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Rego Interactive Co., Ltd
(潤歌互動有限公司)
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 2422)

PROFIT WARNING

This announcement is made by Rego Interactive Co., Ltd (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to the Inside Information Provisions (as defined under the Rules Governing the Listing of Securities (the "**Listing Rules**") on The Stock Exchange of Hong Kong Limited) under Part XIVA of the Securities and Futures Ordinance (Cap 571 of the Laws of Hong Kong) and Rule 13.09 of the Listing Rules.

The board (the "**Board**") of directors (the "**Directors**") of the Company wishes to inform the shareholders and potential investors of the Company that, based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the year ended 31 December 2025 ("**Management Accounts**") and the information currently available to the Board, the Group is expected to record a loss for the year attributable to owners of the Company for the year ended 31 December 2025 of not less than RMB68.4 million, representing a increase of 74.0% as compared with a loss for the year attributable to owners of the Company of approximately RMB39.3 million for the year ended 31 December 2024. The Group is also expected to record an adjusted net loss (i.e. defined as (loss)/profit for the year adjusted by the foreign exchange differences, change in fair value of financial assets at fair value through profit or loss, impairment loss on goodwill and write-off of advance to a supplier) for the year ended 31 December 2025 of not less than RMB49.8 million, representing a increase of 78.5% over approximately RMB27.9 million of an adjusted net loss for the year ended 31 December 2024. The Board considers that the increase is mainly attributable to:

(i) as the consumer market sentiment in China in 2025 has remained subdued, many enterprises have reduced the marketing budgets and the overall level of advertisement. Together with the adjustment of agency policies of communication operations, there has been a decrease in the revenue derived from virtual goods sourcing and delivery services of the Group; and

(ii) in light of the uncertain market environment, the Group has continued with its prudent policy on the selection of high quality customers to manage the exposure to credit risks.

In 2025, the worldwide economic climate continues to be challenging with persistent sluggish growth. In light of this, our strategy is to closely monitor the economic trends and shifts in the competitive market landscape. We aim to concentrate on and bolster our primary business areas of deepening in the lottery market with sports industry integration and the development of AI digital lottery store (AI數字彩票門店) modelling, streamline the distribution of capital, and enhance the efficiency of our operations. Simultaneously, we plan to heighten our awareness of potential risks and stick to cautious risk management strategies. This approach will help ensure the Company's steady progress amidst the complexities of the ever-evolving economic scenario. Furthermore, we intend to proactively expand our strategic vision, keenly identify and capitalise on new opportunities within our "corporate digitalisation solutions services" (企業數字化服務) and "industry digitalisation solutions services" (行業數字化服務) as the core, to achieve the "cross-industry empowerment solutions services" (異業賦能服務) in the future. By adopting adaptable business strategies, we aim to boost the energy and resilience of the Company's growth and foster its continuous and stable development.

As at the date of this announcement, the Company is still finalising the Group's consolidated financial results for the year ended 31 December 2025. The information contained in this announcement is based on the data currently available to the Company and the Board's preliminary assessment on the Management Accounts of the Group for the year ended 31 December 2025 and prepared in accordance with the applicable Hong Kong Financial Reporting Standards, which have not been reviewed by the independent auditors of the Company nor reviewed by the audit committee of the Company. As such, the final annual results of the Group for the year ended 31 December 2025 may be different from the financial disclosure contained in this announcement. Shareholders and potential investors are therefore advised to read carefully the results announcement of the Company for the year ended 31 December 2025, which is expected to be published by the Company by the end of March 2026.

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

On behalf of the Board
Rego Interactive Co., Ltd
Chen Ping
Chairman and Executive Director

Hong Kong, 23 March 2026

As at the date of this announcement, the executive Directors are Mr. Chen Ping, Mr. Tian Huan, Mr. Zhang Yongli, Mr. Fan Lianshun, Mr. Xia Yuanbo and Mr. Chen Wei; and the independent non-executive Directors are Ms. Mo Lan, Mr. Shen Yunjia and Mr. Zeng Liang.