Bloks Group Limited
布魯可集團有限公司

(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 0325)

INTERIM RESULTS ANNOUNCEMENT FOR THE SIX MONTHS ENDED JUNE 30, 2026

The Board of Directors of Bloks Group Limited is pleased to announce the unaudited consolidated interim results of the Company and its subsidiaries for the six months ended June 30, 2026, together with the comparative figures for the corresponding period of 2025. The below interim results have been prepared in accordance with the IFRS Accounting Standards and have been reviewed by the Audit Committee.

INTERIM FINANCIAL HIGHLIGHTS

	Six Months Ended June 30,		
	(Unaudited)	(Unaudited)	
	2026	2025	% Change
	(in RMB thousands, except for percentages)		
Revenue	**1,775,695**	1,338,011	32.7%
Gross profit	**786,443**	647,476	21.5%
Profit before tax	**430,867**	336,333	28.1%
Profit for the period	**387,084**	296,505	30.5%
Adjusted profit for the period(1) (a non-IFRS measure)	**400,827**	320,326	25.1%
Adjusted net margin(2) (a non-IFRS measure)	**22.6%**	23.9%	(1.3) percentage points
Basic earnings per share (RMB)	**1.56**	1.22	27.9%
Diluted earnings per share (RMB)	**1.56**	1.20	30.0%

Notes:

(1) We define adjusted profit for the period (a non-IFRS measure) as profit for the period adjusted for share-based compensations (a non-cash item).

(2) We define adjusted net margin (a non-IFRS measure) as adjusted profit for the period (a non-IFRS measure) as a percentage of our total revenue.

FINANCIAL INFORMATION

INTERIM CONDENSED CONSOLIDATED STATEMENT OF PROFIT OR LOSS

For the six months ended 30 June 2026

	Notes	2026 (Unaudited) RMB'000	2025 (Unaudited) RMB'000
Revenue	3	**1,775,695**	1,338,011
Cost of sales		**(989,252)**	(690,535)
Gross profit		**786,443**	647,476
Selling and distribution expenses		**(213,841)**	(176,822)
Research and development expenses		**(131,442)**	(128,837)
Administrative expenses		**(63,484)**	(47,219)
Other income, other gains and losses, net		**67,109**	50,041
Other expenses		**(14,409)**	(6,840)
Provision for impairment losses on financial assets, net		**852**	(472)
Finance costs		**(361)**	(994)
PROFIT BEFORE TAX	4	**430,867**	336,333
Income tax expense	5	**(43,783)**	(39,828)
PROFIT FOR THE PERIOD		**387,084**	296,505
EARNINGS PER SHARE ATTRIBUTABLE TO ORDINARY EQUITY HOLDERS OF THE PARENT	7		
Basic (RMB)		**1.56**	1.22
Diluted (RMB)		**1.56**	1.20

INTERIM CONDENSED CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME
For the six months ended 30 June 2026

	2026	2025
	(Unaudited)	(Unaudited)
	RMB'000	*RMB'000*
PROFIT FOR THE PERIOD	**387,084**	296,505
OTHER COMPREHENSIVE LOSS		
Other comprehensive loss that may be reclassified to profit or loss in subsequent periods:		
Exchange differences on translation of foreign operations	**(14,916)**	(4,942)
Other comprehensive loss that will not be reclassified to profit or loss in subsequent periods:		
Exchange differences on translation of the financial statements of the Company and its subsidiaries other than those are foreign operations*	**(31,860)**	(4,501)
OTHER COMPREHENSIVE LOSS FOR THE PERIOD, NET OF TAX	**(46,776)**	(9,443)
TOTAL COMPREHENSIVE INCOME FOR THE PERIOD	**340,308**	287,062

* The Company and its subsidiaries whose activities are based or conducted in the currency same as that of the Company are not foreign operations.

INTERIM CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION
As at 30 June 2026

	Notes	**30 June 2026 (Unaudited)** ***RMB'000***	31 December 2025 (Audited) *RMB'000*
NON-CURRENT ASSETS			
Property, plant and equipment	*8*	**295,405**	279,929
Right-of-use assets		**20,549**	36,221
Intangible assets		**52,669**	54,906
Deferred tax assets		**157,704**	165,213
Prepayments, other receivables and other non-current assets		**12,564**	23,850
Pledged deposits – non-current		**–**	985
Time deposits over three months – non-current		**130,000**	–
Total non-current assets		**668,891**	561,104
CURRENT ASSETS			
Inventories	*9*	**431,943**	331,487
Trade receivables	*10*	**254,000**	270,220
Financial assets at fair value through profit or loss		**10,328**	–
Prepayments, other receivables and other current assets		**74,167**	51,878
Pledged deposits		**45,790**	66,870
Cash and cash equivalents		**978,081**	2,325,309
Time deposits over three months		**2,024,509**	514,704
Total current assets		**3,818,818**	3,560,468
CURRENT LIABILITIES			
Trade and notes payables	*11*	**917,294**	753,789
Contract liabilities		**105,455**	114,908
Other payables and accruals		**240,199**	311,814
Tax payables		**32,454**	38,327
Lease liabilities		**17,982**	30,061
Total current liabilities		**1,313,384**	1,248,899
NET CURRENT ASSETS		**2,505,434**	2,311,569
TOTAL ASSETS LESS CURRENT LIABILITIES		**3,174,325**	2,872,673

	Notes	30 June 2026 (Unaudited) RMB'000	31 December 2025 (Audited) RMB'000
NON-CURRENT LIABILITIES			
Lease liabilities		**2,078**	3,827
Total non-current liabilities		**2,078**	3,827
Net assets		**3,172,247**	2,868,846
EQUITY			
Equity attributable to owners of the parent			
Share capital	*12*	**179**	179
Treasury shares	*12*	**(110,356)**	(59,596)
Reserves		**3,282,424**	2,928,263
Total equity		**3,172,247**	2,868,846

NOTES TO THE INTERIM CONDENSED CONSOLIDATED FINANCIAL INFORMATION

For the six months ended 30 June 2026

1. BASIS OF PREPARATION

The interim condensed consolidated financial information for the six months ended 30 June 2026 has been prepared in accordance with International Accounting Standards ("**IASs**") 34 *Interim Financial Reporting*. The interim condensed consolidated financial information does not include all the information and disclosures required in the annual financial statements, and should be read in conjunction with the Group's annual consolidated financial statements for the year ended 31 December 2025.

2. CHANGES IN ACCOUNTING POLICIES AND DISCLOSURES

The accounting policies adopted in the preparation of the interim condensed consolidated financial information are consistent with those applied in the preparation of the Group's annual consolidated financial statements for the year ended 31 December 2025, except for the adoption of the following amended IFRS Accounting Standards for the first time for the current period's financial information.

