NEWBORN TOWN INC.
赤子城科技有限公司
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 9911)

UNAUDITED OPERATING DATA AND UNAUDITED REVENUE INFORMATION OF FIRST HALF OF 2026

This announcement is made by Newborn Town Inc. (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to Rule 13.09(2) 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 under 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 "**Directors**") of the Company is pleased to announce that the unaudited operating data and unaudited revenue information as of 30 June 2026 are as follows:

- **TOTAL REVENUE:**

The total revenue of the Group is expected to reach approximately USD595 million to USD615 million for the six months ended 30 June 2026, representing an increase of approximately 34.3% to 38.8% as compared to that of the corresponding period in 2025.

The Group's total revenue has maintained sustained year-on-year growth, which is mainly attributable to the combined contributions from its social networking business and innovative business.

- **SOCIAL NETWORKING BUSINESS:**

(i) the volume of accumulative downloads of the Group's social networking business reached approximately 1,080 million as of 30 June 2026, representing an increase of approximately 5.0% as compared to that of 31 March 2026;

(ii) the average monthly active users of the Group's social networking business amounted to approximately 35.833 million for the six months ended 30 June 2026, representing an increase of approximately 7.5% as compared to that of the corresponding period in 2025; and

(iii) the revenue generated from the Group's social networking business is expected to reach approximately USD530 million to USD545 million for the six months ended 30 June 2026, representing an increase of approximately 34.2% to 38.0% as compared to that of the corresponding period in 2025.

The sustained and steady year-on-year growth in revenue from the Group's social networking business for the first half of 2026 was mainly attributable to the Group's continuous global expansion and the application of AI across the full value chain, which drove steady growth of its flagship products.

- **INNOVATIVE BUSINESS:**

The revenue from the Group's innovative business is expected to reach approximately USD65 million to USD70 million for the six months ended 30 June 2026, representing an increase of approximately 35.4% to 45.8% as compared to that of the corresponding period in 2025.

The Group 's innovative business recorded sustained year-on-year revenue growth, mainly attributable to the rapid expansion of the Group's strategically developed short drama business driven by AI technologies.

The above-mentioned operating data is unaudited and is based on preliminary internal information of the Group, which may differ from the figures to be disclosed in the audited or unaudited consolidated financial statements to be published by the Company on an annual or half-yearly basis due to various uncertainties during the process of collecting such information. As such, the above operating data, which is preliminary in nature, is provided for investors' reference only. Investors are advised to exercise caution and not to place undue reliance on such information when dealing in the securities of the Company. When in doubt, investors are advised to seek professional advice from professionals or financial advisers.

By order of the Board
Newborn Town Inc.
LIU Chunhe
Chairman

Beijing, 22 July 2026

As at the date of this announcement, the executive Directors of the Company are Mr. LIU Chunhe, Mr. LI Ping, Mr. YE Chunjian and Mr. SU Jian; and the independent non-executive Directors of the Company are Mr. CHI Shujin, Ms. CHEN Sichao and Mr. CHEN Yuyu.