology (Shanghai) Co., Ltd. ("BeBeBus Technology") and its subsidiaries. To rationalise the corporate structure in preparation of the listing of the Company's shares on the Stock Exchange, the Group underwent the reorganisation (the "Reorganisation"). Upon the completion of the Reorganisation, the Company became the holding company of the companies now comprising the Group in April 2024.

The Reorganisation mainly involved inserting some newly formed entities with no substantive business operations as the new holding companies of BeBeBus Technology. There were no changes in the economic substance of the ownership and business of the Group before and after the Reorganisation. Accordingly, the consolidated financial statements for the year ended 31 December 2024 has been prepared and presented as a continuation of the financial statements of BeBeBus Technology and its subsidiaries with the assets and liabilities recognised and measured at their historical carrying amounts prior to the Reorganisation.

The consolidated financial statements for the year ended 31 December 2025 comprise the Company and its subsidiaries and the Group's interest in an associate.

The functional currency of the Company is Hong Kong dollars ("HK$"). The consolidated financial statements are presented in Renminbi, which is the functional currency of the Company's subsidiaries with operations in the Chinese Mainland. All values are rounded to the nearest thousand except when otherwise indicated.

(c) Changes in accounting policies

The Group has applied amendments to HKAS 21, *The effects of changes in foreign exchange rates – Lack of exchangeability*, issued by the HKICPA to these financial statements for the current accounting period. The amendments do not have a material impact on these financial statements as the Group has not entered into any foreign currency transactions in which the foreign currency is not exchangeable into another currency.

The Group has not applied any new standard or interpretation that is not yet effective for the current accounting period.

2 Revenue and segment reporting

(a) Revenue

The principal activities of the Group are designing, researching and developing, and manufacturing and selling of nursery products.

The Group's chief operating decision maker is the chief executive officer of the Group, who reviews the Group's results of operations as a whole for the purpose of making decisions about resource allocation and performance assessment. Accordingly, the Group has one reportable operating segment with no reportable segment information presented.

(i) Disaggregation of revenue

Disaggregation of revenue from contracts with customers by major product type is as follows:

	2025	2024
	RMB'000	*RMB'000*
Revenue from contracts with customers within the scope of HKFRS 15:		
Disaggregated by major product type		
Travel Gear		
– Strollers and accessories	**214,678**	238,142
– Car seats	**165,736**	207,407
– Baby carriers	**85,839**	125,082
Subtotal	**466,253**	570,631
Sleep Gear	**189,851**	223,456
Feeding Gear	**164,653**	66,521
Baby Care Products	**625,066**	388,267
Total	**1,445,823**	1,248,875
Disaggregated by timing of revenue recognition		
– Point in time	**1,445,823**	1,248,875

The Group's customer base is diversified and only includes one customer with whom transaction has exceeded 10% of the Group's revenue. During the years ended 31 December 2025 and 2024, revenue from sales of products to the customer, including sales to entities which are known to the Group to be under common control with the customer, is set out below.

	2025	2024
	RMB'000	*RMB'000*
Customer A	**193,634**	161,526

(ii) Revenue expected to be recognised in the future arising from contracts in existence at the reporting date

As at 31 December 2025, the Group has applied the practical expedient in paragraph 121 of HKFRS 15 to its contracts for sales of products such that information about revenue expected to be recognised in the future is not disclosed in respect of revenue that the Group will be entitled to when it satisfied the remaining performance obligations under the contracts for sales of products that had an expected duration of one year or less.

(b) Geographic information

The following table sets out information about the geographical location of the Group's revenue from external customers at which the goods were delivered.

	2025	2024
	RMB'000	*RMB'000*
Chinese Mainland	**1,443,945**	1,248,270
Overseas	**1,878**	605
	1,445,823	1,248,875

The geographical location of specified non-current assets (primarily property, plant and equipment, right-of-use assets and intangible assets) is based on the physical location of the assets, in the case of property, plant and equipment and right-of-use assets, and the location of the operation to which they are allocated, in the case of intangible assets. During the year ended 31 December 2025, all of the Group's specified non-current assets are physically located in the Chinese Mainland except that two leased units were located in Hong Kong, the right-of-use of which was RMB3,262,000 as at 31 December 2025 (2024: RMB873,000).

3 Other income and net gain

	2025	2024
	RMB'000	*RMB'000*
Interest income	**6,474**	3,209
Net realised and unrealised gain on financial assets measured at FVTPL	**4,549**	2,856
Government grants (i)	**27,654**	15,282
Net gain on disposal of property, plant and equipment	**1**	–
Net foreign exchange loss	**(329)**	(1,743)
Others	**939**	768
	39,288	20,372

(i) Government grants mainly represented various unconditional cash subsidies granted by certain local government authorities in the PRC.

4 Profit before taxation

Profit before taxation is arrived at after charging:

(a) Finance costs

	2025	2024
	RMB'000	*RMB'000*
Interest on redeemable preferred shares	**18,430**	25,385
Interest on bank loans	**579**	2,788
Interest on lease liabilities	**626**	499
	19,635	28,672

(b) Staff costs

	2025	2024
	RMB'000	*RMB'000*
Salaries, wages and other benefits	**115,374**	98,683
Contributions to defined contribution retirement plan (i)	**6,968**	5,062
Equity-settled share-based payment expenses	**26,867**	9,814
	149,209	113,559

(i) The employees of the subsidiaries of the Group, which were established in the PRC, participate in a defined contribution basic pension scheme managed by the local municipal governments, whereby these companies are required to contribute to the scheme at certain rates of the employees' salaries as agreed by the local municipal governments. Employees of these companies are entitled to benefits, calculated based on a percentage of the average salaries level in the PRC, from the aforementioned retirement scheme at their normal retirement age.