Amendments to IFRS 9 and IFRS 7	*Amendments to the Classification and Measurement of Financial Instruments*
Amendments to IFRS 9 and IFRS 7	*Contracts Referencing Nature-dependent Electricity*
Annual Improvements to IFRS Accounting Standards – Volume 11	*Amendments to IFRS 1, IFRS 7, IFRS 9, IFRS 10 and IAS 7*

The nature and impact of the amended IFRS Accounting Standards are described below:

(a) Amendments to IFRS 9 and IFRS 7 *Amendments to the Classification and Measurement of Financial Instruments* clarify that a financial asset is derecognised when the entity's rights to the contractual cash flows expire or are transferred, while a financial liability is derecognised on the settlement date. The amendments introduce an accounting policy option to derecognise a financial liability that is settled through an electronic payment system before the settlement date if specified criteria are met. The amendments clarify how to assess the contractual cash flow characteristics of financial assets with environmental, social and governance and other similar contingent features. Moreover, the amendments clarify the requirements for classifying financial assets with non-recourse features and contractually linked instruments. The amendments also include additional disclosures for investments in equity instruments designated at fair value through other comprehensive income and financial instruments with contingent features. Since the Group's accounting policy for the derecognition of financial assets and liabilities in prior years aligned with the amendments and the Group did not have the financial assets that were addressed by the amendments, the amendments did not have any impact on the interim condensed consolidated financial information. The Group will provide additional disclosures for its equity investments designated at fair value through other comprehensive income in the Group's consolidated financial statements for the year ending 31 December 2026.

(b) Amendments to IFRS 9 and IFRS 7 *Contracts Referencing Nature-dependent Electricity* clarify the application of the "own-use" requirements for in-scope contracts and amend the designation requirements for a hedged item in a cash flow hedging relationship for in-scope contracts. The amendments also include additional disclosures that enable users of financial statements to understand the effects these contracts have on an entity's financial performance and future cash flows. As the Group did not have any contracts that are in the scope of the amendments, the amendments did not have any impact on the interim condensed consolidated financial information.

(c) *Annual Improvements to IFRS Accounting Standards* – Volume 11 set out narrow scope amendments to IFRS 1, IFRS 7 (and the accompanying *Guidance on implementing IFRS 7*), IFRS 9, IFRS 10 and IAS 7. The amendments include clarifications, simplifications, corrections or changes to improve consistency in the corresponding IFRS Accounting Standards. The amendments did not have any impact on the interim condensed consolidated financial information.

3. REVENUE

Revenue primarily represents income from sales of toys during the reporting period.

An analysis of revenue is as follows:

	For the six months ended 30 June	
	2026	2025
	RMB'000	*RMB'000*
	(Unaudited)	(Unaudited)
Revenue from contracts with customers		
Offline sales	**1,594,246**	1,229,784
Distribution sales*	**1,591,986**	1,211,854
Consignment sales	**2,260**	17,930
Online sales	**181,333**	107,897
Others	**116**	330
Total	**1,775,695**	1,338,011

* Distribution sales primarily include sales transactions to distributors.

The Group derives revenues at a point in time:

	For the six months ended 30 June	
	2026	2025
	RMB'000	*RMB'000*
	(Unaudited)	(Unaudited)
Timing of revenue recognition		
Revenue recognised at a point in time	**1,775,695**	1,338,011

The following table shows the amount of revenue recognised in the current reporting period that was included in the contract liabilities at the beginning of the reporting period and recognised from performance obligations satisfied in previous periods:

	For the six months ended 30 June	
	2026	2025
	RMB'000	*RMB'000*
	(Unaudited)	(Unaudited)
Revenue recognised that was included in contract liabilities at the beginning of the reporting period:		
Sale of goods	**104,441**	77,579

(a) Performance obligations:

The performance obligation of the sale of goods is recognised at the point in time when control of the assets is transferred to the customer, generally on receipt of the goods by customer or upon confirmation from customers and payment in advance is normally required, except for customers granted with credit terms where payment is generally due within 1 to 4 months.

4. PROFIT BEFORE TAX

The Group's profit before tax is arrived at after charging/(crediting):

		For the six months ended 30 June	
		2026	2025
	Notes	***RMB'000***	*RMB'000*
		(Unaudited)	(Unaudited)
Cost of inventories sold (i)		**989,252**	690,535
Marketing and promotion expenses		**92,774**	62,252
Depreciation of property, plant and equipment	*8*	**70,237**	37,285
Impairment of property, plant and equipment	*8*	**7,071**	811
Depreciation of right-of-use assets		**14,209**	15,292
Amortisation of intangible assets		**80,935**	33,109
Impairment of inventories		**2,996**	3,159
Lease payments not included in the measurement of lease liabilities		**5,146**	1,991
(Reversal of)/impairment losses recognised on trade and other receivables, net		**(852)**	472
Government grants		**(32,946)**	(14,081)
Donation		**–**	3,161
Employee benefit expense (including Directors' and chief executive officer's remuneration):		**181,420**	185,652
Salaries, bonuses, allowances and benefits in kind		**130,188**	131,631
Pension scheme contributions		**37,489**	30,200
Share-based payment expenses		**13,743**	23,821
Bank interest income		**(17,067)**	(35,808)
Interest income from time deposits over three months		**(16,738)**	–
Exchange losses, net		**4,516**	1,594
Fair value changes of cash management products, net		**(328)**	–
Gain on disposal of items of property, plant and equipment	*8*	**(4)**	(7)

(i) Depreciation of mold equipment and amortisation of licensed IP which comprised of cost of inventories sold are also included in the respective total amounts disclosed separately in depreciation of property, plant and equipment and amortisation of intangible assets above.

5. INCOME TAX EXPENSE

The Group is subject to income tax on an entity basis on profits arising in or derived from the tax jurisdictions in which members of the Group are domiciled and operated.

Chinese mainland

PRC corporate income tax has been provided at the rate of 25% on the taxable profits of the Group's PRC subsidiaries during the period.

One of the Group's PRC subsidiaries, Shanghai Bloks Bricks Technology Co., Ltd. was accredited as a "High and New Technology Enterprise" ("**HNTE**") under the relevant tax rules and regulations in November 2021 and renewed its status as HNTE in December 2024, and accordingly, was entitled to a reduced preferential corporate income tax rate of 15% for three years. This qualification is subject to review by the relevant tax authority in the PRC for every three years.

USA

The subsidiary incorporated in the USA is subject to statutory United States federal corporate income tax at a rate of 21%.

Hong Kong

The subsidiaries incorporated in Hong Kong are subject to Hong Kong profits tax at the statutory rate of 16.5% on any estimated assessable profits arising in Hong Kong during the period, except for one of the subsidiaries of the Group which is designated as a qualifying entity under the two-tiered profits tax rates regime. The first HK$2,000,000 of assessable profits of such subsidiary are taxed at 8.25% and the remaining assessable profits are taxed at 16.5%.

Cayman Islands

Under the current laws of the Cayman Islands, the Company is not subject to tax on income or capital gains. In addition, upon payments of dividends by the Company to its shareholders, no withholding tax is imposed on the Company incorporated in the Cayman Islands.

The income tax expense of the Group for the reporting period is analysed as follows:

	For the six months ended 30 June	
	2026	2025
	RMB'000	*RMB'000*
	(Unaudited)	(Unaudited)
Current tax	**36,962**	25,739
Deferred tax	**6,821**	14,089
Total	**43,783**	39,828

6. DIVIDENDS

On 12 August 2026, the Board has resolved to declare an interim dividend of HK$0.3247 per share for the six months ended 30 June 2026. The interim dividend is expected to be paid on or around September 24, 2026 to the shareholders whose names appear in the register of members of the Company at the close of business on September 10, 2026.

7. EARNINGS PER SHARE ATTRIBUTABLE TO ORDINARY EQUITY HOLDERS OF THE PARENT

(a) Basic earnings per share

For the six months ended June 30, 2026, the calculation of the basic earnings per share amount is based on the profit attributable to ordinary equity holders of the parent, and the weighted average number of ordinary shares of 248,367,162 (for the six months ended June 30, 2025: 243,522,741) outstanding during the period.

