NETJOY HOLDINGS LIMITED
云想科技控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2131)

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

The board (the "**Board**") of directors (the "**Directors**") of Netjoy Holdings Limited (the "**Company**" or "**Netjoy**") hereby announces the unaudited condensed consolidated interim results of the Company, its subsidiaries and consolidated affiliated entities (together, the "**Group**" or "**we**") for the six months ended June 30, 2026 (the "**Reporting Period**"), together with the comparative figures for the six months ended June 30, 2025 as follows:

FINANCIAL RESULTS HIGHLIGHTS

	Six months ended June 30,		
	2026	2025	Year-on-year change
	(Unaudited)	*(Unaudited)*	
	(RMB in millions, except percentage)		
Revenue	**1,207.93**	1,480.36	**(18.40)%**
Gross profit	**113.39**	78.86	**43.79%**
Profit/(loss) before income tax	**6.80**	(25.42)	**N/A**
Profit/(loss) and total comprehensive income/(loss) for the period	**0.89**	(25.58)	**N/A**
Adjusted net profit/(loss)	**8.98**	(20.98)	**N/A**

MANAGEMENT DISCUSSION AND ANALYSIS

2026 INTERIM RESULTS HIGHLIGHTS

In the first half of 2026, China's gross domestic product grew by 4.7% year-on-year ("**YoY**"). The recovery in retail sales of consumer goods slowed down. As consumer behaviors have become more rational and sophisticated, consumers pay more attention to the value-for-money of products, while brand clients focus more on marketing efficiency and investment returns. Amidst the changing macroeconomic environment, the Group flexibly addressed market challenges by improving channel coverage, scaling up the application of AI technology and continuously enhancing refined operational capabilities, thereby driving improvements in business quality.

In the first half of 2026, the Group proactively adjusted its business structure, continuously optimized its customer mix and project portfolio with a focus on key clients and core high-quality businesses. Although the gross billing and revenue of the Group were affected by the business structure adjustment and adjusted accordingly, the overall business quality has improved. During the period, the Group's gross billing amounted to approximately RMB3.839 billion, representing a YoY decrease of approximately 9.47%, while the revenue amounted to approximately RMB1.208 billion, representing a YoY decrease of approximately 18.40%. Driven by the optimized business portfolio, gross profit increased by 43.79% YoY to RMB113.39 million, and gross profit margin also increased by 4.06 percentage points to 9.39%. Net profit for the period amounted to approximately RMB0.89 million, turning from losses to profits. Adjusted net profit amounted to RMB8.98 million.

Thanks to its outstanding digital marketing capabilities and innovative technology strength, the Group received multiple industry recognitions, including the "Elite Partner Agent (精英夥伴代理商)", "Craftsmanship Service Partner of the Year (年度匠心服務合作夥伴)" and "Industry Influence Partner of the Year (年度行業影響力合作夥伴)" from Alipay, "Co-Reach Award of Inbound Operations – Outstanding Operation Award (入海業務 Co-Reach 獎•卓越經營獎)" from ByteDance, "2025 Bidding Operations Leading Service Provider – Content Consumption Sector (2025年競價運營領航服務商 – 內容消費行業方向)" from Tencent, and "Alimama UD Performance Marketing Supernova Partner (阿里媽媽UD效果超新星營銷夥伴)" from Alibaba, fully demonstrating the comprehensive competitive advantages of the Group in intelligent marketing and media ecosystem collaboration.

2026 INTERIM RESULTS REVIEW

Intelligent marketing solutions

Intelligent marketing solutions remain the Group's core business, accounting for approximately 90.13% of total revenue for the period. As a one-stop intelligent platform for the marketing industry, the Group provides full-process services covering marketing strategy formulation, mass content creation, cross-platform precision distribution, and real-time data feedback. Leveraging AI technology, the Group continuously provides brand clients with efficient, precise, and measurable marketing solutions. In addition, the Group leverages Key Opinion Leaders (the "**KOLs**") and Key Opinion Consumers (the "**KOCs**") to provide brand clients with product recommendation, promotion and brand awareness enhancement across various scenarios. During the period, as the Group proactively optimized its customer mix and project portfolio, revenue amounted to RMB1.089 billion, representing a YoY decrease of approximately 20.88%. Although revenue from this business has declined, gross profit and gross profit margin increased, benefiting from the optimized business structure and the improved project portfolio. Gross profit increased by approximately 71.12% YoY to RMB68.66 million, with an increase in gross profit margin by approximately 3.39 percentage points YoY to 6.31%. As of the end of the Reporting Period, the short videos delivered and stylized by the Group had accumulated more than 1,449.1 billion impressions and more than 502.7 billion views, which reflected the Group's ability in content creation and precision distribution.

During the period, the Group actively expanded its client base in high-growth potential and high-value industries. To precisely capture market trends, the Group increased its resource allocation to the healthcare sector, resulting in revenue growth in the healthcare business for ten consecutive quarters. Meanwhile, the Group was committed to maintaining a diversified client portfolio, covering multiple sectors including online games, internet services, financial services, e-commerce, culture and media. As of the end of the Reporting Period, the Group had cumulatively provided services to 45,144 advertising clients across 401 industry verticals, among which the number of key account ("**KA**") clients reached 934, demonstrating continuous recognition by the market and clients of the Group's brand influence, professional service capabilities, and project execution abilities. The top three client industries by revenue were online games, internet services and e-commerce, accounting for approximately 34.4%, 24.8%, and 21.1% of the revenue from intelligent marketing solutions, respectively.

In terms of media channels, the Group continued to consolidate its in-depth cooperation with mainstream media platforms while positioning itself on high-potential platforms through forward-looking deployment. The Group has established cooperative relationships with multiple new media channels, with related businesses maintaining rapid growth and successfully capturing the traffic dividends from new media. Against the backdrop of accelerated AI adoption across industry platforms and the rising demand for omni-channel marketing, the multi-platform strategy further enhanced the Group's cross-platform advertising capabilities and media resource integration advantages, further strengthening its market competitiveness in the digital marketing industry, and enabling the Group to provide brand clients with more comprehensive and efficient omni-channel marketing services.

Furthermore, driven by the sustained increase in demand from overseas brands entering the Chinese market, the Group's cross-border inbound business also achieved significant progress. During the period, the Group assisted nearly 100 overseas brands in entering the Chinese market. Leveraging its full-chain service capabilities, mature localization operation expertise and service capacities of its overseas business platform, the Group has established operational advantages, laying a strong foundation for continued expansion of its client base and exploration of new product categories in the future.

Driven by the increasing maturity of artificial intelligence generated content (the "**AIGC**") and artificial intelligence agent (the "**AI Agent**") technologies, the Group continued to increase the application of AI technology across its entire business process during the period. Following the trial operation of its self-developed AI Agent "Chat BI·AI Data Assistant," the team's operational efficiency and overall performance were enhanced. Together with other AI tools for various business scenarios, the Group's AI Agent application matrix has become increasingly diverse, supporting content production, data enquiries, and business process optimization tailored to different business models and actual needs, thereby deeply empowering its intelligent marketing solutions.

E-commerce service solutions

Leveraging its digital marketing capabilities, media channel resources, and vertical industry service experience accumulated over the years, the Group extended its intelligent marketing service capabilities into the e-commerce service solutions business. During the Reporting Period, the Group's e-commerce service solutions are categorized into distribution business and full-service e-commerce operations, with a continued focus on high-potential categories. In terms of business development, leveraging its accumulated industry experience and content marketing expertise, the Group further strengthened its professional advantages in vertical sectors such as beauty and personal care.

During the Reporting Period, the Group continued to adjust its business strategy. Affected by the business structure adjustment, revenue from e-commerce service solutions declined YoY; but the business maintained a relatively high gross profit margin. Revenue amounted to approximately RMB58.25 million, with gross profit of approximately RMB27.92 million and gross profit margin of approximately 47.92%.

In terms of AI application, the Group continued to explore the application of AIGC technology in scenarios such as e-commerce content production and product display to enhance content production efficiency and enrich marketing materials. Going forward, the Group will continue to optimize relevant AI application capabilities and gradually expand them into more product categories and marketing scenarios, further improving the efficiency of its e-commerce services.

Innovative business

The Group's innovative business currently focuses primarily on micro-dramas. During the Reporting Period, the micro-drama industry entered a phase of intensified competition and structural reshaping driven by the surge in AI production capacity. The industry is facing persistent pressure from high customer acquisition costs and rising traffic acquisition expenses. In response to the changing market environment, the Group continued to adjust its business strategy, focusing on enhancing the monetization efficiency of its existing content assets, while prudently controlling new investments, aiming to improve the overall effectiveness of the business. During the Reporting Period, revenue from the innovative business was approximately RMB60.94 million, with gross profit of approximately RMB16.81 million.

The Group continued to distribute its existing short drama content through diversified channels and added several new domestic channels. Overseas, the Group expanded to channels including TikTok, WeTV and Kunlun Wanwei (昆侖萬維), thereby further exploring content distribution and commercialization opportunities in the European, American and Southeast Asian markets. During the Reporting Period, the Group had cumulatively distributed approximately 100 short dramas, and continued to expand its domestic and international distribution channels.

