豆盟
DOUMOB

Doumob
豆盟科技有限公司

(incorporated in the Cayman Islands with limited liability)
(於開曼群島註冊成立的有限公司)

(Stock Code 股份代號: 1917)

INTERIM RESULTS FOR THE SIX MONTHS ENDED 30 JUNE 2026

截至2026年6月30日止六個月的中期業績

The Board announces the unaudited consolidated interim results of the Group for the six months ended 30 June 2026 together with the comparative figures for the corresponding period in 2025.

董事會公佈本集團截至2026年6月30日止六個月的未經審核綜合中期業績，連同2025年同期的比較資料。

INTERIM RESULTS

For the 2026 Interim, the Group's loss and other comprehensive income attributable to owners of the Company was approximately RMB9.2 million as compared to that of approximately RMB11.9 million for the 2025 Interim. The basic loss per share for the six months ended 30 June 2026 was RMB0.0040 (2025 Interim: RMB0.0052).

中期業績

2026年中期，本集團的本公司擁有人應佔虧損及其他全面收益約為人民幣9.2百萬元，2025年中期則約為人民幣11.9百萬元。截至2026年6月30日止六個月的每股基本虧損為人民幣0.0040元（2025年中期：人民幣0.0052元）。

INTERIM DIVIDEND

The Board has resolved not to declare any interim dividend for the 2026 Interim.

中期股息

董事會決議不宣派任何2026年中期的中期股息。

MANAGEMENT DISCUSSION AND ANALYSIS

管理層討論與分析

OVERVIEW

總覽

STEADY PROGRESS, DEEPENING VALUE

穩健前行，深耕價值

In the first half of 2026, China's live-streaming e-commerce industry has moved toward a new stage of high-quality development amid regulatory refinement. Industry growth has shifted from explosive expansion back to a rational range, and the competitive logic has fully pivoted toward "refined operations" and "value creation". The Measures for the Supervision and Administration of Live-Streaming E-Commerce (《直播電商監督管理辦法》) were formally implemented, making compliance and professionalization the industry's main themes. Meanwhile, traffic costs continue to rise, and platform algorithms further favor brand self-broadcasting and vertical content, making efficiency competition a key dividing line. The trend toward healthier consumption has been firmly established, with vertical tracks such as meal replacements and light meals continuing to expand; consumers' requirements for product quality, scenario fit, and scientific endorsement are constantly rising, bringing structural opportunities for enterprises that deeply cultivate vertical categories.

2026年上半年，中國直播電商行業在規範中邁向高質量發展新階段。行業增速從爆發式增長回歸理性區間，競爭邏輯全面轉向「精細化運營」與「價值創造」。《直播電商監督管理辦法》正式施行，合規化、專業化成為行業主旋律。與此同時，流量成本持續攀升，平台算法向品牌自播與垂直內容進一步傾斜，效率競爭成為關鍵分水嶺。消費健康化趨勢已經確立，代餐輕食等垂直賽道持續擴容，消費者對產品品質、場景適配與科學背書的要求不斷提升，為深耕垂直品類的企業帶來結構性機遇。

In the face of profound industry transformation, the Group adheres to the strategic principle of "vertical deepening, technology-driven efficiency, and lean operations". On the basis of consolidating supply chain capabilities and the self-owned brand ecosystem, we continue to deepen differentiated positioning in the meal-replacement and light-food tracks. During the Reporting Period, the Group's overall operations remained stable, with the self-owned brand business continuing its sound development momentum, and core product repurchase rates and user word-of-mouth steadily improving; at the same time, the marketing services business actively expanded cooperation with new brands, with its service footprint steadily growing.

面對行業深刻轉型，本集團堅持「垂直深耕、技術提效、精益運營」的戰略方針，在鞏固供應鏈能力與自有品牌生態的基礎上，持續深化代餐及輕食賽道的差異化佈局。報告期內，集團整體經營保持穩健，自有品牌業務延續良好發展勢頭，核心產品複購率與用戶口碑持續提升；同時，營銷服務業務積極拓展新品牌合作，服務版圖穩步擴展。

BUSINESS REVIEW

STEADY OPERATIONS, DEEPENING SELF-OWNED BRANDS

During the Reporting Period, the Group achieved total revenue of approximately RMB20.0 million, representing a slight increase compared with the same period last year. Against the backdrop of overall industry growth slowing down, the Group's revenue achieved moderate growth, reflecting the counter-cyclical resilience of its core business. Affected by the market environment and rising costs from business expansion, operating costs increased year-on-year, exerting certain pressure on overall profit performance.

In the self-owned brand domain, the Group continues to deepen its meal-replacement and light-food product series, advancing R&D around convenient nutrition needs in fast-paced lifestyle scenarios, while actively incorporating the "medicine and food homology" concept into product formulations. Through multiple rounds of user testing and formula iteration, product taste and experience have been continuously optimized, and the product matrix covering fragmented dining scenarios is becoming increasingly comprehensive. At the same time, relying on long-term stable production capacity coordination and quality control systems with high-quality factories, we continuously consolidate flexible supply capabilities, providing strong support for product innovation and cost optimization. The self-owned brand business has sustained the positive growth trend since 2025, with core product repurchase rates remaining at a high level, and brand awareness and user word-of-mouth steadily rising, making it an important component of the Group's revenue structure.

In terms of marketing services, the Group actively expanded cooperation with new brands, extending its service footprint from food and beverages further into health-consumption related fields, maintaining overall steady development and contributing a stable revenue stream to the Group.

業務回顧

穩步經營，深耕自有品牌

報告期內，集團實現總營收約為人民幣20.0百萬元，較去年同期略有提升。在行業增速整體放緩的背景下，集團營收實現小幅增長，體現出核心業務的抗周期能力。受市場環境影響及業務拓展帶來的成本上升，營業成本同比有所增加，對整體盈利表現形成一定壓力。

在自有品牌領域，集團持續深耕代餐與輕食系列產品，圍繞快節奏生活場景下的便捷營養需求推進研發，並在產品配方中積極融入「藥食同源」理念。通過多輪用戶測試與配方迭代，產品口感與體驗持續優化，覆蓋碎片化餐飲場景的產品矩陣日趨完善。同時，依托與優質工廠長期穩定的產能協同與品質管控體系，不斷鞏固柔性供給能力，為產品創新與成本優化提供有力支撐。自有品牌業務延續了2025年以來的良好增長態勢，核心產品複購率保持較高水平，品牌認知度與用戶口碑穩步提升，已成為集團收入結構中的重要組成部分。

營銷服務方面，集團積極拓展新品牌合作，服務版圖從食品飲料進一步延伸至健康消費相關領域，整體保持穩健發展，為集團貢獻了穩定的收入來源。

At the operational level, the Group continuously embeds AI technology throughout the entire operational chain, including product selection, scheduling, and customer service, driving process optimization and improved resource allocation efficiency; selling expenses declined compared with the same period last year, and the cost structure was further optimized. At the same time, the Group is accelerating its exploration of AI's application potential in new scenarios such as content generation, intelligent product selection, and user insights, so as to open up new value growth space for the Group in the medium to long term.