Earnings per share	**For the six months ended 30 June**	
	2026	2025
	(Unaudited)	(Unaudited)
Profit		
Profit attributable to ordinary equity holders of the parent (RMB'000)	**387,084**	296,505
Shares		
Weighted average number of ordinary shares in issue during the period used in the basic earnings per share calculation ('000)	**248,367**	243,523
Basic earnings per share (RMB)	**1.56**	1.22

(b) Diluted earnings per share

The diluted earnings per share amounts presented are the same as the basic earnings per share amounts as there were no potentially dilutive ordinary shares outstanding during the six months ended 30 June 2026.

Earnings per share	**For the six months ended 30 June**	
	2026	2025
	(Unaudited)	(Unaudited)
Profit		
Profit attributable to ordinary equity holders of the parent (RMB'000)	**387,084**	296,505
Shares		
Weighted average number of ordinary shares in issue during the period used in the basic earnings per share calculation ('000)	**248,367**	243,523
Adjustment for assumed conversion of convertible redeemable preferred shares into ordinary shares ('000)	**–**	3,406
Weighted average number of shares used in the diluted earnings per share calculation ('000)	**248,367**	246,929
Diluted earnings per share (RMB)	**1.56**	1.20

8. PROPERTY, PLANT AND EQUIPMENT

During the six months ended 30 June 2026, the Group acquired assets at a cost of RMB92,832,000 (30 June 2025: RMB70,416,000). Assets with a net book value of RMB48,000 were disposed of by the Group during the six months ended 30 June 2026 (30 June 2025: RMB273,000), resulting in a net gain on disposal of RMB4,000 (30 June 2025: RMB7,000).

During the six months ended 30 June 2026, impairment of RMB7,071,000 has been provided for mold equipment (30 June 2025: RMB811,000). Except this, the Group did not identify impairment indicator during the period.

9. INVENTORIES

	30 June 2026	31 December 2025
	RMB'000	*RMB'000*
	(Unaudited)	(Audited)
Finished goods	**331,741**	263,615
Raw materials	**78,316**	66,499
Goods in transit	**38,628**	15,134
	448,685	345,248
Less: provision for impairment	**(16,742)**	(13,761)
	431,943	331,487

10. TRADE RECEIVABLES

	30 June 2026	31 December 2025
	RMB'000	*RMB'000*
	(Unaudited)	(Audited)
Trade receivables	**254,616**	271,838
Less: allowance for impairment	**(616)**	(1,618)
Net carrying amount	**254,000**	270,220

Advance payment is normally required except for certain customers where credits are granted. The credit period is generally 1 to 4 months. The Group seeks to maintain strict control over its outstanding receivables and has a credit control department to minimise credit risk. Overdue balances are reviewed regularly by senior management. The Group does not hold any collateral or other credit enhancements over its trade receivable balances. The balances of trade receivables are non-interest bearing.

An aging analysis of the trade receivables as at the end of the period, based on the billing date and net of loss allowance, is as follows:

	30 June 2026 *RMB'000* **(Unaudited)**	31 December 2025 *RMB'000* (Audited)
Within 3 months	**237,502**	244,815
3 to 6 months	**13,466**	23,463
6 to 9 months	**1,393**	1,831
9 months to 1 year	**1,639**	111
Total	**254,000**	270,220

11. TRADE AND NOTES PAYABLES

	30 June 2026 *RMB'000* **(Unaudited)**	31 December 2025 *RMB'000* (Audited)
Trade payables	**527,325**	438,018
Notes payable	**389,969**	315,771
Total	**917,294**	753,789

Trade and notes payables are non-interest bearing and normally settled on terms of 3 months to 7 months.

An aging analysis of the trade and notes payables as at the end of the period, based on the invoice date, is as follows:

	30 June 2026 *RMB'000* **(Unaudited)**	31 December 2025 *RMB'000* (Audited)
Within 3 months	**496,598**	408,937
3 to 6 months	**273,930**	251,335
6 to 12 months	**146,626**	93,389
Over 1 year	**140**	128
Total	**917,294**	753,789

12. SHARE CAPITAL/TREASURY SHARES

Authorised

	Number of ordinary shares	Nominal value of ordinary shares *USD'000*
Ordinary shares of US$0.0001 each		
As at 31 December 2025 and 30 June 2026	500,000,000	50

Issued and fully paid

	Number of shares	Nominal value of shares *USD*	Nominal value of shares *RMB*
Ordinary shares			
As at 1 January 2025	177,769,070	17,777	127,581
Issuance relating to initial public offering	27,738,300	2,774	19,941
Exercise of over-allotment option	4,160,700	416	2,984
Conversion of convertible redeemable preferred shares into ordinary shares	39,582,875	3,958	28,457
As at 31 December 2025, 1 January 2026 and 30 June 2026	249,250,945	24,925	178,963

Treasury shares

	Number of shares	Treasury shares *RMB'000*
As at 1 January 2025	**–**	–
Shares repurchased	**704,100**	59,596
As at 31 December 2025 and 1 January 2026	**704,100**	59,596
Shares repurchased	**1,092,600**	50,760
As at 30 June 2026	**1,796,700**	110,356

A total of 1,092,600 shares were repurchased at a total consideration of RMB50,760,000 (equivalent to approximately HK$58,228,000, including fees) for the six months ended 30 June 2026 (six months ended 30 June 2025: Nil).

13. EVENTS AFTER THE REPORTING PERIOD

Save as mentioned above, there were no other significant events after the end of 30 June 2026 that require additional disclosure or adjustments.

MANAGEMENT DISCUSSION AND ANALYSIS

BUSINESS REVIEW

During the first half of 2026, we continued to deepen our growth strategy covering all demographics, all price segments and all global consumers. We kept advancing new product launches, brand building and channel expansion, and strived to provide consumers with world-leading fun-oriented products.

During the Reporting Period, we achieved steady business growth. Our revenue amounted to RMB1,775.7 million, representing a year-on-year increase of 32.7%; our adjusted profit amounted to RMB400.8 million, representing a year-on-year increase of 25.1%; our profit for the period amounted to RMB387.1 million, representing a year-on-year increase of 30.5%.

Continued Investment in R&D and Continuous Enhancement of the Bloks System

Research and development is a critical component of the Bloks System and is essential to our success. During the Reporting Period, we continued to increase R&D investment, consolidate our R&D capabilities, and further strengthen our product competitive advantages. Adhering to our core strategy of driving the continuous evolution of the Bloks System through R&D, our R&D team demonstrated dedication and progress, achieving ongoing optimization in product design, product craftsmanship, and the development and application of innovative high-density materials, thereby further strengthening our R&D capabilities. During the Reporting Period, our R&D expenditure amounted to RMB131.4 million, representing 7.4% of our total revenue. As of the end of the Reporting Period, our R&D team comprised 608 employees, accounting for 63.9% of our total employees. During the Reporting Period, we continued to enhance our patent portfolio in areas such as new product design and mold craftsmanship. As of the end of the Reporting Period, we had 559 domestic authorized patents, 25 overseas authorized patents, and 85 domestic invention patents.

