



2025
Interim Report

青瓷游戏有限公司 Qingci Games Inc.

(Incorporated in the Cayman Islands with limited liability)

STOCK CODE: 6633



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Corporate Information

BOARD OF DIRECTORS

Executive Directors

Mr. Yang Xu (*Chairman*)

Mr. Huang Zhiqiang

Mr. Liu Siming

Mr. Zeng Xiangshuo

Independent Non-executive Directors

Professor Lam Sing Kwong Simon

Mr. Yuan Yuan

Ms. Fang Weijin

AUDIT COMMITTEE

Mr. Yuan Yuan (*Chairman*)

Professor Lam Sing Kwong Simon

Ms. Fang Weijin

REMUNERATION COMMITTEE

Professor Lam Sing Kwong Simon (*Chairman*)

Mr. Yang Xu

Mr. Yuan Yuan

NOMINATION COMMITTEE

Mr. Yang Xu (*Chairman*)

Professor Lam Sing Kwong Simon

Ms. Fang Weijin

JOINT COMPANY SECRETARIES

Mr. Zhu Chengyin

Ms. Yung Mei Yee

AUTHORIZED REPRESENTATIVES

Mr. Liu Siming

Ms. Yung Mei Yee

REGISTERED OFFICE IN CAYMAN ISLANDS

PO Box 309, Ugland House

Grand Cayman, KY1-1104

Cayman Islands

PRINCIPAL PLACE OF BUSINESS AND HEAD OFFICE IN THE PRC

5th Floor, 4 Wang Hai Road

Xiamen Software Park II

Xiamen, Fujian Province

361008, PRC

PRINCIPAL PLACE OF BUSINESS IN HONG KONG

40th Floor, Dah Sing Financial Centre

No. 248 Queen's Road East

Wanchai, Hong Kong

AUDITOR

BDO Limited

Certified Public Accountants and

Registered Public Interest Entity Auditor

25th Floor, Wing On Centre

111 Connaught Road Central

Hong Kong



CORPORATE INFORMATION

LEGAL ADVISORS

As to Hong Kong law

Cleary Gottlieb Steen & Hamilton (Hong Kong)

37th Floor, Hysan Place
500 Hennessy Road
Causeway Bay
Hong Kong

HONG KONG SHARE REGISTRAR

Computershare Hong Kong Investor Services Limited

Shops 1712–1716, 17/F
Hopewell Centre
183 Queen's Road East, Wanchai
Hong Kong

PRINCIPAL SHARE REGISTRAR
AND TRANSFER OFFICE IN
CAYMAN ISLANDS**Maples Fund Services (Cayman) Limited**

P.O. Box 1093
Boundary Hall, Cricket Square
Grand Cayman
KY1-1102
Cayman Islands

PRINCIPAL BANKS

Xiamen International Bank Co., Ltd.

Xiamen Sub Branch
1–3/F, International Plaza
8–10 Lu Jiang Road
Siming District, Xiamen
Fujian, China

China Merchants Bank Co., Ltd.

Xiamen Wuyuanwan Sub Branch
1/F, Sanfu Financial Center
No. 990 Anling Road
Huli District, Xiamen
Fujian, China

CMB Wing Lung Bank Limited

45 Des Voeux Road Central
Hong Kong

Industrial Bank Co., Ltd.

Hong Kong Branch
12/F, One International Finance Centre
1 Harbour View Street, Central
Hong Kong

COMPANY WEBSITE

www.qcplay.com

STOCK CODE

6633



Financial Highlights

	For the six months ended June 30,		
	2025	2024	Change
	(RMB'000) (unaudited)	(RMB'000) (unaudited)	(%)
Revenue	247,180	342,622	(28)
Gross profit	154,148	211,787	(27)
Net profit	72,665	38,203	90
Profit attributable to equity holders of the Company	70,257	45,059	56

KEY OPERATING INFORMATION

	For the six months ended June 30,		
	2025	2024	Change
			(%)
Average MAUs (in thousands)⁽¹⁾	1,144	2,179	(47)
Average MPUs (in thousands)⁽²⁾	141	253	(44)
ARPPU (RMB)	290	275	5
Cumulative registered players (in thousands)	100,452	93,389	8

Notes:

- (1) Our Average MAUs are calculated by dividing (i) the total MAUs of a game; or (ii) the aggregate of the total MAUs of all of our games, as applicable, for a specified period by the number of months of that period. Our calculations of Average MAUs did not consider each game's data before its official launch.
- (2) Our Average MPUs are calculated by dividing (i) the MPUs of a game; or (ii) the aggregate of the total MPUs of all of our games, as applicable, for a specified period by the number of months of that period. Our calculations of Average MPUs did not consider each game's data before its official launch.



Management Discussion and Analysis

BUSINESS OVERVIEW

As a well-known mobile game developer and publisher in China, we are committed to offering unparalleled experiences to game players around the world through our landmark captivating games and content.

In the first half of 2025, the global gaming market maintained a positive trend, presenting a prosperous landscape pulsating with vigorous technological innovation and intense competition. As players have higher expectations on content and quality, well-crafted games that master the art of innovation and refined operation are gaining greater commercial success and stronger user loyalty. In response to industry trends, the Group remained unwavering in pursuing the core strategy of “Premiumization, Globalization, Long-term Development” (“精品化、全球化、長線化”), and maintained stable and healthy business development during the Reporting Period. On the one hand, we further explored the potential of existing evergreen games through innovative content updates and meticulous long-term operations, continuously stimulating new growth curves for such products. On the other hand, we concentrated core resources on advancing the R&D of flagship pipeline products and proactively planned for the launch of new games with global potential, thereby laying a solid foundation for the Group’s sustainable development.

The Group has made remarkable achievements in the following aspects during the Reporting Period:

- (1) **Highly effective long-term operations, and rejuvenation of core game:** In June 2025, the self-developed flagship game *The Marvelous Snail/SuperSnail* (最強蝸牛) celebrated its fifth anniversary in Mainland China and HMT regions, and attracted waves of returning veteran players and saw significant improvement in user spending willingness after launching its brand-new anniversary version and gameplay optimization. In the anniversary event, the ARPPU grew from approximately RMB200 to nearly RMB300, representing an increase of about 50%, fully exhibiting the Group’s outstanding capabilities in game content innovation, long-term operations and other aspects;
- (2) **Steady progress in globalization strategy, and another triumph in developing global market:** Following the successes in multiple overseas markets, the Group is actively preparing for the launch of the Korean version of *The Marvelous Snail/SuperSnail* (最強蝸牛), with the official debut expected in the second half of 2025, further improving the Group’s influence in key markets. The overseas release of *Cardcaptor Sakura: Memory Key* (魔卡少女櫻：回憶鑰匙) in Vietnam and Japan is under preparation at the same time. Such further expansion of overseas operations will shape diversified and stable impetuses for the Group’s revenue growth; and



MANAGEMENT DISCUSSION AND ANALYSIS

- (3) **Focusing on breakthroughs in R&D pipeline, with solid foundation for future growth:** The Group progressed smoothly in developing the strategic self-developed title *Project E* (項目E) and has recently initiated the Planck Test for core players, accelerating the iteration of game R&D versions through interaction with players. Integrating map exploration, backpack management, resource collection and other innovative gameplay elements, this game is positioned to be the Group's next milestone product, and is gathering strong momentum for leapfrog development of the Group in the future. Concurrently, the Group is persistently refining the R&D process and fully embracing cutting-edge technologies like AI to further enhance R&D efficiency and product quality.

During the Reporting Period, in terms of financial data: the Group recorded a revenue of approximately RMB247 million, representing a decrease of 27.86% as compared to the revenue of RMB343 million in the corresponding period last year. Due to operational efficiency improvement of core products and effective cost control, the Group recorded a profit attributable to equity holders of the Company of approximately RMB70.26 million, representing an increase of 55.92% as compared to RMB45.06 million in the corresponding period last year, indicating sustained improvement of profitability.

During the Reporting Period, in terms of game operating data: as of June 30, 2025, the Group had 100.45 million cumulative registered players, representing a year-on-year increase of 7.56%; the average number of monthly active users was approximately 1.1440 million, representing a year-on-year decrease of 47.50%; the average number of monthly paying users was approximately 140,600, representing a year-on-year decrease of 44.40%; the ARPPU amounted to RMB289.79, representing a year-on-year increase of 5.26%. The main reasons for the changes in the abovementioned game operating data are (i) the decline in active users and paying users as some games are in maturity stage; and (ii) the Group attracted new players to register and some old players to return by launching brand-new game versions and optimizing game content, which also improved users' willingness to pay.



MANAGEMENT DISCUSSION AND ANALYSIS

OUR GAMES

The Group develops, publishes and operates a number of premium mobile games. As of June 30, 2025, we have a number of existing mobile application games, covering idle games, Rogue-like RPG and other RPG, and mini program games.

Below is an overview of our major games:

The Marvelous Snail/SuperSnail (最強蝸牛) (known as *SuperSnail* in regions including Southeast Asia, Europe and the United States), launched in June 2020, is our iconic self-developed idle game. As of June 30, 2025, the game recorded cumulative gross billings of more than RMB3,786 million domestically and overseas, with 29.4039 million cumulative registered players. During the Reporting Period, *The Marvelous Snail/SuperSnail (最強蝸牛)* celebrated its fifth anniversary of its launch in Mainland China and HMT regions, introducing new storylines and gameplay features, unveiling the new character “Gua Gua (呱呱)” and the ninth realm “Persia (波斯)”, receiving enthusiastic responses from the player community. While attracting new players, these updates saw waves of returning veteran players. In the anniversary event, the game hit recent highs in multiple operating metrics, and its overseas versions maintained sound and robust long-term operations. Further, the Korean version of *The Marvelous Snail/SuperSnail (最強蝸牛)* has entered into the final preparation stage and is poised to further expand the game’s global footprint. During the Reporting Period, the total domestic and overseas revenue recorded by the game is approximately RMB147 million.



MANAGEMENT DISCUSSION AND ANALYSIS

Lantern and Dungeon (提燈與地下城), launched in March 2021, is a Rogue-like RPG that we introduced through in-licensing. As a product that has thrived in the market for over four years, the game remains vibrant under the Group's continuous refinement in gaming experience and introduction of fresh contents. During the Reporting Period, the game recorded a revenue of approximately RMB6.87 million.

Sword and Fairy: Wen Qing (新仙劍奇俠傳之揮劍問情), launched in June 2023, is a story card mobile game jointly published by the Group and CMGE. During the Reporting Period, we maintained player activity and game vitality through ongoing content updates and community activities. During the Reporting Period, the game celebrated its second anniversary and launched related commemorative activities, and recorded a revenue of approximately RMB21.52 million domestically and overseas.

Cardcaptor Sakura: Memory Key (魔卡少女櫻：回憶鑰匙), a mobile game created based on the teenage girl themed animation of *CardCaptor Sakura: Clear Card (庫洛魔法使：透明牌篇)* with genuine licensing. In September 2023, the game was launched in Mainland China and has sustained its stable operation in Mainland China and HMT regions, maintaining player enthusiasm through regular introduction of new costumes and pop-up events. During the Reporting Period, the game recorded a revenue of approximately RMB3.76 million. The Group is also preparing for the release of the game in Vietnam and Japan.

Fat Goose Gym (肥鵝健身房), launched in Japan in February 2024, is a casual game that we introduced through in-licensing, in which players can build a gym through synthetic gameplay, expand more areas and install equipment and furniture to attract more fat goose customers to visit. After more than one year of operation, the game has accumulated a stable user base in the Japanese market. During the Reporting Period, the game celebrated its anniversary and launched a number of new versions, and recorded a revenue of approximately RMB21.71 million.

Lost Light (迷途之光), launched in June 2024, is a pixel style rogue-like pop-up game that we introduced through in-licensing. The game is based on action-adventure, combining map exploration and card raising gameplay with a huge number of skills to choose from, and allows players to advance and explore through free combination of skills. During the Reporting Period, the game recorded a revenue of approximately RMB6.76 million.

Ares Virus 2 (阿瑞斯病毒2), launched in August 2024, is an adventure survival RPG that we introduced through in-licensing and a sequel to *Ares Virus (阿瑞斯病毒)* with a top-down perspective and a unique and fresh ballpoint pen style. During the Reporting Period, the game recorded a revenue of approximately RMB29.85 million.

Gumballs & Dungeons (不思議迷宮), launched in August 2016, is our self-developed Rogue-like RPG. Since its launch, over 25 million cumulative registered players were recorded as of June 30, 2025. After eight years, the Group launched a free to download and play version of *Gumballs & Dungeons (不思議迷宮)* in March 2025 on Steam, which has received enthusiastic responses from players, ranked the 6th on the global popular free games chart (Trending Free) and received a "Overwhelmingly Positive" rating, demonstrating the Group's exceptional ability in long-term IP management. During the Reporting Period, the game recorded a revenue of approximately RMB3.91 million.



MANAGEMENT DISCUSSION AND ANALYSIS

Other major games such as **Eternal Adventure (無盡大冒險)** (launched in June 2015, one of our self-developed classic games that combines the features of idle gameplay experience and Diablo-like adventure), **Ares Virus (阿瑞斯病毒)** (launched in August 2018, our survival RPG introduced through in-licensing), **Servitor Project (使魔計劃)** (launched in January 2023, our self-developed strategy card game), **Time Voyager (時光旅行社)** (launched in December 2023, our self-developed infinite stream casual idle game) continued to contribute steady revenue to the Group, which amounted to approximately RMB3.30 million in total during the Reporting Period.

PLAYER COMMUNITY

We have nurtured a vibrant community of players on various mobile game forums and social media platforms – QingCi Enthusiasts community. Through the QingCi community, our players can receive the latest information about our games, including recent events that we organize, opportunities to participate in testing our new games and free in-game virtual items.

As of June 30, 2025, our games had accumulated 16.2036 million QingCi Enthusiasts who contacted us through our official accounts and groups on social media platforms, such as Tencent QQ, WeChat, TapTap and Bilibili, representing an increase of 8.22% as compared with the same period last year. Our frequent and close interactions with QingCi Enthusiasts creates a virtuous circle as the feedback from the player community can help us to develop and improve our games, thereby attracting more active players.

OUTLOOK

At present, the Group has a pipeline of multiple games, covering various genres and categories, including RPG, SLG and card games:

Title	Mobile Game Genre	Source	Development Stage as of June 30, 2025	Expected Launch Time
Tingus Goose (神經鵝)	Casual game	In-licensed	Game production, testing and optimization	2025
Project W	Card RPG	In-licensed	Game production, testing and optimization	2026
Project E	SLG	Development in-house	Game production, testing and optimization	2026
Project HA	Card RPG	In-licensed	Game production, testing and optimization	2027
Project F	Survival socialization	In-licensed	Game production, testing and optimization	2027

Note: During the Reporting Period, the Group optimized the allocation of resources according to the progress of the pipeline game projects, and the progress of Project T (項目T) has been put on hold.