在運營層面，集團通過AI技術持續嵌入選品、排期、客服等運營全鏈路，推動流程優化與資源配置效率的提升，銷售費用較去年同期有所下降，費用結構進一步優化。同時，集團正加快探索AI在內容生成、智能選品、用戶洞察等新場景下的應用潛力，以在中長期為集團開闢新的價值增長空間。

STRATEGIC OUTLOOK

戰略展望

DEEPENING THE TRACK, GATHERING STRENGTH FOR BREAKTHROUGHS

深耕賽道，蓄力突破

In the second half of 2026, the Group will continue to adhere to the core strategy of "vertical deepening, technology-driven efficiency, and lean operations", steadily advancing the self-owned brand business from product validation toward scaled development, consolidating the foundation of the marketing services business, and actively exploring commercial applications of AI technology in new scenarios to open up new value growth space for the Group.

2026年下半年，本集團將繼續堅持「垂直深耕、技術提效、精益運營」的核心戰略，持續推進自有品牌業務從產品驗證邁向規模化發展，鞏固營銷服務業務的基礎，並積極探索AI技術在新場景下的商業應用，為集團開闢新的價值增長空間。

1. Deepening Private-Label Brands, Expanding Marketing Services

Self-owned brands are the core pillar of the Group's long-term strategy. In the second half of 2026, we will continue to focus on meal-replacement and light-food categories, persistently incorporating the "medicine and food homology" concept to drive product iteration and innovation, and expanding consumption scenario coverage; at the same time, we will advance offline channel penetration when opportunities arise, broadening user reach through scenario-based layout, further enhancing brand penetration and market influence.

1. 深耕自有品牌，拓展營銷服務

自有品牌是集團長期戰略的核心支柱。2026年下半年，我們將繼續圍繞代餐與輕食品類，持續融入「藥食同源」理念推進產品迭代與創新，拓展消費場景覆蓋；同時擇機推進線下渠道滲透，以場景化佈局拓展用戶觸達邊界，進一步提升品牌滲透率與市場影響力。

In terms of marketing services business, we will continue to expand cooperation with quality brands, deepen service capabilities in the health-consumption field, and steadily consolidate the revenue contribution of the marketing services.

營銷服務業務方面，我們將繼續拓展優質品牌合作，深化在健康消費領域的服務能力，持續鞏固營銷服務的收入貢獻。

2. Accelerating Technological Exploration, Capturing AI New-Scenario Opportunities

2. 加速技術探索，捕捉AI新場景機遇

In AI technology application, the Group will continue to advance the ongoing embedding and iterative upgrading of AI throughout the entire operational chain, further improving labor efficiency and resource utilization. At the same time, the Group closely monitors the frontier development of AI technologies and actively evaluates their application potential in broader business scenarios – moving from the digital world to the physical world, exploring more possibilities of AI in emerging business forms, capturing incremental opportunities, and opening up new value growth space for the Group. While maintaining investment in core capabilities, we will continuously optimize resource allocation efficiency to ensure that resources are precisely directed toward the most valuable strategic directions.

在AI技術應用方面，集團將繼續推進AI在運營全鏈路的持續嵌入與迭代升級，進一步提升人效與資源利用效率。與此同時，集團密切關注AI技術的前沿發展，積極評估其在更廣泛商業場景中的應用潛力－從數字世界走向物理世界，探索AI技術在新興業態中的更多可能性，捕捉增量機遇，為集團開闢新的價值增長空間。在保持核心能力投入的同時，持續優化資源配置效率，確保資源精準投向最具價值的戰略方向。

FINANCIAL REVIEW

財務回顧

REVENUE

收益

The following table sets forth the breakdown of our revenue for the 2026 Interim and 2025 Interim:

下表載列我們2026年中期及2025年中期的收益明細：

		For the six months ended 30 June 截至6月30日止六個月			
		2026 2026年		2025 2025年	
		(RMB'000) (人民幣千元) **(Unaudited) (未經審核)**	***(% of total revenue) (佔收益總額百分比)***	*(RMB'000) (人民幣千元)* (Unaudited) (未經審核)	*(% of total revenue) (佔收益總額百分比)*
Marketing services	**營銷服務**	**12,994**	**65.0%**	15,514	83.5%
of which: online marketing	其中：線上營銷	**9,054**	**45.3%**	12,028	64.7%
offline marketing	線下營銷	**3,940**	**19.7%**	3,486	18.8%
Self-owned brand business	**自有品牌**	**6,891**	**34.5%**	2,999	16.1%
Others	**其他**	**103**	**0.5%**	71	0.4%
Total	**總計**	**19,988**	**100.0%**	18,584	100.0%

For the 2026 Interim, the total revenue was approximately RMB20.0 million, representing a year-on-year increase of approximately 7.6% (2025 Interim: approximately RMB18.6 million). The increase in the total revenue was primarily attributable to an increase in revenue from the self-owned brand business compared with the same period last year.

2026年中期的收益總額約為人民幣20.0百萬元，同比增加約7.6%（2025年中期：約人民幣18.6百萬元）。收益總額增加主要由於自有品牌業務收入較去年同期有所增加所致。

COST OF SALES

The cost of sales was approximately RMB18.9 million for the 2026 Interim, representing a year-on-year increase of approximately 42.9% (2025 Interim: approximately RMB13.3 million). This was primarily due to the higher procurement costs of the online marketing business paid to downstream media, which resulted in an overall rise in costs.

銷售成本

2026年中期的銷售成本約為人民幣18.9百萬元，同比增加約42.9%（2025年中期：約人民幣13.3百萬元），主要由於線上營銷業務向下游媒體支付的採購成本較高導致整體成本上升。

GROSS PROFIT AND GROSS PROFIT MARGIN

For the 2026 Interim, our gross profit was approximately RMB1.0 million, representing a year-on-year decrease of approximately 80.4% (2025 Interim: approximately RMB5.3 million). For the 2026 Interim, the gross profit margin was 5.2% (2025 Interim: 28.7%). Gross profit and gross margin declined significantly, mainly affected by the market environment, coupled with rising overall costs from business expansion.

毛利及毛利率

我們於2026年中期的毛利約為人民幣1.0百萬元，同比減少約80.4%（2025年中期：約人民幣5.3百萬元）。2026年中期的毛利率為5.2%（2025年中期：28.7%）。毛利和毛利率下滑較大，主要受市場環境影響，加上業務拓展帶來的整體成本上升。

EXPENSES

Selling and Distribution Expenses

Our selling and distribution expenses primarily consist of staff salaries and benefits. The selling and distribution expenses were approximately RMB3.3 million for 2026 Interim, representing a year-on-year decrease of approximately 34.9% (2025 Interim: approximately RMB5.0 million). This reduction is mainly attributable to the optimization and adjustment of the Company's personnel and organizational structure, and the decrease in labor costs.

Administrative Expenses

Our administrative expenses primarily consist of (i) staff salaries and benefits; (ii) amortization and depreciation charges; (iii) legal and professional fee; (iv) agent cost; (v) short-term lease expenses; and (vi) renovation expenses. The administrative expenses were approximately RMB7.0 million for the 2026 Interim, representing a year-on-year decrease of approximately 7.6% (2025 Interim: approximately RMB7.6 million). This is primarily due to the decrease in amortization of intangible assets and the absence of renovation expenses during the Reporting Period.

Income Tax Expenses

No income tax expenses were recognised for the 2026 Interim due to the enterprise loss (2025 Interim: nil). The general corporate income tax rate in the PRC is 25%. One subsidiary of the Group in the PRC was approved as a High and New Technology Enterprise, and is subject to a preferential income tax rate of 15% in the 2026 Interim (2025 Interim: two subsidiaries in the PRC were subject to a preferential income tax rate of 15%).

