



newborntown

Newborn Town Inc.

赤子城科技有限公司

Stock Code : 9911

(Incorporated in the Cayman Islands with limited liability)

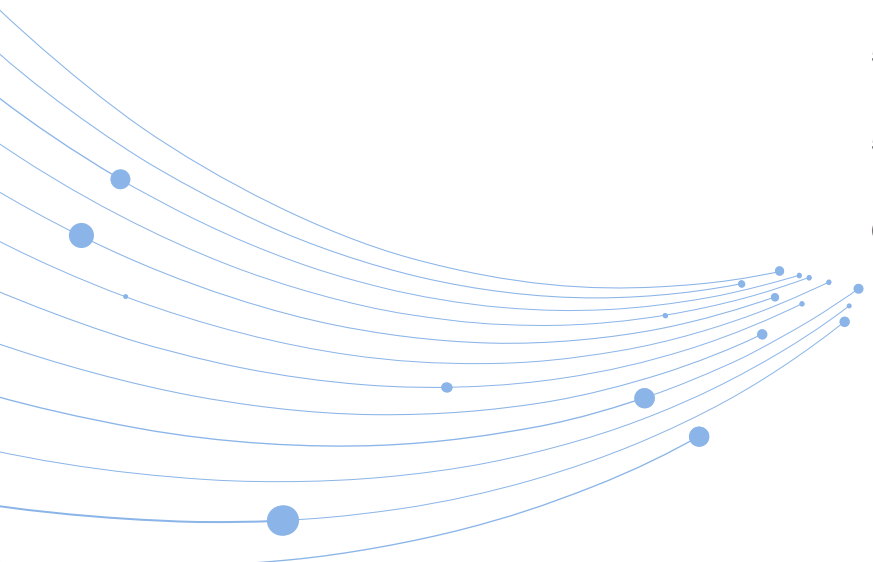
2025 INTERIM REPORT





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CORPORATE INFORMATION

BOARD OF DIRECTORS

Executive Directors

Mr. LIU Chunhe (Chairman)
Mr. LI Ping
Mr. YE Chunjian
Mr. SU Jian

Independent Non-executive Directors

Mr. GAO Ming (resigned on 29 August 2025)
Mr. CHI Shujin
Ms. CHEN Sichao
Mr. CHEN Yuyu (appointed on 29 August 2025)

COMPANY SECRETARY

Mr. SONG Pengliang

AUTHORISED REPRESENTATIVES

Mr. LI Ping
Mr. SONG Pengliang

AUDIT COMMITTEE

Mr. CHI Shujin (Chairman)
Ms. CHEN Sichao
Mr. GAO Ming (resigned on 29 August 2025)
Mr. CHEN Yuyu (appointed on 29 August 2025)

REMUNERATION COMMITTEE

Ms. CHEN Sichao (Chairman)
Mr. SU Jian
Mr. GAO Ming (resigned on 29 August 2025)
Mr. CHEN Yuyu (appointed on 29 August 2025)

NOMINATION COMMITTEE

Mr. LIU Chunhe (Chairman)
Ms. CHEN Sichao
Mr. CHI Shujin

AUDITOR

KPMG
Public Interest Entity Auditor registered in
accordance with the Accounting and
Financial Reporting Council Ordinance
8th Floor, Prince's Building
Central
Hong Kong

REGISTERED OFFICE

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Grand Cayman, KY1-1104
Cayman Islands

HEADQUARTERS AND PRINCIPAL PLACE OF BUSINESS IN HONG KONG

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Hong Kong

PRINCIPAL PLACE OF BUSINESS IN THE PRC

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PRC

PRINCIPAL BANKS

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Industrial and Commercial Bank of China Limited
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Beijing
PRC

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As to Cayman Islands law:

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Hong Kong

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Cayman Islands

HONG KONG SHARE REGISTRAR

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183 Queen's Road East
Wanchai
Hong Kong

STOCK CODE

09911

COMPANY'S WEBSITE

www.newborntown.com

FINANCIAL HIGHLIGHTS

- Revenue from contracts with customers for the six months ended 30 June 2025 amounted to RMB3,181.3 million, representing an increase of 40.0% from RMB2,271.9 million recorded for the six months ended 30 June 2024.
- Gross profit for the six months ended 30 June 2025 amounted to RMB1,775.1 million, representing an increase of 55.6% from RMB1,141.0 million recorded for the six months ended 30 June 2024.
- Profit for the period for the six months ended 30 June 2025 amounted to RMB506.9 million, representing an increase of 30.8% from RMB387.6 million recorded for the six months ended 30 June 2024.
- Profit attributable to equity shareholders of the Company for the six months ended 30 June 2025 amounted to RMB489.3 million, representing an increase of 117.8% from RMB224.7 million recorded for the six months ended 30 June 2024.
- Adjusted EBITDA for the six months ended 30 June 2025 amounted to RMB645.7 million, representing an increase of 44.0% from RMB448.5 million recorded for the six months ended 30 June 2024.

| | Six months ended 30 June | |
|---------------------------------------------------------|----------------------------------------------|----------------------------------------------|
| | 2025 <i>RMB'000</i> <i>(unaudited)</i> | 2024 <i>RMB'000</i> <i>(unaudited)</i> |
| Revenue from contracts with customers | 3,181,265 | 2,271,925 |
| Gross profit | 1,775,120 | 1,141,031 |
| Profit before income tax | 506,491 | 384,677 |
| Profit for the period | 506,931 | 387,618 |
| Basic earnings per share (expressed in RMB per share) | 0.39 | 0.20 |
| Diluted earnings per share (expressed in RMB per share) | 0.38 | 0.20 |
| Operating profit | 479,385 | 366,585 |
| Add: | | |
| Share-based compensation expenses ^{(1) (2)} | 122,959⁽²⁾ | 33,377 ⁽¹⁾ |
| Depreciation and amortization | 43,382 | 48,502 |
| Adjusted EBITDA | 645,726 | 448,464 |

Notes:

- (1) In May 2020, March 2021, March 2023, March 2024 and May 2024, the Board approved the respective grants of an aggregate of 55,227,573 RSUs, 957,333 RSUs, 2,441,170 RSUs, 4,778,877 RSUs and 659,668 RSUs to certain employees and management pursuant to the RSU Schemes. Share-based compensation expenses were recognised based on the vesting period of the RSU Schemes, and amounted to approximately RMB4,651,000 for the six months ended 30 June 2024, tantamount to the economic benefits which certain employees and management obtained from the Company. For further details, please refer to the announcements dated 28 May 2020, 24 March 2021, 24 March 2023, 22 March 2024 and 21 May 2024 of the Company. A subsidiary of the Company has recognised share-based compensation expenses amounting to approximately RMB17,525,000 for the six months ended 30 June 2024.

On 30 August 2021, the Board granted in aggregate 80,000,000 Share Options to 32 eligible persons. The grant comprises performance-based Share Options, which are generally vested within 10 years. Share Options of each grantee will be vested in four tranches subject to the fulfilment of certain performance targets that are tied to the Company's ability to deliver on certain key indicators. The performance targets and whether and to what extent achieved were determined by the Board. For the aforementioned grants, evaluations were made on 30 June 2024 to assess the likelihood of the performance targets being met. Share-based compensation expenses amounting to approximately RMB11,201,000 were recognised for the six months ended 30 June 2024.

- (2) In March 2021, March 2023, March 2024, May 2024, March 2025 and May 2025, the Board approved the respective grants of an aggregate of 957,333 RSUs, 2,441,170 RSUs, 4,778,877 RSUs, 659,668 RSUs, 30,316,184 RSUs and 897,415 RSUs to certain employees and management pursuant to the RSU Schemes. In December 2024, the Board approved the grant of RSUs to certain employees and management, including 22,215,102 RSUs as the modification of a share incentive plan adopted by a subsidiary of the Company. Share-based compensation expenses were recognised based on the respective vesting periods of the grants under the RSU Schemes, and amounted to approximately RMB56,932,000 for the six months ended 30 June 2025, tantamount to the economic benefits which certain employees and management obtained from the Company. For further details, please refer to the announcements dated 24 March 2021, 24 March 2023, 22 March 2024, 21 May 2024, 20 March 2025 and 21 May 2025 of the Company. A subsidiary of the Company has recognised share-based compensation expenses amounting to approximately RMB61,318,000 for the six months ended 30 June 2025.

On 30 August 2021, the Board granted in aggregate 80,000,000 Share Options to 32 eligible persons. The grant comprises performance-based Share Options, which are generally vested within 10 years. Share Options of each grantee are to be vested in four tranches subject to the fulfilment of certain performance targets that are tied to the Company's ability to deliver on certain key indicators. The performance targets and whether and to what extent achieved were determined by the Board. For the aforementioned grants, evaluations were made on 30 June 2025 to assess the likelihood of the performance targets being met. Share-based compensation expenses amounting to approximately RMB4,709,000 were recognised for the six months ended 30 June 2025.

BUSINESS HIGHLIGHTS



MICO



YoHo



TopTop



SUGO

Pan-audience social networking business



Blued



Finka



HeeSay

Diverse-audience social networking business



Alice's Dream:
Merge Games



Heer
Health



Aippy

Innovative business

Significant growth in revenue and significant increase in profits



Revenue amounted to RMB**3.181** billion
increased by **40.0%** period-on-period



Profit for the period amounted to RMB**507** million
increased by **30.8%** period-on-period



Profit attributable to equity shareholders of the
Company amounted to RMB**489** million
increased by **117.8%** period-on-period



Adjusted EBITDA amounted to RMB**646** million
increased by **44.0%** period-on-period

Strong development of social networking business and accelerated growth of innovative business



Revenue of social networking business
amounted to RMB**2.834** billion
increased by **37.0%** period-on-period



Revenue of innovative business amounted
to RMB**347** million
increased by **70.5%** period-on-period



SUGO Revenue increased more than **100 %**



TopTop Revenue increased more than **100 %**



Niche games entered a long-term operation cycle, and the
layout for new product development was carried out smoothly



Social e-commerce maintained rapid development, and
Heer Health (荷爾健康) consolidated its leading position
in the industry

The increasingly refined global layout and the deepening strategic market barriers

In the first half of 2025, the business scale of core products in the Middle East and
North Africa market increased by more than 60% period-on-period



Hong Kong
Global
Headquarters



Riyadh
Middle East and North
Africa Regional Headquarters



Singapore
Southeast Asia Regional
Headquarters

Global R&D Center

Covering 5+ R&D centers in
Beijing, Shenzhen, Guangzhou,
Chengdu and Jinan

Global Operation Center

Covering multiple markets
such as the Middle East, North
Africa and Southeast Asia, etc.,
with 20+ operation centers

Unit: RMB

Dear Shareholders:

The first half of 2025 was an important period for the Company to solidify its business foundation. Both the Company's social networking business and innovative business achieved outstanding performance and made further breakthroughs in key markets, resulting in significant revenue growth and profit improvement.

During the Reporting Period, the Company's total revenue amounted to RMB3.181 billion, representing a period-on-period increase of 40.0%; profit for the period amounted to RMB507 million, representing a period-on-period increase of 30.8%; adjusted EBITDA amounted to RMB646 million, representing a period-on-period increase of 44.0%; and profit attributable to equity shareholders of the Company amounted to RMB489 million, representing a period-on-period increase of 117.8%, achieving significant growth. In particular, the social networking business continued its robust growth, with a revenue of RMB2.834 billion, while the innovative business accelerated its growth trajectory, achieving a revenue of RMB347 million.

The Group's growth in performance was mainly attributable to the robust development of its product portfolio. Newborn Town has for long been cultivating the global social networking entertainment arena. In the first half of 2025, the Company continued to advance its strategy of "product replication + national replication" (產品複製+國家複製), with core products achieving period-on-period business scale growth over 60% in the Middle East and North African market. While continuing to consolidate its market position in advantageous markets such as the Middle East, North Africa and Southeast Asia, the Company was also actively expanding into new markets to enhance its global social networking entertainment landscape.

Last year, we established our Middle East and North Africa regional headquarters in Riyadh, Saudi Arabia, further strengthening the Company's connection with the Middle Eastern market. In the first half of 2025, we established our global headquarters in Hong Kong, marking a new phase in our Company's globalisation strategy. In the future, we will give full play to the pivotal role of our global headquarters in Hong Kong, closely collaborating with research and development and operational centers worldwide to continuously expand our global business. Through technological innovation and localised operations, we will create positive emotional value for users around the world.

In the first half of the year, we initiated an organisational structure upgrade, further advancing middle platform transformation by centralising fundamental capabilities such as product, research and development, operation and growth, and strengthened the refined management of core business units to optimise resource allocation and improve operational efficiency. In the process, the Company's localised operational capabilities have been flexibly deployed across regions, enabling the rapid replication of successful market strategies to other markets. Meanwhile, the increasingly robust product offerings, technology and growth capabilities were leveraged more efficiently across diverse business lines, accelerating the Company's "product replication" and "national replication" processes.

After over a decade of intensive efforts, we have established a distinct competitive edge within the global social networking entertainment arena. This organisational structure upgrade will provide the foundation for our Company to seize greater global market opportunities and achieve higher performance targets in the future.

While building a diversified product portfolio and continuously expanding our market, we continue to actively fulfil our corporate social responsibility. During Ramadan in the Middle East, we donated supplies and funds to local orphanages. In Southeast Asia, we collaborated with local creators to donate food and funds to a charity school for children in need. In addition, since 2023, we have been promoting the "TEEN in FOCUS" globally, focusing on the healthy growth of young people around the world. In the first half of this year, the program made multiple donations in Egypt, Hong Kong, China and Mainland China, and was honoured with the "520 Social Responsibility Day" (520 社會責任日) Emerging Case Award.