We have continuously refined the Bloks System to establish a self-sustaining ecosystem. The Bloks System is built upon a foundational layer comprising R&D capabilities, our patent portfolio, product design and supply chain, and the resulting Bone-Skin-Feature System. Leveraging a diverse IP portfolio encompassing both licensed and self-developed IPs, and employing a standardized, self-compatible component system, we deliver a wider range of quality-for-money products to global consumers. Consumers experience our products through our online and offline sales channels, and subsequently engage in user-generated content creation and sharing, thereby forming our consumer content ecosystem. By consistently strengthening our innovation-driven R&D and supply chain capabilities, we enhance product development efficiency; by continuously optimizing the assembling experience and gameplay, we build a dynamic product ecosystem that inspires user creativity and encourages sharing.

Leveraging the strong extensibility of the Bloks System, we have replicated the success of our assembly character toys to a broader range of toy categories, such as the assembly vehicle toy "BLOKEES WHEELS" series launched in November 2025, the dinosaur-themed assembly toy series under the "TERRAVENTURE" series, and the dress-up themed assembly toy "DaaLaMode 1/12" series. During the Reporting Period, the assembly vehicle toy "BLOKEES WHEELS" series and the dinosaur-themed assembly toy series under "TERRAVENTURE" received positive market feedback, contributing incremental revenues of 10.4% and 3.3%, respectively, and becoming major growth drivers. The dress-up themed assembly toy also met market expectations, and we will continue to enrich the assortment of fun gameplay accessories and apparel accessories to steadily cultivate market awareness for products in this sub-category.

Diversifying IP Building a Rich Product Portfolio

Through efficient commercialization, we have continuously expanded and deepened our collaborations with IP proprietors and licensors. As of the end of the Reporting Period, the number of our licensed IPs reached 75, including but not limited to DUNGEONS & DRAGONS, FORD, CYBERPUNK 2077, TOY STORY, ZOOTOPIA, STAR WARS, DC HEROES, FAST & FURIOUS, SAINT SEIYA, GODZILLA, and ROCKMAN. As of the end of the Reporting Period, the number of our self-developed IPs remained stable at 2 compared with the same period last year. Among them, our self-developed IP HEROSPIRE has entered into co-branding collaborations with the classic IPs THE MONKEY KING and NEZHA CONQUERS THE DRAGON KING. Meanwhile, we proactively develop and incubate a brand-new original IP to continuously expand our diversified IP portfolio. As of June 30, 2026, we had commercialized 30 IPs.

During the Reporting Period, TRANSFORMERS, ULTRAMAN, KAMEN RIDER, HEROSPIRE, NARUTO and JURASSIC WORLD were our six best-selling product series, with revenue generated of RMB619.0 million, RMB382.0 million, RMB197.0 million, RMB60.8 million, RMB59.4 million and RMB59.3 million, respectively. Revenue generated from these six best-selling product series aggregated to RMB1,377.4 million, accounting for 77.6% of total revenue, representing a significant decline in concentration from 88.8% for the top six best-selling product series in the same period last year, indicating that our IP portfolio has become more balanced and diversified. Among them, the TRANSFORMERS, KAMEN RIDER and NARUTO series recorded relatively robust performance, with revenue increasing by 59.2%, 26.7% and 132.9% year-on-year, respectively. The JURASSIC WORLD series, launched in October 2025, also contributed 3.3% of incremental revenue for the period.

We offer consumers assembly character toys, assembly vehicle toys and other toys. During the Reporting Period, we focused on assembly character toys and assembly vehicle toys. Revenue generated from assembly character toys amounted to RMB1,585.4 million, accounting for 89.3% of our total revenue, representing a year-on-year increase of 19.6%; revenue generated from assembly vehicle toys amounted to RMB185.5 million, accounting for 10.4% of our total revenue.

During the Reporting Period, we newly launched 426 SKUs, bringing the total number of SKUs available for sale to 1,851, comprising 158 SKUs primarily designed for children under the age of 6, 1,300 SKUs primarily designed for consumers aged 6 to 16, and 393 SKUs primarily designed for consumers aged 16 and above. Our brand presence among teen and adult model-toy hobbyists has further expanded. Products for consumers between the ages of 6 and 16 remained our primary revenue driver, accounting for 74.5% of our total revenue; revenue contribution from products for consumers over the age of 16 increased from 14.8% in the first half of 2025 to 25.0% in the first half of 2026. Through prudent product planning aligned with our overall marketing cadence, the launch efficiency for products targeting consumers aged 16 and above has been enhanced, and our competitive advantage in the adult fan toy market continues to expand.

Leveraging our efficient R&D capabilities, as well as our network of partner factories with cost advantages and consistent quality, we are able to offer quality-for-money products across all price segments, which have been well received by consumers. We further expanded our product price segment coverage. During the Reporting Period, the value price segment products priced at RMB9.9 with exceptional cost-performance delivered notable user-acquisition results: among users who activated the TRANSFORMERS Defender Version product within the BLOKEES CLUB mini program, 60% were new users, and the repurchase rate of these new users exceeded 70%. In the first half of 2026, revenue from this price segment reached RMB346.9 million, with sales volume of 77.5 million units, accounting for 19.5% of our total revenue.

Sales Channels and Marketing Performance

Offline Channels

During the Reporting Period, our offline sales channels included distribution sales and consignment sales. For distribution sales, our offline distribution sales during the Reporting Period amounted to RMB1,592.0 million, accounting for 89.7% of our total revenue for the same period and representing a year-on-year increase of 31.4% compared with RMB1,211.9 million in the six months ended June 30, 2025. For consignment sales, we had four consignment sales partners during the Reporting Period. During the Reporting Period, our consignment sales amounted to RMB2.3 million, accounting for 0.1% of our total revenue for the same period.

During the Reporting Period, we continued to strengthen our offline distribution channel foundation, expand our diversified terminal matrix, implement refined and differentiated operations, and enhance consumer reach efficiency. In collaboration with our partners, we advanced terminal image upgrades and the deployment of benchmark stores, continuously carried out immersive interactive themed promotional activities, and organized pop-up events in commercial districts for KA channels, consistently optimizing offline consumption scenarios and consumer experiences across various channels. Leveraging channel upgrades and a series of marketing and promotional activities, our offline sales maintained a sustained growth trajectory.

Online Channels

Our online channels mainly include (i) flagship stores on Tmall, JD.com, Douyin, Pinduoduo, Vipshop, Amazon, TikTok, Shopee, Lazada and other e-commerce platforms in China and globally, as well as our overseas direct-to-consumer (DTC) website; and (ii) our WeChat mini program BLOKEES CLUB. During the Reporting Period, our revenue from online channels increased from RMB107.9 million in the six months ended June 30, 2025 to RMB181.3 million, representing a year-on-year increase of 68.1% and accounting for 10.2% of our total revenue for the Reporting Period.

Our e-commerce team conducted differentiated operations tailored to the distinct characteristics and user profiles of various platforms, matching different product categories with different e-commerce platforms to enhance precision marketing. By increasing product variety, coordinating the launch cadence between overseas and domestic online channels, and optimizing operational efficiency, we achieved outstanding sales performance. During the Reporting Period, our major e-commerce channels all recorded relatively rapid growth.

Sales from China and Overseas

During the Reporting Period, our sales from China increased by 14.9% from RMB1,226.6 million in the six months ended June 30, 2025 to RMB1,409.8 million in the six months ended June 30, 2026, primarily attributable to the increasingly rich portfolio of self-developed and licensed IPs. Our overseas sales increased by 228.5% from RMB111.4 million in the six months ended June 30, 2025 to RMB365.9 million in the six months ended June 30, 2026, primarily attributable to improved overseas market penetration. During the Reporting Period, the United States and Indonesia were the two countries with the highest revenue contribution from our overseas markets.