開支

銷售及分銷開支

我們的銷售及分銷開支主要包括員工薪金及福利。2026年中期的銷售及分銷開支約為人民幣3.3百萬元，同比減少約34.9%（2025年中期：約人民幣5.0百萬元），主要是由於公司人員結構優化調整及人工成本減少所致。

行政開支

我們的行政開支主要包括(i)員工薪金及福利；(ii)攤銷及折舊開支；(iii)法律及專業費用；(iv)代理成本；(v)短期租賃開支；及(vi)裝修費用。2026年中期的行政開支約為人民幣7.0百萬元，同比減少約7.6%（2025年中期：約人民幣7.6百萬元），主要是由於無形資產攤銷減少及報告期內無裝修費用。

所得稅開支

由於企業虧損，2026年中期並無所得稅開支（2025年中期：無）。中國的一般企業所得稅率為25%。本集團的一間中國附屬公司被批准為高新技術企業，於2026年中期內可按優惠稅率15%繳納所得稅（2025年中期：兩間中國附屬公司享受優惠稅率15%）。

FINANCIAL POSITIONS

As of 30 June 2026, our total equity was approximately RMB15.9 million, as compared with approximately RMB26.5 million as of 31 December 2025. The decrease was mainly due to the losses incurred from operating activities.

As of 30 June 2026, our net current assets were approximately RMB13.1 million, as compared with approximately RMB23.6 million as of 31 December 2025. The decrease was mainly attributable to the decrease in cash at banks and on hand, and the decrease in accounts receivable and prepayments.

LIQUIDITY AND FINANCIAL RESOURCES

As of 30 June 2026, our cash at banks and on hand was approximately RMB16.3 million, as compared with approximately RMB23.3 million as of 31 December 2025. The decrease was mainly attributable to the payment of funds related to operating activities.

MATERIAL EVENTS AFTER THE REPORTING PERIOD

There have been no material events of the Group from 30 June 2026 until the date of this interim results announcement.

財務狀況

截至2026年6月30日，我們的權益總額約為人民幣15.9百萬元，而截至2025年12月31日則約為人民幣26.5百萬元。該減少主要由於經營活動產生的虧損所致。

截至2026年6月30日，我們的流動資產淨值約為人民幣13.1百萬元，而截至2025年12月31日則約為人民幣23.6百萬元。該減少主要是由於銀行及手頭現金減少及應收賬款及預付賬款減少所致。

流動資金及財務資源

截至2026年6月30日，我們的銀行及手頭現金約為人民幣16.3百萬元，而截至2025年12月31日則約為人民幣23.3百萬元。該減少主要由於支付有關經營活動的資金所致。

報告期後重大事項

自2026年6月30日起直至本中期業績公告日期，本集團並無重大事項。

GEARING RATIO

As of 30 June 2026, our gearing ratio, which is calculated as total debt divided by total assets, was 52.2%, as compared with 38.8% as of 31 December 2025. The increase was mainly attributable to the decrease in current assets.

資產負債比率

按債務總額除以資產總值計算，截至2026年6月30日的資產負債比率為52.2%，而截至2025年12月31日則為38.8%，該增加主要由於流動資產減少所致。

CAPITAL EXPENDITURE

Our capital expenditure includes expenditures on furniture, fixtures and office equipment, computers and motor vehicles. For the 2026 Interim and 2025 Interim, the Group had no significant capital expenditure.

資本開支

我們的資本開支包括家具、裝置及辦公室設備、電腦及汽車的開支。2026年中期及2025年中期，本集團並無重大資本開支。

SIGNIFICANT INVESTMENTS HELD/FUTURE PLANS FOR MATERIAL INVESTMENTS OR CAPITAL ASSETS, AND MATERIAL ACQUISITIONS AND DISPOSALS OF SUBSIDIARIES, ASSOCIATES AND JOINT VENTURES

For the six months ended 30 June 2026, we did not have any significant investments or material acquisitions and disposals of subsidiaries, associates and joint ventures, and none of each individual investment held by the Group constituted 5% or above of the total assets of the Group as of 30 June 2026.

As of the date of this interim results announcement, we did not have any future plan for material investments and capital assets.

所持重大投資／重大投資或資本資產未來計劃，及重大收購以及出售附屬公司、聯營公司及合營公司

截至2026年6月30日止六個月，我們並無任何重大投資或有關附屬公司、聯營公司及合營企業的重大收購及出售事項，以及本集團持有的各項獨立投資概無構成本集團截至2026年6月30日的總資產的5%或以上。

截至本中期業績公告日期，我們並無任何未來重大投資或資本資產計劃。

CHARGE ON ASSETS

As of 30 June 2026, no property, plant and equipment was pledged.

資產抵押

截至2026年6月30日，概無質押任何物業、廠房及設備。

CONTINGENT LIABILITIES AND GUARANTEES

As of 30 June 2026, we did not have significant contingent liabilities, guarantees or any significant claim or litigation against us.

或然負債及擔保

截至2026年6月30日，我們並無記錄重大或然負債、擔保或針對我們的任何重大索償或訴訟。

EMPLOYEES AND REMUNERATION POLICIES

As of 30 June 2026, the Group had a total of 38 employees (2025 Interim: 66). Our total employee remuneration for the six months ended 30 June 2026 was approximately RMB6.7 million (including salary, bonus, share-based compensation, pension scheme contribution, other social security fund and other employee benefits) (for the six months ended 30 June 2025: approximately RMB7.5 million).

The remuneration of our employees is determined based on their performance, experience and capability with reference to comparable cases in the market. Their remuneration package includes salaries, bonus related to the Company's performance, allowances and state-managed retirement benefit schemes for employees in the PRC. The Company also provides customised training to its staff to enhance their technical and product knowledge.

The Company has adopted a restricted share unit scheme on 14 August 2018 and a restricted share award scheme on 7 May 2020 to recognise and motivate the contributions by its employees and give incentives thereto in order to retain them, as well as to attract suitable personnel for further development of the Group. Please refer to the Prospectus, the announcements of the Company dated 7 May 2020, 5 June 2020 and 17 May 2023, and the 2026 interim report of the Company to be published for further details.

僱員及薪酬政策

截至2026年6月30日，本集團有38名僱員（2025年中期：66）。我們截至2026年6月30日止六個月的僱員薪酬總額約為人民幣6.7百萬元(包含薪金、花紅、以股份為基礎的酬金、退休計劃供款、其他社會保障金及其他僱員福利)(截至2025年6月30日止六個月：約人民幣7.5百萬元)。

我們的僱員薪酬按彼等的表現、經驗及能力，並參考市場內的可比較個案而釐定。彼等的薪酬待遇包括薪金、與本公司表現有關的花紅、津貼以及中國僱員享有國家管理的退休福利計劃。本公司亦向其員工提供針對性培訓，以增進彼等的技術及產品知識。

本公司於2018年8月14日採納一個受限制股份單位計劃，並於2020年5月7日採納一個受限制股份獎勵計劃，以表彰及鼓勵僱員作出貢獻、藉提供激勵挽留僱員，以及吸引合適人員推動本集團的進一步發展。更多詳情請參閱招股章程、本公司日期為2020年5月7日、2020年6月5日及2023年5月17日的公告以及本公司即將發佈之2026年中期報告。

INTERIM CONDENSED CONSOLIDATED STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME
FOR THE SIX MONTHS ENDED 30 JUNE