The subsidiaries incorporated in Hong Kong operate a Mandatory Provident Fund Scheme ("the MPF scheme") under the Hong Kong Mandatory Provident Fund Schemes Ordinance for employees employed under the jurisdiction of the Hong Kong Employment Ordinance. The MPF scheme is a defined contribution retirement plan. Under the MPF scheme, the employer and its employees are each required to make contributions to the plan at 5% of the employees' relevant income, subject to a cap of monthly relevant income of HK$30,000. Contributions to the plan vest immediately, and there is no forfeited contribution that may be used by the Group to reduce the existing level of contribution.

The Group has no further obligation for payment of other retirement benefits beyond the above contributions.

(c) Other items

	2025	2024
	RMB'000	*RMB'000*
Cost of inventories sold#	**730,063**	619,821
Depreciation of property, plant and equipment	**8,633**	9,507
Depreciation of right-of-use assets	**7,654**	6,446
Amortisation of intangible assets	**6,279**	6,274
Lease expenses not included in the measurement of lease liabilities – short-term leases	**1,128**	1,238
Auditor's remuneration		
– audit services	**2,200**	240
– other services*	**3,750**	1,880
Listing expenses	**25,065**	17,163

\# Cost of inventories sold includes RMB19,291,000 (2024: RMB19,090,000) relating to staff costs, depreciation and amortisation expenses, which amounts are also included in the respective total amounts disclosed separately above or in note 2(b) for each of these types of expenses.

* Expenses of other services include listing expenses of RMB3,600,000 for the year ended 31 December 2025 (2024: RMB1,880,000), which is also included in the listing expenses disclosed separately above.

5 Income tax expense

(a) Taxation in the consolidated statement of profit or loss and other comprehensive income represents:

	2025	2024
	RMB'000	*RMB'000*
Current tax:		
Provision for the year	**61,919**	58,705
Deferred tax:		
Origination and reversal of temporary differences	**190**	(515)
	62,109	58,190

(i) Pursuant to the tax rules and regulations of the Cayman Islands and the British Virgin Islands ("BVI"), the Group is not subject to any income tax in the Cayman Islands or the BVI.

(ii) The provision for Hong Kong Profits Tax for 2025 is calculated at 16.5% (2024: 16.5%) of the estimated assessable profits for the year, except for one subsidiary of the Group which is qualifying corporation under the two-tiered Profits Tax rates regime. For this subsidiary, the first HK$2 million of assessable profits are taxed at 8.25% and the remaining assessable profits are taxed at 16.5%. The provision for Hong Kong Profits Tax for this subsidiary was calculated at the same basis in 2024.

(iii) Taxable income for the subsidiaries of the Company in the Chinese Mainland is subject to PRC income tax rate of 25%, unless otherwise specified below.

Pursuant to the relevant regulations in respect of Announcement on Further Implementing Preferential Income Tax Policy for Small and Micro Enterprises (Cai Shui [2023] No.12) jointly issued by the Ministry of Finance and the State Administration of Taxation in the PRC, qualified Small and Micro Enterprises meeting the criteria of employee number less than 300, total assets less than RMB50 million and annual taxable income less than RMB3 million are entitled to preferential tax treatment. More specifically, for the portion of annual taxable income which does not exceed RMB3 million (inclusive), income tax shall be calculated at 25% of the annual taxable income using the tax rate of 20% from 1 January 2023 to 31 December 2027. During the year ended 31 December 2025, five (2024: seven) subsidiaries of the Group met the above criteria and were entitled to a preferential tax rate.

(iv) According to the relevant tax rules in the Chinese Mainland, qualified research and development expenses are allowed for bonus deduction for income tax purpose, and as a result, an additional 100% of the qualified research and development expenses could be deemed as deductible expenses for the years ended 31 December 2025 and 2024.

(v) The PRC income tax law and its relevant regulations also impose a withholding tax at 10%, unless reduced by a tax treaty/arrangement, on dividend distributions made out of the PRC from earnings accumulated from 1 January 2008. Undistributed earnings generated prior to 1 January 2008 are exempted from such withholding tax.

Since the Group could control the quantum and timing of distribution of profits of the Group's PRC subsidiaries, deferred tax liabilities are only provided to the extent that such profits are expected to be distributed in the foreseeable future.

As at 31 December 2025, none of deferred tax liabilities have been recognised in respect of the withholding tax payable on the retained profits of the Group's PRC subsidiaries which the directors expect to distribute outside the Chinese Mainland in the foreseeable future (31 December 2024: Nil).

(vi) BEBEBUS GROUP USA INC., which is the Company's subsidiary in New York, the United States (U.S.), is subject to U.S. federal corporate tax and New York state income tax on its taxable income determined in accordance with the relevant U.S. tax laws. The applicable U.S. federal corporate tax rate is 21%, and the New York state income tax rate is 6.0% to 6.5% for the year ended 31 December 2025.

(vii) PT BEBEBUS INTERNATIONAL INDONESIA, which is the Company's subsidiary incorporated in Indonesia, is subject to Indonesia Corporate Income Tax ("Indonesia CIT") at the statutory rate of 22% on any estimated assessable profits arising in Indonesia for the year ended 31 December 2025.

(b) Reconciliation between income tax expense and accounting profit at applicable tax rates:

	2025	2024
	RMB'000	*RMB'000*
Profit before taxation	**127,307**	116,706
Notional tax on profit before taxation, calculated at the applicable rates in the tax jurisdictions concerned	**39,766**	36,942
Tax benefit for subsidiaries subject to preferential tax rates	**(320)**	(834)
Additional deduction for qualified research and development costs	**(4,556)**	(4,829)
Tax effect of non-deductible expenses	**27,219**	26,911
	62,109	58,190

6 Earnings per share

(a) Basic earnings per share

As disclosed in note 1(b), the Group underwent the Reorganisation, pursuant to which the Company became the holding company of the Group in April 2024. Prior to the incorporation of the Company, the principal business was carried out by BeBeBus Technology and its subsidiaries. For the purpose of computing basic earnings per share, the weighted average number of ordinary shares deemed to be in issue before the Reorganisation was determined assuming the Reorgansation had occurred since 1 January 2024.

