Qingci Games Inc.
青瓷游戏有限公司
(Incorporated in the Cayman Islands with limited liability)
(Stock code: 6633)

POSITIVE PROFIT ALERT IN RESPECT OF THE FINANCIAL INFORMATION FOR THE SIX MONTHS ENDED JUNE 30, 2026

This announcement is made by Qingci Games 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 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 of the Company (the "**Board**") wishes to inform the shareholders (the "**Shareholders**"), investors and potential investors of the Company that, based on a preliminary review of the unaudited management accounts of the Group for the six months ended June 30, 2026 (the "**Reporting Period**") and information currently available to the Board, the Group is expected to record a net profit ranging from approximately RMB305 million to approximately RMB335 million for the Reporting Period, as compared to a net profit of approximately RMB72.7 million for the corresponding period in 2025, representing an increase ranging from 320% to 361%.

The increase in net profit of the Group was primarily attributable to the increase in fair value gains of the Group's short-term investments. The increase in net profit of the Group was partially offset by (1) the decreased gross profit resulting from the natural decline in gross billings of existing games; and (2) the increase in R&D expenses.

During the Reporting Period, the Group's overall operations remained robust. As certain existing games were at maturity stages with natural declines in gross billings, during the Reporting Period, the Group is expected to record a gross profit of approximately RMB85 million to approximately RMB115 million, representing a decrease of approximately 25% to 45% on a year-on-year basis. Nevertheless, the Group continued to advance product operations and R&D innovation, including: (1) in June 2026, *Cardcaptor Sakura: Memory Key (魔卡少女樱：回憶鑰匙)* was launched in Japan, topping the local iOS free games chart; (2) *The Marvelous Snail/SuperSnail (最強蝸牛)* launched its sixth-anniversary version in Chinese mainland and Hong Kong, Macao and Taiwan regions, demonstrating resilience in its long-term operations, and seeing a significant rise in payment depth of core users. During the event period, its average revenue per user (ARPU) and average revenue per paying user (ARPPU) both recorded double-digit increases as compared with the same period last year; and (3) the Group further increased R&D expenses in its pipeline games, while promoting the deep integration of AI across the full lifecycle of product R&D, publishing decision-making and operations management, providing effective support for refined game version management and enhanced content production efficiency.

Looking ahead to the second half of 2026, the Group will proceed in an orderly manner with the publishing plans for existing games (such as the Korean version of *The Marvelous Snail/SuperSnail (最強蝸牛)* and the global version of *Lost Light (迷途之光)*), and will continue to conduct testing and optimization for *迪士尼：書境傳奇* and *Project E (項目E)*. The Group will continue to adhere to its strategy of "Premiumization, Globalization, Long-term Development" ("精品化、全球化、長線化"), and optimize its product and market positioning, thus laying a solid foundation for long-term and robust development.

The Company is in the process of finalizing the interim results of the Group for the Reporting Period. The information contained in this announcement is based solely on the preliminary assessment by the Board of the unaudited consolidated management accounts of the Group for the Reporting Period and the information currently available to the Board, which has yet to be reviewed by the audit committee and/or the independent auditors of the Company. Accordingly, the actual results of the Group for the Reporting Period may differ from the information disclosed in this announcement. Shareholders, investors and potential investors of the Company are advised to refer to the details in the interim results announcement of the Group for the Reporting Period, which is expected to be published by the end of August 2026.

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

By Order of the Board
Qingci Games Inc.
Liu Siming
Executive Director

Hong Kong, August 3, 2026

As at the date of this announcement, the Board comprises Mr. Yang Xu, Mr. Huang Zhiqiang, Mr. Liu Siming and Mr. Zeng Xiangshuo as executive Directors, and Professor Lam Sing Kwong Simon, Mr. Yuan Yuan and Ms. Fang Weijin as independent non-executive Directors.