中期簡明綜合損益及其他全面收益表
截至6月30日止六個月

		Notes 附註	**2026** **2026年** ***(RMB'000)*** ***(人民幣千元)*** **(Unaudited)** **(未經審核)**	2025 2025年 *(RMB'000)* *(人民幣千元)* (Unaudited) (未經審核)
Revenue	**收益**	4	**19,988**	18,584
Cost of sales	銷售成本		**(18,945)**	(13,258)
Gross profit	**毛利**		**1,043**	5,326
Other income and other net gains	其他收入及其他收益淨額	5	**151**	(262)
Change in fair value of:	以下各項的公允值變動：			
— financial assets at fair value through profit or loss	一按公允值計入損益的財務資產		**—**	—
Loss of disposal of financial asset at fair value through profit or loss	處理按公允值計入損益的財務資產虧損		**—**	—
Selling and distribution expenses	銷售及分銷開支		**(3,270)**	(5,023)
Administrative expenses	行政開支		**(7,047)**	(7,624)
Expected credit loss on financial assets	財務資產預期信貸虧損		**(79)**	(4,270)
Finance costs	融資成本		**—**	—
Loss before income tax	**除所得稅前虧損**	6	**(9,202)**	(11,853)
Income tax expense	所得稅開支	7	**—**	—
Loss for the period	**期內虧損**		**(9,202)**	(11,853)
Loss and other comprehensive income for the period attributable to:	**以下人士應佔期內虧損及其他全面收益：**			
Owners of the Company	本公司擁有人		**(9,202)**	(11,853)
Non-controlling interests	非控股權益		**—**	—
			(9,202)	(11,853)
Loss per share attributable to the owners of the Company	**本公司擁有人應佔每股虧損**			
Basic and diluted	基本及攤薄	8	**RMB(0.0040)** **人民幣(0.0040)元**	RMB(0.0052) 人民幣(0.0052)元

INTERIM CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION

中期簡明綜合財務狀況表

		Notes 附註	**As at 30 June 2026 於2026年6月30日 *(RMB'000)* *(人民幣千元)* (Unaudited) (未經審核)**	As at 31 December 2025 於2025年12月31日 *(RMB'000)* *(人民幣千元)* (Audited) (經審核)
ASSETS AND LIABILITIES	**資產及負債**			
Non-current assets	**非流動資產**			
Property, plant and equipment	物業、廠房及設備		**80**	114
Intangible assets	無形資產		**—**	—
Financial assets at fair value through profit or loss	按公允值計入損益的財務資產		**2,721**	2,721
			2,801	2,835
Current assets	**流動資產**			
Inventories	存貨		**244**	484
Trade receivables	貿易應收款項	*10*	**3,645**	4,821
Deposits, prepayments and other receivables	按金、預付款項及其他應收款項		**9,944**	11,284
Amounts due from Shareholders	應收股東款項		**367**	524
Cash and cash equivalents	現金及現金等價物		**16,326**	23,270
Income tax recoverable	應收所得稅		**—**	10
			30,526	40,393
Current liabilities	**流動負債**			
Trade payables	貿易應付款項	*11*	**2,357**	2,093
Contract liabilities	合約負債	*4(c)*	**246**	372
Accruals and other payables	應計費用及其他應付款項		**4,805**	4,313
Income tax payable	應付所得稅		**—**	—
Bank borrowings	銀行借款		**10,000**	10,000
			17,408	16,778
Net current assets	**流動資產淨值**		**13,118**	23,615
Net assets	**資產淨值**		**15,919**	26,450
EQUITY	**權益**			
Capital and reserves	**資本及儲備**			
Capital	資本	*12*	**1,967**	1,967
Reserves	儲備		**13,952**	24,483
Total equity	**權益總額**		**15,919**	26,450

NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL STATEMENTS

1. GENERAL INFORMATION

The Company was incorporated in the Cayman Islands on 26 March 2018 as an exempted company with limited liability under the Companies Laws Chapter 22 of the Cayman Islands. The Company was listed on The Stock Exchange of Hong Kong Limited on 14 March 2019. The address of the Company's registered office is located at the office of Walkers Corporate Limited, 190 Elgin Avenue, George Town, Grand Cayman KY1-9008, Cayman Islands. The Company's principal place of business is located in the People's Republic of China ("**PRC**").

The principal activity of the Company is investment holding and the principal activities of its subsidiaries (together with the Company collectively refer to as the "**Group**") are provision of marketing services and other sales in the PRC.

2. BASIS OF PREPARATION

These condensed consolidated interim financial statements have been prepared in accordance with Hong Kong Accounting Standard 34 "Interim Financial Reporting" ("**HKAS 34**"), issued by the Hong Kong Institute of Certified Public Accountants ("**HKICPA**") and the applicable disclosure provisions of the Rules Governing the Listing of Securities on the Main Board of The Stock Exchange of Hong Kong Limited. These condensed consolidated interim financial statements were authorised for issue on 26 August 2026.

These condensed consolidated interim financial statements have been prepared with the same accounting policies adopted in the 2025 annual financial statements, except for those that relate to new standards or interpretations effective for the first time for periods beginning on or after 1 January 2026. Details of any changes in accounting policies are set out in note 3. The adoption of the new and revised Hong Kong Financial Reporting Standards ("**HKFRSs**") has no material effect on these condensed consolidated interim financial statements. The Group has not early adopted any new and revised HKFRSs that have been issued but not yet effective in the current accounting period.

簡明綜合中期財務報表附註

1. 一般資料

本公司於2018年3月26日根據開曼群島公司法第22章於開曼群島註冊成立為獲豁免有限公司。本公司於2019年3月14日於香港聯合交易所有限公司上市。本公司的註冊辦事處為Walkers Corporate Limited的辦公室，地址為190 Elgin Avenue, George Town, Grand Cayman KY1-9008, Cayman Islands。本公司的主要營業地點位於中華人民共和國(「**中國**」)。

本公司的主要業務為投資控股，而其附屬公司(連同本公司統稱為「**本集團**」)的主要業務為於中國提供營銷服務及其他銷售業務。

2. 編製基準

該等簡明綜合中期財務報表已根據香港會計師公會(「**香港會計師公會**」)頒佈的香港會計準則第34號「中期財務報告」(「**香港會計準則第34號**」)及香港聯合交易所有限公司主板證券上市規則的適用披露條文編製。該等簡明綜合中期財務報表於2026年8月26日獲授權刊發。

該等簡明綜合中期財務報表已按照與2025年年度財務報表所採納的相同會計政策編製，惟不包括與於2026年1月1日或之後開始的期間內首次生效的新訂準則或詮釋有關的會計政策。任何會計政策變動的詳情載於附註3。採納新訂及經修訂香港財務報告準則(「**香港財務報告準則**」)對該等簡明綜合中期財務報表並無重大影響。本集團概無提前採納本會計期間已頒佈但尚未生效的任何新訂及經修訂香港財務報告準則。

3. CHANGES IN ACCOUNTING POLICIES

The condensed consolidated financial statements have been prepared on the historical cost basis except for certain financial instruments, which are measured at fair values at the end of the reporting period respectively.

The accounting policies and methods of computation used in the condensed consolidated financial statements for the six months ended 30 June 2026 are the same as those followed in the preparation of the annual financial statements of the Group for the year ended 31 December 2025.