Looking to the future, the Group will focus on maximizing the value of its existing content assets, continue to expand its overseas distribution channels and diversify its cooperation models, while prudently controlling new investments to improve the financial performance of this business.

BUSINESS OUTLOOK

Looking ahead, the Group will continue to adhere to its three core strategic directions of "platformization", "diversification", and "internationalization". Building on its core business of intelligent marketing, the Group will continuously accelerate the application of AI technology, steadily advance business structure optimization and overseas market expansion, and further enhance operational quality and core competitiveness.

In terms of "platformization", the Group will continue to improve its self-developed platform and cloud service ecosystem, further integrating AI and automation tools into core processes such as content creation, marketing placement, data analysis and daily operations, thereby boosting service efficiency and resource allocation capabilities through technology. Meanwhile, the Group will continue to enhance intelligence in content creation, material generation, data analysis and advertising placement, reducing manual operational costs through automation and AI-assisted tools, and improving service efficiency, as well as gradually extending its proven AI capabilities to more marketing and e-commerce application scenarios, thereby further enhancing overall operational efficiency and profitability.

In terms of “diversification”, the Group will capitalize on its existing core businesses to continue expanding its media channels and customer mix, while deepening its business layout in e-commerce and other synergistic fields to enhance omni-channel marketing and service capabilities. At the same time, the Group will fully leverage its existing media resources, data assets and marketing experience to prudently explore new application scenarios with synergistic effects on its core business, continuously enhancing the overall sustainability of its operations while controlling investment and operational risks.

In terms of “internationalization”, the Group will continue to deepen its dual strategies of “going out + entering into” the Chinese market, steadily scaling its cross-border digital marketing services. On the one hand, the Group will continue to assist domestic brands in expanding into overseas markets via international mainstream media and social platforms, offering brand marketing, content distribution and full-service agency operations. On the other hand, the Group will rely on its localized service capabilities and cross-border marketing qualifications to monetize the growing marketing demand from overseas brands entering the Chinese market. The Group will also proactively explore overseas media resources to steadily enhance its cross-border marketing capabilities and the contribution of its overseas operations.

FINANCIAL REVIEW

Revenue

We generate our revenue primarily from the provision of (i) our intelligent marketing solutions to advertisers directly or through advertising agencies; (ii) e-commerce service solutions; and (iii) innovative business. Our total revenue decreased by 18.40% from RMB1,480.36 million for the six months ended June 30, 2025 to RMB1,207.93 million for the six months ended June 30, 2026, primarily due to the Group’s continued optimisation of its business structure and customer portfolio, as well as its appropriate adjustment of the scale of certain businesses.

Revenue by business line

The following table sets forth our revenue by business line for the periods indicated:

	Six months ended June 30,			
	2026		2025	
	(RMB’000) ***(Unaudited)***	***% of the total***	*(RMB’000)* *(Unaudited)*	*% of the total*
Intelligent marketing solutions[(1)]	**1,088,741**	**90.1**	1,376,071	93.0
E-commerce service solutions	**58,249**	**4.8**	69,225	4.7
Innovative business[(2)]	**60,939**	**5.1**	35,064	2.3
Total	**1,207,929**	**100.0**	1,480,360	100.0

Notes:

(1) Intelligent marketing solutions include online marketing solutions, SaaS services and AIGC commercial applications.

(2) Innovative business includes short drama business.

We enter into annual framework agreements with advertising customers and charge them for intelligent marketing solutions based primarily on a mix of oCPM, oCPC and CPC. During the Reporting Period, we optimised the intelligent marketing solutions business, proactively adjusted our customer mix and optimised our overall customer base. The revenue generated by the intelligent marketing solutions business in the six months ended June 30, 2026 accounted for 90.1% of our total revenue.

Revenue from intelligent marketing solutions business by type of advertising customers

Our advertising customers include primarily advertisers, and to a lesser extent, advertising agencies.

The table below sets forth a breakdown of revenue generated from our intelligent marketing solutions business by type of advertising customers for the periods indicated:

	Six months ended June 30,			
	2026		2025	
	(RMB'000) (Unaudited)	***% of the total***	*(RMB'000) (Unaudited)*	*% of the total*
Advertisers	**1,061,677**	**97.5**	1,326,924	96.4
Advertising agencies	**27,064**	**2.5**	49,147	3.6
Total	**1,088,741**	**100.0**	1,376,071	100.0

Revenue from intelligent marketing solutions business by industry verticals

The advertisers we serve operate in a wide array of industry verticals, which primarily include online games, financial services, e-commerce, internet services, advertising and culture & media.

The table below sets forth a breakdown of revenue generated from our intelligent marketing solutions business by industry verticals for the periods indicated:

	Six months ended June 30,			
	2026		2025	
	(RMB'000) ***(Unaudited)***	***% of total***	*(RMB'000)* *(Unaudited)*	*% of total*
Online games	**374,397**	**34.4**	570,547	41.5
Financial services[(1)]	**119,645**	**11.0**	375,380	27.3
E-commerce	**229,369**	**21.1**	44,823	3.3
Internet services	**270,437**	**24.8**	259,376	18.8
Advertising	**44,952**	**4.1**	29,600	2.1
Culture & media	**43,661**	**4.0**	91,526	6.7
Others[(2)]	**6,280**	**0.6**	4,819	0.3
Total	**1,088,741**	**100.0**	1,376,071	100.0

Notes:

(1) Financial services primarily include online insurance, consumer financing and retail banking.

(2) Others primarily include business services and healthcare.

For the six months ended June 30, 2026, the online games, e-commerce and internet services industries were our largest sources of advertising customers, which together contributed 63.6% and 80.3% of our total revenue derived from intelligent marketing solutions business for the six months ended June 30, 2025 and 2026, respectively.

KEY FINANCIAL RATIOS

	Six months ended June 30,	
	2026	2025
Gross profit margin (%)[(1)]	**9.39**	5.33
Net profit/(loss) margin (%)[(2)]	**0.07**	(1.73)
Current ratio (times)[(3)]	**1.96**	1.49
Adjusted net profit/(loss) margin (%)[(4)]	**0.74**	(1.42)
Debt-to-asset ratio (times)[(5)]	**0.48**	0.63

Notes:

(1) Gross profit margin is calculated based on gross profit for the period divided by revenue for the respective period and multiplied by 100%.

(2) Net profit/(loss) margin is calculated based on profit/(loss) for the period divided by revenue for the respective period and multiplied by 100%.

(3) Current ratio is calculated based on total current assets divided by total current liabilities.

(4) Equal to adjusted net profit/(loss) divided by revenue for the period and multiplied by 100%. For the reconciliation from net profit/(loss) to adjusted net profit/(loss), please refer to "Non-IFRS Measure: Adjusted Net Profit/(Loss)" below.

(5) Debt-to-asset ratio is calculated based on total liabilities divided by total assets.

Cost of Sales

The following table sets forth a breakdown of our cost of sales by nature for the periods indicated:

	Six months ended June 30,			
	2026		2025	
	(RMB'000) ***(Unaudited)***	***% of the total***	*(RMB'000)* *(Unaudited)*	*% of the total*
Traffic acquisition costs	**1,001,539**	**91.5**	1,311,228	93.5
Employee benefit expenses	**12,686**	**1.2**	15,017	1.1
Others[1]	**80,315**	**7.3**	75,257	5.4
Total	**1,094,540**	**100.0**	1,401,502	100.0

Note:

(1) Others primarily comprise costs in relation to the rental of servers and the outsourcing of content production.

Our cost of sales primarily consists of traffic acquisition costs and others. For the six months ended June 30, 2026, traffic acquisition costs constituted the largest portion of our cost of sales. For the six months ended June 30, 2025 and the six months ended June 30, 2026, our traffic acquisition costs amounted to RMB1,311.2 million and RMB1,001.5 million respectively, accounting for approximately 93.5% and 91.5% respectively, of our total cost of sales for the respective periods, which was consistent with changes in the Group's business mix. For the six months ended June 30, 2025 and the six months ended June 30, 2026, our employee benefit expenses amounted to RMB15.0 million and RMB12.7 million respectively, accounting for approximately 1.1% and 1.2% respectively, of our total cost of sales for the respective periods, which was caused by optimizing the organizational structure, reducing costs and increasing efficiency. For the six months ended June 30, 2025 and the six months ended June 30, 2026, our other costs amounted to RMB75.3 million and RMB80.3 million, respectively, accounting for approximately 5.4% and 7.3%, respectively, of our total cost of sales for the respective periods, which was attributable to the optimisation of quality in short-drama business and the expansion of innovative business scale.

The following table sets forth a breakdown of our cost of sales by service offering for the periods indicated:

	Six months ended June 30,			
	2026		2025	
	(RMB'000) ***(Unaudited)***	***% of the total***	*(RMB'000)* *(Unaudited)*	*% of the total*
Intelligent marketing solutions[1]	**1,020,081**	**93.2**	1,335,946	95.3
E-commerce service solutions	**30,334**	**2.8**	38,204	2.7
Innovative business[2]	**44,125**	**4.0**	27,352	2.0
Total	**1,094,540**	**100.0**	1,401,502	100.0

Notes:

(1) Intelligent marketing solutions include online marketing solutions, SaaS services and AIGC commercial applications.

(2) Innovative business includes short drama business.