MANAGEMENT DISCUSSION AND ANALYSIS

Looking ahead, priority of the Group's work will be centered on the following aspects:

1. **Advancing long-term operation persistently to maximize the value of existing games:** We will replicate the successful experience of the fifth anniversary celebration of *The Marvelous Snail/SuperSnail* (最強蝸牛) into the operation of other games, and explore more innovative approaches to maintain and enhance the vitality of the evergreen games;
2. **Exploring the introduction of new products and accumulating multi-platform publication experiences:** While continuously deepening our presence in the mobile game market, the Group is also actively exploring diversified product forms and cross-platform publication channels to broaden its global user reach and accumulate varied operation experience. Recently, the Group has licensed a casual game titled *Tingus Goose* (神經鵝), which is intended to be launched on the Steam platform. Players obtain continuous growth rewards through mechanisms such as placing props, synthetic mutations, and idle AFK gameplay. *Tingus Goose* (神經鵝) combines a unique tone and bizarre art style, positioning it to tap into the younger gaming community on the Steam platform. Following the launch of *Gumballs & Dungeons* (不思議迷宮) on the Steam platform, the launch of *Tingus Goose* (神經鵝) will mark another step for the Group in the moderately casual PC game market, and it also represents a fresh endeavor of the Group in IP content expression, multi-cultural market testing, and community operation mechanisms, laying a more solid foundation for the globalization strategy of future premium projects; and
3. **Focusing on core self-developed projects, building long-term competitive moats:** The self-developed flagship *Project E* (項目E), serving as a strategic core of the Group, integrates map exploration, backpack management, resource collection and other gameplay elements, and has now initiated the Planck Test for core players, who have provided highly positive feedback on its innovative gameplay mechanics and artistic style. With the ambition of creating a globally competitive masterpiece, the Group will polish the project with meticulous works until it delivers on its commitment.

Building upon the thriving evergreen games as the bedrock, we will proactively advance the R&D of blockbusters and introduce new IP products, laying a solid foundation for mid-to-long-term performance growth. Remaining player-centric and premium quality oriented, we will relentlessly reinforce our capabilities in R&D and operation integration, so as to bring a high-quality gameplay experience to our players all over the world.



MANAGEMENT DISCUSSION AND ANALYSIS

FINANCIAL REVIEW

Revenue

Our revenue is mainly derived from (i) game operating business where we generate revenues primarily from the sales of in-game virtual items; (ii) game licensing business where we generate revenues from license fees paid by third-party publishers; (iii) information services business where we generate revenues from providing performance-based in-game marketing and promotion services to advertisers or their agents who promote their customers' products in our games to players; and (iv) other services and sales where we generate revenues from sales of game peripheral products and provision of technical services.

The following table sets forth a breakdown of our revenues by line of business for the six months ended June 30, 2025 and 2024.

	For the six months ended June 30,				2025 vs. 2024 Change %
	2025 RMB'000 (unaudited)	%	2024 RMB'000 (unaudited)	%	
Game operating revenues					
Self-developed	147,441	59.7	196,738	57.5	(25.1)
Licensed	91,200	36.9	126,434	36.9	(27.9)
Subtotal	238,641	96.6	323,172	94.4	(26.2)
Game licensing revenue	2,744	1.1	6,323	1.8	(56.6)
Information service revenue	3,076	1.2	9,290	2.7	(66.9)
Other services and sales	2,719	1.1	3,837	1.1	(29.1)
Total revenues	247,180	100.0	342,622	100.0	(27.9)



MANAGEMENT DISCUSSION AND ANALYSIS

Game Operating Revenues

Our game operating revenues decreased by 26.2% to approximately RMB238.6 million for the six months ended June 30, 2025 from the corresponding period in 2024, primarily due to the decrease in user spending as some games are in maturity stage; meanwhile, we have mitigated the decline in game revenue by continuously launching brand-new game versions and optimizing game content to enhance users' overall payment. Specifically:

- our revenue from self-developed games decreased by 25.1% to approximately RMB147.4 million for the six months ended June 30, 2025 from the corresponding period in 2024, primarily due to the decline in revenue as *The Marvelous Snail/SuperSnail* (最強蝸牛) is in maturity stage; and
- our revenue from licensed games decreased by 27.9% to approximately RMB91.2 million for the six months ended June 30, 2025 from the corresponding period in 2024, primarily due to the decline in revenue from games such as *Sword and Fairy: Wen Qing* (新仙劍奇俠傳之揮劍問情) in Mainland China, *Cardcaptor Sakura: Memory Key* (魔卡少女櫻：回憶鑰匙) and *Lantern and Dungeon* (提燈與地下城), partially offset by the increase in revenue resulting from *Lost Light* (迷途之光) (which was launched in June 2024 in Mainland China) and the new operating game *Ares Virus 2* (阿瑞斯病毒2) (which was launched in August 2024 in Mainland China).

Game Licensing Revenue

Our game licensing revenue decreased by 56.6% to approximately RMB2.7 million for the six months ended June 30, 2025 from the corresponding period in 2024, primarily due to the fact that *The Marvelous Snail/SuperSnail* (最強蝸牛) in HMT regions transitioned from external licensing to direct operations by the Group during the Reporting Period.

Information Service Revenue

Our information service revenue decreased by 66.9% to approximately RMB3.1 million for the six months ended June 30, 2025 from the corresponding period in 2024, primarily due to the decrease in in-game advertisement views or clicks.

Other Services and Sales

Our other services and sales revenues decreased by 29.1% to approximately RMB2.7 million for the six months ended June 30, 2025 from the corresponding period in 2024, primarily due to the decrease in revenue generated from sales of peripheral products and through marketing and promotion on third-party platforms and others.



MANAGEMENT DISCUSSION AND ANALYSIS

Cost of Revenues

Our cost of revenues decreased by 28.9% from approximately RMB130.8 million for the six months ended June 30, 2024 to approximately RMB93.0 million for the six months ended June 30, 2025. Our cost of revenues primarily consisted of (i) commissions charged by distribution and payment channels, representing revenue share payments to third-party distribution platforms and payment service providers for our self-published games; (ii) commissions charged by third-party game developers and IP holders; (iii) bandwidth and servers custody fee; (iv) employee benefits expenses related to our system maintenance and customer service personnel, including wages, salaries, bonuses, social insurance contributions and other employee benefits; and (v) others, including outsourced technical service fees, professional service fees, the impairments of prepayments to some game developers which were included in the cost of revenues, and miscellaneous expenses.

The following table sets forth our cost of revenues by nature in absolute amounts and as percentages of our total cost of revenues for the six months ended June 30, 2025 and 2024.

For the six months ended June 30,					2025 vs.
	2025		2024		2024
	RMB'000	%	RMB'000	%	Change
	(unaudited)		(unaudited)		%
Commissions charged by distribution and payment channels	55,782	60.0	69,168	52.9	(19.4)
Commissions charged by third-party game developers and IP holders	16,060	17.3	38,173	29.2	(57.9)
Bandwidth and servers custody fee	8,942	9.6	8,953	6.8	(0.1)
Employee benefits expenses	5,455	5.9	6,051	4.6	(9.8)
Others	6,793	7.2	8,490	6.5	(20.0)
Total	93,032	100.0	130,835	100.0	(28.9)

Our cost of revenue for commissions charged by distribution and payment channels decreased by 19.4% to approximately RMB55.8 million for the six months ended June 30, 2025 from the corresponding period in 2024, primarily due to the decreased commissions paid to distribution and payment channels as a result of the decrease in game operating revenue.



MANAGEMENT DISCUSSION AND ANALYSIS

Our cost of revenue for commissions charged by third-party game developers and IP holders decreased by 57.9% to approximately RMB16.1 million for the six months ended June 30, 2025 from the corresponding period in 2024, primarily due to the decreased commissions paid to third-party developers and IP holders as a result of the decrease in revenue from licensed games brought about by *Sword and Fairy: Wen Qing* (新仙劍奇俠傳之揮劍問情), *Cardcaptor Sakura: Memory Key* (魔卡少女櫻：回憶鑰匙) and *Lantern and Dungeon* (提燈與地下城) and others, partially offset by increased commissions paid to third-party developers as a result of the increase in revenue from licensed games such as *Lost Light* (迷途之光) (which was launched in June 2024 in Mainland China) and the new operating game *Ares Virus 2* (阿瑞斯病毒2) (which was launched in August 2024 in Mainland China).

Our cost of revenue for employee benefits expenses decreased by 9.8% to approximately RMB5.5 million for the six months ended June 30, 2025 from the corresponding period in 2024, primarily due to the decrease in number of customer service center employees, which led to the decrease in our employee expenses on a year-on-year basis.

Our cost of revenue for others decreased by 20.0% to approximately RMB6.8 million for the six months ended June 30, 2025 from the corresponding period in 2024, primarily due to the decrease in outsourced technical service fee related to customer service on a year-on-year basis, partially offset by the impairments of prepayments to relevant game developers which were included in the cost of revenues.

Gross Profit and Gross Margin

Our gross profit decreased by 27.2% from approximately RMB211.8 million for the six months ended June 30, 2024 to approximately RMB154.1 million for the six months ended June 30, 2025, primarily due to the natural decline in gross billings of games as core games are in maturity stage. Our gross margin amounted to 62.4% for the six months ended June 30, 2025, which remained largely unchanged as compared with 61.8% for the same period last year.

Selling and Marketing Expenses

Our selling and marketing expenses consisted of (i) marketing and promotion expenses paid to our online and offline marketing service providers, including traffic acquisition and brand marketing and promotion expenses; (ii) employee benefits expenses related to our sales and marketing personnel; and (iii) others, including office expenses incurred for our sales and marketing activities and miscellaneous expenses.



MANAGEMENT DISCUSSION AND ANALYSIS

Our selling and marketing expenses decreased by 58.3% from approximately RMB131.9 million for the six months ended June 30, 2024 to approximately RMB55.0 million for the six months ended June 30, 2025. This was primarily due to the Group's efficient operations management and cost control, which led to the significant decrease in selling and marketing expenses of *Fat Goose Gym* (肥鵝健身房), *Sword and Fairy: Wen Qing* (新仙劍奇俠傳之揮劍問情) and *Cardcaptor Sakura: Memory Key* (魔卡少女櫻：回憶鑰匙) and others, partially offset by the increase in the selling and marketing expenses of new operating games *Ares Virus 2* (阿瑞斯病毒2) (which was launched in August 2024 in Mainland China) and *The Marvelous Snail/SuperSnail* (最強蝸牛) in Europe and the United States and others.

R&D Expenses

Our R&D expenses consisted of (i) employee benefits expenses related to our R&D staff; (ii) outsourced technical service fee; and (iii) others, including office expenses incurred for our R&D activities, depreciation of right-of-use assets, rental expenses, utilities and miscellaneous expenses.

Our R&D expenses decreased by 10.8% from approximately RMB47.1 million for the six months ended June 30, 2024 to approximately RMB42.0 million for the six months ended June 30, 2025, primarily due to the Group's further improvement of R&D efficiency, focusing on core game projects and streamlining of R&D staff for some other game projects, which led to the decrease in employee expenses related to R&D on a year-on-year basis.

General and Administrative Expenses

Our general and administrative expenses primarily consisted of (i) employee benefits expenses related to our supporting staff; (ii) depreciation of right-of-use assets on our leases; (iii) tax surcharges, including VAT surcharges and stamp duty; (iv) rental expenses and utilities; and (v) others, including office expenses, depreciation of property, plant and equipment, professional services fee and miscellaneous expenses.

Our general and administrative expenses amounted to approximately RMB27.4 million for the six months ended June 30, 2025, which remained largely unchanged as compared with RMB27.4 million for the same period last year.



MANAGEMENT DISCUSSION AND ANALYSIS

Fair Value Changes on Investments Measured at Fair Value through Profit or Loss

Our fair value changes on investments measured at fair value through profit or loss reflected changes in the fair value of (i) certain of our long-term equity investments, which were equity investments in private equity funds as limited partners without significant influence, and investments in investee companies; and (ii) our short-term investments, primarily consisting of investment funds and wealth management products.

Our fair value changes on investments measured at fair value through profit or loss increased by 4.8% from gains of approximately RMB42.1 million for the six months ended June 30, 2024 to gains of approximately RMB44.1 million for the six months ended June 30, 2025, mainly due to the increase in the fair value gains from investment funds and wealth management products.

Other Income

Our other income primarily consisted of (i) subsidies, mainly including government subsidies granted by local governments to support our R&D activities and in recognition of our contribution to local economic development; and (ii) dividend distribution from long-term investments measured at fair value through profit or loss.

Our other income increased by 225.9% from approximately RMB0.8 million for the six months ended June 30, 2024 to approximately RMB2.5 million for the six months ended June 30, 2025, mainly due to the increase in government subsidies and dividend distribution from long-term investments measured at fair value through profit or loss.

Net Other Gains/(Losses)

Our net other gains/(losses) primarily consisted of (i) net foreign exchange gains/losses arising from revenue and trade receivables denominated in USD and JPY; and (ii) donations to charity organizations.

Our net other gains/(losses) recorded a turnaround from net losses of approximately RMB11.6 million for the six months ended June 30, 2024 to net gains of approximately RMB4.4 million for the six months ended June 30, 2025, primarily due to the significant increase in exchange gain as compared to the same period last year, as a result of the appreciation of JPY against USD and hence the appreciation of the Group's JPY holdings in the first half of 2025, as well as the Group's healthy foreign exchange management practices.



MANAGEMENT DISCUSSION AND ANALYSIS

Income Tax Expenses

Our income tax expenses increased by 1,555.6% from income tax expenses of approximately RMB0.8 million for the six months ended June 30, 2024 to income tax expenses of approximately RMB12.5 million for the six months ended June 30, 2025, mainly due to the utilization and reversal of part of the previously recognized deferred tax assets by the Group during the Reporting Period.

Profit for the Reporting Period

Our profit for the Reporting Period increased by 90.2% from a net profit of approximately RMB38.2 million for the six months ended June 30, 2024 to a net profit of approximately RMB72.7 million for the six months ended June 30, 2025, which were mainly attributable to (i) the Group's efficient operations management and cost control, and the significant decrease in the Group's marketing expenses, etc. as compared to the same period last year; and (ii) the significant increase in exchange gain as compared to the same period last year, arising from positive exchange rate fluctuations and the Group's healthy foreign exchange management practices. The increase in net profit of the Group was partially offset by the decreased gross profit resulting from the natural decline in gross billings of games.

Liquidity, Capital Resources and Gearing Ratio

We fund our operations primarily through cash generated from our operating activities and capital contribution from our Shareholders.

The Group's total cash and cash equivalents decreased by 12.6% from approximately RMB450.0 million as of December 31, 2024 to approximately RMB393.5 million as of June 30, 2025. The decrease in total cash and cash equivalents during the Reporting Period was primarily due to (i) the usage of proceeds raised from the Global Offering; and (ii) the usage of part of our own funds for short-term investments.

As of June 30, 2025, we had borrowings of approximately RMB20.0 million. As of the same date, we still had a banking credit facility of approximately RMB70.0 million, and we did not draw down the facility as deposit to secure our obligations under our foreign currency forward contract.

As of June 30, 2025, the current assets of the Group amounted to approximately RMB1,748.9 million, and the current liabilities of the Group amounted to approximately RMB150.7 million. Current ratio is calculated as total current assets divided by total current liabilities. As of June 30, 2025 and 2024, the current ratio of the Group was 1,160.4% and 1,013.9%, respectively.

Gearing ratio is calculated as total liabilities divided by total assets. As of June 30, 2025 and 2024, the gearing ratio of the Group was 7.7% and 9.8%, respectively.



MANAGEMENT DISCUSSION AND ANALYSIS

Material Acquisitions and Disposals and Significant Investments

As at June 30, 2025, the Group's short-term investments measured at fair value through profit or loss increased by 11.8% from approximately RMB1,146.2 million as at December 31, 2024 to approximately RMB1,280.9 million as at June 30, 2025. The short-term investments mainly included investment funds and wealth management products. The increase was mainly attributable to (i) the increase in the fair value gains from investment funds and wealth management products; and (ii) the increase in our allocation to funds and wealth management products in order to improve the Group's utilization of our own funds during the Reporting Period. For the six months ended June 30, 2025, no single investment of the Group accounted for more than 5% of the total assets of the Group.