The Group has applied the following amendments to standards issued by the HKICPA to the interim financial report for the current accounting period:

Amendments to HKFRS 9 and HKFRS 7	Classification and Measurement of Financial Instruments
Amendments to HKFRS 9 and HKFRS 7	Contracts Referencing Nature-Dependent Electricity
Amendments to HKFRS 1, HKFRS 7, HKFRS 9, HKFRS 10 and HKAS 7	Annual Improvements to HKFRS Accounting Standards – Volume 11

None of the application of the amendments to standards in the current accounting period has had material impact on the Group's performance and financial positions for the current and prior periods and/or on the disclosures set out in the condensed consolidated financial statements nor a change in accounting policies.

3. 會計政策變動

除若干金融工具分別以報告期末的公平值計量外，簡明綜合財務報表按歷史成本基礎編製。

截至2026年6月30日止六個月的簡明綜合財務報表所用的會計政策及計算方法與編製本集團截至2025年12月31日止年度之年度財務報表所用者相同。

於當前會計期間，本集團已於中期財務報告應用由香港會計師公會頒佈的以下準則修訂本：

香港財務報告準則第9號及香港財務報告準則第7號修訂本	金融工具分類與計量
香港財務報告準則第9號及香港財務報告準則第7號修訂本	依賴自然能源生產電力的合同
香港財務報告準則第1號、香港財務報告準則第7號、香港財務報告準則第9號、香港財務報告準則第10號及香港會計準則第7號修訂本	香港財務報告準則會計準則年度改進－第11冊

於當前會計期間應用準則修訂本對本集團於本期間及過往期間的表現及財務狀況及／或簡明綜合財務報表所載的披露並無重大影響或導致會計政策變動。

4. REVENUE AND SEGMENT INFORMATION

Management has determined the operating segments based on the reports reviewed by chief operating decision maker. The chief operating decision maker, who is responsible for allocating resources and assessing performance of the operating segment, has been identified as the executive directors of the Company.

The Group is principally engaged in the provision of marketing services and other sales in the PRC. Management reviews the operating results of the business as two operating segments to make decisions about resources to be allocated. Therefore, the chief operating decision maker of the Company considers that there are two segments which are used to make strategic decisions.

4. 收益及分部資料

管理層已基於主要經營決策者審閱的報告釐定經營分部。主要經營決策者負責分配資源及評估經營分部的表現，並已被認定為本公司執行董事。

本集團主要於中國從事提供營銷服務及其他銷售業務。管理層審閱業務經營業績時將其視為兩個經營分部而作出資源分配的決定。因此，本公司的主要經營決策者認為有兩個分部用於作出戰略決定。

The major operating entity of the Group is domiciled in the PRC. Accordingly, all of the Group's revenue was derived in the PRC for the six months ended 30 June 2026 and 2025.

本集團的主要經營實體位於中國。因此，截至2026年及2025年6月30日止六個月，本集團的所有收益均來自中國。

As at 30 June 2026 and 31 December 2025, all of the non-current assets of the Group were located in the PRC.

於2026年6月30日及2025年12月31日，本集團的所有非流動資產均位於中國。

The Group's customer base is diversified. There are three customers with whom transactions exceeded 10% of the Group's revenue for the six months ended 30 June 2026 (six months ended 30 June 2025: two).

本集團擁有多元化的客戶群。截至2026年6月30日止六個月三名（截至2025年6月30日止六個月：兩名）客戶的交易額超過本集團收益的10%。

All the Group's revenue is derived from contracts with customers. Revenue mainly comprises of proceeds from marketing services and other sales. An analysis of the Group's revenue by category for the six months ended 30 June 2026 and 2025 was as follows:

本集團所有收益均來自與客戶訂立的合約。收益主要包括來自營銷服務及其他銷售業務所得款項。本集團截至2026年及2025年6月30日止六個月按類別劃分的收益分析如下：

(a) Disaggregated revenue information

(a) 收益資料細分

		Six months ended 30 June 截至6月30日止六個月	
		2026	2025
		2026年	2025年
		RMB'000	*RMB'000*
		人民幣千元	*人民幣千元*
		(Unaudited)	(Unaudited)
		（未經審核）	（未經審核）
Reportable segment revenue from contract with customers	來自與客戶訂立的合約之可報告分部收益		
Marketing services	營銷服務	**12,994**	15,514
Other sales	其他銷售	**6,994**	3,070
		19,988	18,584
Timing of revenue recognition	收益確認時間		
At a point in time	於某一時間點確認	**19,988**	18,584

(b) Assets recognized from incremental costs to obtain a contract

(b) 自獲取合約增量成本確認的資產

For the six months ended 30 June 2026 and 2025, there were no significant incremental costs to obtain a contract.

截至2026年及2025年6月30日止六個月，並無重大獲取合約增量成本。

(c) Significant changes in contract liabilities

Contract liabilities of the Group mainly arise from the advance payments made by customers while the underlying services are yet to be provided.

The following table shows how much of the revenue recognized in the current reporting period carried-forward contract liabilities:

(c) 合約負債重大變動

本集團的合約負債主要來自客戶的預付款項，而相關服務尚未提供。

下表顯示本報告期內確認的收益結轉為合約負債的金額：

		30 June 2026 **2026年6月30日** ***RMB'000*** ***人民幣千元*** **(Unaudited)** **（未經審核）**	31 December 2025 2025年12月31日 *RMB'000* *人民幣千元* (Audited) （經審核）
Balance at 1 January	於1月1日的結餘	**372**	1,033
Decrease in contract liabilities as a result of recognizing revenue during the period/year that was included in the contract liabilities at the beginning of the period/year	因期／年內確認計入期／年初合約負債的收益而導致的合約負債減少	**(372)**	(1,033)
Increase in contract liabilities as a result of billing in advance of marketing activities	因預先就營銷服務活動發出賬單而導致的合約負債增加	**246**	372
Balance at 30 June/31 December	於6月30日／12月31日的結餘	**246**	372

5. OTHER INCOME AND OTHER NET GAINS

5. 其他收入及其他收益淨額

		Six months ended 30 June **截至6月30日止六個月** **2026** **2026年** ***RMB'000*** ***人民幣千元*** **(Unaudited)** **（未經審核）**	2025 2025年 *RMB'000* *人民幣千元* (Unaudited) （未經審核）
Exchange gain, net	匯兑收益淨額	**62**	(609)
Interest income	利息收入	**15**	170
Others	其他	**74**	177
		151	(262)

6. LOSS BEFORE INCOME TAX

6. 除所得稅前虧損

Loss before income tax is arrived at after charging the following:

除所得稅前虧損於扣除以下各項後得出：

		Six months ended 30 June 截至6月30日止六個月 **2026** **2026年** ***RMB'000*** ***人民幣千元*** **(Unaudited)** **(未經審核)**	 2025 2025年 *RMB'000* *人民幣千元* (Unaudited) (未經審核)
Amortization of intangible asset *(Note)*	無形資產攤銷*(附註)*	**—**	159
Depreciation of property, plant and equipment	物業、廠房及設備折舊	**34**	38
(Reversal of)/impairment loss on trade receivables	貿易應收款項減值（撥回）╱減值虧損	**50**	(142)
Provision for impairment of contract assets	合約資產減值撥備	**—**	—
Provision for impairment of other receivables	其他應收款項減值撥備	**29**	4,412
R&D expenditure	研發開支	**—**	—
Short term lease expenses	短期租賃開支	**339**	551
Staff cost (including directors' emoluments)	員工成本（包括董事酬金）		
— Salaries, wages and other benefits	— 薪金、工資及其他福利	**6,172**	6,716
— Retirement scheme contribution	— 退休計劃供款	**543**	792
		6,715	7,508

Note:

Amortization of intangible assets was included in "administrative expenses" on the face of the condensed consolidated statements of profit or loss and other comprehensive income.