Gross Profit and Gross Profit Margin

The following table sets forth a breakdown of our gross profit and gross profit margin by service offerings and revenue recognition methods for the periods indicated:

	Six months ended June 30,			
	2026		2025	
	Gross Profit ***(RMB'000)*** ***(Unaudited)***	**Gross Profit Margin** *%*	Gross Profit *(RMB'000)* *(Unaudited)*	Gross Profit Margin *%*
Intelligent marketing solutions[1]	**68,660**	**6.31**	40,125	2.92
E-commerce service solutions	**27,915**	**47.92**	31,021	44.81
Innovative business[2]	**16,814**	**27.59**	7,712	21.99
Total	**113,389**	**9.39**	78,858	5.33

Notes:

(1) Intelligent marketing solutions include online marketing solutions, SaaS services and AIGC commercial applications.

(2) Innovative business includes short drama business.

Our gross profit consists of our revenue less cost of sales. The Group recorded gross profit of RMB113.39 million for the six months ended June 30, 2026, representing an increase of 43.79% from RMB78.86 million for the six months ended June 30, 2025.

Gross profit margin represents gross profit divided by total revenue, expressed as a percentage. The gross profit margin for the six months ended June 30, 2025 and the gross profit margin for the six months ended June 30, 2026 were 5.33% and 9.39% respectively, mainly because the Group's continuous optimisation of its customer structure and project portfolio, which drove the improvement in business quality.

OTHER INCOME AND GAINS

Our other income and gains decreased from RMB9.06 million for the six months ended June 30, 2025 to RMB1.59 million for the six months ended June 30, 2026, mainly due to a decrease of RMB5.28 million in the fair value gains on financial investments and derivative financial instruments during the Reporting Period.

SELLING AND DISTRIBUTION EXPENSES

Our selling and distribution expenses primarily consist of (i) employee benefit expenses for our sales and marketing staff; (ii) entertainment expenses for the maintenance and management of customer relationships; and (iii) travelling expenses for the transportation and accommodation of business travel of our sales and marketing staff.

Our selling and distribution expenses increased from RMB46.64 million for the six months ended June 30, 2025 to RMB55.87 million for the six months ended June 30, 2026, mainly due to our efforts to expand the diversified business market and the increase in advertising expenses for the e-commerce service solutions business.

GENERAL AND ADMINISTRATIVE EXPENSES

Our administrative expenses primarily consist of (i) employee benefit expenses; (ii) professional fees; (iii) depreciation and amortization expenses; (iv) office and rental expenses; (v) travelling expenses; and (vi) entertainment expenses for hospitality.

Our administrative expenses decreased by 2.35% from RMB47.29 million for the six months ended June 30, 2025 to RMB46.18 million for the six months ended June 30, 2026, primarily due to a decrease in renovation expenses during the Reporting Period.

RESEARCH AND DEVELOPMENT EXPENSES

Our research and development expenses primarily comprise (i) employee benefit expenses; (ii) outsourcing development expenses; and (iii) others, mainly consisting of server rental expenses. Our research and development expenses decreased by 37.1% from RMB7.84 million for the six months ended June 30, 2025 to RMB4.93 million for the six months ended June 30, 2026, which was mainly attributable to the Group's optimisation and restructuring of its R&D team during the Reporting Period, which enhanced staffing efficiency and led to a corresponding reduction in employee-related costs.

OTHER EXPENSES

Our other expenses increased from RMB0.40 million for the six months ended June 30, 2025 to RMB0.49 million for the six months ended June 30, 2026, primarily due to foreign exchange losses of RMB0.45 million.

IMPAIRMENT GAINS/(LOSSES) ON FINANCIAL ASSETS, NET

The impairment loss of financial assets, net represents the net impairment provision for trade receivables, prepayments and other receivables and debt instruments. For the six months ended June 30, 2026, we recorded the impairment gain of financial assets, net of RMB3.04 million, mainly due to the reversal of previously recognised general credit loss allowances following the collection of trade receivables.

FINANCE COSTS

Our finance costs decreased from RMB8.47 million for the six months ended June 30, 2025 to RMB3.74 million for the six months ended June 30, 2026. The decrease in finance costs was mainly due to the decrease in bank loans, which led to a decrease of RMB4.65 million in the corresponding interest expenses of bank loans.

INCOME TAX EXPENSE

Our income tax expense increased from RMB0.16 million for the six months ended June 30, 2025 to RMB5.91 million for the six months ended June 30, 2026, primarily because the Group recorded a profit before tax of RMB6.80 million for the current period, resulting in a substantial increase in income tax expense compared with the prior period.

PROFIT/(LOSS) FOR THE PERIOD

As a result of the above, our profit for the period was approximately RMB0.89 million, representing a turnaround from loss to profit, compared with a loss for the period of approximately RMB25.58 million for the six months ended June 30, 2025.

NON-IFRS MEASURE: ADJUSTED NET PROFIT/(LOSS)

To supplement our consolidated financial statements, which are presented in accordance with IFRS, we also use adjusted net profit/(loss) as an additional financial measure, which is not required by, or presented in accordance with, IFRS. We believe that this non-IFRS measure facilitates comparisons of operating performance from period to period and company to company by eliminating impacts of items which our management does not consider to be indicative of our operating performance. We believe this measure provides useful information to investors and others in understanding and evaluating our consolidated results of operations in the same manner as it helps our management.

However, our presentation of adjusted net profit/(loss) may not be comparable to similarly titled measures presented by other companies. The use of this non-IFRS measure has limitations as an analytical tool, and should not be considered in isolation from, or as a substitute for an analysis of, our results of operations or financial condition as reported under IFRS.

The following tables reconcile our adjusted net profit/(loss) for the periods presented to the most directly comparable financial measures calculated and presented in accordance with IFRS:

	Six months ended June 30,	
	2026	2025
	(RMB in millions)	
	(Unaudited)	*(Unaudited)*
Net profit/(loss) for the period	**0.89**	(25.58)
Add:		
Share-based compensation	**1.73**	4.44
Foreign exchange differences	**0.45**	–
Income tax expense	**5.91**	0.16
Adjusted net profit/(loss)[(1)]	**8.98**	(20.98)

Note:

(1) Adjusted net profit/(loss) is defined as net profit/(loss) for the period after adding back share-based compensation, foreign exchange differences and income tax expenses incurred during the respective period.

LIQUIDITY AND FINANCIAL RESOURCES

Our business operations and expansion plans require a significant amount of capital, including acquiring user traffic from online publishers, enhancing our content production capabilities, improving our big data analytics and AI capabilities, upgrading our proprietary DMP and other infrastructures as well as other working capital requirements. Historically, we financed our capital expenditure and working capital requirements mainly through cash generated from operations, bank and other borrowings, and capital contributions from shareholders of the Company (the "**Shareholders**"). Our cash and bank balances decreased from RMB396.72 million as at December 31, 2025 to RMB62.62 million as at June 30, 2026, primarily due to the repayments of bank borrowings.

The table below sets out our cash and bank balances (including restricted cash) by currency as at December 31, 2025 and June 30, 2026, respectively:

	As at June 30, 2026	As at December 31, 2025
	RMB'000	*RMB'000*
	(Unaudited)	*(Audited)*
Denominated in RMB	**61,969**	392,173
Denominated in HKD	**569**	3,026
Denominated in USD	**77**	1,524
Total	**62,615**	396,723

As at June 30, 2026, our bank loans amounted to approximately RMB19.24 million (December 31, 2025: approximately RMB329.03 million). Our bank loans are denominated in RMB. The annual interest rates on our bank loans ranged from 2.30% to 10.00% (for the year ended December 31, 2025: 2.30% to 10.00%), with maturities ranging from three months to one year. We will repay the above borrowings as they fall due.

CAPITAL EXPENDITURES

Our capital expenditures for the six months ended June 30, 2026 primarily consisted of expenditures on property, plant and equipment for office equipment and leasehold improvements.

The following table sets out our net capital expenditures incurred during the periods indicated:

	Six months ended June 30,	
	2026	2025
	(RMB in millions)	
	(Unaudited)	*(Unaudited)*
Property, plant and equipment	**0.33**	3.15

We incurred capital expenditures of approximately RMB0.33 million for the six months ended June 30, 2026, primarily in relation to the purchase of electronic equipment and renovation. We intend to fund our planned capital expenditures through cash generated from operations.

PLEDGE OF ASSETS

As at June 30, 2026, no trade receivables from customers were pledged to secure trade payables granted to the Group (December 31, 2025: trade receivables from certain customers were pledged to secure trade payables of RMB150.00 million granted to the Group). As at June 30, 2026, no loans were secured by the Group's restricted cash (December 31, 2025: certain loans were secured by the Group's restricted cash, which amounted to RMB140.00 million).

FOREIGN EXCHANGE RISK MANAGEMENT

Foreign exchange risk refers to the risk of loss caused by the changes in foreign exchange rates. The operations of the Group are mainly located in the PRC with most transactions denominated and settled in RMB. The Group will closely monitor the relevant situation and take measures when necessary to ensure that the foreign exchange risk is within the controllable range.

CONTINGENT LIABILITIES

As at June 30, 2026, the Group did not have any material contingent liabilities.