Through continuously expanding the breadth and depth of our overseas channels and implementing differentiated channel operations, we achieved outstanding sales performance for our products in overseas markets. In the Americas, we have deepened our engagement with existing channels while expanding new channels, resulting in sustained growth of our channel network and broader market coverage. In Asia, deepening our presence in existing channels, we actively develop new markets to enhance our channel penetration. In Europe, we extend our reach from core countries to neighbouring markets, driving sustained growth in brand awareness.

Brand Promotion and User Operations

Leveraging the outstanding interactive playability of our IPs and products, we continue to implement a "user-first oriented" brand growth strategy, presenting a clear and sustainable high-quality development path to our global partners. At this stage, the BFC community has progressively evolved into a vital platform connecting global players and serves as a core pillar of our brand building. During the Reporting Period, we continued to refine our BFC event system, establishing deep connections with users through BFC Creation Contests, BFC offline events, BFC Campus Tours, and BFC City Experience Events and Exhibitions, thereby accumulating long-term user assets. During the Reporting Period, the number of BFC contests participants in Chinese mainland exceeded 40,000, representing a year-on-year increase of 26%; overseas participants exceeded 6,600, representing a quarter-on-quarter increase of 99.3%. BFC coverage expanded to 17 countries and regions globally, with four newly added countries including Canada, Colombia, Italy, and Vietnam. The global creator ecosystem continues to grow, with the BFC community providing strong support for our globalization strategy.

In March 2026, we held our annual Bloks Global Partner Conference ("**GPC**") in Shanghai under the theme "FORWARD, TOGETHER", where we shared our innovation achievements and future development plans. We also invited our global partners to share their collaboration journey and accomplishments with Bloks. In addition, we held the BFC Creation Contest awards ceremony. At the conference, we showcased outstanding BFC works from global players, spanning multiple product series.

We have adopted a refined localized operational strategy to continuously expand our brand influence, leveraging the audience base of each IP across different countries and regions, and coordinating with IP film and television promotional cadences to implement precision product marketing. We continue to participate in internationally renowned toy and pop culture exhibitions such as Spielwarenmesse in Germany, Toy Fair New York in the USA, and Thailand Toy Expo, where we set up brand experience zones to enhance consumers' hands-on experience. At the same time, we collaborate with regional media and local KOLs to broaden our brand exposure channels, creating a synergistic effect between offline experiential scenarios and online content dissemination to deepen emotional connections with users. Driven by our user-oriented content ecosystem, our global brand presence has achieved steady and rapid growth.

Meanwhile, we continue to operate our official social media matrix both domestically and overseas, reaching a broad audience of global consumers and fans. As of the end of the Reporting Period, our domestic social media accounts had accumulated over 8 million followers, and our overseas social media accounts had accumulated nearly 6 million followers, solidifying the audience base for our global brand-building.

Along with the continuous expansion of our channel network and the ongoing enrichment of our product matrix, we have further deepened our global user operations system, which is centred on cultivating a loyal fan base, empowering channels, and promoting the Blokees culture. In China, we leverage the WeChat mini program "BLOKEES CLUB" to guide and incentivise users to participate in offline pop-up events and in-store activities, thereby facilitating traffic and sales conversion for our channels. At the same time, we empower the BFC ecosystem by encouraging user participation in BFC activities and jointly building BFC brand assets. In addition, we continue to listen to our users through online and offline surveys and creative collection campaigns, encouraging them to share their brand stories. In overseas, we collaborate with our overseas partner channels to carry out localised online and offline activities, achieving two-way empowerment. We have rolled out 44 events, covering 8 countries and regions. Our official fan community APP, "BLOKEES", has covered 42 countries and regions, consistently providing strong support for the expansion of our overseas business. Meanwhile, we have completed the foundational setup of our overseas after-sales service, with customer service and a self-service replacement parts system now covering the aforementioned 42 countries and regions in parallel.

Strengthening Intellectual Property Protection and Upholding Brand Market Order

In the first half of 2026, we carried out intellectual property protection efforts on a regular basis to safeguard our brand reputation and market order. We continued to collaborate with regulatory authorities across various regions to conduct offline infringement inspections, investigating and addressing unlawful business practices such as unauthorized repackaging of blind boxes and counterfeit products, with relevant violators subsequently receiving administrative penalties from market supervision authorities. At the same time, we continued to advance infringement governance on online e-commerce platforms, filing bulk complaints against infringing product listings. During the Reporting Period, we successfully removed 505 infringing listings, with a complaint success rate of 97.8%. We will continue to improve our long-term rights protection mechanisms, employing a multi-pronged approach to curb various forms of infringement and protect our brand image and consumer rights.

Actively Fulfilling Corporate Social Responsibility

In the first half of 2026, Shanghai Bloks Charity Foundation organized two donation projects: in January 2026, it made a monetary donation to Shanghai Charity Foundation, in support of the 32nd "Love Under the Blue Sky" charity event; and in June 2026, it made an in-kind donation of 4,112 toys to kindergartens, primary and secondary schools in Dongchuan District, Kunming City, Yunnan Province, and Changning County, Baoshan City, Yunnan Province. In the future, the Company will continue to actively fulfill its corporate social responsibility by supporting and participating in charitable public welfare projects and social donation activities that align with our values, and by creating long-term value for society through concrete actions.

BUSINESS OUTLOOK

Looking forward to the second half of 2026, we will continue to enhance our R&D capabilities in relation to product design and development, improve our product development efficiency, deepen the Bloks System, and deliver globally leading and enjoyable products. We will further expand the breadth and depth of our channel presence to reach more consumers, and continue to advance our brand-building strategy of "user-first driven brand growth", persistently promoting BFC tournaments and activities to encourage user creativity and expression, and enhance user engagement and loyalty. At the same time, we will continue to deepen the implementation of our growth strategy covering all demographics, all price segments, and all global consumers. Through R&D innovation, we will accelerate the incubation of new product series within assembly vehicle toys and assembly character toys, such as "TERRAVENTURE" and "DaaLaMode", to explore new growth opportunities. We will accelerate the expansion of our adult-fan-oriented product lines through diversified IP portfolio, rich product offerings, and precisely managed launch cadences. Building on our strong foundation in the China market, and taking into account the distinct market characteristics of different countries and regions, we will further expand our overseas market reach through refined operations in overseas markets.

FINANCIAL REVIEW

Revenue

During the Reporting Period, we primarily generated revenue from sales of toys, including assembly character toys and assembly vehicle toys, and other businesses to a much lesser extent. Our revenue was recorded net of discount and rebate.

By Business Nature

	For the six months ended June 30,	
	2026	2025
	RMB'000	*RMB'000*
	(Unaudited)	(Unaudited)
Revenue		
Assembly character toys	**1,585,366**	1,325,169
Assembly vehicle toys	**185,475**	–
Others	**4,854**	12,842
Total	**1,775,695**	1,338,011

Our revenue increased by 32.7% from RMB1,338.0 million in the six months ended June 30, 2025 to RMB1,775.7 million in the six months ended June 30, 2026, primarily attributable to (i) our assembly character toys recorded a 26.5% growth of sales volume and a 19.6% growth of revenue in the six months ended June 30, 2026, reflecting sustained volume expansion with stable pricing dynamics, especially our revenue from value price segment (i.e. retail price of RMB9.9) reached revenue of RMB346.9 million with sales volume of 77.5 million units, accounting for 47.6% of our sales volume, and (ii) the new product assembly vehicle toys launched in November 2025 generated revenue of RMB185.5 million, accounting for 10.4% of total revenue, and this revenue was incremental revenue for the Reporting Period.

