Rego Interactive Co., Ltd
(潤歌互動有限公司)
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 2422)

PROFIT ALERT

This announcement is made by Rego Interactive Co., Ltd (the "**Company**", together with its subsidiaries, the "**Group**") pursuant to the Inside Information Provisions (as defined under the Rules Governing the Listing of Securities (the "**Listing Rules**") on The Stock Exchange of Hong Kong Limited) under Part XIVA of the Securities and Futures Ordinance (Cap 571 of the Laws of Hong Kong) and Rule 13.09(2) of the Listing Rules.

The board (the "**Board**") of directors (the "**Directors**") of the Company wishes to inform the shareholders and potential investors of the Company that based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2026 and the information currently available to the Board, the Group is expected to record a net profit after tax for the six months ended 30 June 2026 of not less than RMB2.3 million, as compared with net loss after tax of approximately RMB20.8 million for the six months ended 30 June 2025. The Group is also expected to record an adjusted net profit (i.e. defined as profit/(loss) for the period adjusted by the foreign exchange differences and change in fair value of financial assets at fair value through profit or loss) for the six months ended 30 June 2026 of not less than RMB1.7 million, as compared with adjusted net loss of approximately RMB19.1 million for the six months ended 30 June 2025. The Board considers that such turnaround from loss to profit is mainly attributable to:

(i) in light of the uncertain market environment, the Group has continued with its prudent policy on the selection of high quality customers to manage the exposure to credit risks and together with the collection affords on the trade receivables;

(ii) to position our organisation for long-term growth and operational resilience, the Group has taken proactive steps to optimise the cost structure for maintaining the agility, protecting the core business investments, and delivering long-term value to the stakeholders; and

(iii) by completing the sale of subsidiary in December 2025 (as detailed in the Company's announcement dated 22 December 2025), the Group has successfully lowered the Group's cost base. This strategic reduction allows us to reallocate capital toward higher-margin growth opportunities.

As at the date of this announcement, the Company is still finalising the Group's unaudited consolidated financial results for the six months ended 30 June 2026. The information contained in this announcement is based on the data currently available to the Company and the Board's preliminary assessment on the management accounts prepared in accordance with the applicable Hong Kong Financial Reporting Standards, and has not been audited or reviewed by the independent auditors of the Company nor reviewed by the audit committee of the Company. Therefore, it may be subject to adjustments following further review by the Board. Further details of the Group's performance will be disclosed in the Group's interim results announcement for the six months ended 30 June 2026, which will be published by the end of August 2026.

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

By Order of the Board
Rego Interactive Co., Ltd
Chen Ping
Chairman and executive Director

Hong Kong, 14 August 2026

As at the date of this announcement, the executive Directors are Mr. Chen Ping, Mr. Tian Huan, Mr. Zhang Yongli, Mr. Fan Lianshun, Mr. Xia Yuanbo and Mr. Chen Wei; and the independent non-executive Directors are Ms. Mo Lan, Mr. Shen Yunjia and Mr. Zeng Liang.