EMPLOYEES

As at June 30, 2026, the Group had 321 full-time employees. The Group believes that it has maintained good relations with its employees. None of the Group's employees are represented by a labour union. As at June 30, 2026, we had not experienced any employee strikes or labour disputes with our employees that had or could have had a material effect on our business.

Our employees generally enter into standard employment contracts with us. We place great emphasis on employee recruitment, training and retention. We maintain high recruitment standards and offer competitive remuneration packages. Our employees' remuneration packages primarily comprise basic salaries and bonuses. We also provide internal and external training to our employees to enhance their skills and knowledge. For the six months ended June 30, 2026, total staff remuneration expenses, including Directors' remuneration, amounted to RMB53.30 million.

We made social insurance and housing provident fund contributions for our employees in compliance with applicable PRC laws, rules and regulations in all material respects.

We have granted, and intend to continue to grant, share-based incentive awards to our employees to motivate them to contribute to our growth and development. The Company has adopted the Post-IPO Share Option Scheme, the restricted share unit scheme (the "**Restricted Share Unit Scheme**"), the Amended Post-IPO Share Option Scheme and the Share Award Scheme. As at June 30, 2026, the trustee of the Restricted Share Unit Scheme had purchased a total of 34,631,544 shares in the market under the Restricted Share Unit Scheme adopted by the Company on October 18, 2021, representing approximately 4.35% of the total number of shares in issue (excluding treasury shares) as at the date of this announcement (i.e. 795,658,000 shares).

RETIREMENT AND EMPLOYEE BENEFITS SCHEMES

The Group operates defined contribution pension plans. The employees of the Group's subsidiaries which operate in Mainland China are required to participate in a central pension scheme operated by the local municipal government. The subsidiaries operating in Mainland China are required to contribute a certain percentage of their payroll costs to the central pension scheme. The contributions are charged to profit or loss as they become payable in accordance with the rules of the central pension scheme.

No forfeited contribution (by the Group on behalf of its employees who leave the scheme prior to vesting fully in such contributions) is available to be utilized by the Group to reduce the contributions payable in the future years or to reduce the Group's existing level of contributions to the pension scheme.

UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF PROFIT OR LOSS AND OTHER COMPREHENSIVE INCOME

For the six months ended June 30, 2026

	Notes	Six months ended June 30, 2026 RMB'000 (Unaudited)	2025 RMB'000 (Unaudited)
REVENUE	3	**1,207,929**	1,480,360
Cost of sales		**(1,094,540)**	(1,401,502)
Gross profit		**113,389**	78,858
Other income and gains	3	**1,593**	9,055
Selling and distribution expenses		**(55,866)**	(46,640)
Administrative expenses		**(46,181)**	(47,290)
Impairment gains/(losses) on financial assets, net		**3,035**	(2,701)
Research and development expenses		**(4,928)**	(7,835)
Other expenses	3	**(487)**	(399)
Finance costs		**(3,741)**	(8,465)
Share of profits or losses of associates		**(15)**	(1)
Profit/(loss) before tax		**6,799**	(25,418)
Income tax expense	4	**(5,911)**	(159)
PROFIT/(LOSS) AND TOTAL COMPREHENSIVE INCOME/(LOSS) FOR THE PERIOD		**888**	(25,577)
Attributable to:			
Owners of the parent		**987**	(23,653)
Non-controlling interests		**(99)**	(1,924)
EARNINGS/(LOSS) PER SHARE ATTRIBUTABLE TO ORDINARY EQUITY HOLDERS OF THE PARENT			
Basic			
– For profit/(loss) for the period	6	**RMB0.1 cents**	RMB(3.1) cents
Diluted			
– For profit/(loss) for the period	6	**RMB0.1 cents**	RMB(3.1) cents

UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION
As at June 30, 2026

	Notes	As at June 30, 2026 RMB'000 (Unaudited)	As at December 31, 2025 RMB'000 (Audited)
NON-CURRENT ASSETS			
Property, plant and equipment		**4,691**	5,790
Right-of-use assets		**10,352**	13,556
Intangible assets		**1,954**	6,201
Prepayments and other assets		**1,713**	2,295
Deferred tax assets		**69,452**	68,572
Investments in associates		**29,970**	29,986
Financial assets at fair value through profit or loss		**6,242**	4,284
Debt investments at amortised cost		**9,712**	7,782
Total non-current assets		**134,086**	138,466
CURRENT ASSETS			
Inventories		**6,359**	5,601
Trade and notes receivables	7	**1,139,191**	1,207,004
Prepayments, other receivables and other assets		**356,665**	302,219
Financial assets at fair value through profit or loss		**10,100**	13,160
Debt investments at amortised cost		**11,423**	11,764
Restricted cash		**234**	153,505
Cash and cash equivalents		**62,381**	243,218
Total current assets		**1,586,353**	1,936,471
CURRENT LIABILITIES			
Trade payables	8	**295,247**	420,040
Other payables and accruals		**348,531**	330,083
Interest-bearing bank borrowings		**19,238**	329,032
Lease liabilities		**5,930**	5,995
Contract liabilities		**130,800**	72,184
Tax payable		**10,649**	8,107
Total current liabilities		**810,395**	1,165,441
NET CURRENT ASSETS		**775,958**	771,030
TOTAL ASSETS LESS CURRENT LIABILITIES		**910,044**	909,496

	As at June 30, 2026 *RMB'000* *(Unaudited)*	As at December 31, 2025 *RMB'000* *(Audited)*
NON-CURRENT LIABILITIES		
Lease liabilities	**5,745**	7,767
Deferred income	**1,436**	1,480
Total non-current liabilities	**7,181**	9,247
NET ASSETS	**902,863**	900,249
EQUITY		
Equity attributable to owners of the parent		
Share capital	**148**	148
Treasury shares	**(48,572)**	(48,572)
Reserves	**958,581**	955,868
Total equity attributable to owners of the parent	**910,157**	907,444
Non-controlling interests	**(7,294)**	(7,195)
Total equity	**902,863**	900,249

UNAUDITED CONDENSED CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

For the six months ended June 30, 2026

	Attributable to owners of the parent									
	Share capital *RMB'000*	Treasury shares *RMB'000*	Share option reserve* *RMB'000*	Capital reserve* *RMB'000*	Statutory surplus Reserves* *RMB'000*	Fair value reserve of financial assets at fair value through other Comprehensive Income* *RMB'000*	Retained profits* *RMB'000*	Total *RMB'000*	Non-controlling interests *RMB'000*	Total equity *RMB'000*
At January 1, 2025	148	(47,798)	52,435	1,229,628	46,459	(400)	(331,457)	949,015	(3,580)	945,435
Loss and total comprehensive loss for the period	–	–	–	–	–	–	(23,653)	(23,653)	(1,924)	(25,577)
Shares repurchased	–	(774)	–	–	–	–	–	(774)	–	(774)
Equity-settled share option arrangements	–	–	4,443	–	–	–	–	4,443	–	4,443
Non-controlling interest contribution	–	–	–	–	–	–	–	–	20	20
At June 30, 2025	148	(48,572)	56,878	1,229,628	46,459	(400)	(355,110)	929,031	(5,484)	923,547
At January 1, 2026	148	(48,572)	59,431	1,229,863	46,459	(400)	(379,485)	907,444	(7,195)	900,249
Profit and total comprehensive income for the period	**-**	**-**	**-**	**-**	**-**	**-**	**987**	**987**	**(99)**	**888**
Equity-settled share option arrangements	**-**	**-**	**1,726**	**-**	**-**	**-**	**-**	**1,726**	**-**	**1,726**
At June 30, 2026	**148**	**(48,572)**	**61,157**	**1,229,863**	**46,459**	**(400)**	**(378,498)**	**910,157**	**(7,294)**	**902,863**

* These reserve accounts comprise the consolidated reserves of RMB958,581,000 (December 31, 2025: RMB955,868,000) in the condensed consolidated statement of financial position.

NOTES TO THE CONDENSED CONSOLIDATED FINANCIAL INFORMATION

For the six months ended June 30, 2026

1. CORPORATE AND GROUP INFORMATION

Netjoy Holdings Limited (the "**Company**") is a limited liability company incorporated in the Cayman Islands on 29 March 2019. The registered office address of the Company is 4th Floor, Harbour Place, 103 South Church Street, George Town, P.O. Box 10240, Grand Cayman KY1–1002, Cayman Islands.

The Company and its subsidiaries (collectively referred to as the "**Group**") were principally involved in the provision of intelligent marketing solutions services in the People's Republic of China (the "**PRC**").