I hereby present the Company's financial position and operating highlights for the first half of 2025 and summarise the strategies and outlook of the Company for the second half of 2025.

CHAIRMAN'S STATEMENT

BUSINESS REVIEW

I. Pan-audience social networking business: Thriving of product portfolio driven by AI empowerment

Pan-audience social networking business, being the Company's core business, achieved solid growth in the first half of 2025. The companion-based social networking platform SUGO and the game-oriented social networking platform TopTop maintained a strong development trend, and the live-streaming social networking platform MICO and the audio social networking platform YoHo contributed stable revenue and profits. Through product refinement, deepening localised operations and exploring new technology applications, the social experience of each product has been continuously improved, the content ecosystem has become increasingly rich, and commercialisation efficiency has been significantly enhanced.

In the first half of the year, SUGO continued to explore user needs, enrich product features and diversify application scenarios. By leveraging regional characteristics, it increased the supply of high-quality content, achieving revenue growth exceeding 100% and profit growth surpassing 150% during the period. TopTop community ecosystem was further enriched, consolidating its leading position in the Middle East and North Africa while actively exploring new markets, achieving both revenue growth and profit growth exceeding 100% during the period.

According to Sensor Tower data, from 1 January to 30 June 2025, SUGO ranked 7th in the Middle East in terms of social networking app revenue, while TopTop ranked 10th in the Google Play game App rankings.

In recent years, the Company has continuously deepened the application of AI technology across our business operations. On one hand, all business teams actively leveraged AI to enhance internal capabilities. For example, the design platform significantly improved design efficiency in areas such as gift synthesis, IP animation effects and graphic material production through its self-developed internal AIGC tools. On the other hand, our proprietary multimodal algorithm model Boomix has undergone continuous upgrades, enhancing product social matching efficiency and operation intelligence, which was particularly effective in expanding into new countries and matching long-tail users. With the support of AI technology, key operational indicators of SUGO such as average online duration per user, payment rate and ARPU steadily improved in the first half of the year, and demonstrated promising initial market adaptability in certain new markets.

Based on its "localisation" strategy, the Company continued to expand local recruitment in key markets, and vigorously promote the training and development of local talent, comprehensively enhancing the competitiveness of its front-line sales and marketing teams. At the same time, the Company actively launched corporate social responsibility initiatives in core markets such as the Middle East, North Africa and Southeast Asia, continuously deepening its engagement with local communities.

In the first half of the year, products with second-mover advantages contributed greater value to the business mix, while pioneering products also maintained steady growth. This not only validated the forward-looking nature and risk-resilience of the Company's strategy, which leverages a diversified product portfolio, deeply localised operations and AI empowerment, but also once again proved that the core business possesses intrinsic momentum for steady growth under the "product replication + national replication" strategy.

II. Diverse-audience social networking business: Deepening community engagement, market influence continues to grow

In the first half of 2025, the diverse-audience social networking business continued to develop healthily, with the globalised diverse-audience social networking platform HeeSay further expanding its brand influence in core markets such as Southeast Asia. In addition, products such as Blued and Finka continued to deepen their roots in the current social ecosystem, maintaining their leading position in traditional markets.

HeeSay placed greater emphasis on product refinement, strengthening users' emotional attachment to the community through optimising the community ecosystem, iterating social features and launching brand activities. In January 2025, HeeSay GALA was held in Thailand and the Philippines to co-create the community with users. At the same time, the diverse-audience social networking business team continued to invest in public welfare initiatives, participating in a series of charitable activities in multiple countries and regions around the world.

The application of AI technology in diverse-audience social networking business was also becoming increasingly sophisticated. Through iterative recommendation system, enhanced operational intelligence and updated risk control strategies, diverse-audience social networking products were able to match user needs more accurately, improve the social experience and depth of interaction on the platform, and drive ecosystem optimisation and business efficiency improvement. According to Sensor Tower data, in the first half of 2025, HeeSay ranked 16th in terms of revenue of social apps in the Southeast Asian market on Google Play.

III. The innovative business: Niche games transition to long-term operations, while social e-commerce continues its rapid expansion.

In the first half of 2025, while continuing to enhance its advantages of social networking business, the Company increasingly clarified its secondary growth curve built upon innovative businesses such as niche games and social e-commerce.

Since generating revenue for the first time last year, the niche games business has officially entered its profit recovery period, with flagship games represented by "Alice's Dream: Merge Games" transitioning into long-term operational phases. Leveraging the Company's accumulated successful experience in the synthesis casual game arena and the deepened integration of AI technology, the Company significantly reduced its game development cycle, resulting in outstanding performance data such as user retention and ARPU. Currently, the development of new games is progressing smoothly, and this business segment is expected to contribute stronger growth momentum in the future.

In addition, the Company actively developed innovative products and explored new opportunities in social entertainment. During the Reporting Period, the short drama business that the Company has actively invested in began to yield results; at the same time, the Company has also launched Aippy, an AI creative content community. Leveraging its leading AI generation capabilities, Aippy allowed users to generate interactive creative content such as websites and mini-games using natural language, thereby entering the AI Agent and AI content community market.

Social e-commerce business also maintained rapid growth. Through service upgrades, creation of diversified business models and customer acquisition expansion, the profits of Heer Health grew by more than 100% period-on-period in the first half of 2025, further consolidating its leading position in the health services segment.

CHAIRMAN'S STATEMENT

STRATEGY AND OUTLOOK

I. Deepening the diversification strategy of social product portfolios and improving market layout

During the Reporting Period, social networking business remained the Company's most important business segment. According to the prediction of Grand View Research, a market research company, the global social networking application market will continue to expand rapidly, with the market size expected to exceed US\$310.37 billion by 2030.

In terms of products, the Company will continue to consolidate the leading positions of its products such as MICO, YoHo, SUGO, TopTop and HeeSay in their respective vertical tracks, further unlocking their commercial value. Meanwhile, as our social networking team deepens its understanding of market trends and local user needs, and as product, research and development and operational capabilities improve and internal and external resources are consolidated, the Company will further explore the niche segments within the social entertainment arena, develop more products with monthly recharge amount reaching US\$10 million, and enrich and build a more diversified product portfolio.

In terms of market development and expansion, the Company will maintain steadfast commitment and sustained efforts in the Middle East and North African market, building upon its successful business strategy of the past to consolidate its leading position in the region, and continue to explore the vast development potential of such market. At the same time, the Company will actively expand into new markets, improve its global layout, and increase its revenue scale.

As the Group's business foundation becomes increasingly solid, the Company will also establish a dedicated social networking team to propel the Company's business to new heights. Leveraging the organisational upgrade launched in the first half of 2025, the Company will further improve resource coordination efficiency and response speed, implement multiple operational efficiency improvement systems, and further deepen the application of AI technology across the entire process to provide a solid foundation for the next phase of development.

II. Continuing to promote the innovative business and consolidating the "secondary growth curve"

The Company expects to continue to focus on the innovative business in the second half of 2025 to further shape its "secondary growth curve".

In the future, the Company will adhere to the "niche games" strategy, continuously enhancing its long-term operation capabilities of games, improving user experience and optimising commercialisation efficiency. Additionally, the game development team will continue to focus on the synthesis casual game arena, and actively plan for new products. Leveraging its middle platform capabilities and past successful experiences, it carries out "product replication", and creates more long-term niche games to expand user base and market coverage.

At the same time, the social e-commerce business will focus on HIV prevention and sexual health services, upgrading services and expanding product categories based on user needs, while fulfilling its social responsibilities, consolidating its industry influence towards building a leading professional health service platform in the industry.

In addition, the Company will continue to explore innovative “AI + social entertainment” products and leverage new products such as Aippy to explore new opportunities in the emotional value track in the AI era.

In addition to further solidifying the “secondary growth curve”, the Company will also continue to strengthen its research and development and application of AI technology, leveraging technology to drive the Company’s performance growth. For the Company, globalisation remains a key strategic development direction. We will continue to deepen our layout and exploration in this field, providing global users with higher-quality, more personalised service experience and enabling more users to enjoy enriching social entertainment lifestyle.

III. Deepening AI application and exploring technological opportunities

The Company has consistently maintained a long-term focus on the development of artificial intelligence and other emerging technologies, and continuously deepened the integration of AI with business scenarios. With the development and diversification of the Group’s product portfolio, the expansion of data scale and the upgrade of organisational structure, the Company will progressively enhance its AI middle platform and implement AI efficiency improvement systems tailored to distinct business needs. This will help achieve more accurate social matching and content recommendation, more efficient risk control audit and ecological operation, as well as more effective user identification and marketing and customer acquisition for existing products.

With the rapid breakthroughs in AI technology and the ever-changing global demand for social entertainment, the Company will further increase its investment in AI and actively develop innovative products in areas such as “AI + social”, “AI + entertainment” and “AI + gaming” to seek new opportunities for social entertainment in the AI era. At the same time, the Company will continue to deepen the application of artificial intelligence throughout its entire business process to promote improvements in the efficiency of research and development, promotion and operation.

We believe that the global emotional value arena is poised for new breakthroughs. In the future when AI technology comprehensively enhances productivity, global users’ demand for social entertainment will further increase, and products and services that address emotional needs will also see greater commercialisation and profit potential. Moving forward, we shall uphold our vision of “creating positive emotional value”, leveraging technology to empower social entertainment and enabling more people worldwide to experience positive emotional value.

MANAGEMENT DISCUSSION AND ANALYSIS

REVENUE

Our revenue from contracts with customers increased by 40.0% for the six months ended 30 June 2025 amounted to RMB3,181.3 million, as compared to RMB2,271.9 million recorded for the six months ended 30 June 2024. The following table sets forth a breakdown of our revenue by segments for the periods indicated:

| | Six months ended 30 June | | | | YoY Change |
|----------------------------|--------------------------------|-----------------------------------------------|--------------------------------|-----------------------------------------------|---------------|
| | 2025 | | 2024 | | |
| | <i>RMB'000 (unaudited)</i> | <i>% of Total revenue (unaudited)</i> | <i>RMB'000 (unaudited)</i> | <i>% of Total revenue (unaudited)</i> | |
| Social networking business | 2,834,334 | 89.1 | 2,068,453 | 91.0 | 37.0% |
| Innovative business | 346,931 | 10.9 | 203,472 | 9.0 | 70.5% |
| Total | 3,181,265 | 100.0 | 2,271,925 | 100.0 | 40.0% |

The revenue from social networking business for the six months ended 30 June 2025 was RMB2,834.3 million, representing an increase of 37.0% from RMB2,068.5 million for the six months ended 30 June 2024, which was primarily attributable to (i) the Group's continuously exploring user needs, deepening of localised operations, building diversified product portfolio, and venturing into new markets, which led to an increase in revenue; (ii) the Group leveraged AI technology to iterate matching algorithms, precisely matching user needs, enhancing user social experience, and significantly enhancing commercialisation efficiency, thereby driving continuous increase in revenue.

The revenue from innovative business for the six months ended 30 June 2025 was RMB346.9 million, representing an increase of 70.5% from RMB203.5 million for the six months ended 30 June 2024, which was mainly attributable to the steady development of the Group's traffic diversion business and social e-commerce business. Meanwhile, the niche games developed by the Group also contribute to revenue.

MANAGEMENT DISCUSSION AND ANALYSIS

COST OF REVENUE

Our cost of revenue for the six months ended 30 June 2025 was RMB1,406.1 million, representing an increase of 24.3% from RMB1,130.9 million for the six months ended 30 June 2024. The following table sets forth a breakdown of our cost of revenue by nature for the periods indicated:

| | Six months ended 30 June | | | | YoY Change |
|----------------------------------------|--------------------------------|-----------------------------------------------|--------------------------------|-----------------------------------------------|---------------|
| | 2025 | | 2024 | | |
| | <i>RMB'000 (unaudited)</i> | <i>% of Total revenue (unaudited)</i> | <i>RMB'000 (unaudited)</i> | <i>% of Total revenue (unaudited)</i> | |
| Revenue sharing and commission fees | 903,660 | 28.4 | 787,258 | 34.7 | 14.8% |
| Employee benefit expense | 179,316 | 5.6 | 132,888 | 5.8 | 34.9% |
| Share-based compensation expenses | 112,985 | 3.6 | 20,776 | 0.9 | 443.8% |
| Server capacity expense | 59,661 | 1.9 | 53,990 | 2.4 | 10.5% |
| Cost of inventories | 48,713 | 1.5 | 43,536 | 1.9 | 11.9% |
| Technical and other service fee | 43,205 | 1.4 | 32,140 | 1.4 | 34.4% |
| Depreciation and amortisation | 31,309 | 1.0 | 39,367 | 1.7 | -20.5% |
| Short rental related expenses | 9,714 | 0.3 | 6,631 | 0.4 | 46.5% |
| Travel expense | 6,047 | 0.2 | 4,718 | 0.2 | 28.2% |
| Others | 11,535 | 0.3 | 9,590 | 0.4 | 20.3% |
| Total | 1,406,145 | 44.2 | 1,130,894 | 49.8 | 24.3% |

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

| | Six months ended 30 June | | | | YoY Change |
|----------------------------|--------------------------------|--------------------------|--------------------------------|--------------------------|---------------|
| | 2025 | | 2024 | | |
| | <i>RMB'000 (unaudited)</i> | <i>% (unaudited)</i> | <i>RMB'000 (unaudited)</i> | <i>% (unaudited)</i> | |
| Social networking business | 1,314,897 | 93.5 | 1,039,888 | 92.0 | 26.4% |
| Innovative business | 91,248 | 6.5 | 91,006 | 8.0 | 0.3% |
| Total | 1,406,145 | 100.0 | 1,130,894 | 100.0 | 24.3% |

The cost of revenue for the social networking business for the six months ended 30 June 2025 was RMB1,314.9 million, representing an increase of 26.4% from RMB1,039.9 million for the six months ended 30 June 2024, which was mainly attributable to the increased cost comprising of revenue sharing and commission fees incurred by the social networking business, share-based compensation expenses, as well as the increase in employee benefit expenses.

