Gala Technology Holding Limited
望塵科技控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2458)

POSITIVE PROFIT ALERT

This announcement is made by the board of directors (the "**Board**") of Gala Technology Holding 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 under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The Board wishes to inform the shareholders and potential investors of the Company that, based on a preliminary review of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2026 (the "**Reporting Period**"), and an assessment of the information currently available to the Board, the Group is expected to record a revenue of RMB573 million to RMB608 million, representing an increase of approximately 22% to 29% as compared to the corresponding period of 2025, and a profit for the period of RMB138 million to RMB147 million, representing an increase of approximately 157% to 174% as compared to the corresponding period of 2025.

The increase is mainly attributable to:

I. **Core business operating profit growth**: (i) the Group's core game *Total Football (最佳球會)* fully capitalized on the Football World Cup opportunity, with core operating metrics repeatedly reaching record highs. Through the continuous expansion of its copyright matrix, advancement of core technology iterations, upgrade of its brand strategy and deepening of its overseas market presence, the product competitiveness and commercialization performance of the game both reached new levels; and (ii) the Group's core game *NBA Rivals (美職籃巔峰對決)* underwent systematic optimization through its commercialization system and active event strategies, strengthening product competitiveness and user engagement, which drove a significant increase in gross billings.

II. **Fair value gains on financial assets measured at fair value through profit or loss**: During the Reporting Period, the market value of the Group's equity investment portfolio rose significantly, recording aggregate realized and unrealized gains of approximately RMB74 million to RMB79 million, accounting for approximately 52% to 55% of net profit for the Reporting Period and representing a major contribution to the profit for the Reporting Period.

The above substantial increase in profit for the period includes non-cash unrealized fair value gains arising from the increase in the market value of financial assets. Such gains are susceptible to capital market fluctuations, do not represent actual cash inflows from the Group's core operations, and should not be used as a basis for forecasting the Group's future sustainable profitability.

At the same time, the business growth of the Group's core games during the Reporting Period was to some extent attributable to external opportunities such as the Football World Cup and other major sporting events. In view of the objective fluctuation of the cycle of sporting events and the uncertainties in the capital markets, the Board is of the view that the market value of the Group's equity investment portfolio was affected by certain non-recurring factors and market factors. The Group has always remained focused on the development of its core businesses and has continued to strengthen its capabilities and devote resources to core business areas, including sports game research and development, development of its copyright matrix and long-term lifecycle operations of its products, with a view to promoting the long-term, sustainable development of the Group's business.

As of the date of this announcement, the Company is still in the process of finalising the Group's interim results for the six months ended 30 June 2026. The information contained in this announcement is only based on the preliminary assessment by the Board with reference to the information currently available and the unaudited management accounts of the Group for the six months ended 30 June 2026, which have not been audited or reviewed by the Company's independent auditors and/or the audit committee of the Company, and therefore may be subject to further adjustments. Shareholders and potential investors of the Company are advised to read carefully the results announcement of the Company for the Reporting Period, which is expected to be published by the end of August 2026.

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

By order of the Board
Gala Technology Holding Limited
Jia Xiaodong
Executive Director, Chairman and Chief Executive Officer

Hong Kong, 18 August 2026

As at the date of this announcement, the executive Directors of the Company are Mr. Jia Xiaodong (Chairman and Chief Executive Officer), Mr. Huang Xiang and Mr. Li Xin; and the independent non-executive Directors of the Company are Mr. Zhan Peixun, Ms. Jiang Xueying and Ms. Chak Hoi Kee Clara.