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COOLPAD GROUP LIMITED

酷派集團有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 2369)

PROFIT WARNING – REDUCTION IN LOSS

This announcement is made by the board of directors (the "**Board**") of Coolpad Group 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 "**Stock Exchange**") and the Inside Information Provisions under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The Board wishes to inform the shareholders (the "**Shareholders**") and potential investors of the Company that, based on the preliminary assessment of the Group's unaudited consolidated management accounts and the information currently available to the Board, the loss attributable to the owners of the Company for the six months ended 30 June 2026 (the "**Interim Period**") is expected to range from approximately HK$54.0 million to HK$60.0 million, as compared to the loss attributable to the owners of the Company of approximately HK$80.3 million recorded for the six months ended 30 June 2025 (the "**Preceding Period**").

Based on an analysis of the information currently available to the Group, such expected reduction of the loss for the Interim Period as compared to the Preceding Period was primarily due to:

(a) The Group's administrative and other expenses for the Interim Period decreased by approximately HK$27.5 million as compared to the restated amount in the Preceding Period, primarily due to the implementation of strategic cost control measures, optimisation of resource allocation, and strengthening of budgetary control mechanisms by the Group;

(b) The Group's other income and other gains or losses, net for the Interim Period was increased by approximately HK$9.7 million as compared to the restated amount in the Preceding Period, primarily due to absence of loss on termination of lease, and loss on disposal of subsidiaries during the Interim Period.

The Company is in the process of preparing, reviewing and finalising the results of the Group for the six months ended 30 June 2026. The information contained in this announcement is solely based on a preliminary assessment by the management of the Company relying on the unaudited management accounts for the six months ended 30 June 2026 available to the Board, which has not been audited or reviewed by the Company's independent auditor or the audit committee of the Board and may be subject to adjustments. Shareholders and/or potential investors of the Company should exercise caution when dealing in the securities of the Company. Shareholders and potential investors are advised to refer to the details in the results announcement of the Company for the six months ended 30 June 2026, which is expected to be published on or before 28 August 2026.

By order of the Board
Coolpad Group Limited
Chen Jiajun
Executive Director
Chief Executive Officer
Chairman

Hong Kong, 18 August 2026

As at the date of this announcement, the Board comprises (i) two executive Directors, namely Mr. Chen Jiajun and Mr. Ma Fei; (ii) two non-executive Directors, namely Mr. Liang Rui and Mr. Xu Yibo; and (iii) three independent non-executive Directors, namely Mr. Guo Jinghui, Ms. Wang Guan and Mr. Cheuk Ho Kan.