Information about subsidiaries

Particulars of the Company's principal subsidiaries are as follows:

Name	Place of incorporation/ registration and business	Issued ordinary/ registered share capital	Percentage of equity attributable to the Company		Principal activities
			Direct %	Indirect %	
Netjoy International Limited	British Virgin Islands	US$50,000	100	–	Investment holding
Netjoy International (Hong Kong) Limited	Hong Kong, China	HK$1	–	100	Technical and consultation services
Netjoy E-Commerce Limited	Hong Kong, China	HK$10,000	–	100	Trading and E-commerce
NETJOY ASIA PTE. LTD.	Singapore	SG$1,000,000	–	100	Marketing services
Netjoy Digital (Shanghai) Information Technology Co., Ltd. ("**Yunxiang Information**") (云想數科(上海)信息技術有限公司) *(note (a))*	PRC/Chinese Mainland	RMB50,000,000	–	100	Technical and consultation services
Letui (Shanghai) Cultural Communication Co., Ltd. ("**Letui Culture**") (樂推(上海)文化傳播有限公司) *(note (b))*	PRC/Chinese Mainland	RMB10,000,000	–	100	Marketing services
Horgos Quantum Dynamic Culture Media Co., Ltd. ("**Quantum Culture Media**") (霍爾果斯量子動態文化傳媒有限公司) *(note (b))*	PRC/Chinese Mainland	RMB1,000,000	–	100	Marketing services
Horgos Quantum Data Service Co., Ltd. ("**Quantum Data**") (霍爾果斯量子數據服務有限公司) *(note (b))*	PRC/Chinese Mainland	RMB1,000,000	–	100	Marketing services

Name	Place of incorporation/ registration and business	Issued ordinary/ registered share capital	Percentage of equity attributable to the Company		Principal activities
			Direct %	Indirect %	
Creative Yuedong (Shanghai) Network Technology Co., Ltd. ("**Yunxiang Entertainment**") (創意悦動(上海)網絡科技有限公司) *(notes (b))*	PRC/Chinese Mainland	RMB5,000,000	–	100	Technical and consultation services
Guangzhou Guomeng Network Technology Co., Ltd. ("**Guomeng Internet**") (廣州果盟網絡科技有限公司) *(note (b))*	PRC/Chinese Mainland	RMB1,000,000	–	100	Technical and consultation services
Qizheng (Shanghai) Culture Communication Co., Ltd. ("**Qizheng Culture**") (啟征(上海)文化傳播有限公司) *(note (b))*	PRC/Chinese Mainland	RMB1,000,000	–	100	Technical and consultation services
Letui Chuanshi (Shanghai) Information Technology Co., Ltd. ("**Letui Information**") (樂推傳視(上海)信息技術有限公司) *(note (b))*	PRC/Chinese Mainland	RMB5,000,000	–	100	Technical and consultation services
Shanghai Yunxiang E-commerce Co., Ltd. ("**Yuxiang E-commerce**") (上海云想電子商務有限公司) *(note (b))*	PRC/Chinese Mainland	RMB5,000,000	–	100	Marketing services
MIX Technology Co., Ltd. ("**Heguang Technology**") (合光(寧波)科技有限公司) *(note (a))*	PRC/Chinese Mainland	US$10,000,000	–	100	Marketing services
Letui Chuanpin (Jing County) E-commerce Co., Ltd. ("**Letui Chuanpin**") (樂推傳品(涇縣)電子商務有限公司) *(note (b))*	PRC/Chinese Mainland	RMB1,000,000	–	100	E-commerce
Letui Zhixiao (Lishui) Culture Communication Co., Ltd. ("**Zhixiao Lishui**") (樂推智效(麗水)文化傳播有限公司) *(note (b))*	PRC/Chinese Mainland	RMB2,000,000	–	100	Marketing services
Shanghai Leman Yunxiang E-commerce Co., Ltd. ("**Leman Yunxiang**") (上海樂曼云享電子商務有限公司) *(note (b))*	PRC/Chinese Mainland	RMB1,000,000	–	100	E-commerce

Name	Place of incorporation/ registration and business	Issued ordinary/ registered share capital	Percentage of equity attributable to the Company		Principal activities
			Direct %	Indirect %	
Shangxiang Leyun (Shanghai) E-commerce Co., Ltd. ("**Shangxiang Leyun**") (尚想樂云(上海)電子商務有限公司) *(note (b))*	PRC/Chinese Mainland	RMB1,000,000	–	100	E-commerce
Shangxiang Lehai (Shanghai) E-commerce Co., Ltd. ("**Shangxiang Lehai**") (尚想樂海(上海)電子商務有限公司) *(note (b))*	PRC/Chinese Mainland	RMB1,000,000	–	100	E-commerce
Hepinsheng (Shanghai) Enterprise Management Co., Ltd. ("**Hepinsheng**") (合品盛(上海)企業管理有限公司) *(note (b))*	PRC/Chinese Mainland	RMB1,000,000	–	100	Consulting
Shanghai Lebao Yunxiang Business Consulting Co., Ltd. ("**Lebao Yunxiang**") (上海樂保云享商務諮詢有限公司) *(note (b))*	PRC/Chinese Mainland	RMB1,000,000	–	100	Consulting
Yunxiang Shuke (Xi'an) Information Technology Co., Ltd. ("**Yunxiang Shuke (Xi'an)**") (云想數科(西安)信息技術有限公司) *(note (b)*	PRC/Chinese Mainland	US$10,000,000	–	100	Consulting
Shanghai Tetui Cultural Media Co., Ltd. ("**Tetui Cultural**") (上海特推文化傳媒有限公司) *(note (b))*	PRC/Chinese Mainland	RMB2,040,816	–	51	Advertisement related activity
Shanghai Chuangjie Network Technology Co., Ltd. ("**Chuangjie Network**") (上海創節網絡科技有限公司) *(note (b))*	PRC/Chinese Mainland	RMB1,176,471	–	76.5	Marketing services
Huzhou Letui Shuzhi Cultural Communication Co., Ltd. ("**Huzhou Letui**") (湖州樂推數智文化傳播有限公司) *(note (b))*	PRC/Chinese Mainland	RMB2,000,000	–	100	Marketing services
Jiangshan Letui Zhitou Cultural Communication Co., Ltd. ("**Jiangshan Letui**") (江山樂推智投文化傳播有限公司) *(note (b))*	PRC/Chinese Mainland	RMB2,000,000	–	100	Marketing services

Name	Place of incorporation/ registration and business	Issued ordinary/ registered share capital	Percentage of equity attributable to the Company		Principal activities
			Direct %	Indirect %	
Indirectly controlled by the Company pursuant to the contractual arrangements –					
Netjoy (Shanghai) Network Technology Co., Ltd. ("**Netjoy Network**") (嗨皮(上海)網絡科技有限公司) *(note (b))*	PRC/Chinese Mainland	RMB53,528,203	–	100	Entertainment – oriented content platform operation
Wuhan Drama Watching Network Technology Co., Ltd. ("**Wuhan Juhaokan**") (武漢劇好看網絡科技有限公司) *(note (b))*	PRC/Chinese Mainland	RMB1,000,000	–	100	Planning and production of short dramas
Shanghai Opera Good-looking Network Technology Co., Ltd. ("**Shanghai Juhaokan**") (上海劇好看網絡科技有限公司) *(note (b))*	PRC/Chinese Mainland	RMB4,000,000	–	100	Planning and production of short dramas

Notes:

(a) These entities are registered as wholly-foreign-owned enterprises under PRC law.

(b) These entities are registered as limited liability companies under PRC law.

The above table lists the subsidiaries of the Company which, in the opinion of the directors, principally affected the results for the Reporting Period or formed a substantial portion of the net assets of the Group. To give details of other subsidiaries would, in the opinion of the directors, result in particulars of excessive length.

Netjoy Network and Tradeplus and their respective subsidiaries provide value-added telecommunications services and radio and TV program production and operation services to customers. Due to regulatory restrictions on foreign ownership in providing value-added telecommunications services and prohibition on foreign ownership in providing radio and TV program production and operation services in the PRC, a wholly-owned subsidiary of the Company, Yunxiang Information, has entered into contractual arrangements ("**Contractual Arrangements**") with Netjoy Network and Tradeplus and their respective registered shareholders. The Contractual Arrangements enable Yunxiang Information to effectively control, recognise and receive substantially all the economic benefits of the business and operations of Netjoy Network and Tradeplus and their respective subsidiaries.

In summary, the Contractual Arrangements enable the Group to exercise certain rights, including but not limited to:

- receive substantially all of the economic benefits from Netjoy Network and Tradeplus in consideration for the services provided by Yunxiang Information to Netjoy Network and Tradeplus;

- exercise effective control over Netjoy Network and Tradeplus; and

- hold an exclusive option to acquire all or part of the equity interests in and/or the assets of Netjoy Network and Tradeplus when and to the extent permitted by the PRC laws and regulations.

Accordingly, Netjoy Network and Tradeplus and their respective subsidiaries are controlled by the Company based on the Contractual Arrangements although the Company does not have any direct or indirect equity interest in Netjoy Network and Tradeplus.

2. ACCOUNTING POLICIES

2.1 BASIS OF PREPARATION

These condensed consolidated financial statements have been prepared in accordance with International Accounting Standards ("**IAS**") 34 "Interim Financial Reporting" issued by the International Accounting Standards Board (the"**IASB**") and the disclosure requirements of the Rules Governing the Listing of Securities (the "**Listing Rules**") on The Stock Exchange of Hong Kong Limited (the"**Stock Exchange**"). They have been prepared under the historical cost convention, except for certain financial instruments which have been measured at fair value. These financial statements are presented in Renminbi ("**RMB**") and all values are rounded to the nearest thousand except when otherwise indicated.

Basis of consolidation

The consolidated financial statements include the financial statements of the Group for the six months ended June 30, 2026. A subsidiary is an entity (including a structured entity), directly or indirectly, controlled by the Company. Control is achieved when the Group is exposed, or has rights, to variable returns from its involvement with the investee and has the ability to affect those returns through its power over the investee (i.e., existing rights that give the Group the current ability to direct the relevant activities of the investee).