The cost of revenue for the innovative business for the six months ended 30 June 2025 was RMB91.2 million, representing an increase of 0.3% from RMB91.0 million for the six months ended 30 June 2024.

MANAGEMENT DISCUSSION AND ANALYSIS

GROSS PROFIT AND GROSS PROFIT MARGIN

The following table sets forth the gross profit and gross profit margin for the periods indicated:

| | Six months ended 30 June | | | | | | |
|----------------------------|-----------------------------------------|--------------------------|--------------------------------------------------------------------------------------------|-----------------------------------------|--------------------------|----------------------------------------------------|----------------------------------|
| | 2025 | | | 2024 | | | YoY Change in gross profit |
| | <i>Gross Profit (unaudited)</i> | <i>% (unaudited)</i> | <i>Gross Profit margin (unaudited)</i> <i>(RMB'000, except percentages)</i> | <i>Gross Profit (unaudited)</i> | <i>% (unaudited)</i> | <i>Gross Profit margin (unaudited)</i> | |
| Social networking business | 1,519,437 | 85.6 | 53.6% | 1,028,565 | 90.1 | 49.7% | 47.7% |
| Innovative business | 255,683 | 14.4 | 73.7% | 112,466 | 9.9 | 55.3% | 127.3% |
| Total | 1,775,120 | 100.0 | 55.8% | 1,141,031 | 100.0 | 50.2% | 55.6% |

Our gross profit for the six months ended 30 June 2025 was RMB1,775.1 million, representing an increase of 55.6% from RMB1,141.0 million for the six months ended 30 June 2024. The gross profit of the social networking business increased from RMB1,028.6 million for the six months ended 30 June 2024 to RMB1,519.4 million for the six months ended 30 June 2025, which was mainly attributable to the continuously maintaining dominance in advantageous markets and actively expanding into new markets, along with empowering core business with AI technology, which led to increases in both revenue and gross profit of our social networking business. The gross profit from innovative business increased from RMB112.5 million for the six months ended 30 June 2024 to RMB255.7 million for the six months ended 30 June 2025, which was mainly attributable to the steady development of the Group's traffic diversion business and social e-commerce business, as well as the niche games developed by the Group also contribute to revenue and gross profit.

Our gross profit margin increased from 50.2% for the six months ended 30 June 2024 to 55.8% for the six months ended 30 June 2025. The gross profit margin of the social networking business increased from 49.7% for the six months ended 30 June 2024 to 53.6% for the six months ended 30 June 2025, which was mainly due to the Group achieved the optimisation of resource allocation and improvement of operational efficiency through organisational structure upgrades and refined operation of our core business. The gross profit margin of the innovative business increased from 55.3% for the six months ended 30 June 2024 to 73.7% for the six months ended 30 June 2025, which mainly due to the steady development of the Group's traffic diversion business and social e-commerce business, as well as contribution from the niche games developed by the Group.

SELLING AND MARKETING EXPENSES

For the six months ended 30 June 2025, our selling and marketing expenses increased by 108.0% to RMB1,001.6 million as compared to RMB481.6 million for the six months ended 30 June 2024, which was primarily attributable to intensified efforts to promote our social networking business.

RESEARCH AND DEVELOPMENT EXPENSES

For the six months ended 30 June 2025, our research and development expenses increased by 2.3% to RMB167.6 million from RMB163.9 million for the six months ended 30 June 2024, which was primarily attributable to the increase in employee benefit expenses.

GENERAL AND ADMINISTRATIVE EXPENSES

For the six months ended 30 June 2025, our general and administrative expenses increased by 15.2% to RMB121.9 million as compared to RMB105.8 million for the six months ended 30 June 2024, which is primarily due to the increase in employee benefit expenses.

OPERATING PROFIT

For the six months ended 30 June 2025, our operating profit increased by 30.8% to RMB479.4 million as compared to RMB366.6 million for the six months ended 30 June 2024, which was mainly attributable to (i) an increase of RMB634.1 million in our gross profit; (ii) an increase of RMB520.0 million in our selling and marketing expenses; (iii) an increase of RMB3.6 million in our research and development expenses; (iv) an increase of RMB16.1 million in our general and administrative expenses; and (v) a decrease of RMB11.8 million in other net loss.

FINANCE INCOME, NET

For the six months ended 30 June 2025, we recorded a net finance income of RMB26.4 million as compared to a net finance income of RMB18.2 million for the six months ended 30 June 2024. Such change was mainly attributable to the increase in interest income from our bank deposits.

INCOME TAX CREDITS

For the six months ended 30 June 2025, we recorded income tax credits of RMB0.4 million as compared to the income tax credits of RMB2.9 million for the six months ended 30 June 2024.

PROFIT FOR THE PERIOD

As a result of the foregoing, our profit for the period increased by 30.8% to RMB506.9 million for the six months ended 30 June 2025 as compared to RMB387.6 million for the six months ended 30 June 2024.

NON-IFRS MEASURES

To supplement our consolidated statement of comprehensive income, which is presented in accordance with IFRS, we also use adjusted EBITDA as additional financial measure, which is not required by, or presented in accordance with IFRS. We believe that this non-IFRS measure helps our investors to identify underlying trends in our business and provides useful information to our investors in understanding and evaluating our results of operation by eliminating potential impacts of items that our management does not consider to be indicative of our operating performance, which is in the same manner as the action of our management when comparing financial results across accounting periods. We also believe that this non-IFRS measure provides useful information about our operating results, enhances the overall understanding of our past performance and future prospects and allows for greater visibility with respect to key metrics used by our management in its financial and operational decision-making.

We define adjusted EBITDA as operating profit adjusted by share-based compensation expenses, depreciation and amortization. When assessing our operating and financial performance, you should not consider adjusted EBITDA in isolation from or as a substitute for our financial performance or financial position as reported in accordance with IFRS. The term adjusted EBITDA is not defined under IFRS, and such term may not be comparable to other similarly titled measures used by other companies.

MANAGEMENT DISCUSSION AND ANALYSIS

The following tables set forth the reconciliation of our non-IFRS financial measure for the periods indicated, to the nearest measures prepared in accordance with IFRS:

| | Six months ended 30 June | |
|-----------------------------------------------------|------------------------------------------------|------------------------------------------------|
| | 2025 <i>RMB'000</i> (<i>unaudited</i>) | 2024 <i>RMB'000</i> (<i>unaudited</i>) |
| Operating profit | 479,385 | 366,585 |
| Add: | | |
| Share-based compensation expenses ⁽¹⁾⁽²⁾ | 122,959 ⁽²⁾ | 33,377 ⁽¹⁾ |
| Depreciation and amortization | 43,382 | 48,502 |
| Adjusted EBITDA | 645,726 | 448,464 |
| Adjusted EBITDA growth | 44.0% | 29.2% |

Notes:

- (1) In May 2020, March 2021, March 2023, March 2024 and May 2024, the Board approved the respective grants of an aggregate of 55,227,573 RSUs, 957,333 RSUs, 2,441,170 RSUs, 4,778,877 RSUs and 659,668 RSUs to certain employees and management pursuant to the RSU Schemes. Share-based compensation expenses were recognised based on the vesting period of the RSU Schemes, and amounted to approximately RMB4,651,000 for the six months ended 30 June 2024, tantamount to the economic benefits which certain employees and management obtained from the Company. For further details, please refer to the announcements dated 28 May 2020, 24 March 2021, 24 March 2023, 22 March 2024 and 21 May 2024 of the Company. A subsidiary of the Company has recognised share-based compensation expenses amounting to approximately RMB17,525,000 for the six months ended 30 June 2024.

On 30 August 2021, the Board granted in aggregate 80,000,000 Share Options to 32 eligible persons. The grant comprises performance-based Share Options, which are generally vested within 10 years. Share Options of each grantee will be vested in four tranches subject to the fulfilment of certain performance targets that are tied to the Company's ability to deliver on certain key indicators. The performance targets and whether and to what extent achieved were determined by the Board. For the aforementioned grants, evaluations were made on 30 June 2024 to assess the likelihood of the performance targets being met. Share-based compensation expenses amounting to approximately RMB11,201,000 were recognised for the six months ended 30 June 2024.

- (2) In March 2021, March 2023, March 2024, May 2024, March 2025 and May 2025, the Board approved the respective grants of an aggregate of 957,333 RSUs, 2,441,170 RSUs, 4,778,877 RSUs, 659,668 RSUs, 30,316,184 RSUs and 897,415 RSUs to certain employees and management pursuant to the RSU Schemes. In December 2024, the Board approved the grant of RSUs to certain employees and management, including 22,215,102 RSUs as the modification of a share incentive plan adopted by a subsidiary of the Company. Share-based compensation expenses were recognised based on the respective vesting periods of the grants under the RSU Schemes, and amounted to approximately RMB56,932,000 for the six months ended 30 June 2025, tantamount to the economic benefits which certain employees and management obtained from the Company. For further details, please refer to the announcements dated 24 March 2021, 24 March 2023, 22 March 2024, 21 May 2024, 20 March 2025 and 21 May 2025 of the Company. A subsidiary of the Company has recognised share-based compensation expenses amounting to approximately RMB61,318,000 for the six months ended 30 June 2025.

MANAGEMENT DISCUSSION AND ANALYSIS

On 30 August 2021, the Board granted in aggregate 80,000,000 Share Options to 32 eligible persons. The grant comprises performance-based Share Options, which are generally vested within 10 years. Share Options of each grantee are to be vested in four tranches subject to the fulfilment of certain performance targets that are tied to the Company's ability to deliver on certain key indicators. The performance targets and whether and to what extent achieved were determined by the Board. For the aforementioned grants, evaluations were made on 30 June 2025 to assess the likelihood of the performance targets being met. Share-based compensation expenses amounting to approximately RMB4,709,000 were recognised for the six months ended 30 June 2025.

CAPITAL STRUCTURE

We continued to maintain a healthy and sound financial position. Our total assets increased from RMB3,583.0 million as at 31 December 2024 to RMB3,889.7 million as at 30 June 2025, while our total liabilities decreased from RMB1,928.1 million as at 31 December 2024 to RMB1,759.1 million as at 30 June 2025.

FINANCIAL RESOURCES AND OPERATING CASH FLOW

We funded our cash requirement principally from capital contribution from Shareholders and cash generated from our operations.

As at 30 June 2025, our cash and cash equivalents were RMB2,215.9 million, as compared to RMB2,048.6 million as at 31 December 2024.

Compared to RMB358.7 million recorded for the six months ended 30 June 2024, the net cash inflow from operating activities for the six months ended 30 June 2025 was increased to RMB539.4 million.

FINANCIAL ASSETS MEASURED AT FAIR VALUE THROUGH PROFIT OR LOSS

To preserve funds for future capital expenditure and new business opportunities, we continue to invest surplus cash in commercial bank wealth management products and funds issued by major and reputable financial institutions, which generate relatively low risk income for us. We recognise such investments as financial assets measured at fair value through profit or loss of current portion and manage such investments in accordance with our internal policies as disclosed in the Prospectus. As at 30 June 2025, the fair value of such investments decreased to RMB153.5 million, compared to RMB239.3 million as at 31 December 2024. Such decrease was primarily attributable to the redemption of wealth management products.

CAPITAL EXPENDITURE

For the six months ended 30 June 2025, our capital expenditure primarily consisted of expenditures on property and equipment, including purchases of computers and other office equipment. The capital expenditures for the six months ended 30 June 2025 were RMB5.3 million, representing an increase of RMB0.7 million from RMB4.6 million for the six months ended 30 June 2024.

MATERIAL ACQUISITION AND DISPOSAL OF SUBSIDIARIES, ASSOCIATES AND JOINT VENTURES

We did not have any material investment, acquisition or disposal of subsidiaries, associates and joint ventures during the six months ended 30 June 2025.

PLEDGE OF ASSETS

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

MANAGEMENT DISCUSSION AND ANALYSIS

FUTURE PLANS FOR MATERIAL INVESTMENTS AND CAPITAL ASSETS

We intend to pursue strategic investment or acquire businesses with an expectation to creating synergies with our own business. We aim to target companies that have competitive strengths in technology, data and other areas or participants in the upstream and downstream industries. We also intend to use the cash generated from our operating activities to fund such investment or acquisition.

CONTINGENT LIABILITIES

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

GEARING RATIO

As at 30 June 2025, liabilities-to-assets ratio of the Company decreased from 53.8% as at 31 December 2024 to 45.2%, which is calculated as total liabilities divided by total assets.

FOREIGN EXCHANGE RISK MANAGEMENT

We operate our business internationally and our major receipts and payments are denominated in the U.S. dollar. We are exposed to foreign exchange risk arising from various currency exposures, primarily with respect to the U.S. dollar and the Hong Kong dollar. Therefore, foreign exchange risk arises when future commercial transactions or recognised assets and liabilities are denominated in a currency that is not the respective functional currency of our Group's entities. We managed foreign exchange risk by performing regular reviews of our foreign exchange exposures. We did not hedge against any fluctuations in foreign currency during the six months ended 30 June 2025.

