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LONGCHEER

Shanghai Longcheer Technology Co., Ltd.

上海龍旗科技股份有限公司

(A joint stock company incorporated in the People's Republic of China with limited liability)

(Stock code: 9611)

INSIDE INFORMATION – PROFIT WARNING

This announcement is made by Shanghai Longcheer Technology Co., Ltd. (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2)(a) 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) of Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary assessment of the Group’s unaudited consolidated management accounts for the three months ended March 31, 2026 (the “**Period**”) and other information currently available, the Group is expected to record a profit attributable to owners of the Company of approximately RMB15.4 million for the Period as compared with a profit attributable to owners of the Company of RMB154.1 million for the corresponding period in 2025, primarily due to (i) lower revenue resulting from weakened demand in the consumer electronics end market, (ii) increased costs and expenses arising from greater investment in new business areas such as personal computers equipped with AI technologies (AI PCs) and automotive electronics, and (iii) higher finance costs caused by adverse fluctuations in the USD/RMB exchange rate.

The information contained in this announcement is only based on the Board’s preliminary assessment in accordance with the unaudited consolidated management accounts of the Group and other information currently available and is not based on any financial data or information that has been audited or reviewed by the independent auditor or the audit committee of the Company, and may therefore be subject to further adjustments or amendments. Details of the financial information to be disclosed in the Company’s announcement of the unaudited financial information for the three months ended March 31, 2026 shall prevail.

The Company will publish further announcement(s) if there is any additional information warranting disclosure in accordance with the Listing Rules.

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

By order of the Board
Shanghai Longcheer Technology Co., Ltd.
上海龍旗科技股份有限公司
Mr. DU Junhong
Chairman and executive Director

Hong Kong, April 21, 2026

As of the date of this announcement, the Board comprises: (i) Mr. DU Junhong, Mr. GE Zhengang, Mr. GUAN Yadong and Ms. QIN Yanling as executive Directors; and (ii) Dr. SHEN Jianxin, Mr. YANG Chuan and Dr. NIU Shuangxia as independent non-executive Directors.