Generally, there is a presumption that a majority of voting rights results in control. When the Company has less than a majority of the voting or similar rights of an investee, the Group considers all relevant facts and circumstances in assessing whether it has power over an investee, including:

(a) the contractual arrangement with the other vote holders of the investee;

(b) rights arising from other contractual arrangements; and

(c) the Group's voting rights and potential voting rights.

The financial statements of the subsidiaries are prepared for the same reporting period as the Company, using consistent accounting policies. The results of subsidiaries are consolidated from the date on which the Group obtains control, and continue to be consolidated until the date that such control ceases.

Profit or loss and each component of other comprehensive income are attributed to the owners of the parent of the Group and to the non-controlling interests, even if this results in the non-controlling interests having a deficit balance. All intra-group assets and liabilities, equity, income, expenses and cash flows relating to transactions between members of the Group are eliminated in full on consolidation.

The Group reassesses whether or not it controls an investee if facts and circumstances indicate that there are changes to one or more of the three elements of control described above. A change in the ownership interest of a subsidiary, without a loss of control, is accounted for as an equity transaction.

If the Group loses control over a subsidiary, it derecognises the related assets (including goodwill), liabilities, any non-controlling interest and the exchange fluctuation reserve; and recognises the fair value of any investment retained and any resulting surplus or deficit in profit or loss. The Group's share of components previously recognised in other comprehensive income is reclassified to profit or loss or retained profits, as appropriate, on the same basis as would be required if the Group had directly disposed of the related assets or liabilities.

These condensed consolidated financial statements should be read in conjunction with the consolidated annual financial statements of the Company for the year ended December 31, 2025. The accounting policies and methods of computation used in the preparation of these condensed financial statements are consistent with those used in the consolidated annual financial statements for the year ended December 31, 2025 except as stated below.

2.2 CHANGES IN ACCOUNTING POLICIES AND DISCLOSURES

During the Reporting Period, the Group adopted all amendments to IFRS Accounting Standards issued by the International Accounting Standards Board that are relevant to its operations and effective for the accounting year beginning on 1 January 2026. The adoption of these amended IFRS Accounting Standards did not result in any significant changes to the Group's accounting policies, the presentation of the Group's financial statements or the amounts reported for the current period and prior years.

The Group has not applied any new or amended IFRS Accounting Standards that are not yet effective for the current accounting period.

3. REVENUE, OTHER INCOME AND GAINS

An analysis of revenue is as follows:

	Six months ended June 30,	
	2026	2025
	RMB'000	*RMB'000*
	(Unaudited)	*(Unaudited)*
Revenue from contracts with customers	**1,207,929**	1,480,360

Revenue from contracts with customers

(i) Disaggregated revenue information

	Six months ended June 30,	
	2026	2025
	RMB'000	*RMB'000*
	(Unaudited)	*(Unaudited)*
Type of services		
Intelligent marketing solutions		
– All-in-one services	**1,036,859**	1,336,365
– Advertisement distribution services	**51,882**	39,706
E-commerce service solutions	**58,249**	69,225
Innovative business	**60,939**	35,064
Total revenue from contracts with customers	**1,207,929**	1,480,360
Timing of revenue recognition		
Services transferred at a point in time	**1,207,919**	1,471,263
Services transferred over time	**10**	9,097
Total revenue from contracts with customers	**1,207,929**	1,480,360

(ii) Performance obligations

Information about the Group's performance obligations is summarised below:

Intelligent marketing solution services

The performance obligation is satisfied upon the user clicking one of the customer-sponsored links (oCPC) or upon optimising the number of times that the advertisement has been displayed for cost per thousand impression advertising arrangement (oCPM) for users. The payment is generally due within 180 days from the date of billing.

E-commerce service solutions

Live streaming business performance obligation is satisfied at the point in time when the live broadcast duration and sale transaction of goods is completed. The payment is generally due within 75 days from the date of billing.

Revenues from sales of products through the e-commerce platforms and distribution channels are recognised when control of the promised goods is transferred to the customers, which generally occurs upon the acceptance of the goods by the customers. Short-term advances are normally required before the delivery of goods.

Innovative businesses

Short-term advances are normally required before rendering the short drama productions.

The following table shows the amounts of revenue recognised in the current reporting period that were included in the contract liabilities at the beginning of the Reporting Period:

	Six months ended June 30,	
	2026	2025
	RMB'000	*RMB'000*
	(Unaudited)	*(Unaudited)*
Revenue recognised that was included in contract liabilities at the beginning of the Reporting Period:	**72,184**	99,528

There was no revenue recognised in the current reporting period from performance obligations satisfied in previous periods for the six months ended June 30, 2025 and 2026, respectively.

The transaction prices allocated to the remaining performance obligations unsatisfied as at June 30, 2026 are RMB130,800,000 (December 31, 2025: RMB72,184,000).

All the remaining performance obligations unsatisfied as at June 30, 2026 are expected to be recognised within one year as the performance obligations are part of the contracts that have an original expected duration of one year or less.

An analysis of other income and gains and other expenses is as follows:

	Six months ended June 30,	
	2026	2025
	RMB'000	*RMB'000*
	(Unaudited)	*(Unaudited)*
Other income and gains		
Bank interest income	**685**	1,511
Fair value gains on financial investments, net	**403**	5,684
Government grants	**347**	1,143
Others	**158**	717
Total other income and gains	**1,593**	9,055
Other expenses		
Foreign exchange losses, net	**454**	1
Others	**33**	398
Total other expenses	**487**	399

4. INCOME TAX

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

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 Cayman Islands withholding tax is imposed.

British Virgin Islands

Under the current laws of the British Virgin Islands ("**BVI**"), the Company is not subject to tax on income or capital gains. In addition, upon payments of dividends by the Company to its shareholder, no BVI withholding tax is imposed.

Hong Kong

Hong Kong profits tax was provided at the rate of 16.5% (2025 period: 16.5%) on the estimated assessable profits of the Group's companies operating in Hong Kong during the period.

Chinese Mainland

Pursuant to the Enterprise Income Tax Law of the PRC and the respective regulations, the subsidiaries which operate in Chinese Mainland are subject to Enterprise Income Tax ("**EIT**") at a rate of 25% on the taxable income. Preferential tax treatment is available to Netjoy Network, since it is certified as a High and New Technology Enterprise, and Netjoy Network is subject to a preferential income tax rate of 15% from 2024 to 2026.

According to Several Opinions of the State Council on Supporting the Construction of Kashgar and Horgors Economic Development Zones (國務院關於支持喀什霍爾果斯經濟開發區建設的若干意見) promulgated on 30 September 2011, and Notice of the Preferential Policies of Enterprise Income Tax in the Two Special Economic Development Zones of Kashgar and Horgors in Xinjiang (財政部、國家稅務總局關於新疆喀什霍爾果斯兩個特殊經濟開發區企業所得稅優惠政策的通知) promulgated by the Ministry of Finance of the PRC (中國財政部) and the State Administration of Taxation of the PRC (中國國家稅務總局) on 29 November 2011, from 2010 to 2020, the newly established enterprises in Kashgar and Horgors within the Catalog of Encouraged Industries in Poverty Areas of Xinjiang for Preferential Tax Treatment (新疆困難地區重點鼓勵發展產業企業所得稅優惠目錄) granted the preferential tax treatment of five-year EIT exemption beginning from the first taxable year in which it becomes profitable. Upon the expiry of the tax exemption period, the local share of EIT would be exempted for another five years, and a subsidy would be granted by the Finance Bureau of the Development Zone in the form of rewards. Quantum Culture Media was entitled to an EIT exemption approved by the PRC tax bureau from 1 January 2017 to 31 December 2021 and the exemption of EIT charged by local tax bureau according to Preferential Filing Record of EIT (企業所得稅優惠事項備案表) from 1 January 2022 to 31 December 2026 and obtained the related approval from the PRC tax bureau, which accounts for 40% of total EIT.

According to the Implementation Opinions on Accelerating the Construction of Kashgar and Horgos Economic Development Zones (關於加快喀什、霍爾果斯經濟開發區建設的實施意見), from January 1, 2010 to December 31, 2020, enterprises newly established in the development zone that fall within the scope of the Catalogue of Enterprise Income Tax Preferences for Industries Encouraged to Develop in Difficult Areas of Xinjiang (新疆困難地區重點鼓勵發展產業企業所得稅優惠目錄) will be exempted from enterprise income tax for five years from the tax year in which the first production and operation income is obtained. After the tax exemption period expires, the local share of EIT will be exempted for another five years, and the subsidy will be granted by the Finance Bureau of the Development Zone in the form of rewards. Quantum Data was in an accumulated tax loss position as at June 30, 2026, and the tax holiday has not yet begun.

Pursuant to the Notice on Enterprise Income Tax Policies for the Integrated Circuit Design and Software Industries (關於集成電路設計和軟件產業企業所得稅政策的公告) issued by the Ministry of Finance of the PRC and the State Administration of Taxation of the PRC and with approval from the tax authorities in charge, one of the Group's subsidiaries, Tradeplus, is entitled to an exemption from CIT for two years, commencing from the first year that Tradeplus generates taxable profit, and a deduction of 50% on the CIT rate for the following three years. Tradeplus was in accumulated tax loss positions as at June 30, 2026, and the tax holiday has not yet begun.