OTHER PRINCIPAL RISKS AND UNCERTAINTIES

Our operations and future financial results could be materially and adversely affected by various risks. The following highlights the principal risks the Group is susceptible to and is not meant to be exhaustive:

- We face competition in the rapidly evolving industry and we may not be able to keep continuous research and development and innovation, and may not be able to compete successfully against our existing and future competitors.
- If the mobile internet industry fails to continue to develop, our profitability and prospects may be materially and adversely affected.
- Any failure to retain existing advertisers and media publishers or attract new advertisers and media publishers may negatively impact our revenue and business.
- We may be held liable for information or content displayed on, distributed by or linked to our mobile apps and may suffer a loss of users and damage to our reputation.
- Misappropriation or misuse of privacy information and failure to comply with laws and regulations on data protection, including the General Data Protection Regulation, could result in claims, changes to our business practices, monetary penalties, increased cost of operations, or declines in users and customers, or otherwise harm our business.
- If we fail to prevent security breaches, cyber-attacks or other unauthorized access to our systems or our users' data, we may be exposed to significant consequences, including legal and financial exposure and loss of users, and our reputation.

EVENTS AFTER THE REPORTING PERIOD

The Group has no material events after the Reporting Period which are required to be disclosed.

EMPLOYEE AND REMUNERATION POLICIES

As at 30 June 2025, we had a total of 1,742 full-time employees, mainly based in Beijing, Shenzhen, Jinan, Chengdu, Guangzhou, Hong Kong and Dubai. Among all employees, 971 of them are in R&D department, representing 55.74% of the total full-time employees. The number of employees employed by the Group varies from time to time depending on needs, and employees are remunerated with reference to market conditions and individual employees' performance, qualification and experience. The total employee benefit expenses of the Group for the six months ended 30 June 2025 was RMB471,118,000.

With a view to nurturing and retaining talents, the Group has formulated systematic recruitment procedures and offered competitive benefits and training opportunities. The remuneration policy and overall package of the employees are periodically reviewed by the Group. Employees will be rated according to their appraisals, which in turn affect the performance bonus and share awards.

OTHER INFORMATION

DIRECTORS

During the Relevant Period and up to the Latest Practicable Date, the Board comprised four executive Directors and three independent non-executive Directors as set out below:

Executive Directors:

Mr. LIU Chunhe (Chairman)
Mr. LI Ping (Executive Director and Chief Executive Officer)
Mr. YE Chunjian (Executive Director and Chief Technology Officer)
Mr. SU Jian (Executive Director and Mico Chief Executive Officer)

Independent Non-executive Directors:

Ms. CHEN Sichao
Mr. CHI Shujin
Mr. GAO Ming (resigned on 29 August 2025)
Mr. CHEN Yuyu (appointed on 29 August 2025)

CHANGE IN INFORMATION IN RESPECT OF DIRECTORS

During the Relevant Period and up to the Latest Practicable Date, the Directors confirmed that the relevant information has been disclosed in accordance with Rule 13.51B (1) of the Listing Rules.

DIRECTORS' AND CHIEF EXECUTIVE'S INTERESTS AND SHORT POSITION IN SHARES, UNDERLYING SHARES AND DEBENTURES

As at 30 June 2025, the interests and short positions of the Directors and the chief executive of the Company in the Shares, underlying Shares and debentures of the Company or any of its associated corporations (within the meaning of Part XV of the SFO) which had been notified to the Company and the Stock Exchange pursuant to Divisions 7 and 8 of Part XV of the SFO (including interests and short positions which they were taken or deemed to have taken under such provisions of the SFO), or which were recorded in the register required to be kept by the Company pursuant to section 352 of the SFO or as otherwise notified to the Company and the Stock Exchange pursuant to the Model Code were as follows:

| Name of Director | Capacity/ Nature of interest | Number of Shares and underlying Shares ⁽¹⁾ | Approximate percentage of shareholding ⁽²⁾ |
|----------------------------------|-------------------------------------------------------------------------|-------------------------------------------------------------|-------------------------------------------------------------|
| Mr. Liu Chunhe ⁽³⁾⁽⁵⁾ | Interest in a controlled corporation ⁽³⁾ | 238,706,646 | 16.90% |
| | Concert party ⁽⁵⁾ | 341,828,420 | 24.20% |
| | Beneficial owner ⁽⁶⁾ | 24,000,000 | 1.70% |
| Mr. Li Ping ⁽⁴⁾⁽⁵⁾ | Interest in a controlled corporation ⁽⁴⁾ | 73,121,774 | 5.18% |
| | Concert party ⁽⁵⁾ | 341,828,420 | 24.20% |
| | Beneficial owner ⁽⁶⁾ | 6,000,000 | 0.42% |
| Mr. Su Jian | Beneficial owner/Interest in a controlled corporation ⁽⁷⁾ | 159,460,810 | 11.29% |
| Mr. Ye Chunjian | Beneficial owner ⁽⁸⁾ | 6,000,000 | 0.42% |

Notes:

- (1) All interests stated are long positions.
- (2) The calculation is based on 1,412,474,391 Shares in issue as at 30 June 2025.
- (3) The Shares are registered under the name of Spriver Tech Limited, the issued share capital of which is owned as to 100% by Mr. Liu Chunhe. Accordingly, Mr. Liu Chunhe is deemed to be interested in all the Shares held by Spriver Tech Limited for the purpose of Part XV of the SFO.
- (4) The Shares are registered under the name of Parallel World Limited, the issued share capital of which is owned as to 100% by Mr. Li Ping. Accordingly, Mr. Li Ping is deemed to be interested in all the Shares held by Parallel World Limited for the purpose of Part XV of the SFO.
- (5) Mr. Liu Chunhe and Mr. Li Ping are parties acting in concert (having the meaning ascribed thereto in the Takeovers Code). Accordingly, Mr. Liu Chunhe, Spriver Tech Limited, Mr. Li Ping, Parallel World Limited are each deemed to be interested in the Shares held by them under the SFO.
- (6) On 30 August 2021, Mr. Liu Chunhe and Mr. Li Ping were granted 24,000,000 and 6,000,000 Share Options respectively by the Company under the Share Option Scheme adopted by the Company on 31 May 2021. The grant of 24,000,000 Share Options to Mr. Liu Chunhe and 6,000,000 Share Options to Mr. Li Ping was approved by the independent Shareholders at an extraordinary general meeting of the Company held on 31 March 2022.
- (7) On 30 August 2021, Mr. Su Jian was granted 9,000,000 Share Options by the Company under the Share Option Scheme. 150,460,810 Consideration Shares have been issued and allotted to JZZT under the Share Purchase Agreement (as supplemented by the supplemental agreement). As at 30 June 2025, JZZT is owned as to 47.69%, 52.31% by Travelspace Limited and other shareholders. Among which, Travelspace Limited is wholly owned by Mr. SU Jian, an executive Director of the Company. Hence, Mr. SU Jian, and Travelspace Limited are deemed, under the SFO, to be interested in the 150,460,810 Shares held by JZZT.
- (8) On 30 August 2021, Mr. Ye Chunjian was granted 6,000,000 Share Options by the Company under the Share Option Scheme.

OTHER INFORMATION

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

As of 30 June 2025, to the best knowledge of the Directors, the following persons (other than a Director or chief executive of the Company) had interests or short positions in the Shares or underlying Shares which were required to be disclosed under the provisions of Divisions 2 and 3 of Part XV of the SFO, or recorded in the register required to be kept by the Company under section 336 of the SFO:

| Name of Shareholder | Capacity/ Nature of interest | Number of Shares ⁽¹⁾ | Approximate percentage of shareholding ⁽²⁾ |
|---------------------------------------|---------------------------------|------------------------------------|-------------------------------------------------------------|
| BGFG ⁽³⁾ | Beneficial owner ⁽³⁾ | 125,966,383 | 8.92% |
| JZZT ⁽⁴⁾ | Beneficial owner ⁽⁴⁾ | 150,460,810 | 10.65% |
| TMF Trust (HK) Limited ⁽⁵⁾ | Trustee ⁽⁵⁾ | 174,393,031 | 12.35% |

Notes:

- (1) All interests stated are long positions.
- (2) The calculation is based on 1,412,474,391 Shares in issue as at 30 June 2025.
- (3) BGFG is directly and wholly owned by Mr. Wang Xinming. Mr. Wang Xinming is therefore deemed to be interested in all the Shares held by BGFG under the SFO.
- (4) As at 30 June 2025, JZZT is owned as to 47.69% and 52.31% by Travelspace Limited and other shareholders, respectively. Among which, Travelspace Limited is wholly owned by Mr. SU Jian, an executive Director of the Company. Hence, Mr. SU Jian and Travelspace Limited are deemed, under the SFO, to be interested in the 150,460,810 Shares held by JZZT.
- (5) TMF Trust (HK) Limited, being the trustee of the Company's Employee RSU Scheme, Management RSU Scheme, RSU Award Scheme and NBT RSU Scheme, directly holds the entire issued share capital of each of Bridge Partners Limited, Three D Partners Limited and JJQJ Partners Limited, which in turn holds Shares for the benefit of eligible participants pursuant to the said share schemes. As at 30 June 2025, 10,493,430 Shares are held by Bridge Partners Limited pursuant to the Management RSU Scheme 120,578,403 Shares are held in aggregate by Three D Partners Limited pursuant to the Employee RSU Scheme and the RSU Award Scheme and 43,321,198 Shares are held by JJQJ Partners Limited pursuant to the NBT RSU Scheme. Hence, TMF Trust (HK) Limited is deemed, under the SFO, to be interested in the 10,493,430 Shares, 120,578,403 Shares and 43,321,198 Shares held by Bridge Partners Limited, Three D Partners Limited and JJQJ Partners Limited, respectively.

Save as disclosed above, as of the Latest Practicable Date, the Directors were not aware of any persons (other than the Directors or chief executive of the Company) who had interests or short positions in the Shares or underlying shares of the Company which were required to be disclosed under the provisions of Divisions 2 and 3 of Part XV of the SFO, or recorded in the register required to be kept by the Company under section 336 of the SFO.

RSU SCHEMES

Employee RSU Scheme

We adopted the Employee RSU Scheme on 11 December 2019, with revisions thereto made on the respective dates of 28 May 2020 and 21 May 2024 to incentivise employees and consultants (not being core connected persons of the Company under the Listing Rules) of the Group for their contribution to the Group and to attract and retain skilled and experienced personnel for the future growth of the Group by providing them with the opportunity to own equity interests in the Company. The Company has appointed the Employee RSU Trustee to assist with the administration and vesting of RSUs granted pursuant to the Employee RSU Scheme. A summary of the terms of the Employee RSU Scheme has been set out in the Appendix IV of the Prospectus and the announcements dated 28 May 2020 and 21 May 2024 of the Company in relation to the amendments to the Employee RSU Scheme.

Participants in the Employee RSU Scheme

Persons eligible to receive RSUs under the Employee RSU Scheme ("**Employee RSU Eligible Persons**") include existing employees and consultants (not being core connected persons of the Company under the Listing Rules) of the Company or any of its subsidiaries, excluding any person who is a Director, member of senior management, core connected persons of the Company or who is resident in a place where the award of the Shares and/or the vesting of the transfer of the Shares pursuant to the Employee RSU Scheme is not permitted under the laws and regulations of such place or where in the view of the Employee RSU Administrator or the Employee RSU Trustee, as the case may be, compliance with applicable laws and regulations in such place makes it necessary or expedient to exclude such person. Consultants refer to any person that provides research, development, consultancy and other technical or operational support to the Group and has contributed or will contribute to the Group. The Employee RSU Administrator selects the Employee RSU Eligible Persons to receive RSUs under the Employee RSU Scheme at its discretion.

Maximum entitlement of each participant

There is no limit on the maximum entitlement of each participant under the Employee RSU Scheme ("**Employee RSU Participant**").

Term of the Employee RSU Scheme

The Employee RSU Scheme will be valid and effective for a period of ten (10) years, commencing from the date of the adoption of the Employee RSU Scheme (unless it is terminated earlier in accordance with its terms). As of the Latest Practicable Date, the remaining life of the Employee RSU Scheme is less than five (5) years.

Maximum number of Shares under the Employee RSU Scheme

Unless otherwise approved by Shareholders, the total number of Shares underlying RSUs (excluding RSUs that have lapsed or been cancelled in accordance with the rules of the Employee RSU Scheme) under the Employee RSU Scheme shall not exceed 32,540,356 Shares, representing approximately 2.30% of the issued share capital of the Company (excluding treasury Shares) as of the Latest Practicable Date.

OTHER INFORMATION

Vesting of RSUs

The Employee RSU Administrator can determine the vesting criteria, conditions and time schedule for the vesting of the RSUs and such criteria, conditions and time schedule shall be stated in the Employee RSU Grant Letter.

Within a reasonable time after the vesting criteria, conditions and time schedule have been met, reached, fulfilled, satisfied or waived, the Employee RSU Administrator shall send a vesting notice ("**Employee RSU Vesting Notice**") to each of the relevant Employee RSU Participants. The Employee RSU Vesting Notice will confirm the extent to which the vesting criteria, conditions and time schedule have been met, reached, fulfilled, satisfied or waived, and the number of Shares (and, if applicable, the cash or non-cash income, dividends or distributions and/or the sale proceeds of non-cash and non-scrip distributions with respect of those Shares) involved. The Employee RSU Scheme does not provide for the vesting period of the RSUs.

Total number of Shares available for issue under the Employee RSU Scheme and % of issued share capital as of the Latest Practicable Date

No new Shares will be issued under the Employee RSU Scheme.