The calculation of basic earnings per share is based on the profit attributable to ordinary equity shareholders of the Company of RMB65,198,000 (2024: RMB58,516,000) and the weighted average of 64,227,000 ordinary shares (2024: 53,943,000 shares) in issue or deemed to be in issue during the year, calculated as follows:

Weighted average number of ordinary shares

	2025	2024
	'000	*'000*
Issued ordinary shares at 1 January	**54,218**	53,774
Effect of re-designation of redeemable preferred shares to ordinary shares	**–**	169
Effect of shares issued upon completion of IPO	**3,008**	–
Effect of conversion of redeemable preferred shares into ordinary shares	**7,001**	–
Weighted average number of ordinary shares at 31 December	**64,227**	53,943

(b) Diluted earnings per share

The calculation of diluted earnings per share is based on the profit attributable to ordinary equity shareholders of the Company of RMB65,198,000 (2024: RMB58,516,000) and the weighted average number of ordinary shares of 64,493,000 (2024: 53,943,000 shares), calculated as follows:

Weighted average number of ordinary shares (diluted)

	2025 ***'000***	2024 *'000*
Weighted average number of ordinary shares (basic)	**64,227**	53,943
Effect of share-based payment arrangement	**266**	–
Weighted average number of ordinary shares (diluted)	**64,493**	53,943

7 Trade and other receivables

	2025 ***RMB'000***	2024 *RMB'000*
Trade-related receivables:		
– Trade receivables, net of loss allowance	**54,110**	31,369
– Bills receivables	**110**	–
	54,220	31,369
Prepayments and deposits:		
– Prepayment for advertising and promotion expenses	**35,093**	12,948
– Prepayment for purchase of raw material and merchandise	**2,443**	2,668
– Prepayment for listing expenses	**–**	2,834
– Deposits	**6,554**	5,120
	44,090	23,570
Other receivables:		
– Loan receivable	**30,000**	–
– VAT recoverable	**5,990**	3,159
– Amounts due from related parties	**2**	175
– Others	**7,884**	5,846
	43,876	9,180
Total trade and other receivables	**142,186**	64,119

All of the trade and other receivables of the Group are expected to be recovered or recognised as expenses within one year.

Loan receivable represented an interest-bearing loan made to a third-party supplier. Pursuant to the loan agreement, the loan carries interest at 3.50% per annum and is fully repayable in November 2026. On 4 March 2026, the Group received partial repayment of RMB15,000,000.

Ageing analysis of trade receivables

As at the end of the Reporting Period, the ageing analysis of net trade receivables, based on the date of revenue recognition, is as follows:

	2025	2024
	RMB'000	*RMB'000*
Within 90 days	**54,110**	31,369

8 Trade and other payables

	2025	2024
	RMB'000	*RMB'000*
Trade payables	**129,493**	82,638
Bills payables	**50,713**	42,447
Payables for property, plant and equipment	**65,684**	–
Accrued salaries and employee benefits	**23,580**	16,960
Payables for listing expenses	**–**	8,263
Other payables and accrued charges	**22,301**	17,059
	291,771	167,367

All trade and other payables are expected to be settled within one year or are repayable on demand.

As at the end of the Reporting Period, the ageing analysis of trade payables based on the invoice date, is as follows:

	2025	2024
	RMB'000	*RMB'000*
Within 90 days	**129,019**	82,315
91 to 180 days	**474**	323
	129,493	82,638

9 Capital, reserves and dividends

(a) Share capital and share premium

	Number of ordinary shares	Share capital		Share premium
		US$'000	*RMB'000*	*RMB'000*
Ordinary shares, issued and fully paid:				
At 1 January 2024	50,630,160	5	36	–
Issuance of ordinary shares	3,588,118	–*	3	–
Re-designation of ordinary shares to redeemable preferred shares	(444,000)	(-*)	(-*)	–
Re-designation of redeemable preference shares to ordinary shares	444,000	–*	–*	2,682
At 31 December 2024 and 1 January 2025	54,218,278	5	39	2,682
Issuance of ordinary shares relating to IPO	10,980,900	1	7	686,098
Conversion of redeemable preferred shares into ordinary shares	25,552,200	3	18	366,840
At 31 December 2025	90,751,378	9	64	1,055,620

* The amount is under US$1,000/RMB1,000.

The holders of ordinary shares are entitled to receive dividends as declared from time to time and are entitled to one vote per share at meetings of the Company. All ordinary shares rank equally with regard to the Company's residual assets.

On 9 January 2024 and 22 April 2024, 1,228,840 and 772,880 ordinary shares were issued and allotted to two investors, respectively, and previously issued 444,000 ordinary shares were re-designated into series A preferred shares. On 26 September 2024, 1,586,398 ordinary shares were issued and allotted to WEILING HOLDING INC.

On 23 September 2025, the Company issued 10,980,900 ordinary shares at an offer price of HK$71.20 per share through the Listing. Net proceeds from the Listing amounted to RMB686,105,000 equivalent, after deducting all capitalised listing expenses. Out of the net proceeds, RMB7,000 and RMB686,098,000 were credited to the Company's share capital and share premium account, respectively.

Upon the completion of the Listing, 25,552,200 preferred shares were converted into ordinary shares of the Company in aggregate, resulting in a transfer of the carrying amount of financial instruments issued to investors of RMB366,858,000 to ordinary share capital of RMB18,000 and share premium of RMB366,840,000, respectively.