The income tax expense of the Group for the relevant periods is analysed as follows:

	Six months ended June 30,	
	2026	2025
	RMB'000	*RMB'000*
	(Unaudited)	*(Unaudited)*
Current income tax:		
Chinese Mainland	**6,791**	786
Deferred tax	**(880)**	(627)
Total	**5,911**	159

5. DIVIDENDS

The board of directors did not recommend any dividends for the six months ended June 30, 2026 (June 30, 2025: Nil).

6. EARNINGS/(LOSS) PER SHARE ATTRIBUTABLE TO ORDINARY EQUITY HOLDERS OF THE PARENT

The calculation of the basic earnings/(loss) per share amount is based on the profit/(loss) for the period attributable to ordinary equity holders of the parent, and the weighted average number of ordinary shares, excluding treasury shares, of 761,026,456 (June 30, 2025: 761,153,439) outstanding during the period.

The calculation of the diluted earnings per share amount is based on the profit for the period attributable to ordinary equity holders of the parent. The weighted average number of ordinary shares used in the calculation is the number of ordinary shares in issue during the period, as used in the basic earnings per share calculation, and the weighted average number of ordinary shares assumed to have been issued at the exercise price on the deemed exercise or conversion of all dilutive potential ordinary shares into ordinary shares.

The calculation of basic and diluted earnings/(loss) per share is based on:

	Six months ended June 30,	
	2026	2025
	RMB'000	*RMB'000*
	(Unaudited)	*(Unaudited)*
Earnings/(loss)		
Earnings/(loss) attributable to ordinary equity holders of the parent	**987**	(23,653)

	Number of shares Six months ended June 30,	
	2026	2025
	(Unaudited)	*(Unaudited)*
Shares		
Weighted average number of ordinary shares outstanding during the year used in the basic earnings/(loss) per share calculation	**761,026,456**	761,153,439
Effect of dilution – weighted average number of ordinary shares:		
Restricted share units	**34,350,000**	–
Total	**795,376,456**	761,153,439

Because the diluted loss per share amount for the six months ended June 30, 2025 is decreased when taking share options and restricted share units into account, and the RSUs and share options had anti-dilutive effect on diluted loss per share amount for the six months ended June 30, 2025. Therefore, the diluted losses per share amount for the six months ended June 30, 2025 is based on the loss for the period of RMB23,653,000 and the weighted average number of ordinary shares of 761,153,439 outstanding during the period.

7. TRADE AND NOTES RECEIVABLES

	As at June 30, 2026 *RMB'000* *(Unaudited)*	As at December 31, 2025 *RMB'000* *(Audited)*
Included in current assets:		
Trade receivables	**1,498,562**	1,516,026
Notes receivable	**–**	53,607
Impairment	**(359,371)**	(362,629)
Total	**1,139,191**	1,207,004

The Group's trading terms with its customers are mainly on credit, except for new customers, where payment in advance is normally required. The credit period is generally 30 to 180 days. The Group seeks to maintain strict control over its outstanding receivables and overdue balances are reviewed regularly by management. In view of the aforementioned and the fact that the Group's trade receivables relate to a large number of diversified customers, there is no significant concentration of credit risk, except that RMB212,375,000 (December 31, 2025: RMB215,239,000) was due from one major customer (December 31, 2025: one). The Group does not hold any collateral or other credit enhancements over its trade receivable balances. Trade receivables are non-interest-bearing.

An ageing analysis of the trade receivables as at the end of the Reporting Period, based on the invoice date and net of loss allowance, is as follows:

	As at June 30, 2026 *RMB'000* *(Unaudited)*	As at December 31, 2025 *RMB'000* *(Audited)*
Less than 1 year	**1,133,706**	1,147,900
1 to 2 years	**5,485**	5,497
Total	**1,139,191**	1,153,397

The movements in the loss allowance for impairment of trade receivables are as follows:

	As at June 30, 2026 *RMB'000* *(Unaudited)*	As at December 31, 2025 *RMB'000* *(Audited)*
At beginning of period	**362,629**	357,845
Impairment losses, net	**(3,258)**	5,301
Disposal of a subsidiary	**–**	(517)
At end of period	**359,371**	362,629

An impairment analysis is performed at each reporting date. For those trade receivables which do not share similar characteristics, the provision is assessed individually based on customers' credit and estimated future cash flow. For trade receivables that have similar characteristics, the provision rates are based on ageing analysis. The ageing of trade receivables is calculated based on the date of revenue recognition. The calculation reflects the probability-weighted outcome, the time value of money and reasonable and supportable information that is available at the reporting date about past events, current conditions and forecasts of future economic conditions.

As at June 30, 2026, the accumulated individual impairment was RMB280,320,000 (December 31, 2025: RMB288,444,000), with carrying amounts before impairment of RMB280,320,000 (December 31, 2025: RMB288,444,000), respectively.

The decrease in individual impairment allowance was primarily due to collections from certain enterprises by June 30, 2026, resulting in a reduction of trade receivables and a corresponding decrease in ECL.

Set out below is the information about the ageing of the trade receivables as at the end of the Reporting Period, based on the past due date and credit risk exposure on the Group's trade receivables, using a provision matrix:

As at June 30, 2026

	Expected credit loss rate	**Gross carrying amounts** *RMB'000*	**Impairment** *RMB'000*
Collective impairment:			
Less than 1 year	**1.18%**	**1,147,276**	**13,570**
1 to 2 years	**64.63%**	**15,508**	**10,023**
Over 2 years	**100.00%**	**55,458**	**55,458**
Total	**6.49%**	**1,218,242**	**79,051**

As at December 31, 2025

	Expected credit loss rate	Gross carrying amount *RMB'000*	Impairment *RMB'000*
Collective impairment:			
Less than 1 year	1.30%	1,163,006	15,106
1 to 2 years	69.47%	18,008	12,511
Over 2 years	100.00%	46,568	46,568
Total	6.04%	1,227,582	74,185

As at June 30, 2026, no trade receivables from customers were pledged to secure trade payables granted to the Group (as at December 31, 2025: trade receivables from certain customers were pledged to secure trade payables of RMB150,000,000 granted to the Group).

Transferred financial assets that are not derecognised in their entirety

As at June 30, 2026, there were no notes receivable accepted by banks in Chinese mainland that had been endorsed by the Group to certain banks (the "**Endorsed Bills**") (December 31, 2025: Endorsed Bills with a carrying amount of RMB53,607,000). In the opinion of the directors, the Group has retained the substantial risks and rewards, which include default risks relating to such Endorsed Bills, and accordingly, it continued to recognise the full carrying amounts of the Endorsed Bills and the associated trade payables settled. Subsequent to the Endorsement, the Group did not retain any rights on the use of the Endorsed Bills, including the sale, transfer or pledge of the Endorsed Bills to any other third parties.

Transferred financial assets that are derecognised in their entirety

As at June 30, 2026, the Group endorsed certain notes receivable accepted by banks in Chinese mainland (the "**Derecognised Bills**") with a carrying amount in aggregate of RMB107,000,000 (December 31, 2025: RMB43,623,000). The Derecognised Bills had a maturity of two to six months at the end of the reporting period. In accordance with the Law of Negotiable Instruments in the PRC, the holders of the Derecognised Bills may exercise the right of recourse against any, several or all of the persons liable for the Derecognised Bills, including the Group, in disregard of the order of precedence (the "**Continuing Involvement**"). In the opinion of the directors, the risk of the Group being claimed by the holders of the Derecognised Bills is remote in the absence of a default of the accepted banks. The Group has transferred substantially all risks and rewards relating to the Derecognised Bills. Accordingly, it has derecognised the full carrying amounts of the Derecognised Bills. The maximum exposure to loss from the Group's Continuing Involvement in the Derecognised Bills and the undiscounted cash flows to repurchase these Derecognised Bills is equal to their carrying amounts. In the opinion of the directors, the fair values of the Group's Continuing Involvement in the Derecognised Bills are not significant.

8. TRADE PAYABLES

An ageing analysis of the trade payables as at the end of the Reporting Period, based on the invoice date, is as follows:

	As at June 30, 2026 ***RMB'000*** ***(Unaudited)***	As at December 31, 2025 *RMB'000* *(Audited)*
Within 90 days	**257,151**	404,318
91 to 365 days	**21,121**	4,999
Over 1 year	**16,975**	10,723
Total	**295,247**	420,040

The trade payables are non-interest-bearing and are normally settled within 30 to 90 days.

MATERIAL ACQUISITIONS, DISPOSALS OF SUBSIDIARIES, ASSOCIATES AND JOINT VENTURES AND SIGNIFICANT INVESTMENTS

Save as disclosed in the unaudited condensed consolidated financial statements in this announcement, during the six months ended June 30, 2026, the Group made no material acquisitions or disposals of subsidiaries, associates and joint ventures or significant investment.

FUTURE PLANS FOR MATERIAL INVESTMENTS AND CAPITAL ASSETS

As at the date of this announcement, the Group had no future plans for material investments and capital assets.

INTERIM DIVIDEND

The Board did not declare the payment of any interim dividend for the six months ended June 30, 2026.