Except for the above, the Group did not have any material acquisitions and disposals and significant investments during the six months ended June 30, 2025.

Future Plans for Material Investments and Capital Assets

As at June 30, 2025, the Group did not have any plans for material investments and capital assets.

Pledge of Assets

As of June 30, 2025, we did not pledge any of our assets.

Capital Expenditure

For the six months ended June 30, 2025, our total capital expenditure was approximately RMB1.7 million, compared to approximately RMB1.1 million for the six months ended June 30, 2024. Our capital expenditure primarily included our purchase of property, plant and equipment, mainly related to the purchase of office equipment. We funded these expenditures with cash generated from our operating activities. We plan to fund our future capital expenditures with our cash from operating activities.

Contingent Liabilities

As of June 30, 2025, we did not have any material contingent liabilities.



MANAGEMENT DISCUSSION AND ANALYSIS

Foreign Exchange Risk Management

We operate globally through overseas third-party publishers and are exposed to foreign exchange risk arising from various currency exposures, mainly including USD and JPY. Our foreign exchange risk primarily arose from recognized assets and liabilities when receiving or to receive foreign currencies from overseas counterparties. We managed our foreign exchange risk exposures through foreign currency forward contracts during the six months ended June 30, 2025.

Employee and Remuneration Policy

As of June 30, 2025, we had 536 full-time employees, substantially all of whom were based in Mainland China and 16 of whom were based overseas.

We recruit talent primarily from job fairs as well as word-of-mouth referrals. We provide regular training to our employees covering various aspects including our culture and technical know-how. We also follow up with the employees to evaluate the effect of the training, which is aimed at enhancing our employees' skillset and helping them stay up-to-date with industry and technology developments. In addition, we discover and incubate future game producers who display strong innovation and game design talent. We encourage and support our employees keen on mobile game development to become our producers. They may form new core project teams with other like-minded employees to develop new games. We compensate our employees with salaries, welfare payments, and performance-based and annual bonuses.



Other Information

INTERIM DIVIDEND

The Board has resolved not to recommend the payment of an interim dividend for the six months ended June 30, 2025 (for the six months ended June 30, 2024: nil).

INTERESTS AND SHORT POSITIONS OF THE DIRECTORS AND THE CHIEF EXECUTIVE OF THE COMPANY IN THE SHARES, UNDERLYING SHARES AND DEBENTURES OF THE COMPANY AND ITS ASSOCIATED CORPORATIONS

As at June 30, 2025, the interests or short positions of our Directors and chief executives in the Shares, underlying shares and debentures of the Company or its associated corporations (within the meaning of Part XV of the SFO) which were required (i) to be notified to the Company and the Stock Exchange pursuant to Divisions 7 and 8 of Part XV of the SFO (including interests or short positions which they were taken or deemed to have under such provisions of the SFO), or (ii) to be entered into the register required to be kept by the Company pursuant to Section 352 of the SFO, or (iii) as otherwise notified to the Company and the Stock Exchange pursuant to the Model Code set out in Appendix C3 to the Listing Rules were as follows:

Name of Director	Nature of interest	Number of Shares or underlying Shares	Approximate percentage of shareholding interest ⁽¹⁾
Mr. Yang Xu (" Mr. Yang ") ⁽²⁾	Settlor of a discretionary trust	206,057,019	29.81%
Mr. Huang Zhiqiang (" Mr. Huang ") ⁽³⁾	Settlor of a discretionary trust	25,015,715	3.62%
	Interest in controlled corporation	37,307,058	5.40%
Mr. Liu Siming (" Mr. Liu ") ⁽⁴⁾	Settlor of a discretionary trust	12,842,792	1.86%
Mr. Zeng Xiangshuo (" Mr. Zeng ") ⁽⁵⁾	Interest in controlled corporation	7,439,214	1.08%

Notes:

- (1) The calculation is based on the total number of issued shares of the Company as of June 30, 2025, being 691,330,500 Shares.



OTHER INFORMATION

- (2) *The Company is held as to 29.81% by Keiskei Holding Ltd., following the completion of the Global Offering and the partial exercise of the over-allotment option on January 7, 2022. Keiskei Holding Ltd. is a company incorporated in the British Virgin Islands (the “BVI”) and is held as to 99% by Yang Family Holding Limited and 1% by Keiskei QC Ltd., a company wholly-owned by Mr. Yang. Yang Family Holding Limited is held by the Peter Yang Family Trust, which was established by Mr. Yang as the settlor. TMF (Cayman) Ltd. is the trustee of the Peter Yang Family Trust, and Mr. Yang and his family members are the beneficiaries of the Peter Yang Family Trust. As such, Mr. Yang is deemed to be interested in our Shares held by Keiskei Holding Ltd. Mr. Yang is also a director of Keiskei Holding Ltd.*
- (3) *The Company is held as to 3.62% and 5.40% by Intelligence QC Holding Ltd. and Intelligence QC Ltd., respectively, following the completion of the Global Offering and the partial exercise of the over-allotment option on January 7, 2022. Intelligence QC Holding Ltd. is a company incorporated in the BVI and is held as to 99% by Intelligence Future Holding Limited and 1% by Intelligence QC Ltd., a company wholly-owned by Mr. Huang. Intelligence Future Holding Limited is held by Intelligence Future Trust, which was established by Mr. Huang as the settlor. TMF (Cayman) Ltd. is the trustee of Intelligence Future Trust, and Mr. Huang and his family members are the beneficiaries of the Intelligence Future Trust. As such, Mr. Huang is deemed to be interested in our Shares held by Intelligence QC Holding Ltd. and Intelligence QC Ltd. Mr. Huang is also a director of Intelligence QC Holding Ltd.*
- (4) *The Company is held as to 1.86% by Gentle Tiger Holding Ltd., following the completion of the Global Offering and the partial exercise of the over-allotment option on January 7, 2022. Gentle Tiger Holding Ltd. is a company incorporated in the BVI and is held as to 99% by Sebastian Family Holding Limited and 1% by Gentle Tiger Ltd., a company wholly-owned by Mr. Liu. Sebastian Family Holding Limited is held by the Sebastian Family Trust, which was established by Mr. Liu as the settlor. TMF (Cayman) Ltd. is the trustee of the Sebastian Family Trust, and Mr. Liu and his family members are the beneficiaries of the Sebastian Family Trust. As such, Mr. Liu is deemed to be interested in our Shares held by Gentle Tiger Holding Ltd. Mr. Liu is also a director of Gentle Tiger Holding Ltd.*
- (5) *Cloud Rings Ltd. is a company incorporated in the BVI which owns 7,439,214 shares of the Company and is wholly-owned by Mr. Zeng. As such, Mr. Zeng is deemed to be interested in the 7,439,214 Shares held by Cloud Rings Ltd.*

Save as disclosed above, so far as the Directors and the chief executive of the Company are aware, none of the Directors or the chief executive of the Company had registered an interest or short position in any Shares or underlying Shares or debentures of the Company or its associated corporations (within the meaning of Part XV of the SFO) that was required to be notified under Division 7 and 8 of Part XV of the SFO or recorded pursuant to Section 352 of the SFO, or as otherwise notified to the Company and the Stock Exchange pursuant to the Model Code.



OTHER INFORMATION

SUBSTANTIAL SHAREHOLDERS' INTERESTS AND SHORT POSITIONS IN SHARES AND UNDERLYING SHARES

As of June 30, 2025, the interests of relevant persons (other than a Director or the chief executive of the Company) who had interests or short positions in the Shares or the underlying shares, as recorded in the register required to be kept under Section 336 of SFO, were as follows:

Name of Shareholder	Nature of interest	Number of Shares	Approximate percentage of shareholding interest ⁽¹⁾
Keiskei Holding Ltd. ⁽²⁾	Beneficial owner (L)	206,057,019	29.81%
Yang Family Holding ⁽²⁾	Interest in controlled corporation (L)	206,057,019	29.81%
Mr. Yang ⁽²⁾	Settlor of a discretionary trust (L)	206,057,019	29.81%
HK Kunpan ⁽³⁾	Beneficial owner (L)	128,243,058	18.55%
G-bits ⁽³⁾	Interest in controlled corporation (L)	128,243,058	18.55%
Intelligence QC Ltd. ⁽⁴⁾	Beneficial owner (L)	37,307,058	5.40%
Mr. Huang ⁽⁴⁾	Settlor of a discretionary trust (L)	25,015,715	3.62%
	Interest in controlled corporation (L)	37,307,058	5.40%
Rapid Yacht Limited ⁽⁵⁾	Beneficial interest (L)	51,338,076	7.43%
Mr. Ye Jiting ("Mr. Ye") ⁽⁵⁾	Interest in controlled corporation (L)	51,338,076	7.43%
TMF (Cayman) Ltd. ⁽⁶⁾	Trustee (L)	243,915,526	35.28%
Alibaba Qookka ⁽⁷⁾	Beneficial interest (L)	36,884,938	5.34%
Alibaba ⁽⁷⁾	Interest in controlled corporation (L)	36,884,938	5.34%

Notes:

- (1) The calculation is based on the total number of issued shares of the Company as at the June 30, 2025, being 691,330,500 Shares.



OTHER INFORMATION

- (2) *The Company is held as to 29.81% by Keiskei Holding Ltd., following the completion of the Global Offering and the partial exercise of the over-allotment option on January 7, 2022. Keiskei Holding Ltd. is a company incorporated in the BVI and is held as to 99% by Yang Family Holding Limited and 1% by Keiskei QC Ltd., a company wholly-owned by Mr. Yang. Yang Family Holding Limited is held by the Peter Yang Family Trust, which was established by Mr. Yang as the settlor. TMF (Cayman) Ltd. is the trustee of the Peter Yang Family Trust, and Mr. Yang and his family members are the beneficiaries of the Peter Yang Family Trust. As such, Mr. Yang is deemed to be interested in our Shares held by Keiskei Holding Ltd. Mr. Yang is also a director of Keiskei Holding Ltd.*
- (3) *HK Kunpan is a direct wholly-owned subsidiary of G-bits.*
- (4) *The Company is held as to 3.62% and 5.40% by Intelligence QC Holding Ltd. and Intelligence QC Ltd., respectively, following the completion of the Global Offering and the partial exercise of the over-allotment option on January 7, 2022. Intelligence QC Holding Ltd. is a company incorporated in the BVI and is held as to 99% by Intelligence Future Holding Limited and 1% by Intelligence QC Ltd., a company wholly-owned by Mr. Huang. Intelligence Future Holding Limited is held by Intelligence Future Trust, which was established by Mr. Huang as the settlor. TMF (Cayman) Ltd. is the trustee of Intelligence Future Trust, and Mr. Huang and his family members are the beneficiaries of the Intelligence Future Trust. As such, Mr. Huang is deemed to be interested in our Shares held by Intelligence QC Holding Ltd. and Intelligence QC Ltd. Mr. Huang is also a director of Intelligence QC Holding Ltd.*
- (5) *The Company is held as to 7.26% by Rapid Yacht Limited following the completion of the Global Offering and the partial exercise of the over-allotment option on January 7, 2022, and Rapid Yacht Limited is wholly owned by Mr. Ye. As such, Mr. Ye is deemed to be interested in our Shares held by Rapid Yacht Limited.*
- (6) *TMF (Cayman) Ltd. is the trustee of Intelligence Future Trust, Peter Yang Family Trust and Sebastian Family Trust which in aggregate held 243,915,526 Shares. Hence, TMF (Cayman) Ltd. is deemed to be interested in such 243,915,526 Shares as a trustee.*
- (7) *Alibaba Qookka is ultimately owned by Alibaba.*

Saved as disclosed above, so far as the Directors are aware, no other persons had registered an interest or short position in any Shares or underlying shares or debentures of the Company that was required to be recorded pursuant to Section 336 of the SFO, or as otherwise notified.

CHANGES IN DIRECTORS' INFORMATION

Professor Lam Sing Kwong Simon has served as an independent non-executive director of China Wacan Group Company Limited (01920.HK) since June 2025. He ceased to be an independent non-executive director of Jacobson Pharma Corporation Limited (02633.HK) since July 2025. Since July 2025, he has been an independent director of Grande Group Limited (NASDAQ: GRAN).

Mr. Yuan Yuan has served as an independent non-executive director of Dongwu Cement International Limited (00695.HK) since June 2025.

Save as disclosed above, since the publication of the Company's latest annual report, there has been no change to the information of the Directors subject to disclosure under Rule 13.51B(1) of the Listing Rules.



OTHER INFORMATION

PURCHASE, SALE OR REDEMPTION OF THE COMPANY'S LISTED SECURITIES

Neither the Company nor any of its subsidiaries had purchased, sold or redeemed any of the Company's listed securities during the Reporting Period (including sale of treasury shares). As of the end of the Reporting Period, no treasury shares were held by the Company.

EVENTS AFTER THE REPORTING PERIOD

There are no material subsequent events undertaken by the Group after June 30, 2025 and up to the date of this report.

USE OF NET PROCEEDS FROM LISTING

The shares of the Company were listed on the Stock Exchange on December 16, 2021. The net proceeds received from the Global Offering (taking into account the partial exercise of the over-allotment option and after deducting the underwriting fees and commission and other estimated expenses payable by the Company in connection with the Global Offering) was approximately HK\$925.8 million.

As at the date of this report, there was no change in the intended use of net proceeds as previously disclosed in the section headed "Future Plans and Use of proceeds" in the Prospectus.

The table below sets out the planned usage of the net proceeds from the Global Offering and actual usage up to June 30, 2025:

Use of proceeds	Net proceeds from the Global Offering (after taking into account the partial exercise of the over- allotment option) (HK\$ million)	Amount utilized during the Reporting Period (HK\$ million)	Utilized amount up to June 30, 2025 (HK\$ million)	Unutilized amount up to June 30, 2025 (HK\$ million)	Expected timeline for fully utilizing the unutilized amount ⁽¹⁾
For expanding our game portfolio and investing in our game R&D capabilities and related technologies	324.0	10.1	318.9	5.1	By December 2025
For expanding our business in the overseas markets	231.4	-	231.4	-	N/A



OTHER INFORMATION

Use of proceeds	Net proceeds from the Global Offering (after taking into account the partial exercise of the over-allotment option) (HK\$ million)	Amount utilized during the Reporting Period (HK\$ million)	Utilized amount up to June 30, 2025 (HK\$ million)	Unutilized amount up to June 30, 2025 (HK\$ million)	Expected timeline for fully utilizing the unutilized amount ⁽¹⁾
For strengthening our game publication and operation capabilities in China's mobile game market and the market recognition of our "QingCi" brand and our IPs	138.9	3.1	119.5	19.4	By December 2026
For pursuing strategic investments in and acquisitions of upstream and downstream companies along the mobile game industry chain	138.9	–	138.9	–	N/A
For working capital and general corporate purposes	92.6	–	92.6	–	N/A
Total	925.8	13.2	901.2	24.6	

Note:

- (1) The expected timeline for utilization of the unutilized proceeds disclosed above is based on the best estimation from the Board in accordance with latest information as at the date of this report.

COMPLIANCE WITH THE CORPORATE GOVERNANCE 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 and the Company has adopted the CG Code as its own code of corporate governance.