附註：

無形資產攤銷於簡明綜合損益及其他全面收益表內計入「行政開支」。

7. INCOME TAX EXPENSE

7. 所得稅開支

		Six months ended 30 June 截至6月30日止六個月	
		2026 **2026年** ***RMB'000*** ***人民幣千元*** **(Unaudited)** **（未經審核）**	2025 2025年 *RMB'000* *人民幣千元* (Unaudited) （未經審核）
Current tax	**即期稅項**		
Tax for the current period	本期間稅項	—	—
Deferred tax	**遞延稅項**		
Credited to profit or loss for the period	計入期內損益	—	—
		—	—

Pursuant to the rules and regulations of the Cayman Islands, the Group is not subject to any income tax in the Cayman Islands.

根據開曼群島的規則及法規，本集團毋須繳納開曼群島的任何所得稅。

Pursuant to the rules and regulations of the BVI, the Group is not subject to any income tax in the BVI.

根據英屬處女群島的規則及法規，本集團毋須繳納英屬處女群島的任何所得稅。

No provision for Hong Kong Profits Tax has been made as the Group had no assessable profits arising in Hong Kong during the six months ended 30 June 2026 and 2025.

由於本集團於截至2026年及2025年6月30日止六個月在香港並無任何應課稅溢利，故並無就香港利得稅計提撥備。

Income tax provision of the Group in respect of operations in the PRC has been calculated at the applicable tax rate on the estimated assessable profits for the period, based on the existing legislation, interpretations and practices in respect thereof. The general corporate income tax rate in the PRC is 25%. One subsidiary of the Group in the PRC was approved as a High and New Technology Enterprise, and was subject to a preferential income tax rate of 15% in certain years.

本集團就中國業務計提的所得稅撥備乃按現行法例、有關詮釋及實務就期內估計應課稅溢利按適用稅率計算。中國的一般企業所得稅率為25%。本集團的一間中國附屬公司被批准為高新技術企業，於若干年度可按優惠稅率15%繳納所得稅。

8. LOSS PER SHARE

8. 每股虧損

(a) Basic

The calculation of basic loss per share for the six months ended 30 June 2026 is based on the loss attributable to the ordinary equity Shareholders of the Company of RMB9,202,000 and the weighted average of 2,299,745,000 ordinary shares in issue during the interim period.

(a) 基本

截至2026年6月30日止六個月的每股基本虧損乃根據中期期間的本公司普通權益股東應佔虧損人民幣9,202,000元及已發行2,299,745,000股普通股的加權平均數計算。

The calculation of basic loss per share for the six months ended 30 June 2025 is based on the loss attributable to the ordinary equity Shareholders of the Company of RMB11,853,000 and the weighted average of 2,299,745,000 ordinary shares in issue during the interim period.

截至2025年6月30日止六個月的每股基本虧損乃根據中期期間的本公司普通權益股東應佔虧損人民幣11,853,000元及已發行2,299,745,000股普通股的加權平均數計算。

Loss per share (basic):

每股虧損(基本):

		Six months ended 30 June 截至6月30日止六個月	
		2026 **2026年** **(Unaudited)** **(未經審核)**	2025 2025年 (Unaudited) (未經審核)
Loss attributable to the owners of the Company *(RMB'000)*	本公司擁有人應佔虧損 *(人民幣千元)*	**9,202**	11,853
Weighted average number of ordinary shares in issue *(thousand shares)*	已發行普通股的加權平均數 *(千股)*	**2,299,745**	2,299,745
Loss per share attributable to the owners of the Company *(RMB per share)*	本公司擁有人應佔每股虧損 *(每股人民幣元)*	**0.0040**	0.0052

Weighted average number of ordinary shares (basic):

普通股的加權平均數(基本):

		Six months ended 30 June 截至6月30日止六個月	
		2026 **2026年** **Thousand shares** **千股** **(Unaudited)** **(未經審核)**	2025 2025年 Thousand shares 千股 (Unaudited) (未經審核)
Weighted average number of ordinary shares at 1 January	於1月1日的普通股的加權平均數	**2,299,745**	2,299,745
Effect of vesting/(purchase) of shares held by the employee share trusts*	歸屬/(購買)僱員股份信託所持股份的影響*	**—**	—
Weighted average number of ordinary shares (basic) as at 30 June	於6月30日的普通股的加權平均數(基本)	**2,299,745**	2,299,745

* The shares held by the employee share trusts are regarded as treasury shares.

* 僱員股份信託所持股份被視作庫存股份。

(b) Diluted

Diluted loss per share is the same as the basic loss per share as there are no dilutive potential ordinary shares in existence during the six months ended 30 June 2026 and 2025.

(b) 攤薄

由於截至2026年及2025年6月30日止六個月內並無具潛在攤薄效應的普通股,故每股攤薄虧損與每股基本虧損一致。

9. DIVIDENDS

The Board has resolved not to recommend or declare the payment of an interim dividend for the six months ended 30 June 2026 (six months ended 30 June 2025: nil).

9. 股息

董事會決議不建議或宣派截至2026年6月30日止六個月的中期股息（截至2025年6月30日止六個月：無）。

10. TRADE RECEIVABLES

10. 貿易應收款項

		As at 30 June 2026 於2026年6月30日 *RMB'000* *人民幣千元* (Unaudited) (未經審核)	As at 31 December 2025 於2025年12月31日 *RMB'000* *人民幣千元* (Audited) (經審核)
Trade receivables	貿易應收款項	**3,878**	5,004
Less: Loss allowance for trade receivables	*減：*貿易應收款項的虧損撥備	**(233)**	(183)
		3,645	4,821

The ageing analysis of trade receivables, net of impairment losses at the end of each reporting period based on invoice date is as follows:

於各報告期末的貿易應收款項（扣除減值虧損）根據發票日期的賬齡分析如下：

		As at 30 June 2026 於2026年6月30日 *RMB'000* *人民幣千元* (Unaudited) (未經審核)	As at 31 December 2025 於2025年12月31日 *RMB'000* *人民幣千元* (Audited) (經審核)
0 – 30 days	0至30日	**2,724**	4,821
31 – 60 days	31至60日	**73**	—
61 – 90 days	61至90日	**1**	—
91 – 180 days	91至180日	**—**	—
181 – 365 days	181至365日	**847**	—
Over 365 days	365日以上	**—**	—
		3,645	4,821

During the six months ended 30 June 2026, the Group allows credit periods ranging from 1 to 30 days (during the year ended 31 December 2025: 1 to 30 days) to its customers. Before accepting any new customer, the Group assesses the potential customer's credit quality and defines credit limits by customer. Credit limits attributed to customers and credit term granted to customers are reviewed regularly.