Exercise of the RSUs

RSUs held by an Employee RSU Participant that are vested as evidenced by the Employee RSU Vesting Notice may be exercised (in whole or in part) by the Employee RSU Participant serving an exercise notice in writing on the Employee RSU Trustee and the Company. The Employee RSU Scheme does not provide for the period within which the RSUs may be exercised by the grantee under the scheme.

Amounts to be paid on acceptance of RSUs

An Employee RSU Selected Person may accept an offer of the grant of RSUs in such manner as set out in the Employee RSU Grant Letter. Once accepted, the RSUs are deemed granted from the date of the Employee RSU Grant Letter. The amount to be paid on acceptance of RSUs is nil under the Employee RSU Scheme.

Basis of determining the purchase price

No purchase price is to be paid by the grantees for the RSUs granted under the Employee RSU Scheme.

Details of the RSUs granted under the Employee RSU Scheme

As of 30 June 2025, details of the RSUs granted under the Employee RSU Scheme were as follows:

| Grantees of RSUs | Number of RSUs unvested as at 1 January 2025 | Granted during the six months ended 30 June 2025 | Dates of grant | The closing Price of Shares underlying RSUs on the grant date | Purchase price | Vesting period | RSUs vested during the six months ended 30 June 2025 | Weighted average closing price of Shares underlying RSUs immediately prior to the date of vesting | RSUs lapsed during the six months ended 30 June 2025 | RSUs cancelled during the six months ended 30 June 2025 | Number of RSUs unvested as at 30 June 2025 | The closing price of Shares immediately before the grant date |
|-------------------------------|----------------------------------------------|--------------------------------------------------|----------------|---------------------------------------------------------------|----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------|---------------------------------------------------------------------------------------------------|------------------------------------------------------|---------------------------------------------------------|--------------------------------------------|---------------------------------------------------------------|
| - 31 employees of the Company | 0 | 0 | 28 May 2020 | HK\$1.65 | N/A | The RSUs granted shall normally be vested in the grantees within three and a half years from the date of grant. 25% of the total RSUs granted were vested or shall be vested on 20 July 2020, 20 July 2021, 20 July 2022 and 20 July 2023, respectively. No performance target is attached to the vesting of RSUs granted. | 0 | HK\$3.75 | 0 | 0 | 0 | HK\$1.65 |
| - 5 employees of the Company | 0 | 0 | 24 March 2021 | HK\$4.33 | N/A | The RSUs granted shall normally be vested in the grantees within three and a half years from the date of grant. 25% of the total RSUs granted were vested or shall be vested on 20 July 2021, 20 July 2022, 20 July 2023 and 20 July 2024, respectively. No performance target is attached to the vesting of RSUs granted. | 0 | HK\$3.75 | 0 | 0 | 0 | HK\$4.52 |
| - 4 employees of the Company | 1,095,395 | 0 | 23 March 2023 | HK\$1.67 | N/A | The RSUs granted shall normally be vested in the grantees within three and a half years from the date of grant. 25% of the total RSUs granted were vested or shall be vested on 20 July 2023, 20 July 2024, 20 July 2025 and 20 July 2026, respectively. No performance target is attached to the vesting of RSUs so granted. | 0 | HK\$3.75 | 0 | 0 | 1,095,395 | HK\$1.56 |
| - 6 employees of the Company | 2,007,744 | 0 | 21 March 2024 | HK\$2.55 | N/A | The RSUs granted shall normally be vested in the grantees within three and a half years from the date of grant. 25% of the total RSUs granted were vested or shall be vested on 20 July 2024, 20 July 2025, 20 July 2026 and 20 July 2027, respectively. No performance target is attached to the vesting of RSUs so granted. | 0 | HK\$3.75 | 0 | 0 | 2,007,744 | HK\$2.6 |
| - 4 employees of the Company | 491,668 | 0 | 21 May 2024 | HK\$3.93 | N/A | The RSUs granted shall normally be vested in the grantees within three and a half years from the date of grant. 25% of the total RSUs granted were vested or shall be vested on 20 July 2024, 20 July 2025, 20 July 2026 and 20 July 2027, respectively. No performance target is attached to the vesting of RSUs so granted. | 0 | HK\$3.75 | 0 | 0 | 491,668 | HK\$3.95 |
| Total | 3,594,807 | 0 | | | | | 0 | | 0 | 0 | 3,594,807 | |

OTHER INFORMATION

Since the adoption of the Employee RSU Scheme and as of 30 June 2025, no grant under the Employee RSU Scheme has been made to any of (i) the directors, chief executive or substantial shareholders of the Company, or their respective associates; (ii) any related entity participant or service provider with RSUs granted in any 12-month period exceeding 0.1% of the relevant class of shares in issue of the Company; and (iii) any other participant with RSUs granted in excess of the 1% individual limit (with the aforementioned terms having the same meanings as given to such terms in the Listing Rules).

As of 1 January 2025, the aggregate number of Shares underlying the granted RSUs under the Employee RSU Scheme was 36,232,155 (of which 3,059,773 RSUs previously granted to the grantees under the Employee RSU Scheme were forfeited at the date of their resignation), representing approximately 2.57% of the issued share capital of the Company (excluding treasury Shares) as of 1 January 2025. Save as disclosed in this interim report, 0 RSUs were granted, and no RSUs were cancelled or lapsed during the six months ended 30 June 2025, pursuant to the Employee RSU Scheme. As of 30 June 2025, the aggregate number of Shares underlying the granted RSUs under the Employee RSU Scheme was 36,232,155 (of which 3,059,773 RSUs previously granted to the grantees were forfeited at the date of their resignation), representing approximately 2.57% of the issued share capital of the Company (excluding treasury Shares) as of 30 June 2025. As of the respective dates of 1 January 2025 and 30 June 2025, the aggregate number of Shares underlying the unvested RSUs of the Employee RSU Scheme were 3,594,807 and 3,594,807. As of the respective dates of 1 January 2025 and 30 June 2025, the aggregate number of shares involved in RSUs vested were 29,577,575 and 29,577,575.

As of the respective dates of 1 January 2025 and 30 June 2025, the total number of Shares underlying the RSUs available for grant under the Employee RSU Scheme were 6,745,527 and 6,745,527 Shares, representing approximately 0.48% and 0.48% of the issued share capital of the Company at that time, and approximately 0.48% and 0.48% of the issued share capital of the Company (excluding treasury Shares) as of the Latest Practicable Date, respectively.

Utilisation of Shares withheld

The Board has resolved, on 21 May 2024, to amend the Employee RSU Scheme such that Shares so withheld to satisfy personal income tax obligations that arose upon the respective vesting of the RSUs under the Employee RSU Scheme (that are equivalent in value to the tax obligation due and paid for by the Company) could be made available and transferrable afresh to satisfy the exercise of RSUs (as if they were on-market purchases funded by the Company).

Management RSU Scheme

We adopted the Management RSU Scheme on 11 December 2019, with revisions thereto made on the respective dates of 28 May 2020 and 21 May 2024 to incentivise Directors, senior management and officers for their contribution to the Group, and to attract and retain skilled and experienced personnel for the future growth of the Group by providing them with the opportunity to own equity interests in the Company. The Company has appointed the Management RSU Trustee to assist with the administration and vesting of RSUs granted pursuant to the Management RSU Scheme. A summary of the terms of the Management RSU Scheme has been set out in the Appendix IV of the Prospectus and the announcements dated 28 May 2020 and 21 May 2024 of the Company in relation to the amendments to the Management RSU Scheme.

Participants in the Management RSU Scheme

Persons eligible to receive RSUs under the Management RSU Scheme ("**Management RSU Eligible Persons**") include senior management, Directors (whether executive or non-executive, but excluding independent non-executive directors) and officers of the Company or any of its subsidiaries, excluding any person who is resident in a place where the award of the Shares and/or the vesting of the transfer of the Shares pursuant to the Management RSU Scheme is not permitted under the laws and regulations of such place or where in the view of the Management RSU Administrator or the Management RSU Trustee, as the case may be, compliance with applicable laws and regulations in such place makes it necessary or expedient to exclude such person. The Management RSU Administrator selects the Management RSU Eligible Persons to receive RSUs under the Management RSU Scheme at its discretion.

Maximum entitlement of each participant

There is no limit on the maximum entitlement of each participant under the Management RSU Scheme (the “**Management RSU Participants**”).

Term of the Management RSU Scheme

The Management RSU Scheme will be valid and effective for a period of ten (10) years, commencing from the date of the adoption of the Management RSU Scheme (unless it is terminated earlier in accordance with its terms). As of the Latest Practicable Date, the remaining life of the Management RSU Scheme is less than five (5) years.

Maximum number of Shares under the Management RSU Scheme

Unless otherwise approved by Shareholders, the total number of Shares underlying RSUs (excluding RSUs that have lapsed or been cancelled in accordance with the rules of the Management RSU Scheme) under the Management RSU Scheme shall not exceed 27,795,210 Shares, representing approximately 1.97% of the issued share capital of the Company (excluding the treasury Shares) as at the Latest Practicable Date.

Vesting of RSUs

The Management RSU Administrator can determine the vesting criteria, conditions and the time schedule when the RSUs will vest and such criteria, conditions and time schedule shall be stated in the Management RSU Grant Letter.

Within a reasonable time after the vesting criteria, conditions and time schedule have been reached, fulfilled, satisfied or waived, the Management RSU Administrator will send a vesting notice (“**Management RSU Vesting Notice**”) to each of the relevant Management RSU Participants. The Management RSU Vesting Notice will confirm the extent to which the vesting criteria, conditions and time schedule have been reached, fulfilled, satisfied or waived, and the number of Shares (and, if applicable, the cash or non-cash income, dividends or distributions and/or the sale proceeds of non-cash and non-scrip distributions in respect of those Shares) involved. The Management RSU Scheme does not provide for the vesting period for the RSUs.

Total number of Shares available for issue under the Management RSU Scheme and % of issued share capital as of the Latest Practicable Date

No new Shares will be issued under the Management RSU Scheme.

Exercise of the RSUs

RSUs held by a Management RSU Participant that are vested as evidenced by the Management RSU Vesting Notice may be exercised (in whole or in part) by the Management RSU Participant serving an exercise notice in writing on the Management RSU Trustee and the Company. The Management RSU Scheme does not provide for the period within which the RSUs may be exercised by the grantee under the Management RSU scheme.

Amounts to be paid on acceptance of RSUs

A Management RSU Selected Person may accept an offer of the grant of RSUs in such manner as set out in the Management RSU Grant Letter. Once accepted, the RSUs are deemed granted from the date of the Management RSU Grant Letter. The amount to be paid on acceptance of RSUs is nil under the Management RSU Scheme.

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Basis of determining the purchase price

No purchase price is to be paid by the grantees for the RSUs granted under the Management RSU Scheme.

Details of the RSUs granted under the Management RSU Scheme

As of 30 June 2025, details of the RSUs granted under the Management RSU Scheme were as follows:

| Date of grant | Number of grant (units) | Vesting period | Market price | Purchase price per Share (HK\$) |
|----------------------|--------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------|
| 28 May 2020 | 25,733,333 | The RSUs granted shall normally vest in the grantees within three and a half years from the date of grant. 25% of the total RSUs granted were vested or shall be vested on 20 July 2020, 20 July 2021, 20 July 2022 and 20 July 2023, respectively. No performance target is attached to the vesting of RSUs granted. | 25,733,333 RSUs represent a value of approximately HK\$44.9 million, based on the average closing price of HK\$1.744 per Share as stated in the Stock Exchange's daily quotation sheets for the five business days immediately preceding the date of grant; or approximately HK\$42.5 million, based on the closing price of HK\$1.650 per Share as quoted on the Stock Exchange on the date of grant. | Nil |

Note: To the best of knowledge of the Directors, none of the grantees of the above grant is a connected person of the Company under Chapter 14A of the Listing Rules.

Since the adoption of the Management RSU Scheme and as of 30 June 2025, no grant under the Management RSU Scheme has been made to any of (i) the directors, chief executive or substantial shareholders of the Company, or their respective associates; (ii) any related entity participant or service provider with RSUs granted in any 12-month period exceeding 0.1% of the relevant class of shares in issue of the Company, and (iii) any other participant with RSUs granted in excess of the 1% individual limit (with the aforementioned terms having the same meanings as given to such terms in the Listing Rules).

As of 1 January 2025, the aggregate number of Shares underlying the granted RSUs under the Management RSU Scheme was 25,733,333, representing approximately 1.82% of the issued share capital of the Company (excluding the treasury Shares) as of 1 January 2025. No RSUs were granted, cancelled and lapsed during the half year ended 30 June 2025, pursuant to the Management RSU Scheme. As of 30 June 2025, the aggregate number of Shares underlying the granted RSUs under the Management RSU Scheme was 25,733,333, representing approximately 1.82% of the issued share capital of the Company (excluding the treasury Shares) as of 30 June 2025, and none of the granted RSUs under the Management RSU Scheme has been forfeited. As of the respective dates of 1 January 2025 and 30 June 2025, the aggregate number of Shares underlying the unvested RSUs was 0. As of the respective dates of 1 January 2025 and 30 June 2025, the aggregate number of shares underlying the RSUs vested under the Management RSU Scheme was 25,733,333.

As of the respective dates of 1 January 2025 and 30 June 2025, the total number of Shares available for grant under the Management RSU Scheme were 10,493,430 Shares and 10,493,430* Shares, representing approximately 0.74% and 0.74% of the then issued share capital of the Company (excluding the treasury Shares) and approximately 0.74% and 0.74% of the issued share capital of the Company as at the Latest Practicable Date, respectively.

Details of movements in the RSUs under the RSU Schemes are also set out in note 19(a) to the consolidated financial statements.