Assembly Character Toys

Our revenue from assembly character toy sales increased by 19.6% from RMB1,325.2 million in the six months ended June 30, 2025 to RMB1,585.4 million in the six months ended June 30, 2026. This is because that (i) we recorded a 26.5% increase in the sales volume of our assembly character toys from 110.7 million units in the six months ended June 30, 2025 to 140.0 million units in the six months ended June 30, 2026, and (ii) our revenue from overseas market for assembly character toy sales reached revenue of RMB347.9 million in the six months ended June 30, 2026, representing a 212.5% year-on-year increase. The performance above was mainly attributable to the successful commercialisation of an expanding and diversifying products portfolio of self-developed and licensed IPs with rapid expansion of our sales network inter alia overseas market.

Assembly Vehicle Toys

Our assembly vehicle toy, which were launched in November 2025, generated revenue of RMB185.5 million, accounting for 10.4% of total revenue in the six months ended June 30, 2026. The successful commercialisation of our assembly vehicle toy products further diversified our product portfolio and contributed additional revenue growth during the Reporting Period.

Others

Our revenue from other sales decreased by 62.2% from RMB12.8 million in the six months ended June 30, 2025 to RMB4.9 million in the six months ended June 30, 2026, primarily due to a 65.2% decrease in the sales volume of our brick-based toys.

By Sales Channel

	For the six months ended June 30,	
	2026	2025
	RMB'000	*RMB'000*
	(Unaudited)	(Unaudited)
Offline sales		
Distribution sales	**1,591,986**	1,211,854
Consignment sales	**2,260**	17,930
Sub-total	**1,594,246**	1,229,784
Online sales	**181,333**	107,897
Others	**116**	330
Total	**1,775,695**	1,338,011

During the Reporting Period, we established a multi-channel sales network, consisting of (i) offline sales channels, including distribution and consignment sales, and (ii) online sales channels, primarily including various e-commerce platforms.

As such, our revenue from offline sales continued to increase, constituting a substantial majority of our total revenue in the Reporting Period.

By Region

	For the six months ended June 30,	
	2026	2025
	RMB'000	*RMB'000*
	(Unaudited)	(Unaudited)
China	**1,409,769**	1,226,602
Americas	**197,505**	43,990
Asia (excluding China)	**120,599**	57,128
Others	**47,822**	10,291
Total	**1,775,695**	1,338,011

Our revenue from overseas sales increased by 228.5% from RMB111.4 million in the six months ended June 30, 2025 to RMB365.9 million in the six months ended June 30, 2026, primarily driven by an accelerated international market expansion strategy, which also expedited our overseas market coverage and presence.

Cost of Sales

Our cost of sales increased by 43.3% from RMB690.5 million in the six months ended June 30, 2025 to RMB989.3 million in the six months ended June 30, 2026, primarily due to (i) a 40.6% increase in cost of goods sold in line with the growth in sales volumes, and (ii) a 64.3% increase in the depreciation of molds due to the increase in number of high accuracy and multi-cavity molds to satisfy the newly launched SKUs and growing market demand for our quality-for-money products. These necessary capital expenditures were amortised as cost in the current period.

Gross Profit

Our gross profit increased by 21.5% from RMB647.5 million in the six months ended June 30, 2025 to RMB786.4 million in the six months ended June 30, 2026, primarily due to a 12.1% increase in gross profit from assembly character toy sales from RMB643.0 million in the six months ended June 30, 2025 to RMB720.7 million in the six months ended June 30, 2026.

Selling and Distribution Expenses

Our selling and distribution expenses increased by 20.9% from RMB176.8 million in the six months ended June 30, 2025 to RMB213.8 million in the six months ended June 30, 2026, primarily due to (i) an increase in marketing and promotion expenses of RMB30.5 million mainly for promoting our new products in line with our business growth, and (ii) an increase in professional service expenses of RMB10.6 million primarily resulted from an increase in the warehouse operating fee incurred in the expansion into overseas markets. Our selling and distribution expenses as a percentage of our total revenue decreased from 13.2% in the six months ended June 30, 2025 to 12.0% in the six months ended June 30, 2026.

R&D Expenses

Our R&D expenses increased by 2.0% from RMB128.8 million in the six months ended June 30, 2025 to RMB131.4 million in the six months ended June 30, 2026, primarily due to an increase in salaries, compensations and benefits of RMB8.6 million as a result of an increase in number of personnel engaging in R&D function, which was consistent with our commitment to R&D. Our R&D expenses as a percentage of our total revenue decreased from 9.6% in the six months ended June 30, 2025 to 7.4% in the six months ended June 30, 2026.

Administrative Expenses

Our administrative expenses increased by 34.4% from RMB47.2 million in the six months ended June 30, 2025 to RMB63.5 million in the six months ended June 30, 2026, primarily due to the increase in salaries, compensations and benefits, resulting from an increase in the number of personnel engaged in administrative functions. Our administrative expenses as a percentage of our total revenue remained relatively stable from 3.5% in the six months ended June 30, 2025 to 3.6% in the six months ended June 30, 2026.

Other Income, Other Gains and Losses, Net

Other income, other gains and losses, net increased from RMB50.0 million in the six months ended June 30, 2025 to RMB67.1 million in the six months ended June 30, 2026, primarily due to an increase in subsidy income of RMB18.9 million.

Other Expenses

Other expenses increased from RMB6.8 million in the six months ended June 30, 2025 to RMB14.4 million in the six months ended June 30, 2026, primarily attributable to the mold impairment losses of RMB7.1 million in the six months ended June 30, 2026.

Income Tax Expense

Income tax expense increased by 9.9% from RMB39.8 million in the six months ended June 30, 2025 to RMB43.8 million in the six months ended June 30, 2026, primarily due to an increase in the current tax expense of RMB11.2 million and a decrease in the deferred tax expense of RMB7.3 million in the six months ended June 30, 2026 compared with the six months ended June 30, 2025.

Profit for the Period

As a result of the foregoing, our profit for the period increased by 30.5% from RMB296.5 million in the six months ended June 30, 2025 to RMB387.1 million in the six months ended June 30, 2026.

NON-IFRS MEASURES

We believe that these non-IFRS measures facilitate comparisons of operating performance from period to period by eliminating potential impact of certain items. We believe that these measures provide useful information to investors and others in understanding and evaluating our consolidated financial statements in the same manner as they help our management. However, our presentation of adjusted profit for the period (a non-IFRS measure) and adjusted net margin (a non-IFRS measure) may not be comparable to similar item measures presented by other companies. The use of these non-IFRS measures has limitations as an analytical tool, and you should not consider them in isolation from, or as a substitute for analysis of, our consolidated financial statements or financial condition as reported under IFRS. We define adjusted profit for the period (a non-IFRS measure) as profit for the period adjusted for share-based compensations (a non-cash item). We define adjusted net margin (a non-IFRS measure) as adjusted profit for the period (a non-IFRS measure) as a percentage of our total revenue.