(b) Dividends

No dividend or distribution has been declared or made by the Company or any of the companies now comprising the Group during the years ended 31 December 2025 and 2024.

MANAGEMENT DISCUSSION AND ANALYSIS

Business Review

Since its establishment, Butong Group has been committed to serving high-net-worth household consumption decision-makers ("**Family CFOs**"). BeBeBus, the Group's first brand, a brand focused on the mid- to high-end nursery product market, has achieved leapfrog development over the past few years.

During the Reporting Period, our sales revenue amounted to RMB1,445.8 million, representing an increase of 15.8% compared to that of 2024, and our profit for the year amounted to RMB65.2 million, representing an increase of 11.4% compared to that of 2024. Our adjusted net profit for the year (non-HKFRS measure) was RMB135.6 million, representing an increase of 22.3% compared to that of 2024.

For its future development path, the Group has established a "dual-engine" strategy built on two pillars: advancing product and service upgrades in parallel with expanding innovative business lines, and coordinating both the enhancement of user consumption value and the expansion of its user base. Leveraging its existing R&D system, the Group continues to promote scientific and technological innovation incubation and product innovation centering on new household living scenarios, strengthens synergies across multiple product categories, and promote the comprehensive development of full life cycle family solutions tailored to the needs of Family CFOs. Through this approach, the Group aims to extend, reinforce and optimize its industry chain, achieving an upgraded and more integrated strategic positioning across all business segments.

Continuing to Create User-Centric Designs

Our approach to product development sets us apart in the nursery product market, enabling us to challenge traditional standards and introduce innovative products that surpass user expectations. By focusing on user needs, we craft products that excel in design, functionality, and user experience. We capture user demand to shape industry trends. Our dedicated user behavioral research team employs a proven methodology. By examining every stage in the lifecycle of products sold from package delivery and installation to daily use, we explore and identify potential improvements in design and functionality, all aimed at enhancing user experience. In addition to detailed behavioral studies and analysis of user journeys, we utilize market reports, social media, surveys, and interviews to deepen our understanding of user preferences and pain points. This comprehensive approach enables us to identify gaps in the market and develop products that directly respond to user needs.

We continuously monitor user feedback, leveraging these insights to inform our product development. This creates a positive feedback loop where genuine user needs inspire future innovations, helping us stay aligned with evolving consumer demands. We believe our ability to capture user needs and develop innovative products is a key driver to our current success and will continue to propel our growth in the future.

We have established a dedicated R&D department comprised of multiple teams dedicated to user research, industrial design, structural design, visual design, and molding engineering. As at the end of the Reporting Period, our R&D department consisted of 100 employees, many of whom were industry veterans with extensive industrial and product development experience. During the Reporting Period, our R&D expenditure was RMB25.4 million, accounting for 1.8% of our total revenue during the same period. As at December 31, 2025, we had 223 registered patents in China and 19 internationally.

Expanding Our Sales Channels and Improving Our Marketing Performance

We have developed a sales strategy that connects with users across diverse touchpoints, enabling us to reach a broad user base in a variety of scenarios and ensure a seamless shopping experience. Our network spans both online and offline channels, encompassing popular e-commerce platforms, social media, and live streaming networks in China, and brick-and-mortar retail stores. This approach allows us to meet users wherever they shop, enhancing their shopping experience and reinforcing our brand presence across multiple channels.

We have developed tailored strategies for each sales channel. For e-commerce platforms like *Tmall* and *JD.com*, we leverage our understanding of their ranking and recommendation systems to drive traffic to our stores and increase the conversion rate through targeted marketing. On social media platforms such as *Douyin*, we establish our own stores or incorporate purchase links directly into content, seamlessly bridging discovery and purchase to create a smooth shopping experience. Offline, we partner with leading retailers as well as distributors across over 300 cities in China. We support our distribution partners with marketing materials, promotional resources, and sales training to align with their user demographics. Additionally, we have explored innovative sales opportunities by partnering with forward-thinking brands to offer co-branded car seats, further extending our reach to relevant consumer groups.

During the Reporting Period, our revenue from our online sales channels increased from RMB936.8 million in 2024 to RMB1,053.4 million, accounting for 72.9% of our total revenue in the Reporting Period. For the same period, our offline sales increased from RMB312.1 million in 2024 to RMB392.5 million, accounting for 27.1% of our total revenue in the Reporting Period. The significant increase of our offline sales was mainly attributable to our expanded presence in third-party stores operated by distributors or key accounts.

Our offline presence works hand-in-hand with our digital strategy, offering consumers a chance to experience our products in person. We believe our sales network enables us to deepen relationships with our users, better understand and actively respond to their needs, promote our brand values, and advocate for a high-quality lifestyle, ultimately reinforcing user loyalty.

Advancing Innovation Through Robust Manufacturing and Supply Chain Management Capabilities

We own and operate a state-of-the-art production facility of approximately 14,111 square meters in Ningbo, which integrates precision manufacturing with static testing. This capability accelerates our product development process by producing early-stage samples in-house and conducting real-time evaluations. This way, we can translate innovative concepts into tangible products swiftly while refining designs in a timely and cost-efficient manner.

Our industrial system supports precision craftsmanship in high-quality products. We adhere to rigorous quality standards, holding ISO9001 certification for quality management and IATF16949 certification for our self-owned factory in Ningbo, a standard typically reserved for automotive suppliers. To date, we possess the ability to manufacture all our core products in-house. With our own manufacturing capabilities, we establish standardized processes and quality benchmarks for our suppliers, provide training on best practices, and implement direct oversight of their operations, ensuring consistent quality across both internal and external production lines.

Our facility follows standardized workflows to allow precise control over every production stage. This flexibility allows for efficient transition between in-house production and outsourcing, reducing costs and mitigating risks from potential supply chain disruptions. To meet growing demand, we are building a second production facility in Ningbo, slated for completion in 2026.