Utilisation of Shares withheld

The Board has resolved, on 21 May 2024, to amend the Management RSU Scheme such that Shares so withheld to satisfy personal income tax obligations that arose upon the respective vesting of the RSUs under the Management RSU Scheme (that are equivalent in value to the tax obligation due and paid for by the Company) could be made available and transferrable afresh to satisfy the exercise of RSUs (as if they were on-market purchases funded by the Company).

SHARE OPTION SCHEME

References are made to (i) the circular of the Company dated 14 April 2021, in relation to, inter alia, the proposed adoption of the Share Option Scheme and a summary of its principal terms, and (ii) the announcement of the Company dated 22 November 2024 and the circular of the Company dated 25 November 2024, in relation to, inter alia, the termination of the Share Option Scheme by the Board. Unless otherwise specified herein, capitalised terms shall have the same meanings ascribed thereto in the circular dated 14 April 2021. The Share Option Scheme was adopted by a resolution of the Shareholders at the annual general meeting of the Company held on 31 May 2021. Pursuant to the rules of the Share Option Scheme, the Board shall be entitled at any time during the life of the Share Option Scheme to make an Offer to any Participant as the Board may in its absolute discretion select to take up Options entitling him or her to subscribe for such number of Shares as the Board may determine at the Exercise Price. Upon careful consideration and thorough deliberation by the Board, the Share Option Scheme was terminated on 22 November 2024 in the manner as prescribed by the rules of the Share Option Scheme (i.e. by way of Board resolutions), and after which, no further Options has been offered or granted, but in all other respects the Share Option Scheme shall remain in full force and effect. Any granted but unexercised Options shall continue to be exercisable in accordance with their terms of issue after the termination of the Share Option Scheme.

* Pursuant to the amendments made to the Employee RSU Scheme and the Management RSU Scheme on 21 May 2024 as announced on even date, the calculation of the total number of Shares available for Grant for the said schemes shall include Shares so withheld, which have since been made available and transferrable afresh to satisfy the exercise of RSUs thereunder.

OTHER INFORMATION

Purpose

The Share Option Scheme proposes to attract, retain and motivate talented employees to strive towards long term performance targets set by the Group and to provide them with an incentive to work better for the interest of the Group. The Share Option Scheme will link the value of the Company with the interests of the Participants, enabling the Participants and the Company to develop together and promote the Company's corporate culture.

Participants

Any Director or Employee who the Board considers, in its sole discretion, have contributed or will contribute to the Group.

Total number of Shares which may be issued

The total number of Shares which may be issued upon exercise of all Options granted by the Company under the Share Option Scheme must not exceed 10% of the total number of Shares in issue on the adoption date (99,885,000 shares as at the date).

The Company may refresh the 10% limit set out in the above with Shareholders' approval provided that each such limit (as refreshed) may not exceed the 10% of the Shares in issue as at the date of the Shareholders' approval. Options previously granted under the Share Option Scheme and any other share option schemes adopted by the Company (including those outstanding, cancelled or lapsed in accordance with the relevant scheme or exercised options) will not be counted for the purpose of calculating the limit to be refreshed.

As at the Latest Practicable Date, the total number of Shares which may be issued under the Share Option Scheme is 75,420,000 Shares, accounting for approximately 5.34% of the issued Shares (excluding the treasury Shares) (i.e. 1,412,774,391 Shares) as at the Latest Practicable Date.

Notwithstanding the foregoing, the total number of Shares which may be issued upon exercise of all Options granted and yet to be exercised under the Share Option Scheme or any other share option schemes adopted by the Company must not exceed 30% of the Shares in issue from time to time. No Options may be granted under the Scheme and any other share option schemes of the Company if this will result in such limit being exceeded.

Maximum entitlement to each Participant

The total number of Shares issued and to be issued upon exercise of the Options granted to each Participant (including both exercised, cancelled and outstanding Options) under the Share Option Scheme or any other share option schemes adopted by the Company in any 12-month period must not exceed 1% of the Shares in issue unless the same is approved by the Shareholders.

Where any grant of Options to a substantial shareholder or an independent non-executive Director of the Company, or any of their respective associates (as defined under the Listing Rules), would result in the Shares issued and to be issued upon exercise of all Options already granted and to be granted (including Options exercised, cancelled and outstanding) to such person in the 12-month period up to and including the date of such grant: (a) representing in aggregate over 0.1% (or such other higher percentage as may from time to time be specified by the Stock Exchange) of the Shares in issue; and (b) having an aggregate value, based on the closing price of the Shares as stated in the daily quotation sheets issued by the Stock Exchange on the date of such grant, in excess of HK\$5 million (or such other higher amount as may from time to time be specified by the Stock Exchange), such grant of Options shall be subject to prior approval by the Shareholders (voting by way of poll) in general meeting.

Time of acceptance and exercise of Options

An Offer shall be made to a Participant by letter in such form as the Board may from time to time determine requiring the Participant to undertake to hold the Option on the terms on which it is to be granted and to be bound by the provisions of the Scheme and shall remain open for acceptance by the Participant to whom an Offer is made for a period of 28 days from the Offer Date, provided that no such Offer shall be open for acceptance after the tenth anniversary of the Adoption Date or after the Scheme has been terminated in accordance with its provisions.

An Option may be exercised during the Option Period which shall not be more than ten (10) years commencing on the Offer Date. Subject to such terms and conditions as the Board may determine, there is no minimum period for which an Option must be held before it can be exercised.

Amounts to be paid on acceptance of Options

An Offer shall be deemed to have been accepted when the duplicate letter comprising acceptance of the Offer is duly signed by the Grantee with the number of Shares in respect of which the Offer is accepted clearly stated therein, together with a remittance in favour of the Company of HK\$1.00 (receipt of which shall be deemed to be acknowledged by the Company upon receipt of the duplicate letter comprising acceptance of the offer letter duly signed by the Grantee) by way of consideration for the grant thereof, is received by the Company. Such remittance shall not be refundable.

Basis for determination of the Exercise Price

Subject to any adjustments made pursuant to the terms of the Scheme, the Exercise Price shall be at a price determined by the Board at its absolute discretion and notified to the Participant and shall be at least the highest of:

- (i) the closing price of the Shares as stated in the daily quotation sheet issued by the Stock Exchange on the Offer Date;
- (ii) the average closing price of the Shares as stated in the daily quotation sheets issued by the Stock Exchange for the five Business Days immediately preceding the Offer Date; and
- (iii) the nominal value of a Share on the Offer Date.

The remaining life of the Share Option Scheme

After the termination of the Share Option Scheme on 22 November 2024, no further Options will be granted but the provisions of the Scheme shall in all other respects remain in full force and effect and Options which are granted during the life of the Scheme may continue to be exercisable in accordance with their terms of issue.

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Details of the Options granted under the Share Option Scheme

As of 30 June 2025, details of the Options granted under the Share Option Scheme were as follows:

| Date of grant | Number of grant (units) | Exercise period | Vesting period | Exercise Price per Share (HK\$) |
|----------------|-------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 30 August 2021 | 80,000,000 | From date of grant to 29 August 2031 (both dates inclusive), save and except for the Share Options granted to Mr. Liu Chunhe and Mr. Li Ping which will be exercisable from 31 March 2022 to 29 August 2031 (both dates inclusive). | 80,000,000 share options granted by the Company will be vested in four phases after several performance targets related to the Company are achieved from date of grant to 29 August 2031 (both dates inclusive). | HK\$4.81 per Share, which represents the higher of (rounding up to 2 decimal places): (i) the closing price of HK\$4.67 per Share as stated in the daily quotations sheet of the Stock Exchange on the date of grant; (ii) the average closing price of HK\$4.81 per Share as stated in the daily quotations sheets of the Stock Exchange for five business days immediately preceding the date of grant; and (iii) the nominal value of US\$0.0001 per Share. |

The details of Options previously granted to, but not yet exercised by, under the Share Option Scheme for the six months ended 30 June 2025 are as follows:

| Grantee and position | Held on 1 January 2025 | Granted for the six months ended 30 June 2025 | Expired for the six months ended 30 June 2025 | Exercised for the six months ended 30 June 2025 | Lapsed for the six months ended 30 June 2025 | Held on 30 June 2025 | Exercise Price (HK\$) ⁽²⁾ | The closing price immediately before the Date of Grant (HK\$) | Date of grant | Exercisable from | Exercisable until |
|------------------------|------------------------------|--------------------------------------------------------------|--------------------------------------------------------------|----------------------------------------------------------------|-------------------------------------------------------------|----------------------------|--------------------------------------------|------------------------------------------------------------------------------|-------------------|---------------------|----------------------|
| Directors | | | | | | | | | | | |
| Mr. LIU Chunhe | 24,000,000 ⁽¹⁾ | - | - | - | - | 24,000,000 | 4.81 | 4.73 | 30 August 2021 | 31 March 2022 | 29 August 2031 |
| Mr. LI Ping | 6,000,000 ⁽¹⁾ | - | - | - | - | 6,000,000 | 4.81 | 4.73 | 30 August 2021 | 31 March 2022 | 29 August 2031 |
| Mr. SU Jian | 9,000,000 | - | - | - | - | 9,000,000 | 4.81 | 4.73 | 30 August 2021 | 30 August 2021 | 29 August 2031 |
| Mr. YE Chunjian | 6,000,000 | - | - | - | - | 6,000,000 | 4.81 | 4.73 | 30 August 2021 | 30 August 2021 | 29 August 2031 |
| Sub-total | 45,000,000 | - | - | - | - | 45,000,000 ⁽³⁾ | | | | | |
| Other employees | | | | | | | | | | | |
| Employee | 31,900,000 | - | - | 1,510,000 | - | 30,390,000 | 4.81 | 4.73 | 30 August 2021 | 30 August 2021 | 29 August 2031 |
| All the other grantees | 330,000 ⁽⁴⁾ | - | - | - | - | 330,000 | 4.81 | 4.73 | 30 August 2021 | 30 August 2021 | 29 August 2031 |
| Total | 77,230,000 | - | - | 1,510,000 | - | 75,720,000 | | | | | |

Notes:

- The total number of Shares issued and to be issued upon exercise of the Options granted to each of Mr. Liu Chunhe and Mr. Li Ping exceeded in a 12-month period 1% of the Shares in issue and such grant in a 12-month period represented over 0.1% of the Shares in issue, and have an aggregate value, based on the closing price of HK\$4.67 per Share on the date of grant, in excess of HK\$5 million. The Options granted to Mr. Liu Chunhe and Mr. Li Ping were approved by independent Shareholders at the extraordinary general meeting of the Company on 31 March 2022.
- The Exercise Price shall be at least the highest of (i) the closing price of HK \$4.67 per share as stated in the daily quotation sheet issued by the Stock Exchange on the Grant Date; (ii) the average closing price of HK \$4.81 per share as stated in the daily quotation sheets issued by the Stock Exchange for the five business days immediately before the Date of Grant; and (iii) the nominal value of US\$0.0001 each.

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3. As at 30 June 2025, 77,230,000 share options granted by the Company will be vested in four phases after several performance objectives related to the Company are achieved. A total of 45,000,000 options granted to Mr. Liu Chunhe, Mr. Li Ping, Mr. Su Jian and Mr. Ye Chunjian will be vested in four phases according to the proportion of 30%, 25%, 25% and 20% of the Options granted, that is, the 30% granted will be vested when the audited income of the Group in the financial year exceeds RMB2.3 billion or the average market value of the Company in three months exceeds HK\$12 billion, 25% will be attributed when the audited income of the Group in the financial year exceeds RMB3.5 billion or the three-month average market value of the Company exceeds HK\$20 billion, and the other 25% will be attributed when the audited income of the Group in the financial year exceeds RMB5 billion or the three-month average market value of the Company exceeds HK\$30 billion, The remaining 20% will be vested when the audited revenue of the Group in the financial year exceeds RMB6.5 billion or the three-month average market value of the company exceeds HK\$40 billion. For other employees, the Board has set the performance objectives above or performance objectives that require grantees to meet certain revenue objectives of the Company's products.
4. These include 330,000 Share Options granted by the Company to a former employee who left the Group in May 2022, which have been vested before his resignation and reallocated from the category of employee to all other eligible participants due to his resignation.

Save as disclosed above, no Share Options expired or were granted, exercised or lapsed in accordance with the terms of the Share Option Scheme during the Reporting Period.

As no Options were granted under the Share Option Scheme of the Company during the six months ended 30 June 2025, the number of Shares that may be issued in respect of the options and awards granted under all share schemes of the Company during the Reporting Period is nil. Accordingly, the value of the number of Shares that may be issued in respect of options and awards granted under all share schemes of the Company during the Reporting Period divided by the weighted average number of Shares in issue for the Reporting Period is nil.

As no Options can be granted after the termination of the Share Option Scheme, as of the respective dates of 1 January 2025 and 30 June 2025, the total number of Options available for grant under the Share Option Scheme was 0 Shares and 0 Shares, respectively, representing approximately 0% and 0% of the then issued share capital of the Company and approximately 0% and 0% of the issued share capital of the Company as of the Latest Practicable Date, respectively.

Details of the Share Option Scheme and movements in Share Options during the Reporting Period are disclosed in note 19(b) to the unaudited consolidated interim financial report.