The Board is of the view that the Company has complied with all code provisions as set out in part 2 of the CG Code for the Reporting Period.

The Board will periodically review and enhance its corporate governance practices to ensure that the Company continues to meet the requirements of the CG Code.



OTHER INFORMATION

COMPLIANCE WITH THE 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 the transactions of securities of the Company by its Directors and the relevant employees who would likely possess inside information of the Company. Specific enquiry has been made to all Directors and all of them have confirmed that they have complied with the Model Code for the Reporting Period.

AUDIT COMMITTEE

The Company has established the Audit Committee with written terms of reference in compliance with Rule 3.21 of the Listing Rules and the CG Code. The Audit Committee consists of three independent non-executive Directors, namely Mr. Yuan Yuan (Chairman), Professor Lam Sing Kwong Simon and Ms. Fang Weijin. Mr. Yuan Yuan possesses the appropriate professional qualification, and accounting and financial management expertise as required under Rule 3.10(2) of the Listing Rules.

The Audit Committee has reviewed the unaudited interim financial information of the Group for the six months ended June 30, 2025 together with the Group's auditor, BDO Limited, and has discussed with the management the accounting principles and practices adopted by the Group and its internal controls and financial reporting matters.

SCOPE OF WORK OF BDO LIMITED

The figures in respect of the Group's unaudited interim financial information and the related notes thereto for the six months ended June 30, 2025 as set out in the report have been reviewed by the Group's auditor, BDO Limited.

APPRECIATION

On behalf of the Board, I would like to take this opportunity to express my sincere gratitude to our Shareholders and business partners for their continued support, and to our employees for their dedication and hard work.

By Order of the Board

Qingci Games Inc.

Liu Siming

Executive Director

Hong Kong, August 27, 2025



Report on Review of Condensed Consolidated Interim Financial Statements

To the Board of Directors of Qingci Games Inc.

(Incorporated in the Cayman Islands with limited liability)

INTRODUCTION

We have reviewed the condensed consolidated interim financial statements set out on pages 29 to 85, which comprise the condensed consolidated interim statement of financial position of Qingci Games Inc. (the “Company”) and its subsidiaries (collectively referred to as the “Group”) as at June 30, 2025 and the related condensed consolidated interim statement of profit or loss and other comprehensive income, condensed consolidated interim statement of changes in equity and condensed consolidated interim statement of cash flows for the six-month period then ended, and notes to the condensed consolidated interim financial statements, including material accounting policy information (the “condensed consolidated interim financial statements”). The Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited require the preparation of a report on interim financial statements to be in compliance with the relevant provisions thereof and Hong Kong Accounting Standard 34 “Interim Financial Reporting” (“HKAS 34”) issued by the Hong Kong Institute of Certified Public Accountants. The directors are responsible for the preparation and presentation of the condensed consolidated interim financial statements in accordance with HKAS 34. Our responsibility is to express a conclusion on the condensed consolidated interim financial statements based on our review. This report is made solely to you, as a body, in accordance with our agreed terms of engagement, and for no other purpose. We do not assume responsibility towards or accept liability to any other person for the contents of this report.

SCOPE OF REVIEW

We conducted our review in accordance with Hong Kong Standard on Review Engagements 2410, “Review of Interim Financial Statements Performed by the Independent Auditor of the Entity” issued by the Hong Kong Institute of Certified Public Accountants. A review of interim financial statements consists of making inquiries, primarily of persons responsible for financial and accounting matters, and applying analytical and other review procedures. A review is substantially less in scope than an audit conducted in accordance with Hong Kong Standards on Auditing and consequently does not enable us to obtain assurance that we would become aware of all significant matters that might be identified in an audit. Accordingly, we do not express an audit opinion.

CONCLUSION

Based on our review, nothing has come to our attention that causes us to believe that the condensed consolidated interim financial statements are not prepared, in all material respects, in accordance with HKAS 34.



REPORT ON REVIEW OF CONDENSED CONSOLIDATED INTERIM FINANCIAL STATEMENTS

OTHER MATTER

The comparative condensed consolidated interim statement of profit or loss and other comprehensive income, condensed consolidated interim statement of changes in equity and condensed consolidated interim statement of cash flows for the six months ended June 30, 2024, and the related notes were reviewed by another auditor who expressed an unmodified conclusion on those statements on August 22, 2024.

BDO Limited

Certified Public Accountants

IP Ka Ming

Practising Certificate Number P08322

Hong Kong, August 27, 2025



Condensed Consolidated Interim Statement of Profit or Loss and Other Comprehensive Income

For the six months ended June 30, 2025

		Six months ended June 30,	
	Notes	2025 RMB'000 (Unaudited)	2024 RMB'000 (Unaudited)
Revenue	6	247,180	342,622
Cost of sales	7	(93,032)	(130,835)
Gross profit		154,148	211,787
Selling and marketing expenses	7	(55,041)	(131,912)
Research and development expenses	7	(42,016)	(47,128)
General and administrative expenses	7	(27,426)	(27,440)
Net impairment losses on financial assets	7	(35)	(275)
Fair value changes on investments measured at fair value through profit or loss	8	44,066	42,050
Other income	9	2,467	757
Other gain/(losses), net	10	4,352	(11,569)
Operating profit		80,515	36,270
Finance income		4,984	5,322
Finance costs		(1,130)	(1,295)
Finance income, net	11	3,854	4,027
Share of results of investments accounted for using equity method	18	779	(1,340)
Profit before income tax		85,148	38,957
Income tax expenses	12	(12,483)	(754)
Profit for the period		72,665	38,203
Other comprehensive income:			
Items that may not be reclassified to profit or loss			
– Currency translation differences		210	7,589
Items that may be subsequently reclassified to profit or loss			
– Currency translation differences		(6,538)	3,209
Total comprehensive income for the period		66,337	49,001



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

For the six months ended June 30, 2025

	Notes	Six months ended June 30,	
		2025 RMB'000 (Unaudited)	2024 RMB'000 (Unaudited)
Profit for the period attributable to:			
Equity holders of the Company		70,257	45,059
Non-controlling interests		2,408	(6,856)
		72,665	38,203
Total comprehensive income for the period attributable to:			
Equity holders of the Company		63,906	55,225
Non-controlling interests		2,431	(6,224)
		66,337	49,001
Earnings per share for profit for the period attributable to the equity holders of the Company			
Basic earnings per share (RMB)	13	0.10	0.07

The notes on pages 37 to 85 are an integral part of these condensed consolidated interim financial statements.



Condensed Consolidated Interim Statement of Financial Position

As at June 30, 2025

	Notes	As at June 30, 2025 RMB'000 (Unaudited)	As at December 31, 2024 RMB'000 (Audited)
ASSETS			
Non-current assets			
Property, plant and equipment	14	12,751	14,055
Right-of-use assets	15	11,124	18,279
Intangible assets	16	1,650	1,536
Deferred tax assets	17	26,876	29,841
Investments accounted for using the equity method	18	33,642	32,863
Long-term investments measured at fair value through profit or loss	19	151,602	161,254
Prepayments, deposits and other assets	20	33,014	36,363
Term deposits	23	10,000	–
		280,659	294,191
Current assets			
Trade receivables	21	36,359	39,198
Inventories		1,924	1,022
Prepayments, deposits and other assets	20	34,230	50,459
Short-term investments measured at fair value through profit or loss	22	1,280,943	1,146,208
Term deposits	23	2,000	–
Cash and cash equivalents	23	393,458	449,975
		1,748,914	1,686,862
Total assets		2,029,573	1,981,053
EQUITY			
Share capital	24	44	44
Share premium	24	5,117,821	5,117,821
Other reserves	25	(2,898,758)	(2,893,722)
Accumulated deficit		(338,311)	(408,568)
Equity attributable to equity holders of the Company		1,880,796	1,815,575
Non-controlling interests		(7,638)	(8,754)
Total equity		1,873,158	1,806,821



CONDENSED CONSOLIDATED INTERIM STATEMENT OF FINANCIAL POSITION

As at June 30, 2025

	Notes	As at June 30, 2025 RMB'000 (Unaudited)	As at December 31, 2024 RMB'000 (Audited)
LIABILITIES			
Non-current liabilities			
Lease liabilities	27	5,702	8,694
Deferred tax liabilities	17	–	21
		5,702	8,715
Current liabilities			
Trade payables	29	27,041	25,163
Other payables and accruals	30	36,695	64,723
Contract liabilities	26	47,872	38,849
Current income tax liabilities		12,057	4,944
Lease liabilities	27	7,080	11,864
Borrowings	28	19,968	19,974
		150,713	165,517
Total liabilities		156,415	174,232
Total equity and liabilities		2,029,573	1,981,053

The notes on pages 37 to 85 are an integral part of these condensed consolidated interim financial statements.

The condensed consolidated interim financial statements on pages 29 to 85 were approved by the Board of Directors on August 27, 2025 and were signed on its behalf.

Huang Zhiqiang
Director

Liu Siming
Director



Condensed Consolidated Interim Statement of Changes in Equity

For the six months ended June 30, 2025

	Attributable to equity holders of the Company						Non-controlling interests RMB'000	Total RMB'000
	Share capital RMB'000	Share premium RMB'000	Other reserves RMB'000	Accumulated deficit RMB'000	Sub-total RMB'000			
(Unaudited)								
As at January 1, 2025	44	5,117,821	(2,893,722)	(408,568)	1,815,575	(8,754)		1,806,821
Comprehensive income								
Profit for the period	-	-	-	70,257	70,257	2,408		72,665
Other comprehensive income								
– Currency translation differences	-	-	(6,351)	-	(6,351)	23		(6,328)
Total comprehensive income for the period	-	-	(6,351)	70,257	63,906	2,431		66,337
Acquisition of non-controlling interests in a subsidiary (Note 25)	-	-	1,315	-	1,315	(1,315)		-
As at June 30, 2025	44	5,117,821	(2,898,758)	(338,311)	1,880,796	(7,638)		1,873,158



CONDENSED CONSOLIDATED INTERIM STATEMENT OF CHANGES IN EQUITY

For the six months ended June 30, 2025

	Attributable to equity holders of the Company					Non-	Total
	Share capital RMB'000	Share premium RMB'000	Other reserves RMB'000	Accumulated deficit RMB'000	Sub-total RMB'000	controlling interests RMB'000	
(Unaudited)							
As at January 1, 2024	44	5,117,821	(2,910,848)	(459,688)	1,747,329	(4,469)	1,742,860
Comprehensive income							
Profit for the period	-	-	-	45,059	45,059	(6,856)	38,203
Other comprehensive income							
- Currency translation differences	-	-	10,166	-	10,166	632	10,798
Total comprehensive income for the period	-	-	10,166	45,059	55,225	(6,224)	49,001
As at June 30, 2024	44	5,117,821	(2,900,682)	(414,629)	1,802,554	(10,693)	1,791,861

The notes on pages 37 to 85 are an integral part of these condensed consolidated interim financial statements.



Condensed Consolidated Interim Statement of Cash Flows

For the six months ended June 30, 2025

		Six months ended June 30,	
		2025	2024
Notes		RMB'000	RMB'000
		(Unaudited)	(Unaudited)
Cash flows from operating activities			
Profit for the period		72,665	38,203
Increase/(decrease) in trade payables		1,878	(27,112)
Other operating cash flows		(26,147)	(33,231)
Cash generated from/(used in) operations		48,396	(22,140)
Interest paid		(202)	–
Income tax paid		(3,934)	(1,710)
Net cash generated from/(used in) operating activities		44,260	(23,850)
Cash flows from investing activities			
Purchase of property, plant and equipment	14	(1,716)	(1,106)
Proceeds from sale of property, plant and equipment	14	355	–
Purchases of intangible assets	16	(452)	–
Acquisition of long-term investments measured at fair value through profit or loss	19	(51)	(3,563)
Capital reduction of long-term investments measured at fair value through profit or loss	19	8,785	–
Proceeds from sale of long-term investments measured at fair value through profit or loss	19	600	–
Purchase of short-term financial assets at fair value through profit and loss	22	(171,358)	(337,108)
Redemption of short-term financial assets at fair value through profit and loss	22	76,254	280,692
Repayment from third parties	20	4,000	–
Advance to employees	20	(450)	–
Deposits made for stock accounts	20	(7,419)	–
Placement of term deposits with initial term of over three months	23	(12,000)	(23,091)
Dividends from long-term investments measured at fair value through profit or loss	9	637	43
Interest received		3,198	–
Net cash used in investing activities		(99,617)	(84,133)



CONDENSED CONSOLIDATED INTERIM STATEMENT OF CASH FLOWS

For the six months ended June 30, 2025

	Notes	Six months ended June 30,	
		2025 RMB'000 (Unaudited)	2024 RMB'000 (Unaudited)
Cash flows from financing activities			
Repayments of borrowings (including interests)	28	(6)	(6)
Payment for lease liabilities (including interests)	27	(4,533)	(5,148)
Net cash used in from financing activities		(4,539)	(5,154)
Net decrease in cash and cash equivalents		(59,896)	(113,137)
Cash and cash equivalents at the beginning of the period		449,975	538,003
Effects of exchange rate changes on cash and cash equivalents		3,379	(3,028)
Cash and cash equivalents at the end of the period	23	393,458	421,838

The notes on pages 37 to 85 are an integral part of these condensed consolidated interim financial statements.



Notes to the Condensed Consolidated Interim Financial Information

For the six months ended June 30, 2025

1. GENERAL INFORMATION

Qingci Games Inc. (the “Company”) is an exempted company with limited liability incorporated under the laws of the Cayman Islands on March 12, 2021.

The Company is an investment holding company. The Company and its subsidiaries, including consolidated structured entities (together, the “Group”) are principally engaged in development and operation of mobile games and provision of information services in the People’s Republic of China (the “PRC”) and other areas. For the purpose of preparing the condensed consolidated interim financial statements, mainland China refers to the PRC excluding Hong Kong Special Administrative Region of the PRC (“Hong Kong”), Macau Special Administrative Region of the PRC (“Macau”) and Taiwan Province of the PRC.

The Company’s shares have been listed on the Main Board of The Stock Exchange of Hong Kong Limited since December 16, 2021.

2. BASIS OF PREPARATION

The condensed consolidated interim financial statements for the six months ended June 30, 2025 (the “Interim Financial Information”) has been prepared in accordance with Hong Kong Accounting Standard 34 (“HKAS 34”), issued by the Hong Kong Institute of Certified Public Accountants (“HKICPA”) and the applicable disclosure provisions of Main Board Listing Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited.

The Interim Financial Information has been prepared with the same accounting policies adopted in the 2024 annual financial statements (the “2024 Financial Statements”), except for those that relate to amended standards effective for the first time for periods beginning on or after January 1, 2025 or agenda decision of the IFRS Interpretations Committee of the International Accounting Standards Board. Details of any changes in material accounting policies are set out in note 3.

The preparation of the Interim Financial Information in accordance with HKAS 34 requires the use of certain judgements, estimates and assumptions that affect the application of policies and the reported amounts of assets and liabilities, income and expenses on a year to date basis. Actual results may differ from these estimates. The areas where significant judgments and estimates have been made in preparing the Interim Financial Information and their effects are disclosed in note 5.

The Interim Financial Information are presented in Renminbi (“RMB”) and all values are rounded to the nearest thousand (RMB’000) unless otherwise stated.