EVENTS DURING AND SUBSEQUENT TO THE REPORTING PERIOD

(1) Suspension of trading on the Stock Exchange

Trading in the Company's shares on the Stock Exchange has been suspended with effect from 9:00 a.m. on Tuesday, April 1, 2025, and will remain suspended until the Company meets all resumption guidance, remedies the issues causing its trading suspension and fully complies with the Listing Rules to the Stock Exchange's satisfaction.

(2) Resumption Guidance

As stated in the announcement of the Company dated July 8, 2025, the Stock Exchange has formulated the following resumption guidance for the Company: (i) conduct an appropriate independent forensic investigation into the Prepayments and the related transactions, assess the impact on the Company's business operation and financial position, announce the findings and take appropriate remedial actions; (ii) demonstrate that there is no reasonable regulatory concern about the integrity, competence and/or character of the Group's management and/or any persons with substantial influence over the Company's management and operations, which may pose a risk to investors and damage market confidence; (iii) conduct an independent internal control review and demonstrate that the Company has in place adequate internal controls and procedures to meet its obligations under the Listing Rules; (iv) publish all outstanding financial results required under the Listing Rules and address any audit modifications; (v) demonstrate the Company's compliance with Rule 13.24; and (vi) inform the market of all material information for the Shareholders and other investors to appraise its position. Under Rule 6.01A(1) of the Listing Rules, the Stock Exchange may cancel the listing of any securities that have been suspended from trading for a continuous period of 18 months. In the case of the Company, the 18-month period expires on September 30, 2026. If the Company fails to remedy the issues causing its trading suspension, fulfill the resumption guidance and fully comply with the Listing Rules to the Stock Exchange's satisfaction and resume trading in its shares by September 30, 2026, the Listing Division of the Stock Exchange will recommend the Listing Committee of the Stock Exchange to proceed with the cancellation of the Company's listing. Under Rules 6.01 and 6.10 of the Listing Rules, the Stock Exchange also has the right to impose a shorter specific remedial period or to cancel the listing of the Company immediately, where appropriate.

(3) Progress in fulfilling resumption guidance

For details of the progress of the Company in reaching the guidelines for resumption of trading, please refer to the announcements issued by the Company on July 15, 2025, July 21, 2025, September 30, 2025, December 29, 2025, March 30, 2026, and June 30, 2026. The Company will continue to include relevant progress in quarterly updates and announcements in due course.

On 14 April 2025, the Company engaged one of the Big Four accounting firms as forensic adviser to conduct an independent investigation of internal facts on the prepayment (the "**Independent Investigation**"). Please refer to the announcement of our Company dated April 2, 2026 for details of the Independent Investigation results.

In addition, the Company engaged an internal control consultant to conduct an independent review of the Group's internal control procedures (the "**Internal Control Review**"), and to provide suggestions on remedial measures taken by the Company and conduct follow-up review (the "**Follow-up Review**"). For details of the Internal Control Review results, please refer to the announcement of the Company dated June 22, 2026. For details of the Follow-up Review results, please refer to the announcement of the Company dated August 6, 2026.

PURCHASE, SALE OR REDEMPTION OF LISTED SECURITIES

During the six months ended June 30, 2026, none of the Company or any of its subsidiaries or its consolidated affiliated entities had purchased, sold or redeemed any of the listed securities of the Company (including treasury shares). As at June 30, 2026, the Company did not hold any treasury shares (as defined in the Listing Rules). Since the adoption of the RSU Scheme and up to June 30, 2026, the trustee of the RSU Scheme had purchased a total of 34,631,544 Shares of the Company on the Hong Kong Stock Exchange.

MODEL CODE FOR SECURITIES TRANSACTIONS

The Company has adopted the Model Code for Securities Transactions by Directors of Listed Issuers (the "**Model Code**") as set out in Appendix C3 to the Listing Rules as its own code of conduct regarding Directors' securities transactions. Specific enquiry has been made to all the Directors and each of the Directors has confirmed that he/she has complied with the required standards as set out in the Model Code during the Reporting Period.

CORPORATE GOVERNANCE CODE

The Company has adopted the principles and all applicable code provisions of the Corporate Governance Code (the "**Corporate Governance Code**") as set out in Appendix C1 to the Listing Rules as its corporate governance practices.

Save for the deviations from the code provisions disclosed below, the Company has complied with all applicable code provisions of the Corporate Governance Code during the Reporting Period.

(i) Code Provision B.2.2 stipulates that every director (including those with a specified term of office) should be subject to retirement by rotation at least once every three years. The Company was unable to complete the retirement by rotation arrangement of the directors in accordance with the Company's articles of association and the applicable code provisions as a result of the failure to convene the AGM during the Reporting Period. The Company has convened the 2025 annual general meeting ("**AGM**") on August 3, 2026 and will convene the 2026 AGM on September 11, 2026 to arrange for the retirement by rotation of the Directors, so as to comply with the relevant code provisions.

(ii) Code Provision D.1 requires an issuer to publish financial results and reports in a timely manner. Due to the delay in the Company's audit and certain internal review procedures during the year, the following items have been delayed: the announcements of the annual results for 2024, the interim results for 2025, the annual results for 2025, and the annual report for 2024, the interim report for 2025 and the annual report for 2025. The Company has uploaded the announcements of the annual results for 2024, the annual report for 2024, the interim results for 2025, the interim report for 2025, the annual results for 2025 and the annual report for 2025 on June 28, 2026, July 10, 2026, July 24, 2026, July 24, 2026, August 6, 2026 and August 14, 2026, respectively. The Company has taken measures to strengthen the financial reporting and information disclosure processes to ensure future compliance with the time requirements under the Listing Rules.

(iii) Code Provision D.2 stipulates that the board of directors should be responsible for maintaining a sound and effective internal control and risk management system. During the year, the Company noted uncertainties in the recovery of prepayments made to certain suppliers. In this regard, the Company has engaged an independent internal control consultant to conduct an Internal Control Review on the Company's internal control procedures and identified certain areas for improvement in internal controls. Relevant details have been disclosed in the Company's announcement dated June 22, 2026. The Company has taken and will continue to take rectification measures in response to the relevant findings and recommendations to strengthen the internal control system. Relevant details have been disclosed in the Company's announcement dated August 6, 2026.

(iv) Code Provision F.1 stipulates that the board of directors should be responsible for maintaining ongoing dialogue with shareholders, in particular, communicating with shareholders and encouraging their participation through formal meetings (including general meetings) and other appropriate channels under the issuer's shareholder communication policy. Although the Company did not convene the AGM during the Reporting Period, it has updated its shareholders via announcements on the findings of the Independent Investigation, Internal Control Review, the progress on complying with the Stock Exchange's resumption guidance, and other material matters relating to the Company. In addition, the Company has kept its investor relations communication channels open to facilitate ongoing engagement with shareholders. The Company has convened the 2025 AGM on August 3, 2026 and will convene the 2026 AGM on September 11, 2026 and will ensure strict compliance with the relevant time requirements in the future.

Save as disclosed above, during the six months ended June 30, 2026, the Company has complied with the remaining applicable principles and code provisions of the Corporate Governance Code and has complied with the majority of the recommended best practice provisions set out in the Corporate Governance Code. The Company will continue to review and monitor its corporate governance practices to ensure compliance with the Corporate Governance Code.

AUDIT COMMITTEE

The Board has established an audit committee (the "**Audit Committee**"), consisting of three independent non-executive Directors, namely, Mr. CHEN Changhua (Chairman), Dr. RU Liyun, and Ms. Zheng Feiyun. Written terms of reference have been adopted for the Audit Committee, which clearly specify its duties and responsibilities and are available for inspection on the websites of the Company and the Stock Exchange.

REVIEW OF INTERIM RESULTS

The interim results for the six months ended June 30, 2026 are unaudited and have not been reviewed by the auditor of the Company, but have been reviewed by the Audit Committee.

The Audit Committee has, together with the senior management, reviewed the accounting policies adopted by the Group. They also discussed risk management, internal controls of the Group and financial reporting matters, including having reviewed and agreed to the unaudited interim condensed consolidated financial statements during the Reporting Period.

PUBLICATION OF THE INTERIM RESULTS ANNOUNCEMENT AND 2026 INTERIM REPORT

This interim results announcement is published on the websites of the Stock Exchange (www.hkexnews.hk) and the Company (www.netjoy.com). The interim report for the six months ended June 30, 2026 containing all the information required by the Listing Rules will be dispatched to the Shareholders (if required) and published on the above websites in due course.

APPRECIATION

On behalf of the Board, I would like to take this opportunity to thank the management and employees of the Group for their efforts and dedication during the Reporting Period. I would also like to thank the regulators for their guidance and Shareholders and customers for their long-term support.

By order of the Board
Netjoy Holdings Limited
Xu Jiaqing
Chairman of the Board

Shanghai, the PRC, August 28, 2026

As at the date of this announcement, the Board comprises Mr. Xu Jiaqing, Mr. Dai Liqun and Mr. Shen Jianbo as executive Directors; Mr. Wang Jianshuo as a non-executive Director; and Mr. Chen Changhua, Dr. Ru Liyun, Ms. Cui Wen and Ms. Zheng Feiyun as independent non-executive Directors.