RSU AWARD SCHEME

The Board has adopted the RSU Award Scheme on 7 June 2022, with revisions thereto made on the respective dates of 21 May 2024 and 23 July 2024. The purpose of the RSU Award Scheme is to incentivise the Group's Directors (excluding independent non-executive Directors), senior management, officers and consultants for their contribution to the Group, to attract and retain skilled and experienced personnel to strive for the future growth of the Group by providing them with the opportunity to own equity interests in the Company. The Company has appointed an RSU trustee to help the management and vesting of the RSU Awards granted under the RSU Award Scheme. A summary of the terms of the RSU Award Scheme has been set out in the announcement of the Company dated 9 June 2022 in relation to the adoption of RSU Award Scheme and announcements of the Company dated 21 May 2024 and 23 July 2024 in relation to the amendments thereto.

RSU Award Scheme Participants

The participants of the RSU Award Scheme (“**RSU Award Scheme Participants**”) include Directors (excluding independent non-executive Directors), senior management, officers and consultants of the Company or its subsidiaries. Consultants refer to any person that provides research, development, consultancy and other technical or operational support to the Group and has contributed or will contribute to the Group. The RSU Administrator selects the RSU Award Scheme Participants to grant RSU Awards under the RSU Award Scheme at its discretion.

Maximum entitlement of each participant

The RSU Award Scheme does not provide for a maximum entitlement of each RSU Award Scheme Participant.

Term of RSU Award Scheme

The RSU Award Scheme will be valid and effective for a period of ten (10) years, commencing from the adoption date of the RSU Award Scheme, unless it is terminated earlier in accordance with its terms. As of the Latest Practicable Date, the remaining life of the RSU Award Scheme is less than seven (7) years.

Maximum number of Shares that may be granted under the RSU Award Scheme

The aggregate number of Shares involved in the RSU Awards under the RSU Award Scheme (excluding the RSU Awards that have lapsed or been cancelled in accordance with the rules of the RSU Award Scheme) shall not exceed 10% of the Company’s share capital in issue on the adoption date of the RSU Award Scheme, being 119,121,600 Shares.

Total number of Shares available for issue under the RSU Award Scheme and % of issued share capital as of the Latest Practicable Date.

No new Shares will be issued under the RSU Award Scheme.

Grant and acceptance

(i) *Making an offer*

Relevant Shares of the RSU Awards will be granted in accordance with the RSU Award Scheme Participants’ contribution to the Group and the overall business performance of the Group. An offer to grant the RSU Awards will be made to an RSU Award Scheme Participant selected by the RSU Administrator (the “**RSU Selected Person**”) by a letter (the “**RSU Grant Letter**”). The RSU Grant Letter should specify the RSU Selected Person’s name, the manner of acceptance of the RSU Award, the number of RSU Awards granted and the number of underlying Shares represented by the RSU Award, the vesting criteria and conditions, the vesting schedule and such other details as the RSU Administrator considers necessary.

(ii) *Acceptance of an offer*

An RSU Selected Person may accept an offer of the grant of the RSU Awards in such manner as set out in the RSU Grant Letter. Once accepted, the RSU Award is deemed granted from the date of the RSU Grant Letter (the “**RSU Grant Date**”).

OTHER INFORMATION

Vesting of the RSU Awards

The RSU Administrator determined the vesting criteria, conditions and time schedule for the RSU Awards at the time of vesting of the RSU Awards as follows:

(i) Lock-up of the RSU Awards

The RSU Awards are subject to lock-up once granted to RSU Award Scheme Participants. The Lock-up Period of the RSU Awards are from the date on which the RSU Award Scheme Participants are granted the RSU Awards and until three years after the date of the first unlocking of the RSU Awards. The date of the first unlocking is within six months after the grant of the RSU Awards and the specific date shall be at the discretion of Mr. LIU Chunhe under the authorisation of the Board.

(ii) Unlock of the RSU Awards

(a) Unlock time schedule

Unless the Board shall otherwise determine and so notify the RSU Award Scheme Participant in writing, the RSU Awards will be unlocked in four successive equal proportions. The RSU Award Scheme Participant may unlock the RSU Awards in equal shares at the rate of 25% year by year after the date of the first unlocking; thereafter, the RSU Award Scheme Participant unlocks the RSU Awards successively and proportionally at the first anniversary, the second anniversary and the third anniversary of the date of the first unlocking.

(b) Requirements for unlock

In order to unlock the RSU Awards in the current period, an RSU Award Scheme Participant who is an employee of the Group must remain under the employment of the Group during such period; and an RSU Award Scheme Participant who is an external consultant of the Group must remain engaged by the Group during such period. As agreed under the RSU Award Scheme, where a RSU Award Scheme Participant falls within the circumstance that "the portion of the RSU Awards granted to the RSU Award Scheme Participant is automatically and immediately terminated", "the portion of the RSU Awards granted to the RSU Award Scheme Participant" will be revoked by Three D Partners Limited or the Company, and thereafter, the RSU Award Scheme Participant shall cease to have any right to "the portion of the RSU Awards granted to the RSU Award Scheme Participant". As agreed under the RSU Award Scheme, where a RSU Award Scheme Participant falls within the circumstance that "the vested and unvested RSU Awards are automatically terminated", "the vested and unvested RSU Awards" of the RSU Award Scheme Participant will be revoked by Three D Partners Limited or the Company, and the RSU Award Scheme Participant ceases to have any right to "the vested and unvested RSU Awards".

Unless otherwise arranged in the RSU Award Scheme or permitted by a Board resolution of the Company, the locked part of the RSU Awards may not be used to pledge, guarantee or repay debts.

Within a reasonable time after the vesting criteria, conditions and time schedule have been reached, fulfilled, satisfied or waived, the RSU Administrator shall send the vesting notice ("**Vesting Notice on RSU**") to each of the relevant RSU Award Scheme Participants. The Vesting Notice on RSU will confirm the extent to which the vesting criteria, conditions and time schedule have been reached, fulfilled, satisfied or waived, and the number of Shares involved and, if applicable, cash and non-cash income, dividends or distributions and/or the sale proceeds of non-cash and non-scrip distributions in respect of those Shares.

Amounts to be paid on acceptance of RSU Awards

The amount to be paid on acceptance of RSU Awards is nil under the RSU Award Scheme.

Basis of determining the purchase price

No purchase price is to be paid by the RSU Award Scheme Participant for the RSU Awards granted under the RSU Award Scheme.

Details of the RSUs granted under the RSU Award Scheme

As of 30 June 2025, details of the RSUs granted under the RSU Award Scheme were as follows:

| Grantees of RSUs | Number of RSUs unvested as at 1 January 2025 | Granted during the six months ended 30 June 2025 | Dates of grant | The closing Price of Shares underlying RSUs on the grant date | Purchase price | Vesting period | RSUs vested during the six months ended 30 June 2025 | Weighted average closing price of Shares underlying RSUs immediately prior to the date of vesting | RSUs lapsed during the six months ended 30 June 2025 | RSUs cancelled during the six months ended 30 June 2025 | Number of RSUs unvested as at 30 June 2025 | The closing price of Shares immediately before the grant date |
|-------------------------------|----------------------------------------------|--------------------------------------------------|----------------|---------------------------------------------------------------|----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------|---------------------------------------------------------------------------------------------------|------------------------------------------------------|---------------------------------------------------------|--------------------------------------------|---------------------------------------------------------------|
| - 7 employees of the Company | 1,569,133 | 0 | 21 March 2024 | HK\$2.55 | N/A | The RSUs granted shall normally be vested in the grantees within three and a half years from the date of grant. 25% of the total RSUs granted were vested or shall be vested on 20 July 2024, 20 July 2025, 20 July 2026 and 20 July 2027, respectively. No performance target is attached to the vesting of RSUs so granted. | 0 | HK\$3.75 | 65,325 | 0 | 1,503,808 | HK\$2.60 |
| - 76 employees of the Company | 0 | 30,316,184 | 20 March 2025 | HK\$6.47 | N/A | The RSUs granted shall normally be vested in the grantees within three and a half years from the date of grant. 25% of the total RSUs granted were vested or shall be vested on 20 July 2025, 20 July 2026, 20 July 2027 and 20 July 2028, respectively. No performance target is attached to the vesting of RSUs so granted. | 0 | HK\$3.75 | 2,460,290 | 0 | 27,855,894 | HK\$6.56 |
| - 7 employees of the Company | 0 | 897,415 | 21 May 2025 | HK\$10.26 | N/A | The RSUs granted shall normally be vested in the grantees within three and a half years from the date of grant. 25% of the total RSUs granted were vested or shall be vested on 20 July 2025, 20 July 2026, 20 July 2027 and 20 July 2028, respectively. No performance target is attached to the vesting of RSUs so granted. | 0 | HK\$3.75 | 0 | 0 | 897,415 | HK\$9.77 |
| Total | 1,569,133 | 31,213,599 | | | | | 0 | | 2,525,615 | 0 | 30,257,117 | |

OTHER INFORMATION

As of the respective dates of 1 January 2025 and 30 June 2025, the total number of Shares underlying the RSU Awards that are available for grant were 117,086,536 and 88,398,552, respectively. The RSU Trustee has purchased a total of 110,704,000 shares pursuant to the RSU Award Scheme as of 30 June 2025, accounting for 7.84% of the existing total number of Shares in issue of the Company.

Since the adoption of the RSU Award Scheme and as of 30 June 2025, no grant has been made to the following persons: (i) each of the directors, chief executive or substantial shareholders of the Company, or their respective associates; (ii) each participant with options to be granted in excess of the 1% individual limit; (iii) each related entity participant or service provider with options to be granted in any 12-month period exceeding 0.1% of the relevant class of shares in issue of the Company; (iv) the five highest paid individuals during the financial year; and (v) other employee participants, related entity participants and service providers.

As of 1 January 2025, the aggregate number of Shares underlying the granted RSU Awards under the RSU Award Scheme was 2,099,133, representing approximately 0.15% of the issued share capital of the Company (excluding treasury Shares) as of 1 January 2025. As of 30 June 2025, 33,312,732 RSU Awards (of which 2,525,615 RSUs previously granted to the grantees under the Employee RSU Scheme were forfeited at the date of their resignation) were granted and no RSU Awards were cancelled and lapsed under the RSU Award Scheme. As of 30 June 2025, the aggregate number of Shares underlying the granted RSU Awards under the RSU Awards Scheme was 33,312,732, representing approximately 2.36% of the issued share capital of the Company (excluding the treasury Shares) as of 30 June 2025. As of the respective dates of 1 January 2025 and 30 June 2025, the aggregate number of Shares underlying the unvested RSU Awards were 1,569,133 and 30,257,117, respectively.

Utilisation of Shares withheld

The Board has resolved, on 21 May 2024, to amend the RSU Award Scheme such that Shares so withheld to satisfy personal income tax obligations that arose upon the respective vesting of the RSUs under the RSU Award Scheme (that are equivalent in value to the tax obligation due and paid for by the Company) could be made available and transferrable afresh to satisfy the exercise of RSUs (as if they were on-market purchases funded by the Company).

THE NBT RSU SCHEME

The following sets out a summary of the principal terms of the NBT RSU Scheme approved and adopted by ordinary resolutions passed by the Shareholders at the extraordinary general meeting held on 12 December 2024 (the “**Adoption Date**”). For details, please refer to the announcement of the Company dated 22 November 2024 and the circular of the Company dated 25 November 2024 in relation to, *inter alia*, the adoption of the NBT RSU Scheme. Save as otherwise specified herein, capitalised terms used herein shall have the meanings ascribed thereto in the aforementioned circular.

The Company shall, for the purposes of satisfying the grant of an Award, (i) issue and allot Shares to the Trustee and/or (ii) transfer to the Trust the necessary funds and/or (iii) instruct the Trustee to purchase existing Shares on-market or off the market at the prevailing market price or at a price within a specified price range and/or (iv) transfer Shares (including treasury Shares) to satisfy Awards granted under the NBT RSU Scheme.

Purposes of the NBT RSU Scheme

The purposes of the NBT RSU Scheme are to: (i) recognise the past and/or potential contributions by the Selected Participants; (ii) attract and retain the Selected Participants for the continual operation and development of the Group, and attract suitable personnel for its further development; (iii) provide additional incentives for the Selected Participants to achieve performance goals; (iv) motivate the Selected Participants to maximise the value of the Company and/or the Group by aligning their interests directly with that of the Shareholders through ownership of Shares; and (v) provide the Company with such flexible means of retaining, incentivising, compensating or providing benefits to the Selected Participants.

Eligible Participants

Eligible Participants under the NBT RSU Scheme shall comprise: (i) any employee (whether full-time or part-time), executive, officer, directors (including executive, non-executive and independent non-executive directors) of any member of the Group or any Related Entity; (ii) any person/corporate entity who/which is granted Awards under the NBT RSU Scheme as an inducement to enter into employment, consulting, services or similar agreement with the Company, any member of the Group or any Related Entity; and (iii) any Service Provider of the Company and/or the Group and/or any Related Entity who/which, in the sole opinion of the Board, has contributed or may potentially contribute to the growth and development of the Group and/or any Related Entity, which fall under the three classes, namely (i) the Employee Participants, (ii) the Related Entity Participants and (iii) the Service Providers, and his/her eligibility shall, in each case, be determined by the Board from time to time on the basis of the Board's opinion as to his/her contribution and/or potential contribution to the development of the Group.

Maximum number of Shares available for grant

The total number of new Shares which may be issued in respect of all Awards that may be granted under the NBT RSU Scheme and all options and/or awards involving issue of new Shares that may be granted under any other share schemes of the Company shall be 119,121,600 Shares, representing 10% and 8.4% of the Shares in issue (excluding treasury Shares), respectively, as at the Adoption Date and the Latest Practicable Date or subsequently as at the most recent date of approval by the Shareholders ("**New Approval Date**") of the refreshed limit (as the case may be) ("**Scheme Limit**"), unless otherwise permitted by the Listing Rules or Shareholders' approval is obtained in compliance with the Listing Rules.

