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Zibuyu Group Limited
子不语集团有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2420)

POSITIVE PROFIT ALERT

This announcement is made by Zibuyu Group Limited (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) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

The board (the "**Board**") of directors (the "**Director(s)**") of the Company wishes to inform the shareholders (the "**Shareholder(s)**") and potential investors of the Company that, based on the preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2026 (the "**Reporting Period**") and information currently available to the Board, the Group is expected to record a net profit of approximately RMB130 million to RMB150 million (net of the supplementary tax payment as described below) for the Reporting Period, as compared with the net profit of approximately RMB105.9 million for the six months ended 30 June 2025, representing an estimated year-on-year increase of approximately 23% to 42%, which was mainly due to the combined effects of the followings:

(i) the robust and high-growth performance of the business on the Amazon platform as the primary channel, coupled with several-fold growth on other channels such as TikTok, continued release of brand momentum, and outstanding performance of new products, have driven a significant increase in revenue;

(ii) AI empowers the entire chain to improve quality and efficiency, and refined management boosts marketing effectiveness; and

(iii) the global supply chain is being upgraded and iterated, achieving a two-way optimization of product quality and cost.

Recently, according to adjustments to tax requirements by competent authorities in various regions within the PRC for the industry in which the Group operates, the Group expects to make a supplementary payment of corporate income tax and late payment surcharges (if applicable) for 2025 in the range of approximately RMB12.50 million to RMB16.50 million. According to the applicable accounting standards, the said supplementary tax payment does not constitute a prior period accounting error and does not involve retroactive adjustment of previous financial data. These taxes will be included in the profit and loss of the Group for the six months ended 30 June 2026, it is expected that the Group's net profit for the Reporting Period will decrease by approximately RMB12.50 million to about RMB16.50 million. The final accounting treatment and the impact amount shall be subject to confirmation by the Company's auditors. The matter above will not affect the Company's normal operations.

As at the date of this announcement, the Company is still in the process of finalizing the interim results of the Group for the Reporting Period. The information contained in this announcement is only based on the information currently available to the Company and the Board's preliminary review of the management accounts, which has not been confirmed or reviewed by the auditor of the Company or the audit committee of the Board, and may be subject to further adjustments (if any). Shareholders and potential investors are advised to carefully read the Company's interim results announcement of the Group for the Reporting Period, which is expected to be published on or by the end of August 2026 pursuant to 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
Zibuyu Group Limited
Mr. Hua Bingru
Chairman

Hong Kong, 4 August 2026

As at the date of this announcement, the Board comprises Mr. Hua Bingru, Mr. Chen Caixiong, Mr. Wang Weiping and Mr. Dong Zhenguo as the executive Directors; and Mr. Yu Kefei, Mr. Shen Tianfeng and Ms. Luo Yan as the independent non-executive Directors.