Business Outlook

In 2026, Butong Group will revise its corporate mission to “Redefining Premium Household Quality Life with AI”, and plans to advance scenario-based, product-oriented and industrial-scale implementation of AI technologies across its business lines.

In 2026, the Group plans to significantly accelerate the AI upgrading of its core products, namely strollers, car seats, cribs, and highchairs. The Group will develop AI-intelligent products suitable for both domestic and overseas markets targeting children’s growth lifecycle and the needs of Family CFOs. In the second half of 2026, the Group’s new factory in Fenghua, Ningbo will commence operation. This facility is designed as a fully digitalized and intelligent demonstration plant, laying a solid foundation for the Group’s future expansion of multi-category businesses.

Brand globalization serves as an important strategic direction for Butong Group. On the one hand, the Group aims to achieve globally integrated supply chain and R&D capabilities with China as the central hub; on the other hand, it seeks to achieve localization in terms of channels, products and branding. Leveraging on China’s world-leading online operation capabilities, the Group intends to move beyond the traditional model of a China-dominated headquarters with overseas subsidiaries, and is considering establishing centralized management structures in various countries to realize independent operation of product development, business processes, organizational culture, market activities, as well as shareholder and capital structures. By transmitting the benefits of international expansion deeper along the value chain, the Group seeks to empower Chinese consumer-technology brands to successfully expand and thrive in global markets.

FINANCIAL REVIEW

Revenue

During the Reporting Period, we primarily generated revenue from sales of products, including: (i) travel gear such as strollers and accessories, car seats, and baby carriers, (ii) sleep gear such as cribs, pajamas, and pillows, (iii) feeding gear such as highchairs and tableware, and (iv) baby care products such as diapers and wipes. Our revenue represents the net value of goods sold, after deduction of value-added taxes, allowances for goods returned, and rebates and discounts. Our revenue increased by 15.8% from RMB1,248.9 million in 2024 to RMB1,445.8 million in 2025, primarily attributable to a significant increase in revenue from our baby care products.

The following tables set forth the breakdown of our revenue for the years ended December 31, 2025 and 2024:

By Product Type

	2025	*Percentage*	2024	*Percentage*
	(RMB'000)	*(%)*	*(RMB'000)*	*(%)*
Travel gear				
Strollers and accessories	**214,678**	14.9	238,142	19.1
Car seats	**165,736**	11.5	207,407	16.6
Baby carriers	**85,839**	5.9	125,082	10.0
Sub-total	**466,253**	32.3	570,631	45.7
Sleep gear	**189,851**	13.1	223,456	17.9
Feeding gear	**164,653**	11.4	66,521	5.3
Baby care products	**625,066**	43.2	388,267	31.1
Total	**1,445,823**	100.0	1,248,875	100.0

Travel gear

Our revenue from travel gear sales decreased by 18.3% from RMB570.6 million in 2024 to RMB466.3 million in 2025, primarily due to (i) a 9.9% decrease in revenue from strollers and accessories from RMB238.1 million in 2024 to RMB214.7 million in 2025, (ii) a 20.1% decrease in revenue from car seats from RMB207.4 million in 2024 to RMB165.7 million in 2025, and (iii) a 31.4% decrease in revenue from baby carriers from RMB125.1 million in 2024 to RMB85.8 million in 2025, which was mainly attributable to a decrease in sales volume as a result of heightened market competition. As a percentage of our total revenue, revenue from travel gear sales decreased from 45.7% in 2024 to 32.3% in 2025.

Sleep gear

Our revenue from sleep gear sales decreased by 15.0% from RMB223.5 million in 2024 to RMB189.9 million in 2025, primarily due to a decrease in sales volume as a result of heightened market competition. As a percentage of our total revenue, revenue from sleep gear sales decreased from 17.9% in 2024 to 13.1% in 2025.

Feeding gear

Our revenue from feeding gear sales increased by 147.5% from RMB66.5 million in 2024 to RMB164.7 million in 2025, primarily driven by an increase in sales volume of tableware products, particularly from our new baby bottle series which became a market best-seller. As a percentage of our total revenue, revenue from feeding gear sales increased from 5.3% in 2024 to 11.4% in 2025.

Baby care products

Our revenue from baby care products sales increased by 61.0% from RMB388.3 million in 2024 to RMB625.1 million in 2025, primarily due to successful online channel expansion driving significant sales volume growth. As a percentage of our total revenue, revenue from baby care products sales increased from 31.1% in 2024 to 43.2% in 2025.

By Sales Channel

	2025 *RMB'000*	2024 *RMB'000*
Online Channels		
Self-operated store	**724,576**	677,144
Platform-operated store	**201,067**	163,768
Private domain	**127,727**	95,839
Sub-total	**1,053,370**	936,751
Offline Channels		
Distributor	**279,719**	199,028
Key account	**111,300**	111,415
Interactive store	**1,434**	1,681
Sub-total	**392,453**	312,124
Total	**1,445,823**	1,248,875

During the Reporting Period, we sold our products through an extensive and diverse sales network integrating offline and online channels to reach a wide range of consumers. Our online channels cover mainstream e-commerce platforms and private domain platforms in China. Our offline channels primarily comprise sales to distributors and key accounts, such as major baby and kids retailers.

As such, our revenue from online sales continued to increase in both absolute terms and as a percentage of our total revenue, which accounted for a substantial majority of our total revenue in 2024 and 2025.

Cost of Sales

Our cost of sales increased by 17.8% from RMB619.8 million in 2024 to RMB730.1 million in 2025, primarily due to a 15.8% increase in our revenue from RMB1,248.9 million in 2024 to RMB1,445.8 million in 2025.