	For the six months ended June 30,	
	2026	2025
	RMB'000	*RMB'000*
	(Unaudited)	(Unaudited)
Profit for the period	**387,084**	296,505
Add:		
Share-based compensations	**13,743**	23,821
Adjusted profit for the period (a non-IFRS measure)	**400,827**	320,326
Adjusted net margin (a non-IFRS measure)	**22.6%**	23.9%

Our adjusted profit for the period (a non-IFRS measure) increased by 25.1% from RMB320.3 million in the six months ended June 30, 2025 to RMB400.8 million in the six months ended June 30, 2026, which was primarily due to a 32.7% increase in revenue and a 47.0% increase in sales volume in the six months ended June 30, 2026.

Our adjusted net margin (a non-IFRS measure) declined from 23.9% in the six months ended June 30, 2025 to 22.6% in the six months ended June 30, 2026, which was primarily due to a 4.1% decrease in gross margin in the six months ended June 30, 2026.

Inventories

Our inventories include finished goods, raw materials and goods in transit. Our inventories increased from RMB331.5 million as of December 31, 2025 to RMB431.9 million as of June 30, 2026, primarily due to the increase in product inventories to align with our sales performance. Inventory turnover days decreased from 75 days in 2025 to 73 days in the six months ended June 30, 2026.

Trade Receivables

Our trade receivables primarily arise from sales of our products on credit. Advance payment is normally required except we granted credits to certain distributors with good track record and liquidity position, and consignment sales partners. The credit period granted ranges from one to four months.

Our trade receivables decreased from RMB270.2 million as of December 31, 2025 to RMB254.0 million as of June 30, 2026, driven by our effective credit risk management.

Trade and Notes Payables

Our trade and notes payables primarily comprise payables to our suppliers, mainly our partner factories. Our trade and notes payables are non-interest bearing and normally settled on terms of three to seven months.

Our trade and notes payables increased from RMB753.8 million as of December 31, 2025 to RMB917.3 million as of June 30, 2026, primarily due to the continuous growth of our business.

Cash and Bank Balances

As of June 30, 2026, we had cash and bank balances of RMB3,178.4 million, including approximately RMB2,154.5 million time deposits over three months.

Foreign Currency Risk

We have transactional currency exposures. Such exposures arise from sales or purchases by operating units in currencies other than the units' functional currencies. In addition, we have currency exposures from our cash and cash equivalents. Our management considers our exposure to foreign currency risk is not significant.

OTHER INFORMATION

Use of Proceeds from the Global Offering

The Shares were listed on the Main Board of the Stock Exchange on January 10, 2025. The net proceeds received from the Global Offering (after deducting the underwriting fee and other estimated expenses in connection with the Global Offering) was approximately HK$1,790.4 million.

There has been no change in the intended use of the net proceeds as set out in the Prospectus under the section headed "Future Plans and Use of Proceeds". The net proceeds from the Global Offering (adjusted on a pro rata basis based on the actual net proceeds) will be utilized in the manner as set out in the Prospectus under the section headed "Future Plans and Use of Proceeds". The table below sets out the planned allocations of the net proceeds and actual usage up to June 30, 2026:

	Percentage of net proceeds from the Global Offering (%)	Net proceeds from the Global Offering *(HK$ in million)*	Utilized amount During 6 months ended June 30, 2026 *(HK$ in million)*	Utilized Amount as at June 30, 2026 *(HK$ in million)*	Unutilized amount as at June 30, 2026 *(HK$ in million)*	Expected timeline for unutilized net proceeds
Enhance our R&D capabilities in relation to product design and development	25	447.7	25.1	75.6	372.1	Before June 30, 2028
Invest in core production resources and our own scaled factories specializing in the production of assembly character toys	25	447.7	40.3	134.3	313.4	
– Invest in molds	15	268.7	40.3	134.3	134.4	Before June 30, 2028
– Partially fund the establishment of our own production capacity	10	179.0	–	–	179.0	Before June 30, 2027
Further enrich our IP portfolio	20	358.0	45.8	126.3	231.7	
– Continue to invest in content production relating to our self-developed IPs, primarily in the form of animation	5	89.5	10.0	24.6	64.9	Before June 30, 2028
– Strengthen our efforts in IP development through collaboration	10	179.0	22.4	52.5	126.5	Before June 30, 2028
– Solidify and expand our licensed IP portfolio	5	89.5	13.4	49.2	40.3	Before December 31, 2027
Sales and marketing efforts	20	358.0	44.8	135.6	222.4	
– Marketing and promotion in China and overseas markets	10	179.0	22.4	67.2	111.8	Before June 30, 2028
– Expanding the sales and marketing team and other purposes in relation to sales, marketing and promotion	10	179.0	22.4	68.4	110.6	Before June 30, 2028
Working capital and other general corporate purposes	10	179.0	25.1	75.2	103.8	Before June 30, 2028
Total	100	1,790.4	181.1	547.0	1,243.4	

Interim Dividend

The Board has resolved to declare an interim dividend of HK$0.3247 per share for the six months ended 30 June 2026. The interim dividend is expected to be paid on or around September 24, 2026 to the shareholders whose names appear in the register of members of the Company at the close of business on September 10, 2026.

Closure of Register of Members

The register of members will be closed from September 8, 2026 to September 10, 2026 (both days inclusive), during which period no transfer of shares will be registered. In order to qualify for the interim dividend, all transfer documents accompanied by the relevant share certificates must be lodged with the Company's branch share registrar, Computershare Hong Kong Investor Services Limited, at shops 1712-1716, 17th Floor, Hopewell Centre, 183 Queen's Road East, Wan Chai, Hong Kong for registration no later than 4:30 p.m. on September 7, 2026.

Corporate Governance Practice

The Group is committed to maintaining high standards of corporate governance to safeguard the interests of its Shareholders and to enhance corporate value and accountability. The Company has adopted the requirements and code provisions of the Corporate Governance Code as set out in Appendix C1 to the Listing Rules. Save for the deviation from code provisions C.2.1 and D.1.2 as set out in Part 2 of the Corporate Governance Code, which is explained in the following paragraphs, the Company has complied with all applicable code provisions as set out in the Corporate Governance Code during the period from the Listing Date and up to the date of this interim results announcement.

Pursuant to code provision C.2.1 of the Corporate Governance Code, the roles of chairman and chief executive should be separate and should not be performed by the same individual. Mr. Zhu is currently the chairman and the chief executive officer of the Company. He is the founder of the Group and has been operating and managing the Group since its establishment. The Board believes that Mr. Zhu has been instrumental to the growth and business expansion of the Group. The Board is of the view that vesting the roles of the chairman and chief executive officer in him is beneficial to the management of the Company and therefore currently does not propose to separate the roles of chairman and chief executive officer.

While this will constitute a deviation from code provision C.2.1 of the Corporate Governance Code, the Board believes that this structure will not impair the balance of power and authority between the Board and the management of the Company, given that:

(i) there is sufficient check and balance in the Board as the decision to be made by the Board requires approval by at least a majority of the Directors, and the Board has two non-executive Directors as well as three independent non-executive Directors out of the seven Directors, which is in compliance with the Listing Rules;

(ii) Mr. Zhu and the other Directors are aware of and undertake to fulfill their fiduciary duties as Directors, which require, among other things, that they act for the benefit and in the best interest of the Company and make decisions for the Company accordingly;

(iii) the balance of power and authority is ensured by the operations of the Board which comprises experienced and high caliber individuals who meet regularly to discuss issues affecting the operations of the Company; and

(iv) the overall strategic and other key business, financial, and operational policies of the Company are made collectively after thorough discussion at both Board and senior management levels. The Board will continue to review the effectiveness of the corporate governance structure of the Company to assess whether separation of the roles of the chairman of the Board and the chief executive officer of the Company is necessary.