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION

For the six months ended June 30, 2025

3. MATERIAL ACCOUNTING POLICIES

(a) Amended standards adopted by the Group

The accounting policies adopted in the preparation of the interim condensed consolidated financial information are consistent with those applied in the preparation of the Group's annual consolidated financial statements for the year ended December 31, 2024, except for the adoption of the following amended HKFRS Accounting Standard for the first time for the current period's interim financial information.

Amendments to HKAS 21

Lack of Exchangeability

The nature and impact of the amended HKFRS Accounting Standard to the Group are described below:

Amendments to HKAS 21 specify how an entity shall assess whether a currency is exchangeable into another currency and how it shall estimate a spot exchange rate at a measurement date when exchangeability is lacking. The amendments require disclosures of information that enable users of financial statements to understand the impact of a currency not being exchangeable. As the currencies that the Group had transacted with and the functional currencies of group entities for translation into the Group's presentation currency were exchangeable, the amendments did not have any impact on the interim condensed consolidated financial information of the Group.

(b) New standards and amendments to standards that have been issued but not effective

The Group has not applied the following new and amended HKFRS Accounting Standards, that are expected to be relevant to the Group and have been issued but are not yet effective, in these interim financial statements. The Group intends to apply these new and amended HKFRS Accounting Standards, if applicable, when they become effective.

Amendments to HKAS 28 and HKFRS 10

Sale or contribution of assets between an investor and its associate or joint venture³

Amendments to HKFRS 9 and HKFRS 7

Amendments to the Classification and Measurement of Financial Instruments¹

HKFRS 18

Presentation and Disclosure in Financial Statements²

Annual Improvements to HKFRS Accounting Standards – Volume 11

Amendments to HKFRS 1, HKFRS 7, HKFRS 9, HKFRS 10 and HKAS 7¹

¹ Effective for annual periods beginning on or after January 1, 2026

² Effective for annual/reporting periods beginning on or after January 1, 2027

³ No mandatory effective date yet determined but available for adoption



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION

For the six months ended June 30, 2025

4. FINANCIAL RISK MANAGEMENT

4.1 Financial risk factors

The Group's activities expose it to a variety of financial risks: market risk (including foreign exchange risk, price risk, cash flow and fair value interest rate risk), credit risk and liquidity risk.

The Interim Financial Information does not include all financial risk management information and disclosures required in the annual financial statements and should be read in conjunction with the 2024 Financial Statements.

There were no significant changes in any material risk management policies during the six months ended June 30, 2025.

4.2 Capital management

The Group's objectives when managing capital are to safeguard the Group's ability to continue as a going concern in order to provide returns for owners and benefits for other owners and to maintain an optimal capital structure to reduce the cost of capital.

The Group monitors capital by regularly reviewing the capital structure. As a part of this review, the directors of the Company considers the cost of capital and the risks associated with the issued share capital. The Group may adjust the amount of dividends paid to owners, return capital to owners, issue new shares or repurchase the Company's shares. In the opinion of the directors of the Company, the Group's risk associated with capital management is low.



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION

For the six months ended June 30, 2025

4. FINANCIAL RISK MANAGEMENT (CONTINUED)

4.3 Fair value estimation

This section explains the judgements and estimates made in determining the fair values of the financial instruments that are recognized and measured at fair value in the interim financial statements.

(a) Fair value hierarchy

The table below analyses the Group's financial instruments carried at fair value as at June 30, 2024 and 2025, by level of the inputs to valuation techniques used to measure fair value. Such inputs are categorized into three levels within a fair value hierarchy as follows:

- Quoted prices (unadjusted) in active markets for identical assets or liabilities (level 1);
- Inputs other than quoted prices included within level 1 that are observable for the asset or liability, either directly (that is, as prices) or indirectly (that is, derived from prices) (level 2); and
- Inputs for the asset or liability that are not based on observable market data (that is, unobservable inputs) (level 3).

The fair value of financial instruments that are not traded in an active market is determined by using valuation techniques. These valuation techniques maximise the use of observable market data where it is available and rely as little as possible on entity specific estimates. If all significant inputs required for evaluating the fair value of a financial instrument are observable, the instrument is included in level 2.



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION

For the six months ended June 30, 2025

4. FINANCIAL RISK MANAGEMENT (CONTINUED)

4.3 Fair value estimation (Continued)

(a) Fair value hierarchy (Continued)

If one or more of the significant inputs are not based on observable market data, the instrument is included in level 3. Specific valuation techniques used to value financial instruments mainly include:

- Quoted market prices or dealer quotes for similar instruments;
- The fair value of foreign currency forward contracts is determined using present value of future cash flows based on forward exchange rates at the balance sheet date; and
- Other techniques, various applicable valuation techniques are used to determine fair value for financial instruments (Note 4.3(c)).

As at June 30, 2025, none of the Group's financial liabilities are measured at fair value. The following table presents the Group's assets and liabilities that are measured at fair value as at June 30, 2024 and the Group's assets that are measured at fair value as at June 30, 2025.

		Level 1 RMB'000	Level 2 RMB'000	Level 3 RMB'000	Total RMB'000
Notes					
(Unaudited)					
As at June 30, 2025					
Financial assets					
Short-term investments					
measured at fair value					
through profit or loss					
22					
– Investment funds (i)					
		–	–	1,273,220	1,273,220
– Investment in listed					
companies (ii)					
		7,723	–	–	7,723
Investments in unlisted					
companies and private					
equity funds					
19					
– Investments in private					
equity funds (iii)					
		–	–	35,919	35,919
– Investments in unlisted					
companies					
		–	–	115,683	115,683
		7,723	–	1,424,822	1,432,545



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION

For the six months ended June 30, 2025

4. FINANCIAL RISK MANAGEMENT (CONTINUED)

4.3 Fair value estimation (Continued)

(a) Fair value hierarchy (Continued)

	Notes	Level 1 RMB'000	Level 2 RMB'000	Level 3 RMB'000	Total RMB'000
(Audited)					
As at December 31, 2024					
Financial assets					
Short-term investments					
measured at fair value					
through profit or loss	22				
– Investment funds (i)		–	–	1,132,316	1,132,316
– Investment in bonds		13,892	–	–	13,892
Investments in unlisted					
companies and private					
equity funds	19				
– Investments in private					
equity funds (iii)		–	–	45,222	45,222
– Investments in unlisted					
companies		–	–	116,032	116,032
		13,892	–	1,293,570	1,307,462

- (i) The Group invested in investment funds which holds a combination of listed securities as well as bonds, derivatives, wealth management products and term deposits. The maximum exposure to loss for the Group as a result of its involvement with these investments funds (regardless of the probability of the loss being incurred) is equivalent to the carrying amount of these investments funds and there are no capital commitments as at June 30, 2025 and December 31, 2024. Fair value of Level 3 investment funds were determined by using various applicable valuation techniques. Changes in fair value of these financial assets had been recognized in "Fair value changes on investments measured at fair value through profit or loss" in the condensed consolidated interim statement of profit or loss and other comprehensive income.
- (ii) Investment in listed companies represented investments in listed companies' equity securities. Short positions in stocks of listed companies represented the fair value of short positions held in listed companies' equity securities.



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION

For the six months ended June 30, 2025

4. FINANCIAL RISK MANAGEMENT (CONTINUED)

4.3 Fair value estimation (Continued)

(a) Fair value hierarchy (Continued)

(iii) The Group invested in a portfolio of private equity funds which focused on investing in various industries as well as term deposits and wealth management products. The maximum exposure to loss for the Group as a result of its involvement with these private equity funds (regardless of the probability of the loss being incurred) is equivalent to the carrying amount of these investments and there are no further capital commitments as at June 30, 2025 and December 31, 2024. Fair value of Level 3 private equity funds were determined by using various applicable valuation techniques. Changes in fair value of these financial assets had been recognized in "Fair value changes on investments measured at fair value through profit or loss" in the condensed consolidated interim statement of profit or loss and other comprehensive income.

(b) Fair value measurements using significant unobservable inputs (level 3)

The following investment funds table presents the changes in level 3 items including investments in unlisted companies and private equity funds for the six months ended June 30, 2025 and 2024.

Investment funds

	Six months ended June 30,	
	2025 RMB'000 (Unaudited)	2024 RMB'000 (Unaudited)
At the beginning of the period	1,132,316	982,464
Additions	168,506	337,108
Changes in fair value	43,685	41,993
Redemption	(66,635)	(278,171)
Currency exchange differences	(4,652)	5,794
At the end of the period	1,273,220	1,089,188



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION
For the six months ended June 30, 2025

4. FINANCIAL RISK MANAGEMENT (CONTINUED)

4.3 Fair value estimation (Continued)

- (b) Fair value measurements using significant unobservable inputs (level 3)
(continued)

Investments in unlisted companies and private equity funds

	Six months ended June 30,	
	2025 RMB'000 (Unaudited)	2024 RMB'000 (Unaudited)
At the beginning of the period	161,254	168,546
Additions	51	13,563
Changes in fair value	(302)	–
Capital reduction	(8,785)	–
Disposal	(600)	–
Currency exchange differences	(16)	–
At the end of the period	151,602	182,109



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION

For the six months ended June 30, 2025

4. FINANCIAL RISK MANAGEMENT (CONTINUED)**4.3 Fair value estimation (continued)****(c) Valuation process and techniques**

The Group has a team that manages the valuation of level 3 instruments for financial reporting purposes. The team manages the valuation exercise of the investments on a case by case basis. At least once a year, the team uses valuation techniques to determine the fair value of the Group's level 3 instruments. External valuation experts will be involved when necessary.

As these instruments are not traded in an active market, their fair values have been determined by using various applicable valuation techniques, including:

- For investments in investment funds, the Group determines fair values as at the reporting date based on the periodic fair value reports of the respective funds provided by fund administrators and fund managers. The Group also discusses with the respective fund managers to understand the performance of the underlying investments and fair value measurement basis conducted by the respective fund administrators and fund managers, obtains and reviews latest available financial information (if applicable), in order to assess whether the fair values as stated in the periodic fair value reports at the end of each reporting period are appropriate.
- For investments in private equity funds, the Group determines fair values as at the reporting date based on the reported net asset values of the funds as at June 30, 2025 and December 31, 2024 reported by the general partners as the management of the Company regards the net asset values of these private funds provide the best estimate for the fair value of the Group's investments in them.
- For investments in unlisted companies, their fair values have been determined using applicable valuation techniques including comparable companies approach. These valuation approaches require significant judgments, assumptions and inputs, including expected volatility, discount for lack of marketability ("DLOM"), enterprise value to revenue multiple ("EV/Revenue"), etc. Independent external valuer has been involved in determining the fair value, when appropriate.

There were no change to valuation techniques during the reporting period.



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION

For the six months ended June 30, 2025

4. FINANCIAL RISK MANAGEMENT (CONTINUED)

4.3 Fair value estimation (continued)

(d) Valuation inputs and relationship to fair value

The following table summarizes the quantitative information about the significant unobservable inputs used in recurring level 3 fair value measurements.

Description	Fair value		Unobservable inputs	Range of inputs		Relationship of unobservable inputs to fair value
	As at June 30, 2025 RMB'000 (Unaudited)	As at December 31, 2024 RMB'000 (Audited)		As at June 30, 2025	As at December 31, 2024	
Investments in unlisted Companies	115,683	116,032	EV/Revenue multiples	1.45x - 4.24x	1.17x - 3.35x	The higher the EV/Revenue, the higher the fair value
Investments in private equity funds	35,919	45,222	Net asset value (note)	N/A	N/A	Higher the net asset value, higher the fair value
Investment funds	1,273,220	1,132,316	Periodic fair value report	N/A	N/A	N/A

Note: The net asset value is mainly attributable from underlying unlisted investment with their fair value is determined with reference to the recent transaction price of the investment and comparable companies approach.

5. CRITICAL ACCOUNTING ESTIMATES AND JUDGMENTS

The preparation of Interim Financial Information requires management to make judgments, estimates and assumptions that affect the application of accounting policies and the reported amounts of assets and liabilities, income and expense. Actual results may differ from these estimates.

In preparing this Interim Financial Information, the significant judgements made by management in applying the Group's accounting policies and the key sources of estimation uncertainty were the same as those that applied to the 2024 Financial Statements.



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION

For the six months ended June 30, 2025

6. SEGMENT INFORMATION AND REVENUE

The Group's business activities for game operating, licensing and information services, for which discrete financial information is available, are regularly reviewed and evaluated by the chief operating decisionmaker ("CODM"). The CODM, who is responsible for allocating resources and assessing performance of the operating segments, has been identified as the executive directors of the Company that make strategic decisions. As a result of this evaluation, the directors of the Company consider that the Group's operation is operated and managed as a single segment and no segment information is presented, accordingly.

As at June 30, 2025 and December 31, 2024, substantially all of the non-current assets of the Group were located in the PRC.

Revenue for the six months ended June 30, 2025 and 2024 are as follows:

	Six months ended June 30,	
	2025 RMB'000 (Unaudited)	2024 RMB'000 (Unaudited)
Game operating revenues		
– Self-developed	147,441	196,738
– Licensed	91,200	126,434
Subtotal	238,641	323,172
Game licensing revenue	2,744	6,323
Information service revenue	3,076	9,290
Other revenue	2,719	3,837
Total revenues	247,180	342,622
Cost of revenues	(93,032)	(130,835)
Gross profit	154,148	211,787
Gross margin	62%	62%

Revenues of approximately RMB6 million and RMB14 million for the six months ended June 30, 2025 and 2024, respectively, were from five largest single customers.

During the six months ended June 30, 2025 and 2024, none of single customers individually exceeding 10% of the Group's revenue.



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION

For the six months ended June 30, 2025

6. SEGMENT INFORMATION AND REVENUE (CONTINUED)

The table below sets forth a breakdown of the Group's revenue by timing of recognition for the six months ended June 30, 2025 and 2024, respectively:

	Six months ended June 30,	
	2025 RMB'000 (Unaudited)	2024 RMB'000 (Unaudited)
Over the time	102,921	173,538
At a point in time	144,259	169,084
Total	247,180	342,622

The table below sets forth a breakdown of the Group's game operating revenue by geographical areas for the six months ended June 30, 2025 and 2024, respectively:

	Six months ended June 30,	
	2025 RMB'000 (Unaudited)	2024 RMB'000 (Unaudited)
Mainland China	146,132	199,907
Other areas (a)	101,048	142,715
Total	247,180	342,622

(a) Revenue from other areas mainly include revenue from local versions operated in Japan, the United States of America, Canada, Australia, New Zealand, Hong Kong, Macau and Taiwan Province.



