360 LUDASHI HOLDINGS LIMITED
360魯大師控股有限公司
(Incorporated in the Cayman Islands with limited liability)
(Stock code: 3601)

PROFIT WARNING

This announcement is made by 360 Ludashi Holdings 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 (Chapter 571 of the Laws of Hong Kong).

The board (the "**Board**") of directors (the "**Directors**") of the Company hereby wishes to inform shareholders of the Company (the "**Shareholders**") and potential investors that, based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2026 (the "**Relevant Period**") and other information currently available, the Group expects to record a loss of approximately RMB13.0 million to RMB15.0 million for the Relevant Period, as compared to the profit for the year of approximately RMB11.9 million as recorded for the corresponding period in 2025.

The main reasons for the net loss of the Group during the Relevant Period are as follows:

1. The exclusive licensed online game business operated by the Group, being a profit contributor, did not perform as expected during the Relevant Period: 1) such business mainly relies on three exclusive licensed online game products developed based on well-known intellectual properties. These online games have entered their third to fifth year of operation since launch, with their product lifecycles having reached mature or late stages. As a result, user activity levels and willingness to pay have further declined, leading to a significant decrease in the profit contribution from the operation of exclusive licensed online game business; and 2) the Group has been actively seeking new online game products with market influence to offset the revenue gap arising from the declining lifecycle of its existing online game products. The Group officially launched "Kung Fu Panda: Dragon Warriors" in the mainland China market at the end of 2025. However, as the depth

of game content and the richness of gameplay did not fully meet user expectations, players' willingness to pay was relatively low, and the overall revenue performance following its launch fell short of expectations. In addition, the prepaid copyright fees and intellectual property licensing fees relating to this online game were amortized during the Relevant Period, with the relevant costs recognized in the profit or loss for the Relevant Period, resulting in significant losses for this game during the Relevant Period; and

2. During the Relevant Period, the RMB continued to appreciate against the USD, resulting in significant foreign exchange losses on the USD-denominated monetary assets held by the Group, which further affected the net profit performance during the Relevant Period.

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 of the Company or the audit committee of the Board, and may therefore be subject to further adjustments or amendments. Details of the financial information to be disclosed in the 2026 interim results announcement of the Company shall prevail.

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

By order of the Board
360 Ludashi Holdings Limited
Mr. Tian Ye
Chairman and Executive Director

Hong Kong, 7 August 2026

As at the date of this announcement, the Board comprises: Mr. Tian Ye and Ms. Jian Lu as executive Directors; Mr. Li Xin, Mr. Zhao Dan and Mr. Huang Jian as non-executive Directors; and Mr. Li Yang, Mr. Wang Xinyu and Ms. Hu Qin as independent non-executive Directors.