Gross Profit

Our gross profit increased by 13.8% from RMB629.1 million in 2024 to RMB715.8 million in 2025, primarily due to a 15.8% increase in our revenue from RMB1,248.9 million in 2024 to RMB1,445.8 million in 2025. Our gross profit margin slightly decreased from 50.4% in 2024 to 49.5% in 2025, primarily due to an increased portion of revenue contributed by baby care products which carry a lower gross profit margin.

Other Income and Net Gain

Our other income and net gain increased by 92.9% from RMB20.4 million in 2024 to RMB39.3 million in 2025, primarily due to (i) an increase in government grants from RMB15.3 million in 2024 to RMB27.7 million in 2025, (ii) an increase in interest income from RMB3.2 million in 2024 to RMB6.5 million in 2025, and (iii) an increase in net realized and unrealized gain on financial assets measured at FVTPL from RMB2.9 million in 2024 to RMB4.5 million in 2025.

Selling and Distribution Expenses

Our selling and distribution expenses increased by 17.0% from RMB391.1 million in 2024 to RMB457.5 million in 2025, primarily due to (i) an increase in promotion expenses, and (ii) an increase in employee benefit expenses, both in line with our revenue growth. Our selling and distribution expenses as a percentage of our total revenue increased slightly from 31.3% in 2024 to 31.6% in 2025.

Administrative and Other Expenses

Our administrative and other expenses increased by 36.5% from RMB91.5 million in 2024 to RMB124.9 million in 2025. Our administrative and other expenses as a percentage of our total revenue increased from 7.3% in 2024 to 8.6% in 2025, primarily attributable to (i) an increase in employee benefit expenses from RMB41.3 million in 2024 to RMB63.2 million in 2025, mainly due to increased costs associated with employee share option scheme compared to the year ended December 31, 2024, and (ii) an increase in listing expenses from RMB17.2 million in 2024 to RMB25.1 million in 2025.

Research and Development Expenses

Our research and development expenses increased by 18.8% from RMB21.4 million in 2024 to RMB25.4 million in 2025, primarily due to our increased scale of operations. Our research and development expenses as a percentage of our total revenue remained relatively stable which was 1.7% in 2024 and 1.8% in 2025.

Impairment Loss on Trade Receivables

Our impairment loss on trade receivables increased by 367.0% from RMB24 thousand in 2024 to RMB112 thousand in 2025, primarily due to the increase of the balance of trade receivables as at December 31, 2025.

Finance Costs

Our finance costs decreased by 31.5% from RMB28.7 million in 2024 to RMB19.6 million in 2025, primarily because of a reduction in interest on redeemable preferred shares from RMB25.4 million in 2024 to RMB18.4 million in 2025.

Listing Expenses

Among our listing expenses, approximately RMB25.1 million has been charged to profit or loss in 2025. We expect that no such expenses will be incurred in the future.

Income Tax Expense

Income tax expense increased by 6.7% from RMB58.2 million in 2024 to RMB62.1 million in 2025, primarily due to the growth of our profit before income tax. Our effective income tax rate (calculated as income tax expense divided by profit before taxation) decreased from 49.9% in 2024 to 48.8% in 2025.

Profit for the Year

As a result of the foregoing, our profit for the year increased by 11.4% from RMB58.5 million in 2024 to RMB65.2 million in 2025.

Liquidity and Financial Resources

As at December 31, 2025, our current assets were RMB1,188.8 million, comprising RMB882.6 million in cash and cash equivalents and RMB306.2 million in other current assets. In comparison, our cash and cash equivalents as at December 31, 2024 were RMB217.1 million. The material increase in cash and cash equivalents was primarily due to net proceeds received from the Global Offering.

As at December 31, 2025, our current liabilities were RMB359.7 million, which included RMB291.8 million in trade and other payables and RMB10.7 million in bank loans.

As at December 31, 2025, we had short-term bank loans due within one year of RMB10.7 million, with an annual interest rate of 2.4%.

We follow a conservative set of cash management and treasury policies to manage our capital resources and mitigate potential risks.

Significant Investments and Future Plans for Material Investments or Capital Assets

As at December 31, 2025, we did not hold any significant investments and had no specific plans for significant investments or acquisition of capital assets. However, we will continue to identify new opportunities for business development and investments.

Pledge of Assets

As at December 31, 2025, restricted deposits of RMB25.5 million were pledged at certain banks mainly for a loan and the issuance of bills payable.

Key Financial Ratios

As at December 31, 2025, our gearing ratio (total liabilities divided by total equity) was 33.4% (as at December 31, 2024: not applicable as the Group's equity was at deficit position) while our current ratio (current assets divided by current liabilities) and quick ratio (current assets, excluding inventories, divided by current liabilities) were 3.3 times and 3.0 times, respectively (as at December 31, 2024: 1.6 times and 1.2 times, respectively). The improvement in these financial ratios was mainly attributable to the net proceeds received from the Global Offering and the profitability of the Group's business.

Material Acquisition and Disposals of Subsidiaries, Associates and Joint Ventures

During the Reporting Period, we did not have any material acquisitions or disposals of subsidiaries, associates and joint ventures.

Contingent Liabilities

As at December 31, 2025, we did not have any materials contingent liabilities.

Foreign Exchange Risk Exposure

The Group is exposed to currency risk primarily through transactions or recognized monetary assets and liabilities that are denominated in a currency other than the functional currency of the operations to which the transactions relate. As our Group's businesses are principally conducted in RMB and most of our Group's monetary assets and liabilities are denominated in the currency that are consistent with its functional currency of respective entity, our Directors consider that our Group is not exposed to significant currency risk.

NON-HKFRS MEASURES

In order to supplement our consolidated statement of profit or loss and other comprehensive income, which is presented in accordance with HKFRS Accounting Standards, we use adjusted net profit for the year (non-HKFRS measure), EBITDA (non-HKFRS measure), and adjusted EBITDA (non-HKFRS measure) as additional financial measures, which are not required by, or presented in accordance with, HKFRS Accounting Standards, to evaluate our operating performance.