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION

For the six months ended June 30, 2025

7. EXPENSES BY NATURE

	Six months ended June 30,	
	2025 RMB'000 (Unaudited)	2024 RMB'000 (Unaudited)
Marketing and promotion expenses	34,913	107,893
Employee benefits expenses	77,646	82,977
Commissions charged by distribution channels	55,064	68,157
Commissions charged by game developers and IP holders	16,060	38,173
Bandwidth and server custody fee	8,942	8,953
Outsourced technical services	2,932	6,501
Office expenses	4,408	5,364
Depreciation of right-of-use assets (Note 15)	4,549	5,253
Professional services fee	3,069	4,694
Depreciation of property, plant and equipment (Note 14)	2,689	2,578
Amortization of intangible assets (Note 16)	331	–
Auditor remuneration		
– Audit service	1,540	2,000
– Non-audit service	280	102
Commissions charged by payment channel	718	1,011
Impairment of non-financial assets	2,529	1,000
Tax surcharges	165	639
Rental expenses and utilities	758	612
Net impairment losses on financial assets	35	275
Others	922	1,408
Total	217,550	337,590



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION
For the six months ended June 30, 2025

8. FAIR VALUE CHANGES ON INVESTMENTS MEASURED AT FAIR VALUE THROUGH PROFIT OR LOSS

	Six months ended June 30,	
	2025 RMB'000 (Unaudited)	2024 RMB'000 (Unaudited)
Fair value changes on long-term investments measured at fair value through profit or loss (Note 19)	(302)	–
Fair value changes on short-term investments measured at fair value through profit or loss (Note 22)	44,320	42,148
Fair value changes on short positions in stocks of listed companies (Note 22)	–	(98)
Fair value changes on derivative instruments (Note 22)	48	–
Total	44,066	42,050

9. OTHER INCOME

	Six months ended June 30,	
	2025 RMB'000 (Unaudited)	2024 RMB'000 (Unaudited)
Government subsidies	1,801	714
Dividend distribution from long-term investments measured at fair value through profit or loss	637	43
Others	29	–
Total	2,467	757

There are no unfulfilled conditions or contingencies related to the above government subsidies.



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION

For the six months ended June 30, 2025

10. OTHER GAIN/(LOSSES), NET

	Six months ended June 30,	
	2025 RMB'000 (Unaudited)	2024 RMB'000 (Unaudited)
Foreign exchange gain/(losses), net	4,100	(11,448)
Donations to charity organizations	(11)	(223)
Others	263	102
Total	4,352	(11,569)

11. FINANCE INCOME, NET

	Six months ended June 30,	
	2025 RMB'000 (Unaudited)	2024 RMB'000 (Unaudited)
Finance income		
Interest income from bank deposits	4,984	5,322
Finance costs		
Interest expenses on lease liabilities	(539)	(572)
Bank charges	(389)	(520)
Interest expenses on bank borrowings	(202)	(203)
Finance income, net	3,854	4,027



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION

For the six months ended June 30, 2025

12. INCOME TAX EXPENSES

Cayman Islands

Under the current laws of the Cayman Islands, the Company and its subsidiaries incorporated in the Cayman Islands are not subject to tax on income or capital gain. Additionally, the Cayman Islands does not impose a withholding tax on payments of dividends to shareholders.

British Virgin Islands

Under the current laws of the British Virgin Islands, entities incorporated in British Virgin Islands are not subject to tax on their income or capital gains.

Hong Kong

Hong Kong profits tax has been provided at the rate of 16.5% on the estimated assessable profit in respect of operations in Hong Kong.

PRC corporate income tax (“CIT”)

CIT provision was made on the estimated assessable profits of entities within the Group incorporated in the PRC and was calculated in accordance with the relevant regulations of the PRC after considering the available tax benefits from refunds and allowances. The general PRC CIT rate is 25% during the six months ended June 30, 2025 and 2024.

Certain subsidiaries of the Group in the PRC, accordingly, are qualified as “high and new technology enterprise” and entitled to a preferential income tax rate of 15% during the period ended June 30, 2025 and 2024.

In addition, certain subsidiaries of the Company were entitled to other tax concessions, mainly including the preferential tax rate of 15% applicable to some subsidiaries located in certain areas of the Mainland China upon fulfilment of certain requirements of the respective local governments.

According to the relevant laws and regulations promulgated by the State Tax Bureau of the PRC, enterprises engaging in research and development activities are entitled to claim 200% of their research and development expenses incurred as tax deductible expenses when determining their assessable profits for that year (“Super Deduction”). The Group has made its best estimate for the Super Deduction to be claimed for the Group’s entities in ascertaining their assessable profits during the six months ended June 30, 2025 and 2024.



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION

For the six months ended June 30, 2025

12. INCOME TAX EXPENSES (CONTINUED)**PRC Withholding Tax (“WHT”)**

According to the applicable PRC tax regulations, dividends distributed by a company established in the PRC to a foreign investor with respect to profits derived after January 1, 2008 are generally subject to a 10% WHT. If a foreign investor incorporated in Hong Kong meets the conditions and requirements under the double taxation treaty arrangement entered into between the PRC and Hong Kong, the relevant withholding tax rate will be reduced from 10% to 5% in certain circumstances.

Since the Group intends to permanently reinvest earnings from QC Digital Technology (Xiamen) Co. Ltd. (“QC Digital”) to further expand its businesses in PRC, it does not intend to declare dividends to its immediate foreign holding entities in the foreseeable future. Accordingly, no deferred income tax liability on WHT was accrued as at the end of the reporting period. Cumulative undistributed earnings of the Company’s PRC subsidiaries intended to be permanently reinvested were RMB247 million as at June 30, 2025 (2024: RMB255 million).

Pillar Two Rules

The Group operates in certain jurisdictions where the Pillar Two Rules are effective or enacted but not effective. However, as the Group’s consolidated annual revenue is expected to be less than EUR750 million, the management of the Group considered the Group to be not liable to top-up tax under the Pillar Two Rules.



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION
For the six months ended June 30, 2025

12. INCOME TAX EXPENSES (CONTINUED)

	Six months ended June 30,	
	2025 RMB'000 (Unaudited)	2024 RMB'000 (Unaudited)
Current income tax		
– Provision for the period	8,539	9,040
– Under/(over)-provision in respect of prior years	915	(88)
Deferred income tax (Note 17)	3,029	(8,198)
Total income tax expenses	12,483	754

Income tax expenses are recognised based on management's best knowledge of the income tax rates that would be applicable to the full financial period.

	Six months ended June 30,	
	2025 RMB'000 (Unaudited)	2024 RMB'000 (Unaudited)
Profit before income tax	85,148	38,957
Tax calculated at statutory income tax rate of 25% in mainland China	21,287	9,739
Tax effects of:		
Effect of different tax rates available to different jurisdictions	(5,125)	1,990
Preferential income tax rates applicable to subsidiaries	(4,750)	(5,258)
Expenses not deductible for income tax purposes	262	421
Non-taxable income	(7,799)	(7,216)
Super Deduction for research and development expenses	(1,691)	(7,285)
Tax losses utilised from prior years	(2,802)	(9,088)
Tax losses for which no deferred income tax assets were recognized	9,929	16,015
Temporary differences for which no deferred income tax assets were recognized, net	2,257	1,524
Under/(over)-provision in respect of prior years	915	(88)
Total income tax expenses	12,483	754



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION

For the six months ended June 30, 2025

13. EARNINGS PER SHARE

(a) Basic earnings per share

Basic earnings per share is calculated by dividing the profit attributable to ordinary shareholders of the Company by the weighted average number of outstanding shares during the six months ended June 30, 2025 and 2024.

	Six months ended June 30,	
	2025 RMB'000 (Unaudited)	2024 RMB'000 (Unaudited)
Profit attributable to ordinary shareholders of the Company (RMB'000)	70,257	45,059
Weighted average number of outstanding ordinary shares	691,330,500	691,330,500
Basic earnings per share (RMB)	0.10	0.07

(b) Diluted earnings per share

Diluted earnings per share is calculated by adjusting the weighted average number of outstanding ordinary shares to assume conversion of all dilutive potential ordinary shares.

For the six months ended June 30, 2025 and 2024, diluted earnings per share presented is the same as the basic earnings per share as there was no dilutive potential ordinary share.



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION
For the six months ended June 30, 2025

14. PROPERTY, PLANT AND EQUIPMENT

	Servers and other equipment RMB'000	Furniture and appliances RMB'000	Vehicles RMB'000	Leasehold improvements RMB'000	Total RMB'000
(Unaudited)					
At January 1, 2024					
Cost	1,170	10,990	8,259	9,902	30,321
Accumulated depreciation	(1,170)	(4,786)	(2,849)	(4,375)	(13,180)
Net book amount	–	6,204	5,410	5,527	17,141
Six months ended June 30, 2024					
Opening net book amount	–	6,204	5,410	5,527	17,141
Additions	–	837	257	12	1,106
Depreciation (Note 7)	–	(1,323)	(276)	(979)	(2,578)
Disposal	–	(42)	–	–	(42)
Currency exchange differences	–	(33)	–	–	(33)
Closing net book amount	–	5,643	5,391	4,560	15,594
At June 30, 2024					
Cost	1,170	11,605	8,517	8,788	30,080
Accumulated depreciation	(1,170)	(5,962)	(3,126)	(4,228)	(14,486)
Net book amount	–	5,643	5,391	4,560	15,594



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION

For the six months ended June 30, 2025

14. PROPERTY, PLANT AND EQUIPMENT (CONTINUED)

	Servers and other equipment RMB'000	Furniture and appliances RMB'000	Vehicles RMB'000	Leasehold improvements RMB'000	Total RMB'000
(Unaudited) At January 1, 2025					
Cost	1,170	12,193	8,516	10,856	32,735
Accumulated depreciation	(1,170)	(6,909)	(4,200)	(6,401)	(18,680)
Net book amount	-	5,284	4,316	4,455	14,055
Six months ended June 30, 2025					
Opening net book amount	-	5,284	4,316	4,455	14,055
Additions	-	902	-	814	1,716
Depreciation (Note 7)	-	(958)	(689)	(1,042)	(2,689)
Disposal	-	(21)	(321)	(13)	(355)
Currency exchange differences	-	24	-	-	24
Closing net book amount	-	5,231	3,306	4,214	12,751
At June 30, 2025					
Cost	79	11,787	7,731	9,768	29,365
Accumulated depreciation	(79)	(6,556)	(4,425)	(5,554)	(16,614)
Net book amount	-	5,231	3,306	4,214	12,751

Depreciation expenses have been charged to the condensed consolidated interim statement of profit or loss and other comprehensive income as follows:

	Six months ended June 30,	
	2025	2024
	RMB'000	RMB'000
	(Unaudited)	(Unaudited)
Cost of revenues	426	390
Selling and marketing expenses	757	531
Research and development expenses	1,023	1,151
General and administrative expenses	483	506
	2,689	2,578



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION
For the six months ended June 30, 2025

15. RIGHT-OF-USE ASSETS

	Properties RMB'000
(Unaudited)	
At January 1, 2024	
Cost	46,539
Accumulated depreciation	(24,017)
Net book amount	22,522
Six months ended June 30, 2024	
Opening net book amount	22,522
Additions	3,255
Depreciation (Note 7)	(5,253)
Currency exchange differences	5
Closing net book amount	20,529
At June 30, 2024	
Cost	38,651
Accumulated depreciation	(18,122)
Net book amount	20,529
(Unaudited)	
At January 1, 2025	
Cost	53,248
Accumulated depreciation	(34,969)
Net book amount	18,279
Six months ended June 30, 2025	
Opening net book amount	18,279
Additions	1,011
Depreciation (Note 7)	(4,549)
Termination	(3,603)
Currency exchange differences	(14)
Closing net book amount	11,124
At June 30, 2025	
Cost	50,642
Accumulated depreciation	(39,518)
Net book amount	11,124



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION

For the six months ended June 30, 2025

15. RIGHT-OF-USE ASSETS (CONTINUED)

The condensed consolidated interim statement of profit or loss and other comprehensive income and the condensed consolidated interim statement of cash flows contain the following amounts relating to leases:

	Six months ended June 30,	
	2025 RMB'000 (Unaudited)	2024 RMB'000 (Unaudited)
Depreciation charge of right-of-use assets	4,549	5,253
Interest expenses	539	572
Expenses relating to short-term leases	753	612
The cash outflow for leases payment related to short-term lease as operating activities	642	734
The cash outflow for leases as financing activities	4,533	5,148

16. INTANGIBLE ASSET

	License RMB'000
(Unaudited)	
At January 1, 2025	
Cost	1,834
Accumulated depreciation	(298)
Net book amount	1,536
Six months ended June 30, 2025	
Opening net book amount	1,536
Additions	452
Amortization (Note 7)	(331)
Currency exchange differences	(7)
Closing net book amount	1,650
At June 30, 2025	
Cost	2,278
Accumulated depreciation	(628)
Net book amount	1,650



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION

For the six months ended June 30, 2025

17. DEFERRED INCOME TAXES

The following amounts, determined after appropriate offsetting, are shown in the condensed consolidated interim statement of financial position:

Deferred tax assets

	As at June 30, 2025 RMB'000 (Unaudited)	As at December 31, 2024 RMB'000 (Audited)
The balance comprises temporary differences attributable to:		
– Lease liabilities	1,506	2,075
– Tax losses	4,906	7,626
– Impairment of non-financial assets	5,216	5,884
– Short-term investments measured at fair value through profit or loss	–	2,336
– Marketing and promotion expenses	12,119	10,634
– Loss allowance for financial assets	16	9
– Contract liabilities	3,742	2,441
– Temporary difference related to payroll payables	781	781
Total gross deferred tax assets	28,286	31,786
Set-off of deferred tax liabilities pursuant to set-off provisions	(1,410)	(1,945)
Net deferred tax assets	26,876	29,841
Deferred tax assets:		
– to be recovered within 12 months	16,551	12,049
– to be recovered after 12 months	10,325	17,792
	26,876	29,841



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION
For the six months ended June 30, 2025

17. DEFERRED INCOME TAXES (CONTINUED)

Deferred tax liabilities

	As at June 30, 2025 RMB'000 (Unaudited)	As at December 31, 2024 RMB'000 (Audited)
The balance comprises temporary differences attributable to:		
– Right-of-use assets	1,410	1,966
Total gross deferred tax liabilities	1,410	1,966
Set-off of deferred tax assets pursuant to set-off provisions	(1,410)	(1,945)
Net deferred tax liabilities	–	21



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION

For the six months ended June 30, 2025

17. DEFERRED INCOME TAXES (CONTINUED)

Deferred tax assets

The movement on the gross deferred income tax assets is as follows:

	Tax losses	Net impairment losses on non-financial assets	Loss allowance for financial assets	Short-term investments measured at fair value through profit or loss	Marketing and promotion expenses	Lease liabilities	Contract liabilities	Temporary difference related to payroll payables	Total
	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000	RMB'000
(Unaudited)									
At January 1, 2024	2,995	4,053	10	-	12,271	4,280	3,500	849	27,958
Credited/(charged) to consolidated income statement	9,286	(458)	-	-	(269)	(429)	(274)	(68)	7,788
Currency exchange differences	(765)	-	(1)	-	-	(20)	-	-	(786)
At June 30, 2024	11,516	3,595	9	-	12,002	3,831	3,226	781	34,960
(Unaudited)									
At January 1, 2025	7,626	5,884	9	2,336	10,634	2,075	2,441	781	31,786
Credited/(charged) to consolidated income statement	(2,802)	(668)	7	(2,336)	1,485	(591)	1,301	-	(3,604)
Currency exchange differences	82	-	-	-	-	22	-	-	104
At June 30, 2025	4,906	5,216	16	-	12,119	1,506	3,742	781	28,286



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION

For the six months ended June 30, 2025

17. DEFERRED INCOME TAXES (CONTINUED)

Deferred tax liabilities

The movement on the gross deferred income tax liabilities is as follows:

	Right-of-use assets RMB'000
(Unaudited)	
At January 1, 2024	4,274
Charged to consolidated income statement	(410)
Currency translation impact	(18)
At June 30, 2024	3,846
(Unaudited)	
At January 1, 2025	1,966
Charged to consolidated income statement	(575)
Currency translation impact	19
At June 30, 2025	1,410

The Group only recognizes deferred income tax assets for cumulative tax losses if it is probable that future taxable amounts will be available to utilize those tax losses. Management will continue to assess the recognition of deferred income tax assets in future reporting periods. As at December 31, 2024 and June 30, 2025, the Group did not recognize deferred income tax assets of RMB84.39 million and RMB89.69 million, in respect of cumulative tax losses amounting to RMB337.56 million and RMB369.47 million. These tax losses in Mainland China will expire from 2026 to 2029.