截至2026年6月30日止六個月，本集團向其客戶授出介乎1至30日（截至2025年12月31日止年度：1至30日）的信貸期。本集團在接受任何新客戶前，會評估潛在客戶的信貸質素，並按客戶設定信貸限額。本集團亦會定期審視為客戶設定的信貸限額及向客戶授出的信貸期。

The Group applies the simplified approach to provide for expected credit loss ("**ECL**") prescribed by HKFRS 9, which permits the use of the lifetime expected loss provision for all trade receivables. To measure the ECL, trade receivables have been grouped based on shared credit risk characteristics and the ageing. Movements in lifetime ECL that have been recognized for trade receivables in accordance with the simplified approach prescribed by HKFRS 9 are as follows:

本集團應用簡化的方法就香港財務報告準則第9號規定的預期信貸虧損（「**預期信貸虧損**」）計提撥備，該準則允許對所有貿易應收款項採用整個期限內的預期虧損撥備。為計量預期信貸虧損，貿易應收款項已根據共同信貸風險特徵及賬齡分類。根據香港財務報告準則第9號所列的簡化方法，就貿易應收款項確認的整個期限內的預期信貸虧損變動如下：

		As at 30 June 2026 **於2026年6月30日** ***RMB'000*** ***人民幣千元*** **(Unaudited)** **（未經審核）**	As at 31 December 2025 於2025年12月31日 *RMB'000* *人民幣千元* (Audited) （經審核）
As at 1 January	於1月1日	**183**	280
Reversal of impairment loss on trade receivables	貿易應收款項減值虧損撥回	**50**	(97)
Amounts written-off as uncollectible	撇銷為無法收回的款項	**—**	—
As at 30 June/31 December	於6月30日／12月31日	**233**	183

11. TRADE PAYABLES

11. 貿易應付款項

		As at 30 June 2026 於2026年6月30日 *RMB'000* *人民幣千元* (Unaudited) (未經審核)	As at 31 December 2025 於2025年12月31日 *RMB'000* *人民幣千元* (Audited) (經審核)
Trade payables	貿易應付款項	**2,357**	2,093

The credit terms of trade payables vary according to the terms agreed with different suppliers, normally range from 1 day to 60 days. Based on the receipt of services and goods, which normally coincided with the invoice dates, the ageing analysis of the Group's trade payables as at the end of each of the reporting period is as follows:

貿易應付款項的信貸期視乎與不同供應商協定的條款而有所不同，一般介乎1日至60日。根據接收服務及貨物日期(一般與發票日期相同)，本集團於各報告期末的貿易應付款項賬齡分析如下：

		As at 30 June 2026 於2026年6月30日 *RMB'000* *人民幣千元* (Unaudited) (未經審核)	As at 31 December 2025 於2025年12月31日 *RMB'000* *人民幣千元* (Audited) (經審核)
0 – 30 days	0至30日	**1,272**	113
31 – 90 days	31至90日	**120**	1,980
91 – 180 days	91至180日	**60**	—
181 – 365 days	181至365日	**—**	—
Over 365 days	365日以上	**905**	—
		2,357	2,093

The trade payables are short-term and hence the carrying values of the Group's trade payables are considered to be a reasonable approximation of fair value.

鑒於貿易應付款項為短期款項，故本集團貿易應付款項的賬面值被視為公允值的合理約數。

12. CAPITAL

12. 資本

		As at 30 June 2026 於2026年6月30日		As at 31 December 2025 於2025年12月31日	
			Nominal value 面值		Nominal value 面值
		No. of shares 股份數目	***RMB'000 人民幣千元***	*No. of shares 股份數目*	*RMB'000 人民幣千元*
		(Unaudited) (未經審核)	**(Unaudited) (未經審核)**	(Audited) (經審核)	(Audited) (經審核)
Issued and fully paid:	**已發行及繳足：**				
At 1 January and 30 June/ 31 December	於1月1日及6月30日／12月31日	**2,300,000,000**	**1,967**	2,300,000,000	1,967

13. EVENTS AFTER THE END OF THE REPORTING PERIOD

As of the approval date on these financial statements, the Group had no significant events after the reporting period which need to be disclosed.

13. 報告期結束後事項

截至該等財務報表批准日期，本集團於報告期後並無須予披露的重大事項。

OTHER INFORMATION

PURCHASE, SALE OR REDEMPTION OF LISTED SECURITIES

Neither the Company nor its subsidiaries had purchased, sold or redeemed any of the Company's listed securities (including sales of treasury shares) during the 2026 Interim. As of 30 June 2026, the Company did not hold any treasury shares.

COMPLIANCE WITH CG CODE

The Company's corporate governance practices are based on the principles and code provisions as set out in the CG Code contained in Appendix C1 to the Listing Rules. During the 2026 Interim, the Company has complied with all applicable code provisions as set out in Part 2 of the CG Code save for the following deviation from code provision C.2.1 of the CG Code, which stipulates that the roles of chairman and chief executive officer should be separate and should not be performed by the same individual.

其他資料

購回、出售或贖回上市證券

本公司或其附屬公司於2026年中期內概無購回、出售或贖回本公司任何上市證券（包括出售庫存股份）。截至2026年6月30日，本公司並無持有任何庫存股份。

遵守企業管治守則

本公司的企業管治常規乃基於上市規則附錄C1企業管治守則所載的原則及守則條文。於2026年中期內，本公司已遵守企業管治守則第二部分所載的一切適用守則條文，惟偏離企業管治守則之守則條文第C.2.1條除外，該條文規定主席與行政總裁的角色應有區分，並不應由同一人兼任。

Mr. Yang Bin ("**Mr. Yang**") is the founder of the Company and Chairman, and served as the co-CEO up to 6 March 2026. With extensive experience in the online advertisement industry, Mr. Yang is responsible for the overall management, decision-making and strategy planning of the Group and is instrumental to the Group's growth and business expansion since its establishment. Since Mr. Yang was the key person for the Group's development and he would not undermine the Group's interests in any way under any circumstances, the Board considered that vesting the roles of Chairman and co-CEO in the same person, Mr. Yang, would not create any potential harm to the interest of the Group and it was, on the contrary, beneficial to the management of the Group. The operation of the Senior Management and the Board, which are comprised of experienced individuals, effectively checks and balances the power and authority of Mr. Yang as both the Chairman and co-CEO. The Board comprises three executive Directors (including Mr. Yang), one non-executive Director and three independent non-executive Directors and therefore has a fairly strong independence element in its composition. Meanwhile, Mr. Zhang Danqi ("**Mr. Zhang**") was appointed as an executive Director and co-CEO on 28 December 2024, and resigned as an executive Director and co-CEO on 6 March 2026. During the period, Mr. Zhang assisted Mr. Yang in the overall leading of the Group's development affairs.

楊斌先生(「**楊先生**」)為本公司的創辦人兼主席並曾擔任聯席行政總裁直至2026年3月6日。楊先生在線上廣告行業擁有豐富經驗,負責本集團整體管理、決策及戰略規劃,且自本集團成立以來對本集團成長及業務擴張貢獻良多。由於楊先生為本集團發展的關鍵人物,且彼於任何情況下均不會以任何方式損害本集團的利益,董事會認為,由楊先生一人兼任主席及聯席行政總裁不會對本集團的利益造成任何潛在損害,反之對本集團的管理有利。由經驗豐富的人士組成的高級管理層及董事會的運作有效地檢查及平衡主席兼聯席行政總裁楊先生的權力及職權。董事會由三名執行董事(包括楊先生)、一名非執行董事及三名獨立非執行董事組成,因此其構成的獨立程度相當大。同時,張聃琦先生(「**張先生**」)於2024年12月28日獲委任為執行董事兼聯席行政總裁,並已於2026年3月6日辭任本公司執行董事及聯席行政總裁職務。期間,張先生協助楊先生全面領導本集團的發展事務。

Since Mr. Yang ceased to act as the co-CEO with effect from 6 March 2026 and Mr. Yuan Limin has been appointed as the CEO on the same date, the Company has complied with all applicable code provisions as set out in Part 2 of the CG Code from 6 March 2026.