We believe that these non-HKFRS measures help identify underlying trends in our business and provide useful information for investors and others to understand and evaluate our results of operation. However, the presentation of adjusted net profit for the year (non-HKFRS measure), EBITDA (non-HKFRS measure), and adjusted EBITDA (non-HKFRS measure) may not be comparable to similarly titled measures presented by other companies as they do not have a standardised meaning. The application of the non-HKFRS measure has limitations as an analytical tool, and the Shareholders and investors should not consider it in isolation from, or as substitute for analysis of, the results of operations or financial condition of the Group as reported under HKFRS Accounting Standards.

We define adjusted net profit for the year (non-HKFRS measure) as profit for the year adjusted for (i) listing expenses, (ii) equity-settled share-based payments, and (iii) interest on redeemable preferred shares. Listing expenses primarily include professional fees incurred in connection with the Listing and the Global Offering. Equity-settled share-based payments represent non-cash expenses related to the granting of share options to eligible individuals under the Pre-IPO Share Incentive Plan. Interest on redeemable preferred shares represents interest on our series A, series A+ and series B preferred shares. We define EBITDA (non-HKFRS measure) as profit for the year adjusted for (i) depreciation of property, plant and equipment, (ii) depreciation of right-of-use assets, (iii) amortization of intangible assets, (iv) finance costs, (v) interest income, and (vi) income tax expense. We define adjusted EBITDA (non-HKFRS measure) as EBITDA (non-HKFRS measure) adjusted for (i) listing expenses and (ii) equity-settled share-based payments.

The following table sets forth the adjustments made to our profit to arrive at the aforementioned non-HKFRS measures:

	2025 *(RMB'000)*	2024 *(RMB'000)*	Change *(%)*
Profit for the year	**65,198**	**58,516**	11.4
Adjusted for:			
Listing expenses	25,065	17,163	46.0
Equity-settled share-based payments	26,867	9,814	173.8
Interest on redeemable preferred shares	18,430	25,385	(27.4)
Adjusted net profit for the year (non-HKFRS measure)	**135,560**	**110,878**	22.3
Profit for the year	**65,198**	**58,516**	11.4
Adjusted for:			
Depreciation of property, plant and equipment	8,633	9,507	(9.2)
Depreciation of right-of-use assets	7,654	6,446	18.7
Amortization of intangible assets	6,279	6,274	0.1
Finance costs	19,635	28,672	(31.5)
Interest income	(6,474)	(3,209)	101.7
Income tax expense	62,109	58,190	6.7
EBITDA (non-HKFRS measure)	**163,034**	**164,396**	(0.8)
Adjusted for:			
Listing expenses	25,065	17,163	46.0
Equity-settled share-based payments	26,867	9,814	173.8
Adjusted EBITDA (non-HKFRS measure)	**214,966**	**191,373**	12.3

OTHER INFORMATION

Human Resources

As at December 31, 2025, we had a total of 669 employees, including 403 sales personnel, 109 manufacturing personnel, 100 R&D personnel, and 57 management and administrative personnel. During the Reporting Period, we incurred staff costs (including remuneration, payrolls, allowances, and benefits) of RMB149.2 million, of which RMB26.9 million was attributed to equity-settled share-based payments.

The Company adopted the Pre-IPO Share Incentive Plan on September 26, 2024. For details, please refer to "Appendix IV – Statutory and General Information – D. Share Incentive Plan" in the Prospectus.

Final Dividend

The Board has resolved not to recommend the payment of a final dividend for the year ended December 31, 2025 (2024: nil).

Use of Proceeds from the Global Offering

The Shares were listed on the Main Board of the Stock Exchange on September 23, 2025. The net proceeds received from the Global Offering (after deducting underwriting commissions and other estimated expenses in connection with the Global Offering) were approximately HK$702.5 million.

There has been no change in the intended use of the net proceeds from the Global Offering as set out in "Future Plans and Use of Proceeds" in the Prospectus. The net proceeds from the Global Offering (adjusted on a pro rata basis based on the actual net proceeds) will be utilized in the manner as set out in "Future Plans and Use of Proceeds" in the Prospectus.

The following table sets out the status of the use of the net proceeds from the Global Offering and a summary of their utilization as at December 31, 2025, together with the expected timeline of use:

	Percentage of net proceeds from the Global Offering *(%)*	**Net proceeds from the Global Offering** *(HK$ in million)*	**Amount of net proceeds utilized up to December 31, 2025** *(HK$ in million)*	**Balance of net proceeds unutilized as at December 31, 2025** *(HK$ in million)*	**Expected timeline for unutilized net proceeds**[note]
Enhancing our production capabilities	**25.7**	179.7	12.1	167.6	Before Dec 2026
Expanding our presence in overseas markets such as North America, Europe, and Southeast Asia	**16.6**	116.7	–	116.7	Before Dec 2029
Branding activities and the expansion of our sales network	**34.1**	240.2	36.7	203.5	Before Dec 2029
Research and development of new products	**13.6**	95.6	0.6	95.0	Before Dec 2029
Working capital and other general corporate purposes	**10.0**	70.3	6.9	63.4	Before Dec 2028
Total	**100.0**	**702.5**	**56.3**	**646.2**	

Note: The expected timeline to use the remaining net proceeds is prepared based on the best estimate made by the Group, which is subject to change based on future developments and events which may be outside the Group's control.

Significant Event after the Reporting Period

On January 12, 2026, the Company adopted the Share Award Scheme, which is a scheme funded solely by existing Shares and will not involve the issue of any new Shares and shall be valid and effective for a term of 10 years from the adoption date. The total number of Shares to be award under the Share Award Scheme will not exceed 10% of the Shares in issue of the Company as at the adoption date.