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION
For the six months ended June 30, 2025

18. INVESTMENTS ACCOUNTED FOR USING THE EQUITY METHOD

	Six months ended June 30,	
	2025 RMB'000 (Unaudited)	2024 RMB'000 (Unaudited)
At the beginning of the period	32,863	38,236
Share of results of associates	779	(1,340)
At the end of the period	33,642	36,896

- (a) *The Group has interests in a number of individually immaterial associates that are accounted for using the equity method.*

	As at June 30, 2025 RMB'000 (Unaudited)	As at December 31, 2024 RMB'000 (Audited)
Aggregate carrying amount of individually immaterial associates	33,642	32,863
Aggregate amounts of the Group's share of:		
– Net loss	779	(397)

19. LONG-TERM INVESTMENTS MEASURED AT FAIR VALUE THROUGH PROFIT OR LOSS

	As at June 30, 2025 RMB'000 (Unaudited)	As at December 31, 2024 RMB'000 (Audited)
Investments in unlisted companies	115,683	116,032
Investments in private equity funds	35,919	45,222
	151,602	161,254



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION

For the six months ended June 30, 2025

19. LONG-TERM INVESTMENTS MEASURED AT FAIR VALUE THROUGH PROFIT OR LOSS (CONTINUED)

Movements in long-term investments measured at fair value through profit or loss during the six months ended June 30, 2025 and 2024, are as follows:

	Six months ended June 30,	
	2025 RMB'000 (Unaudited)	2024 RMB'000 (Unaudited)
At the beginning of the period	161,254	168,546
Additions (a)	51	13,563
Changes in fair value (Note 8)	(302)	—
Capital reduction (b)	(8,785)	—
Disposal (a)	(600)	—
Currency exchange differences	(16)	—
At the end of the period	151,602	182,109

As at June 30, 2025 and December 31, 2024, long-term investments measured at fair value through profit or loss mainly represented: (1) investments in unlisted companies without significant influence; (2) equity investments in private equity funds in which the Group act as limited partners without significant influence. The Group has determined the fair value of these financial assets based on certain valuation techniques as disclosed in Note 4.3.

- (a) During the six months ended June 30, 2025, the Group acquired 10% and 10% equity interests in two unlisted companies, both of which are engaged in business management, psychological counselling and other businesses, at a consideration of RMB1,000 and RMB50,000, respectively. The Group has no significant influence over the investee. Therefore, the Group recognized the investment as a long-term investment measured at fair value with changes recognized in profit or loss.

During the six months ended June 30, 2024, the Group obtained 10% equity interest of an unlisted company which mainly engaged in Web3.0, with a consideration of RMB3.6 million. The Group had no significant influence in the investee. Accordingly, the Group recognized the investment as long-term investments measured at fair value through profit or loss.

During the six months ended June 30, 2024, the Group obtained 20% equity interest of an unlisted company which mainly engaged in mobile game development for a consideration of RMB10 million. The Group has no significant influence over the investee. Therefore, the Group recognized the investment as long-term investments measured at fair value through profit or loss. During the six months ended June 30, 2025, the Group disposed of 20% equity interest of the unlisted company for a total cash consideration of RMB0.6 million.

- (b) During the six months ended June 30, 2025, there was capital reduction from a private equity funds at an amount of RMB8.8 million.



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION

For the six months ended June 30, 2025

20. PREPAYMENTS, DEPOSITS AND OTHER ASSETS

	As at June 30, 2025 RMB'000 (Unaudited)	As at December 31, 2024 RMB'000 (Audited)
Non-current		
Prepayments for game licenses (a)	30,938	34,506
Rent and other deposits	2,076	1,857
	33,014	36,363
Current		
Prepayments for sharing of proceeds (a)	10,923	12,218
Prepayments for marketing and promotion services	2,504	5,000
Deposits in stock accounts	8,172	753
Loans due from third parties	—	4,000
Prepayments to service providers	3,373	5,125
Amounts due from related parties (Note 32(c)(iv))	33	33
Rental and other deposits	1,810	1,671
Loans due from employees	3,510	3,060
Prepayments for investment	—	14,377
Others	3,979	4,296
Less: allowance for impairment	(74)	(74)
	34,230	50,459

- (a) The Group licenses online games from game developers and pays game license fees and sharing of proceeds earned from selling in-game virtual items to game developers. The prepayments for game license fees are transferred to intangible assets when the group receives related licensed games. The prepayments for sales-based sharing of proceeds are expensed and recorded into cost of sales on incurred basis.

As at June 30, 2025, the Group performed the impairment assessment and wrote off certain prepayments to game developers amounting to RMB2.5 million based on the value in use assessment of the recoverable amount of such prepayments.

In respect of the recoverable amount determined with reference to the value in use assessment, the estimated cash flows used in the assessment were based on the assumptions, including long-term growth rates, pre-tax discount rates, forecasted revenue and gross margin, with reference to the business plans, prevailing market conditions, game development status and testing or operational performance of the relevant games. As of June 30, 2025, the pre-tax discount rates were 2.4%, and the revenue growth rate range were -15% to -30%.



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION

For the six months ended June 30, 2025

21. TRADE RECEIVABLES

	As at June 30, 2025 RMB'000 (Unaudited)	As at December 31, 2024 RMB'000 (Audited)
Distribution channels	32,792	31,826
Game publishers	1,988	4,449
Information service customers	1,275	2,348
Others	374	610
	36,429	39,233
Less: allowance for impairment	(70)	(35)
	36,359	39,198

	As at June 30, 2025 RMB'000 (Unaudited)	As at December 31, 2024 RMB'000 (Audited)
Third parties	34,441	34,784
Related parties	1,988	4,449
	36,429	39,233
Less: allowance for impairment	(70)	(35)
	36,359	39,198



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION

For the six months ended June 30, 2025

21. TRADE RECEIVABLES (CONTINUED)

- (a) Distribution channels and game publishers and information service customers usually settle the amounts within 30–60 days. Aging analysis of trade receivables based on the recognition date of the gross trade receivables at the respective reporting dates are as follows:

	As at June 30, 2025 RMB'000 (Unaudited)	As at December 31, 2024 RMB'000 (Audited)
Within 3 months	34,244	36,785
3 months to 6 months	1,132	1,682
6 months to 1 year	345	762
1 to 2 years	708	4
	36,429	39,233

- (b) The Group applies the simplified approach to provide for expected credit losses prescribed by HKFRS 9, which permits the use of the lifetime expected loss provision for all trade receivables. The Group overall considers the shared credit risk characteristics and the days past due of each type of the trade receivables to measure the expected credit losses. During the six months ended June 30, 2025 and 2024, the expected loss rate for related parties trade receivables is low and immaterial, and the expected credit loss rates for third-parties trade receivables are determined according to provision matrix as follows:

	As at June 30, 2025 RMB'000 (Unaudited)	As at December 31, 2024 RMB'000 (Audited)
Within 3 months	0.07%	0.06%
3 months to 6 months	0.84%	0.84%
6 months to 1 year	5.17%	4.77%
1 to 2 years	20.16%	20.00%
Over 2 years	100.00%	100.00%



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION

For the six months ended June 30, 2025

21. TRADE RECEIVABLES (CONTINUED)

(b) (Continued)

The expected loss rates are based on the payment profiles of sales over a period of 36 months before June 30, 2025 and December 31, 2024 respectively and the corresponding historical credit losses experienced within the period. The historical loss rates are adjusted to reflect current and forward-looking information on macroeconomic factors affecting the ability of the customers to settle the receivables. The Group has identified growth rate of Gross Domestic Product and IT & Information Service Output Price Index of the countries in which it operates to be the most relevant factors and accordingly adjusts the historical loss rates based on expected changes in these factors.

Movements on the Group's allowance for impairment of trade receivables are as follows:

	Six months ended June 30,	
	2025 RMB'000 (Unaudited)	2024 RMB'000 (Unaudited)
At the beginning of the period	35	36
Provision	70	35
Reversal	(35)	(36)
At the end of the period	70	35

The provisions and reversal of provisions for trade receivables have been included in "Net impairment losses on financial assets" in the condensed consolidated interim statement of profit or loss and other comprehensive income.

- (c) The directors of the Group considered that the carrying amounts of the trade receivables balances approximated their fair value as at June 30, 2025 and December 31, 2024.



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION
For the six months ended June 30, 2025

21. TRADE RECEIVABLES (CONTINUED)

- (d) The carrying amount of the Group's trade receivables is denominated in the following currencies:

	As at June 30, 2025 RMB'000 (Unaudited)	As at December 31, 2024 RMB'000 (Audited)
USD	13,569	15,904
RMB	11,897	11,490
HKD	4,894	5,629
JPY	5,198	5,606
SGD	871	604
	36,429	39,233

- (e) The maximum exposure to credit risk as at June 30, 2025 and December 31, 2024 was the carrying value of the trade receivables. The Group did not hold any collateral as security.

22. SHORT-TERM INVESTMENTS MEASURED AT FAIR VALUE THROUGH PROFIT OR LOSS

The financial assets measured at fair value through profit or loss (current) are investment in listed companies, short positions in stocks of listed companies, investment funds and investment in bonds of which principal and returns are not guaranteed. Fair value measurement are as disclosed in Note 4.3.

	Six months ended June 30, 2025 RMB'000 (Unaudited)	2024 RMB'000 (Unaudited)
Financial assets		
At the beginning of the period	1,146,208	988,852
Additions	171,358	387,762
Change in fair value (Note 8)	44,320	42,148
Redemption	(76,254)	(328,243)
Currency translation differences	(4,689)	5,832
At the end of the period	1,280,943	1,096,351



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For the six months ended June 30, 2025

22. SHORT-TERM INVESTMENTS MEASURED AT FAIR VALUE THROUGH PROFIT OR LOSS (CONTINUED)

	Six months ended June 30,	
	2025 RMB'000 (Unaudited)	2024 RMB'000 (Unaudited)
Financial liabilities – derivative instruments		
At the beginning of the period	–	–
Additions	–	–
Change in fair value (Note 8)	48	–
Redemption	(48)	–
At the end of the period	–	–

	Six months ended June 30,	
	2025 RMB'000 (Unaudited)	2024 RMB'000 (Unaudited)
Financial liabilities – short positions in stocks of listed companies		
At the beginning of the period	–	(7,671)
Additions	–	(62,976)
Change in fair value (Note 8)	–	(98)
Redemption	–	71,292
Currency translation differences	–	(547)
At the end of the period	–	–



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION
For the six months ended June 30, 2025

23. CASH AND BALANCES WITH BANK AND TERM DEPOSIT

(a) Cash and cash equivalents

	As at June 30, 2025 RMB'000 (Unaudited)	As at December 31, 2024 RMB'000 (Audited)
Cash on hand and cash in bank	326,094	375,686
Term deposit with initial terms within three months	64,358	69,290
Cash held by other financial institutions (i)	3,006	4,999
	393,458	449,975

- (i) As at June 30, 2025 and December 31, 2024, the group had certain amounts of cash held in accounts managed by other financial institutions, such as Alipay and WeChat Pay in connection with the provision of online and mobile payment services which meet the definition of cash and cash equivalents and presented on the condensed consolidated interim statement of financial position.

Cash and cash equivalents are denominated in the following currencies:

	As at June 30, 2025 RMB'000 (Unaudited)	As at December 31, 2024 RMB'000 (Audited)
USD	223,747	213,311
RMB	64,139	156,606
HKD	61,488	44,908
JYP	38,079	31,668
SGD	5,288	2,924
KRW	370	–
AUD	347	558
	393,458	449,975



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION

For the six months ended June 30, 2025

23. CASH AND BALANCES WITH BANK AND TERM DEPOSIT (CONTINUED)

(b) Term deposits

	As at June 30, 2025 RMB'000 (Unaudited)	As at December 31, 2024 RMB'000 (Audited)
Bank balances and term deposits	405,458	449,975
Less: Term deposits with initial term of over one year	(10,000)	–
Less: Term deposits with initial term of over three months and less than one year	(2,000)	–
Cash and cash equivalents	393,458	449,975
Maximum exposure to credit risk	405,458	449,975

Note: Term deposits with initial terms of over three months were neither past due nor impaired. The Group considered that the carrying amount of the term deposits approximated to their fair value as of June 30, 2025.

The Group placed fixed bank deposits with major licensed banks in the PRC, with fixed maturities and fixed interest rates. The effective interest rate on fixed bank deposits was 1.99% per annum. Fixed bank deposits have an average maturity of 2.58 years.

24. SHARE CAPITAL AND SHARE PREMIUM

	Number of shares '000	Nominal value of shares USD'000	Equivalent nominal value of shares RMB'000	Share premium RMB'000
Authorised				
As at December 31, 2024 and June 30, 2025	5,000,000	50	–	N/A
Issued				
As at December 31, 2024 and June 30, 2025	691,331	7	44	5,117,821



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION

For the six months ended June 30, 2025

25. OTHER RESERVES

	Capital reserve RMB'000	Statutory reserves RMB'000	Share-based compensation expenses RMB'000	Currency translation differences RMB'000	Total RMB'000
(Unaudited)					
As at January 1, 2024	(3,139,354)	11,422	70,536	146,548	(2,910,848)
Currency translation differences	-	-	-	10,166	10,166
As at June 30, 2024	(3,139,354)	11,422	70,536	156,714	(2,900,682)
(Unaudited)					
As at January 1, 2025	(3,139,354)	11,422	70,536	163,674	(2,893,722)
Acquisition of non-controlling interests in a subsidiary (note)	1,315	-	-	-	1,315
Currency translation differences	-	-	-	(6,351)	(6,351)
As at June 30, 2025	(3,138,039)	11,422	70,536	157,323	(2,898,758)

Note: During the current interim period, the Group acquired 20% of the remaining interest in Qingcheng Digital Technology (Hongkong) Limited, the subsidiary of the Company, increasing its continuing interest to 100%. The proceeds on the acquisition of RMB2 were received in cash. An amount of RMB1,315,000 (being the proportionate share of the carrying amount of the net assets of Qingcheng Digital Technology (Hongkong) Limited has been transferred from non-controlling interests. The difference of RMB1,315,000 between the decrease in the non-controlling interests and the consideration paid has been debited to capital reserve.

26. CONTRACT LIABILITIES

Contract liabilities primarily consist of the unamortised revenue from sales of virtual items for mobile games, where there is still obligation to be provided by the group to game players.