Pursuant to code provision D.1.2 of the Corporate Governance Code, the management of the Group is required to provide all members of the Board with monthly updates on the Company's business. The management of the Group currently reports to the Board quarterly on the Group's performance, position and prospects. The Board believes that with the executive Directors overseeing the daily operation of the Group and the effective communication between the executive Directors, the management and the non-executive Directors (including the independent non-executive Directors) on the Group's affairs, the current practice is sufficient enough for the members of the Board to discharge their duties. However, this will constitute a deviation from code provision D.1.2 of the Corporate Governance Code. The Board will continue to review this practice and shall make necessary changes when appropriate and report to the Shareholders accordingly.

The following is a summary of work performed by the Board in determining the policy for the corporate governance of the Company during the six months ended June 30, 2026:

(1) Developed and reviewed the Company's policies and practices on corporate governance;

(2) Reviewed and monitored the training and continuous professional development of Directors and senior management;

(3) Reviewed and monitored the Company's policies and practices on compliance with legal and regulatory requirements;

(4) Developed, reviewed and monitored the code of conduct and other rules applicable to employees and Directors; and

(5) Reviewed the Company's compliance with the Corporate Governance Code and disclosure in the corporate governance report.

We will continue to review and enhance its corporate governance practices to ensure compliance with the Corporate Governance Code.

Model Code for Securities Transactions by Directors

The Company has adopted the Model Code as set out in Appendix C3 to the Listing Rules as its code of conduct for securities transactions by the Directors. Having made specific enquiries of all Directors, each Director has confirmed that he/she has complied with the required standards as set out in the Model Code during the Reporting Period.

Purchase, Sale or Redemption of Listed Securities

During the Reporting Period, the Company repurchased an aggregate of 1,092,600 shares on the Stock Exchange at a total consideration of approximately HK$58,228,000 (including fees), and such shares were held by the Company as treasury shares. As at June 30, 2026, the Company held 1,796,700 treasury shares, which will be used for subsequent employee equity incentive schemes or cancellation. Details of the repurchased shares are as follows:

		Purchase Consideration per Share		
2026 Month of Purchase	**Number of Shares Purchased**	**Highest Price Paid** *(HK$)*	**Lowest Price Paid** *(HK$)*	**Total Consideration Paid** *(HK$)*
May	600,600	57.90	54.25	33,942,197
June	492,000	53.50	46.28	24,127,383

Save as disclosed above, neither the Company nor any of its subsidiaries has purchased, sold or redeemed any of the Company's listed securities (including sale of treasury shares) during the Reporting Period.

Audit Committee

The Audit Committee has reviewed the Company's unaudited interim financial information for the six months ended June 30, 2026. The Audit Committee has reviewed the accounting principles and practices adopted by the Company and discussed matters in respect of risk management and internal control of the Company. There is no disagreement between the Board and the Audit Committee regarding the accounting treatment adopted by the Company.

The Company's Auditor has performed a review of the Group's interim financial information for the six months ended June 30, 2026 in accordance with the International Standard on Review Engagements 2410 "Review of Interim Financial Information Performed by the Independent Auditor of the Entity".

Subsequent Event after the Reporting Period

The Group has no significant events occurred after the Reporting Period which require additional disclosures or adjustments as of the date of this announcement.

Publication of Interim Results and 2026 Interim Report

The interim results announcement is published on the website of the Stock Exchange (www.hkexnews.hk) and that of the Company (www.blokees.com.cn). The interim report will be dispatched to the Shareholders (if requested) and will be available on the website of the Stock Exchange and that of the Company in due course.

By order of the Board
Bloks Group Limited
Mr. Zhu Weisong
Chairman of the Board, Executive Director and
Chief Executive Officer

Hong Kong, August 12, 2026

As of the date of this announcement, the Board comprises Mr. Zhu Weisong and Mr. Sheng Xiaofeng as executive Directors; Mr. Chang Kaisi and Mr. Chen Rui as non-executive Directors; and Mr. Gao Pingyang, Ms. Huang Rong and Mr. Shang Jian as independent non-executive Directors.

DEFINITION

In this announcement, the following expressions have the meanings set out below unless the context requires otherwise:

"Audit Committee"	the audit committee of the Board
"Auditor"	Ernst & Young, the external auditor of the Company
"BFC"	Blokees Figures Creator, persons who re-create our products or produce creative content related to our products, and shares such content
"Board" or "Board of Directors"	the board of directors of the Company
"China" or "the PRC"	the People's Republic of China, including the Hong Kong, Macau and Taiwan regions of the People's Republic of China
"Chinese Mainland"	the People's Republic of China, excluding, for the purposes of this announcement only, the regions of Hong Kong, Macau and Taiwan of the People's Republic of China, except where the content or context requires otherwise
"Company"	Bloks Group Limited (布魯可集團有限公司), an exempted company incorporated under the laws of Cayman Islands with limited liability on July 28, 2021
"Corporate Governance Code"	the Corporate Governance Code as set out in Appendix C1 to the Listing Rules
"Director(s)"	the director(s) of the Company
"Global Offering"	the global offering of the Ordinary Shares
"Group" or "we"	the Company and its subsidiaries (or the Company and any one or more of its subsidiaries, as the content may require), or where the context so requires, in respect of the periods before the Company became the holding company of its present subsidiaries, such subsidiaries as if they were subsidiaries of the Company at the relevant time
"Hong Kong"	Hong Kong Special Administrative Region of the People's Republic of China
"Hong Kong dollars" or "HK$"	Hong Kong dollars, the lawful currency of Hong Kong
"IFRS Accounting Standards"	International Financial Reporting Standards, amendments and interpretations issued by the International Accounting Standards Board

"IFRS"	International Financial Reporting Standards, which include standards, amendments and interpretations promulgated by the International Accounting Standards Board
"IP"	characters, films or other artistic works and their underlying intellectual property rights
"KOL"	key opinion leaders
"Listing Date"	January 10, 2025
"Listing Rules"	the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (as amended, supplemented or otherwise modified from time to time)
"Main Board"	the stock market (excluding the option market) operated by the Stock Exchange which is independent from and operated in parallel with GEM of the Stock Exchange
"Model Code"	Model Code for Securities Transactions by Directors of Listed Issuers as set out in Appendix C3 to the Listing Rules
"Mr. Zhu"	Mr. Zhu Weisong (朱偉松), founder, chairman, executive Director, chief executive officer of the Company
"Ordinary Share(s)"	ordinary share(s) in the share capital of the Company, of nominal value of US$0.0001 each
"Prospectus"	prospectus of the Company dated December 31, 2024
"R&D"	research and development
"Reporting Period"	the six months ended June 30, 2026
"RMB"	Renminbi, the lawful currency of the PRC
"Share(s)"	the Ordinary Shares, Series Angel Preferred Shares, Series Pre-A Preferred Shares and Series A Preferred Shares in the capital of the Company, as the context so requires
"Shareholder(s)"	holder(s) of the Shares
"SKU(s)"	stock keeping units, being the smallest unit of inventory available for sale
"Stock Exchange"	The Stock Exchange of Hong Kong Limited
"US$" or "USD"	the lawful currency of the United States of America
"%"	per cent