Save as disclosed above, the Group has no significant events after the Reporting Period.

Corporate Governance Practice

The Group is committed to maintaining high standards of corporate governance to safeguard the interests of its Shareholders and to enhance corporate value and accountability. The Company has adopted the requirements and code provisions of the Corporate Governance Code.

The Company has complied with all applicable code provisions set out in part 2 of the Corporate Governance Code during the Relevant Period.

Compliance with the Model Code

The Company has adopted the Model Code as its code of conduct for securities transactions by the Directors. Having made specific enquiries to all Directors and relevant employees who are likely to be in possession of inside information of the Group, they have confirmed that they have complied with the required standards as set out in the Model Code during the Relevant Period.

Purchase, Sale or Redemption of Listed Securities

Save for the Global Offering, neither the Company nor any of its subsidiaries has purchased, sold or redeemed any of the Company's listed securities (including sale of treasury Shares) during the Relevant Period. As at December 31, 2025, the Company did not hold any treasury Shares.

Audit Committee

The Audit Committee comprises three independent non-executive Directors, namely Mr. Yu Chun Kau, Mr. Yan Jianjun and Ms. Chan Wing Ki. The chairman of the Audit Committee is Mr. Yu Chun Kau.

The Audit Committee, has reviewed the Group's consolidated financial statements and annual results for the year ended December 31, 2025, and is of the opinion that these statements have complied with the applicable accounting standards, the Listing Rules and legal requirements, and that adequate disclosure has been made. The Audit Committee has reviewed the accounting principles and practices adopted by the Company and discussed matters in respect of risk management and internal control of the Company. There is no disagreement between the Board and the Audit Committee regarding the accounting treatment adopted by the Company.

Scope of Work of Auditor on the Annual Results Announcement

The figures in respect of the Group's consolidated statement of profit or loss and other comprehensive income, consolidated statement of financial position and the related notes thereto for the year ended December 31, 2025 as set out in this announcement have been agreed by the Group's Auditor, KPMG, Certified Public Accountants, to the amounts set out in the Group's consolidated financial statements for the year. The work performed by KPMG in this regard did not constitute an assurance engagement and consequently no opinion or assurance conclusion has been expressed by KPMG on this announcement.

Publication of Annual Results and 2025 Annual Report

This announcement is published on the websites of the Stock Exchange (**www.hkexnews.hk**) and the Company (**www.butong.com**). The annual report for the year ended December 31, 2025 will be dispatched to the Shareholders (if requested) and will be available on the websites of the Stock Exchange and the Company in due course.

DEFINITIONS

In this announcement, the following expressions have the meanings set out below unless the context requires otherwise:

"AI"	artificial intelligence
"Audit Committee"	the audit committee of the Board
"Auditor"	KPMG, the external auditor of the Company
"Board" or "Board of Directors"	the board of directors of the Company
"China", "Chinese Mainland" or "the PRC"	the People's Republic of China, excluding, for the purposes of this announcement only, the regions of Hong Kong, the Macau Special Administrative Region and Taiwan of the People's Republic of China, except where the content or context requires otherwise
"Company"	BUTONG GROUP 不同集團, an exempted company incorporated under the laws of Cayman Islands with limited liability on August 2, 2023
"Corporate Governance Code"	the Corporate Governance Code as set out in Appendix C1 to the Listing Rules
"Director(s)"	the director(s) of the Company
"FVTPL"	fair value through profit and loss
"Global Offering"	the global offering of the Shares

"Group", "we", "our" or "us"	the Company and its subsidiaries (or the Company and any one or more of its subsidiaries, as the content may require), or where the context so requires, in respect of the periods before the Company became the holding company of its present subsidiaries, such subsidiaries as if they were subsidiaries of the Company at the relevant time
"Hong Kong"	Hong Kong Special Administrative Region of the PRC
"Hong Kong dollars" or "HK$"	Hong Kong dollars, the lawful currency of Hong Kong
"HKFRS" or "HKFRS Accounting Standards"	Hong Kong Financial Reporting Standards issued by the Hong Kong Institute of Certified Public Accountants
"Listing"	the listing of the Shares on the Main Board of the Stock Exchange
"Listing Date"	September 23, 2025
"Listing Rules"	the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited, as amended, supplemented or otherwise modified from time to time
"Main Board"	the stock market (excluding the option market) operated by the Stock Exchange which is independent from and operated in parallel with GEM of the Stock Exchange
"Model Code"	the Model Code for Securities Transactions by Directors of Listed Issuers as set out in Appendix C3 to the Listing Rules
"Pre-IPO Share Incentive Plan"	the share incentive plan adopted by the Company on September 26, 2024
"Prospectus"	the prospectus of the Company dated September 15, 2025
"R&D"	research and development
"Relevant Period"	the period from the Listing Date to December 31, 2025
"Reporting Period"	the year ended December 31, 2025
"RMB"	Renminbi, the lawful currency of the PRC
"Share(s)"	the ordinary share(s) in the share capital of the Company with a nominal value of US$0.0001 each
"Share Award Scheme"	the share award scheme adopted by the Company on January 12, 2026
"Shareholder(s)"	holder(s) of the Shares

"Stock Exchange"	The Stock Exchange of Hong Kong Limited
"US$"	the lawful currency of the United States of America
"%"	per cent

By order of the Board
BUTONG GROUP
Mr. Wang Wei
Chairman of the Board

Hong Kong, March 20, 2026

As at the date of this announcement, the Board comprises Mr. Wang Wei, Ms. Shen Ling and Mr. Yan Dong as executive Directors, and Mr. Yan Jianjun, Mr. Yu Chun Kau and Ms. Chan Wing Ki as independent non-executive Directors.