	As at June 30, 2025 RMB'000 (Unaudited)	As at December 31, 2024 RMB'000 (Audited)
Game operating	47,872	38,849



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION

For the six months ended June 30, 2025

26. CONTRACT LIABILITIES (CONTINUED)

The following table shows the amount of revenue recognized in the condensed consolidated interim statement of profit or loss and other comprehensive income for the respective years/periods relating to contract liabilities brought forward:

	Six months ended June 30,	
	2025 RMB'000 (Unaudited)	2024 RMB'000 (Unaudited)
Revenue recognized that was included in the contract liabilities balance at the beginning of the period		
Game operating	38,849	42,090

27. LEASE LIABILITIES

	As at June 30, 2025 RMB'000 (Unaudited)	As at December 31, 2024 RMB'000 (Audited)
Minimum lease payments due		
– Within 1 year	7,525	12,573
– Between 1 and 2 years	5,523	7,627
– Between 2 and 5 years	342	1,598
	13,390	21,798
Less: future finance charges	(608)	(1,240)
Present value of lease liabilities	12,782	20,558



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION

For the six months ended June 30, 2025

27. LEASE LIABILITIES (CONTINUED)

	As at June 30, 2025 RMB'000 (Unaudited)	As at December 31, 2024 RMB'000 (Audited)
Lease liabilities		
– Within 1 year	7,080	11,864
– Between 1 and 2 years	5,364	7,148
– Between 2 and 5 years	338	1,546
	12,782	20,558

28. BORROWINGS

	As at June 30, 2025 RMB'000 (Unaudited)	As at December 31, 2024 RMB'000 (Audited)
Included in current liabilities		
RMB bank borrowings – unsecured	19,968	19,974
	19,968	19,974

In January 2023, the Group entered into unsecured three-year loan agreements with certain financial institutions and borrowed RMB20,000,000, bearing an fixed interest rate of 2.00% per annum and repayable by end of 2025. Pursuant to the loan agreements, these loans can only be used in research and development of the Group.

During the six months ended June 30, 2025, the Group repaid short-term bank borrowings amounting to RMB6,500. As at June 30, 2025 and December 31, 2024, the borrowing balance of RMB19,968,000 was classified as current liabilities as the borrowings will be repayable within 12 months from the end of the reporting period.



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION

For the six months ended June 30, 2025

29. TRADE PAYABLES

	As at June 30, 2025 RMB'000 (Unaudited)	As at December 31, 2024 RMB'000 (Audited)
Trade payables	27,041	25,163

Trade payables are primarily sharing of proceeds due to game developers and IP holders, advertisement and related to the purchase of services for server custody. The credit terms of trade payables granted to the Group are usually 30 to 90 days.

The carrying amount of the Group's trade payables is denominated in the following currencies:

	As at June 30, 2025 RMB'000 (Unaudited)	As at December 31, 2024 RMB'000 (Audited)
RMB	23,354	23,695
USD	3,470	1,032
JPY	144	189
AUD	1	25
HKD	39	28
KRW	33	194
	27,041	25,163

As at June 30, 2025 and December 31, 2024, the fair value of trade payables approximated to their carrying amount.



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION

For the six months ended June 30, 2025

29. TRADE PAYABLES (CONTINUED)

Aging analysis of trade payables based on the recognition date of the trade payables at the respective reporting dates are as follows:

	As at June 30, 2025 RMB'000 (Unaudited)	As at December 31, 2024 RMB'000 (Audited)
Within 3 months	14,880	19,896
Over 3 months	12,161	5,267
	27,041	25,163

30. OTHER PAYABLES AND ACCRUALS

	As at June 30, 2025 RMB'000 (Unaudited)	As at December 31, 2024 RMB'000 (Audited)
Salaries and benefits payables	27,314	52,968
Payables for professional fee	2,220	4,130
Other tax payables	6,692	7,058
Others	469	567
	36,695	64,723



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION

For the six months ended June 30, 2025

30. OTHER PAYABLES AND ACCRUALS (CONTINUED)

The carrying amount of the Group's other payables is denominated in the following currencies:

	As at June 30, 2025 RMB'000 (Unaudited)	As at December 31, 2024 RMB'000 (Audited)
RMB	24,873	60,197
JPY	158	188
USD	11,464	4,209
KRW	167	–
AUD	33	119
HKD	–	10
	36,695	64,723

31. DIVIDEND

No dividend has been paid or declared by the Company during the period ended June 30, 2025 and June 30, 2024.

32. RELATED PARTY TRANSACTIONS

Parties are considered to be related if one party has the ability, directly or indirectly, to control the other party or exercise significant influence over the other party in making financial and operational decisions. Parties are also considered to be related if they are under control or joint control by the same party. Members of key management and their close family members of the Group are also considered as related parties.

The following significant transactions were carried out between the Group and its related parties during the periods presented. In the opinion of the directors of the Company, the related party transactions were carried out in the normal course of business and at terms negotiated between the Group and the respective related parties.



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION

For the six months ended June 30, 2025

32. RELATED PARTY TRANSACTIONS (CONTINUED)

(a) Names and relationships with related parties

The following companies are significant related parties of the Group that had transactions and/or balances with the Group during the six months ended June 30, 2025 and 2024.

Name of related parties	Relationship
Shenzhen Hot Zone Network Technology Co., Ltd.	Associate
Shenzhen Jishiwu Technology Co., Ltd.	Associate
Shanghai Tuxian network technology Co., Ltd.	Associate
Beijing Zhijianlvdong network Technology Co., Ltd.	Associate
Chengdu Lemai Interactive Technology Co., Ltd.	Common director
Guangzhou Jodo Information and Technology Co., Ltd.	Common director
Chengdu Xingqiwan Technology Co. Ltd. and its subsidiary	Common director
G-bits Group (1)	Shareholder

- (1) *G-bits Network Technology (Xiamen) Co., Ltd. ("G-bits Xiamen") is a shareholder of the Company. G-bits Group represents G-bits Xiamen and its subsidiaries, including Shenzhen Leiting Information Technology Co., Ltd., Xiamen Leiting Network Technology Co., Ltd. and Hongkong Leiting Information Technology Co., Ltd.*

(b) Significant transactions with related parties

(i) Game licensing revenue

	Six months ended June 30,	
	2025 RMB'000 (Unaudited)	2024 RMB'000 (Unaudited)
G-bits Group	2,619	6,206
	2,619	6,206



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION

For the six months ended June 30, 2025

32. RELATED PARTY TRANSACTIONS (CONTINUED)

(b) Significant transactions with related parties (continued)

(ii) Information service revenue

	Six months ended June 30,	
	2025 RMB'000 (Unaudited)	2024 RMB'000 (Unaudited)
G-bits Group	847	49

(iii) Other revenue

	Six months ended June 30,	
	2025 RMB'000 (Unaudited)	2024 RMB'000 (Unaudited)
Chengdu Lemai Interactive Technology Co., Ltd.	81	—

(iv) Commission to game developers

	Six months ended June 30,	
	2025 RMB'000 (Unaudited)	2024 RMB'000 (Unaudited)
Chengdu Xingqiwan Technology Co. Ltd. and its subsidiary	6,974	21,100
Beijing Zhijianlvdong network Technology Co., Ltd.	1,119	—
G-bits Group	201	—
Shenzhen Jishiwu Technology Co., Ltd.	1,635	2,551
Shenzhen Hot Zone Network Technology Co., Ltd.	9,315	914
	19,244	24,565



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION
For the six months ended June 30, 2025

32. RELATED PARTY TRANSACTIONS (CONTINUED)

(b) Significant transactions with related parties (continued)

(v) Marketing and promotion expenses

	Six months ended June 30,	
	2025 RMB'000 (Unaudited)	2024 RMB'000 (Unaudited)
Guangzhou Jodo Information and Technology Co., Ltd.	671	2,980
G-bits Group	542	1,495
Chengdu Xingqiwan Technology Co. Ltd. and its subsidiary	1,240	–
	2,453	4,475

(vi) Lease and administrative service expense

	Six months ended June 30,	
	2025 RMB'000 (Unaudited)	2024 RMB'000 (Unaudited)
G-bits Group	1,214	1,230

(c) Year/period end balances with related parties

(i) Trade receivables from related parties

	As at June 30, 2025 RMB'000 (Unaudited)	As at December 31, 2024 RMB'000 (Audited)
Game publishing		
G-bits Group	1,988	4,449

The above balances with related parties were mainly denominated in RMB and USD. They were unsecured, trade in nature, non-interest bearing and repayable to the Group on demand.



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION

For the six months ended June 30, 2025

32. RELATED PARTY TRANSACTIONS (CONTINUED)

(c) Year/period end balances with related parties (continued)

(ii) Trade payables to related parties

	As at June 30, 2025 RMB'000 (Unaudited)	As at December 31, 2024 RMB'000 (Audited)
Commissions charged by game developers		
Chengdu Xingqiwan Technology Co. Ltd. and its subsidiary	9,274	7,428
Shenzhen Jishiwu Technology Co., Ltd.	1,631	2,824
Beijing Zhijianlvdong network Technology Co., Ltd.	–	538
Shenzhen Hot Zone Network Technology Co., Ltd.	4,375	1,528
Shanghai Tuxian network technology Co., Ltd.	795	–
Marketing and promotion payable		
Chengdu Xingqiwan Technology Co. Ltd. and its subsidiary	–	958
Guangzhou Jodo Information and Technology Co., Ltd.	301	339
G-bits Group	504	–
Total	16,880	13,615

The above balances with related parties were mainly denominated in RMB. They were unsecure, trade in nature, non-interest bearing and repayable on demand.



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION
For the six months ended June 30, 2025

32. RELATED PARTY TRANSACTIONS (CONTINUED)

(c) Year/period end balances with related parties (continued)

(iii) Prepayments to related parties

	As at June 30, 2025 RMB'000 (Unaudited)	As at December 31, 2024 RMB'000 (Audited)
Prepayments for sharing of proceeds and game licenses		
Chengdu Xingqiwan Technology Co. Ltd. and its subsidiary	29,383	29,506
Beijing Zhijianlvdong network Technology Co., Ltd.	795	886
Shanghai Tuxian network technology Co., Ltd.	1,432	–
	31,610	30,392

The above balances with related parties were mainly denominated in RMB. They were unsecure, trade in nature and non-interest bearing.



NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL INFORMATION

For the six months ended June 30, 2025

32. RELATED PARTY TRANSACTIONS (CONTINUED)

(c) Year/period end balances with related parties (continued)

(iv) Other receivables from related parties

	As at June 30, 2025 RMB'000 (Unaudited)	As at December 31, 2024 RMB'000 (Audited)
Non-trade		
Rental and other deposits (1)		
G-bits Group	223	223
Amounts due from related parties (2)		
Chengdu Lemai Interactive Technology Co., Ltd.	30	30
Chengdu Weimei Interactive Technology Co., Ltd.	3	—
	256	253

(1) According to the leasing agreement, the rental deposits will be repaid by G-bits upon expiry of the leasing agreement.

(2) The amount due from Chengdu Lemai Interactive Technology Co., Ltd. and Chengdu Weimei Interactive Technology Co., Ltd. and its subsidiary was unsecure, non-trade nature, non-interest bearing and repayable on demand.

33. CONTINGENCIES

The Group did not have any material contingent liabilities as at June 30, 2025 and December 31, 2024.

34. SUBSEQUENT EVENTS

There were no material subsequent events occurred during the period from June 30, 2025 to the approval date of these condensed consolidated interim financial statements by the Board of Directors on August 27, 2025.



Definitions

In this interim report, the following expressions have the meanings set out below unless the context requires otherwise:

“ACT”	the action games
“Alibaba”	Alibaba Group Holding Limited, a company incorporated in the Cayman Islands, the ordinary shares of which are listed on the Main Board of the Stock Exchange with the stock code: 9988 and its American Depositary Shares (each representing eight ordinary shares) are listed for trading on the New York Stock Exchange under the symbol “BABA”
“Alibaba Qookka”	Qookka Entertainment Limited (formerly known as Ejoy.com Limited), a company incorporated in Hong Kong with limited liability on February 28, 2012
“ARPPU”	average revenue per month per paying user, which is calculated by (i) dividing our revenue from a game for a specified period by the total MPUs of such game for that period; or (ii) dividing our total game revenue for a specified period by the aggregate of the total MPUs of all of our games for that period, as applicable
“Audit Committee”	the audit committee of the Board
“Average MAUs”	calculated by dividing (i) the total MAUs of a game, or (ii) the aggregate of the total MAUs of all of our games, as applicable, for a specified period by the number of months of that period. Our calculations of average MAUs did not consider each game’s data before its official launch
“Average MPUs”	calculated by dividing (i) the MPUs of a game, or (ii) the aggregate of the total MPUs of all of our games, as applicable, for a specified period by the number of months of that period. Our calculations of average MPUs did not consider each game’s data before its official launch
“Board” or “Board of Directors”	the board of Directors of the Company
“CG Code”	the Corporate Governance Code as set out in Appendix C1 to the Listing Rules
“CMGE”	CMGE Technology Group Limited, an exempted company incorporated in the Cayman Islands with limited liability whose shares are listed on the Stock Exchange (stock code: 0302)



DEFINITIONS

"Company"	Qingci Games Inc. (青瓷游戏有限公司), an exempted company incorporated in the Cayman Islands with limited liability on March 12, 2021 and whose Shares are listed on the Stock Exchange
"Director(s)"	the director(s) of our Company
"G-bits"	G-bits Network Technology (Xiamen) Co., Ltd. (廈門吉比特網絡技術股份有限公司), a company incorporated in the PRC with limited liability on March 26, 2004 and is listed on the Shanghai Stock Exchange under the stock code: 603444, a substantial shareholder of the Company
"Global Offering"	has the meaning ascribed to it under the Prospectus
"Group", "the Group", "we", "us", or "our"	the Company and its subsidiaries from time to time
"HK\$"	Hong Kong dollars, the lawful currency of Hong Kong
"HK Kunpan"	Hongkong Kunpan Co., Limited (香港坤磐有限公司), a company incorporated in Hong Kong with limited liability on December 16, 2016, and an indirect wholly-owned subsidiary of G-bits
"HMT"	Hong Kong, Macao and Taiwan
"Hong Kong"	the Hong Kong Special Administrative Region of the PRC
"JPY"	Japanese yen, the lawful currency of Japan
"Listing"	the listing of Shares on the Main Board of the Stock Exchange on December 16, 2021
"Listing Rules"	the Rules Governing the Listing of Securities on the Stock Exchange
"Macao"	the Macao Special Administrative Region of the PRC
"Main Board"	the Main Board of the Stock Exchange
"MAU(s)"	monthly active users, which represents the number of active users during a specified calendar month
"Model Code"	the Model Code for Securities Transactions by Directors of Listed Issuers contained in Appendix C3 to the Listing Rules
"MPU(s)"	monthly paying users, which represents the number of paying players during a specified calendar month



DEFINITIONS

"PRC", "Mainland China" or "China"	the People's Republic of China, excluding, for the purposes of this report, Hong Kong, Macao and Taiwan
"Prospectus"	the prospectus issued by the Company on December 6, 2021 in connection with the Hong Kong public offering of the Shares
"R&D"	research and development
"Reporting Period"	six months from January 1, 2025 to June 30, 2025
"RMB"	Renminbi, the lawful currency of the PRC
"Rogue-like RPG"	a type of RPG, which allows players to explore and unlock new content by levels in various adventures that embed randomness and surprises through treasure hunt, map discovery and other unpredictable events. Players acquire a sense of excitement during such adventures and a sense of self-achievement as their game avatars grow through their efforts
"RPG"	the role-playing games
"SFO"	the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong), as amended, supplemented or otherwise modified from time to time
"Share(s)"	ordinary share(s) in the capital of the Company with nominal value of US\$0.00001 each
"Shareholder(s)"	holder(s) of Share(s)
"SLG"	the simulation games
"Stock Exchange"	The Stock Exchange of Hong Kong Limited
"Taiwan"	Taiwan Province of the PRC
"treasury shares"	has the meaning ascribed to it under the Listing Rules
"USD" or "US\$"	United States Dollars, the lawful currency of the United States of America





青瓷游戏
QINGCI GAMES