由於楊先生自2026年3月6日起不再擔任聯席行政總裁職務及原立民先生於同日獲委任為行政總裁,因此自2026年3月6日起本公司已遵守企業管治守則第二部分所載的一切適用守則條文。

The Board will continue to review and monitor the corporate governance practices of the Company for the purpose of complying with the CG Code and maintaining a high standard of corporate governance of the Company.

董事會將持續檢討及監督本公司的企業管治常規,以遵守企業管治守則並維持本公司高水準的企業管治。

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 own code of conduct regarding directors' securities transactions.

Having made specific enquiry of all Directors, all of them have confirmed that they have complied with the Model Code and the Company's own code of conduct regarding directors' securities transactions throughout the 2026 Interim.

董事進行證券交易的標準守則

本公司已採納上市規則附錄C3所載的標準守則，作為其本身有關董事進行證券交易的行為守則。

經向全體董事作出具體查詢後，彼等已確認彼等於2026年中期內已遵守標準守則及本公司本身有關董事進行證券交易的行為守則。

REVIEW OF THE INTERIM FINANCIAL INFORMATION

The unaudited condensed consolidated interim financial information for the 2026 Interim was reviewed by the Audit Committee but not reviewed by the external auditor of the Company. The Audit Committee was satisfied that the Company's unaudited financial information was prepared in accordance with applicable accounting standards and had no disagreement with the accounting treatment adopted by the Company.

審閱中期財務資料

於2026年中期的未經審核簡明綜合中期財務資料已由審核委員會進行審閱，但未經本公司的外聘核數師審閱。審核委員會已信納本公司未經審核財務資料乃根據適用的會計準則編製，並對本公司所採用的會計處理方式沒有異議。

PUBLICATION OF THE INTERIM RESULTS ANNOUNCEMENT AND 2026 INTERIM REPORT

This interim results announcement was published on the websites of the Company (www.doumob.com) and the Stock Exchange (www.hkexnews.hk). The interim report of the Group for the 2026 Interim, which contains all the information required under the Listing Rules, will be available on the above websites and despatched to the Shareholders who request the printed copies by the end of September 2026.

刊發中期業績公告及2026年中期報告

本中期業績公告已於本公司網站(www.doumob.com)及聯交所網站(www.hkexnews.hk)刊載。本集團於2026年中期的中期報告(載有上市規則所規定全部資料)將於2026年9月底前刊載於上述網站及寄發予要求印刷本之股東。

DEFINITIONS

釋義

In this interim results announcement, unless otherwise defined or the context otherwise requires, the following terms or expressions shall have the following meanings:

於本中期業績公告內，除非文義另有所指，否則下列詞彙具有以下有關涵義：

"2025 Interim"		the six months ended 30 June 2025
「2025年中期」	指	截至2025年6月30日止六個月
"2026 Interim" or "Reporting Period"		the six months ended 30 June 2026
「2026年中期」或「報告期」	指	截至2026年6月30日止六個月
"Audit Committee"		the audit committee of the Board
「審核委員會」	指	董事會審核委員會
"Board"		the board of Directors of the Company
「董事會」	指	本公司董事會
"CEO"		the chief executive officer of the Company
「行政總裁」	指	本公司行政總裁
"CG Code"		the Corporate Governance Code as set out in Appendix C1 to the Listing Rules
「企業管治守則」	指	上市規則附錄C1所載企業管治守則
"Chairman"		the chairman of the Board
「主席」	指	董事會主席
"China" or "PRC"		the People's Republic of China, unless otherwise stated, for the purpose of this announcement, excludes Hong Kong, the Macau Special Administrative Region and Taiwan region
「中國」	指	中華人民共和國，除另有說明外，本公告所指的中國不包括香港特別行政區、澳門特別行政區及台灣
"Company"		Doumob (豆盟科技有限公司), a company incorporated under the laws of the Cayman Islands with limited liability on 26 March 2018, the Shares of which are listed on the Main Board of the Stock Exchange (stock code: 1917)
「本公司」	指	豆盟科技有限公司，一間於2018年3月26日根據開曼群島法例註冊成立的有限公司，其股份於聯交所主板上市(股份代號：1917)
"Contractual Arrangements"		certain contractual arrangements entered into on 22 August 2018 by us
「合約安排」	指	由我們於2018年8月22日訂立的若干合約安排
"Director(s)"		the director(s) of the Company
「董事」	指	本公司董事

"Group", "we" or "us"		the Company and all of its subsidiaries and companies whose financial results have been consolidated and accounted as the subsidiaries of the Company by virtue of the Contractual Arrangements, or, where the context so requires, in respect of the period before the Company became the holding company of our current subsidiaries, the business operated by such subsidiaries or their predecessors (as the case may be)
「本集團」、「集團」或「我們」	指	本公司及其所有附屬公司以及財務業績透過合約安排綜合併入及入賬列作本公司附屬公司的公司，或如文義所指，就本公司成為其現有附屬公司的控股公司前期間而言，該等附屬公司或其前身(視乎情況而定)所經營的業務
"HK$"		Hong Kong dollars, the lawful currency of Hong Kong
「港元」	指	香港法定貨幣港元
"HKFRS"		the Hong Kong Financial Reporting Standards
「香港財務報告準則」	指	香港財務報告準則
"Hong Kong"		the Hong Kong Special Administrative Region of the PRC
「香港」	指	中國香港特別行政區
"Listing Rules"		the Rules Governing the Listing of Securities on the Stock Exchange (as amended from time to time)
「上市規則」	指	聯交所證券上市規則(經不時修訂)
"Model Code"		the Model Code of Securities Transactions by Directors of Listed Issuers as set out in Appendix C3 to the Listing Rules
「標準守則」	指	上市規則附錄C3所載的上市發行人董事進行證券交易的標準守則
"Prospectus"		the prospectus issued by the Company dated 28 February 2019
「招股章程」	指	本公司刊發日期為2019年2月28日的招股章程
"RMB"		Renminbi, the lawful currency of the PRC
「人民幣」	指	中國法定貨幣人民幣
"Senior Management"		the senior management of the Company
「高級管理層」	指	本公司高級管理層
"Share(s)"		ordinary share(s) of HK$0.001 each in the issued share capital of the Company
「股份」	指	本公司已發行股本中每股面值0.001港元的普通股
"Shareholder(s)"		holder(s) of the Shares
「股東」	指	股份持有人
"Stock Exchange"		The Stock Exchange of Hong Kong Limited
「聯交所」	指	香港聯合交易所有限公司

"treasury shares" 「庫存股」	指	has the meaning ascribed to it under the Listing Rules 上市規則所賦予的涵義
"%" 「%」	指	per cent 百分比

By order of the Board
Doumob
Yang Bin
Chairman and Executive Director

Beijing, the PRC
26 August 2026

As of the date of this announcement, the executive Directors are Mr. Yang Bin, Mr. Yuan Limin and Ms. Shi Hui; the non-executive Director is Mr. Liu Ailun; and the independent non-executive Directors are Mr. Chen Ning, Mr. Chen Hua and Mr. Zhang Limin.

承董事會命
豆盟科技有限公司
楊斌
主席兼執行董事

中國北京
2026年8月26日

於本公告日期，執行董事為楊斌先生、原立民先生及師慧女士；非執行董事為劉艾倫先生；及獨立非執行董事為陳凝先生、陳樺先生及張立敏先生。