Be Friends Holding Limited
交個朋友控股有限公司

(Incorporated under the laws of the Cayman Islands with limited liability)

(Stock Code: 1450)

POSITIVE PROFIT ALERT

This announcement is made by Be Friends Holding Limited (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to Rule 13.09 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 a review of the Group's unaudited consolidated management accounts for the six months ended 30 June 2026 (the "**Interim Period**"), the Group is expected to record a net profit of approximately RMB86.0 million to RMB93.0 million for the Interim Period, and for the six months ended 30 June 2025 (the "**Corresponding Period**"), the net profit was approximately RMB56.4 million, with a year-on-year increase of approximately 52.6% to 65.0%.

The Board considers that during the Interim Period, the Group's live-streaming e-commerce business continued to evolve, its multi-platform live-streaming studio network was further refined, and its capabilities in vertical live-streaming continued to improve. Most importantly, the end-to-end AI-powered live-streaming enablement system continued to be implemented, driving steady improvements in the Company's content and operational efficiency, which led to an increase in the Group's net profit.

The Company is still finalizing its interim results for the Interim Period. The information contained in this announcement is based solely on the preliminary assessment by the Company's management and the Board of the Group's unaudited consolidated management accounts for the Interim Period, and has not been reviewed or audited by the Company's independent auditors or reviewed by the Company's audit committee. The Company advises Shareholders and potential investors to carefully review the Company's interim results announcement for the Interim Period, which is expected to be published in late August 2026.

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

By Order of the Board
Be Friends Holding Limited
Li Liang
Chairman and Chief Executive Officer

Hong Kong, 5 August 2026

As at the date of this announcement, the executive Directors are Mr. Li Liang, Mr. Li Jun and Ms. Zhao Hui Li; and the independent non-executive Directors are Mr. Ma Zhan Kai, Dr. Yu Guo Jie and Mr. Kong Hua Wei.