The maximum number of Shares which may be issued in respect of all Awards that may be granted to the Service Providers under the NBT RSU Scheme and all options and/or awards involving issue of new Shares that may be granted under any other share schemes (including the Share Option Scheme) of the Company shall be approximately 11,912,160 Shares, representing approximately 1% and 0.84% of the Shares in issue (excluding treasury Shares) ("**Service Provider Sublimit**"), respectively, as at the Adoption Date and the Latest Practicable Date.

There is no limit on the number of existing shares which may be awarded to Selected Participants under the NBT RSU Scheme.

Maximum entitlement of each Selected Participant

Unless approved by the Shareholders in the manner prescribed by the NBT RSU Scheme, the total number of Shares issued and to be issued in respect of all options and/or awards and/or Awards granted under the NBT RSU Scheme and any other share schemes of the Company to each Selected Participant in any 12-month period shall not exceed 1% of the Shares in issue (excluding treasury Shares).

OTHER INFORMATION

Vesting Period

The vesting period for Awards under the NBT RSU Scheme shall not be less than 12 months from the Grant Date. To ensure the practicability of fully attaining the purpose of the NBT RSU Scheme, the Board is of the view that (i) there are certain instances where a strict 12-month vesting requirement would not work or would not be fair to the Selected Participant (especially in cases where awards were granted to Employee Participants in replacement or in substitution of (A) awards from previous employment so forfeited upon joining the Group as inducement for employment or (B) awards granted under the Group's other employee share incentive schemes as prompted by a shift in the Company's administrative, operational and human resources deployment policies or strategic initiatives, where perceived fairness requires that the elapsed vesting period of the original awards be taken into account); (ii) there is a need for the Company to retain flexibility in certain cases to provide a competitive remuneration package to attract and retain Employee Participants to provide services to the Group, to provide for succession planning and the effective transition of employee responsibilities, and to reward exceptional performers with accelerated vesting or in exceptional circumstances where justified; and (iii) the Company should be permitted to exercise discretion to formulate its own talent recruitment and retention strategies in response to the changing market conditions and industry competition, and thus should be able to retain such flexibility to impose vesting conditions, such as performance-based vesting conditions instead of mere time-based vesting criteria, having due consideration and regard to individual circumstances.

Amount payable on acceptance or vesting of Award Shares

Unless otherwise provided in the relevant Notice of Grant, no purchase price is payable by the Selected Participants on acceptance or vesting of Award Shares under the NBT RSU Scheme.

Remaining Life of the NBT RSU Scheme

The NBT RSU Scheme shall be valid and effective for a term of 10 years commencing on 12 December 2024. As at the Latest Practicable Date, the remaining life of the NBT RSU Scheme is approximately 9 years and 3 months.

The NBT RSU Scheme was approved and adopted on 12 December 2024. Prior to its adoption, no Awards had been granted, vested, cancelled, or lapsed. In addition, there were 25,172,052 unvested Awards shares under the NBT RSU Scheme at 1 January 2025. As at 30 June 2025, the aggregate number of Shares underlying the granted RSUs under the NBT RSU Scheme was 25,172,052 (of which 172,085 RSUs previously granted to the grantees were forfeited at the date of their resignation), representing approximately 1.78% of the issued share capital of the Company (excluding treasury Shares) as at 30 June 2025. As at 30 June 2025, 94,121,633 Shares are available for grant under the NBT RSU Scheme. For the six months ended 30 June 2025, no Awards had been granted, vested or cancelled under the NBT RSU Scheme. For the six months ended 30 June 2025, 172,085 shares had been lapsed under the NBT RSU Scheme. Shares that shall be transferred to such Grantees upon vesting of the Awards may comprise (as the case may be) (i) new Shares, which rank pari passu in all respects among themselves and with all the Shares in issue from time to time, to be issued and allotted to the Trustee and/or (ii) existing Shares in issue to be purchased by the Trustee on-market or off market out of cash contributed by the Company and/or (iii) Shares so transferred to the Trustee to be held on trust for the Grantees and set aside for the Awards. It follows that, as at the Latest Practicable Date, 94,121,633 new Shares, representing approximately 6.66% of the issued Shares (excluding treasury Shares) as at the Latest Practicable Date were available for grant under the Scheme Limit, and 11,912,160 Shares are available for future grant under the Service Provider Sublimit.

OTHER INFORMATION

Details of the movements of the Award Shares granted under the NBT RSU Scheme during the Reporting Period are as follows:

| Grantees by categories | Date of grant | Purchase price | Performance Target (if any) | Vesting period | Number of Awards | | | | | Unvested Awards as at 30 June 2025 | Closing price of the Shares immediately before the grant date (HK\$) | Fair value of Awards on the date of grant and the accounting standard and policy adopted | Weighted average closing price of Shares underlying Awards immediately prior to the date of vesting |
|--------------------------|------------------|----------------|-----------------------------|----------------|--------------------------------------|-------------------------------------|------------------------------------|------------------------------------|---------------------------------------|------------------------------------|----------------------------------------------------------------------|------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|
| | | | | | Unvested Awards as at 1 January 2025 | Granted during the Reporting Period | Vested during the Reporting Period | Lapsed during the Reporting Period | Cancelled during the Reporting Period | | | | |
| 26 Employee Participants | 23 December 2024 | Nil | Note 1 | Note 2 | 25,172,052 | 0 | 0 | 172,085 | 0 | 24,999,967 | 3.89 | Note 3 | N/A |

Note:

- The Awards granted to the Grantees are awarded to them (i) based on their work performance (as assessed by the Group), and their historical and potential contributions, and (ii) for the purpose of retaining and incentivising them to promote the development and long term growth of the Group, and (iii) are subject to clawback mechanisms as detailed in the rules of the NBT RSU Scheme and the relevant grant announcement, and thus no additional performance target is imposed for the vesting of the Awards. In view of the foregoing, the Board and the Remuneration Committee consider the grant of Awards to the Grantees, and the vesting of the Awards in the manner described herein, aligns with the purposes of the NBT RSU Scheme (as disclosed in the circular of the Company dated 25 November 2024).
- The Awards shall vest in four tranches in equal portions, first on 23 December 2025, and subsequently on 20 July 2026 ("**Second Vesting Date**"), and thereafter on each of the first and second anniversary of the Second Vesting Date.
- The fair value is HK\$3.85 based on the Closing price of the Shares on the grant date. For accounting policy, please refer to Note 2.20 in THE CONSOLIDATED FINANCIAL STATEMENTS in the 2024 annual financial statements.

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

For the six months ended 30 June 2025 and as at the Latest Practicable Date, neither the Company nor any of its subsidiaries has purchased, sold or redeemed any of the Company's listed securities (including sales of treasury shares). As of and as at the Latest Practicable Date, the Company did not hold any treasury shares.

OTHER INFORMATION

SHARE PURCHASE PURSUANT TO RSU AWARD SCHEME

The details of Shares purchased by Three D Partners Limited pursuant to RSU Award Scheme during the Reporting Period are as follows:

Total number of Shares purchased: 40,338,000 Shares

Percentage of the Shares purchased to the existing total number of Shares in issue: Approximately 2.86%

Average consideration per Share: Approximately HK\$4.29

Total consideration of Shares purchased: Approximately HK\$173,227,130

For further details, please refer to the announcements dated 3 January 2025, 10 January 2025, 19 January 2025, 28 March 2025, 3 April 2025, 11 April 2025, 17 April 2025 and 25 April 2025.

BANK BORROWING

As at 30 June 2025, the Group did not have any short-term or long-term bank borrowings. As of the Latest Practicable Date, we did not have any bank facilities.

AUDIT COMMITTEE

The Audit Committee has reviewed the Group's interim results for the half year ended 30 June 2025.

CORPORATE GOVERNANCE PRACTICES

The Company is committed to maintaining and promoting stringent corporate governance. The principle of the Company's corporate governance is to promote effective internal control measures, uphold a high standard of ethics, transparency, responsibility and integrity in all aspects of business, to ensure that its affairs are conducted in accordance with applicable laws and regulations and to enhance the transparency and accountability of the Board to all Shareholders.

The Company has adopted the Corporate Governance Code as set out in Appendix C1 to the Listing Rules (the **"Corporate Governance Code"**). The Corporate Governance Code has been applicable to the Company with effect from the Listing Date.

The Board currently comprises four executive Directors and three independent non-executive Directors and therefore has a fairly strong independence element in its composition. The Board will review the current structure from time to time and shall make necessary changes when appropriate and inform the Shareholders accordingly.

The Company has complied with the principles and code provisions as set out in the Corporate Governance Code during the Reporting Period.

COMPLIANCE WITH THE MODEL CODE OF THE LISTING RULES

The Company has adopted the Model Code for Securities Transactions by Directors of Listed Issuers (the “**Model Code**”) as set out in Appendix C3 to the Listing Rules as its own code of conduct regarding Directors’ securities transactions. Having made specific enquiries of all Directors, each of the Directors has confirmed that he/she has complied with the required standards as set out in the Model Code during the Reporting Period.

INTERIM DIVIDEND

The Board has resolved that no interim dividend would be declared for the six months ended 30 June 2025.

EVENT OCCURRING AFTER THE REPORTING PERIOD

As of the Latest Practicable Date, we have no post-period events.

REPORT ON REVIEW OF INTERIM FINANCIAL REPORT



Review report to the board of directors of Newborn Town Inc.

(Incorporated in the Cayman Islands with limited liability)

INTRODUCTION

We have reviewed the interim financial report set out on pages 45 to 63 which comprises the interim consolidated balance sheet of Newborn Town Inc. (the “Company”) as of 30 June 2025 and the related interim consolidated statement of comprehensive income, interim consolidated statement of changes in equity and interim consolidated statement of cash flows for the six months period then ended, and explanatory notes. The Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited require the preparation of an interim financial report to be in compliance with the relevant provisions thereof and International Accounting Standard 34 *Interim financial reporting* as issued by the International Accounting Standards Board. The directors are responsible for the preparation and presentation of this interim financial report in accordance with International Accounting Standard 34.

Our responsibility is to express a conclusion, based on our review, on this interim financial report and to report our conclusion 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 information performed by the independent auditor of the entity* as issued by the Hong Kong Institute of Certified Public Accountants. A review of interim financial report 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 interim financial report as at 30 June 2025 is not prepared, in all material respects, in accordance with International Accounting Standard 34 *Interim financial reporting*.

KPMG

Certified Public Accountants
8th Floor, Prince’s Building
10 Chater Road
Central, Hong Kong

28 August 2025

INTERIM CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

for the six months ended 30 June 2025 – unaudited
(Expressed in Renminbi (“RMB”))

| | | Six months ended 30 June | |
|----------------------------------------------------------------------|------|--------------------------|------------------|
| | Note | 2025 RMB'000 | 2024 RMB'000 |
| Revenue from contracts with customers | 7 | 3,181,265 | 2,271,925 |
| Cost of revenue | 8 | (1,406,145) | (1,130,894) |
| Gross profit | | 1,775,120 | 1,141,031 |
| Selling and marketing expenses | 8 | (1,001,611) | (481,571) |
| Research and development expenses | 8 | (167,589) | (163,940) |
| General and administrative expenses | 8 | (121,870) | (105,808) |
| Net impairment losses on financial assets | | (4,915) | (12,559) |
| Other income | | 1,714 | 2,721 |
| Other loss, net | 9 | (1,464) | (13,289) |
| Operating profit | | 479,385 | 366,585 |
| Finance income | 10 | 37,830 | 23,624 |
| Finance cost | | (11,432) | (5,412) |
| Finance income, net | | 26,398 | 18,212 |
| Share of results of associates accounted for using the equity method | | 708 | (120) |
| Profit before income tax | | 506,491 | 384,677 |
| Income tax credits | 11 | 440 | 2,941 |
| Profit for the period | | 506,931 | 387,618 |
| Profit attributable to: | | | |
| Equity shareholders of the Company | | 489,283 | 224,676 |
| Non-controlling interests | | 17,648 | 162,942 |

The notes on pages 52 to 63 form part of this interim financial report.

INTERIM CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

for the six months ended 30 June 2025 – unaudited

(Expressed in Renminbi (“RMB”))

| | | Six months ended 30 June | |
|---------------------------------------------------------------------------------------------------------|------|--------------------------|-----------------|
| | Note | 2025 RMB'000 | 2024 RMB'000 |
| Other comprehensive income, net of tax | | | |
| Item that will not be reclassified to profit or loss | | | |
| Currency translation differences arising from translation of the Company's financial statements | | 689 | (472) |
| Item that maybe subsequently reclassified to profit or loss | | | |
| Currency translation differences arising from translation of oversea subsidiaries' financial statements | | (1,205) | (2,305) |
| Total comprehensive income for the period | | 506,415 | 384,841 |
| Total comprehensive income attributable to: | | | |
| Equity shareholders of the Company | | 488,831 | 220,792 |
| Non-controlling interests | | 17,584 | 164,049 |
| Earnings per share (expressed in RMB per share) | | | |
| Basic earnings per share | 12 | 0.39 | 0.20 |
| Diluted earnings per share | 12 | 0.38 | 0.20 |

The notes on pages 52 to 63 form part of this interim financial report.

INTERIM CONSOLIDATED BALANCE SHEET

as at 30 June 2025 – unaudited
(Expressed in RMB)

| | | 30 June 2025 | 31 December 2024 |
|----------------------------------------------------------------|-------------|-------------------------|---------------------|
| | Note | RMB'000 | RMB'000 |
| ASSETS | | | |
| Non-current assets | | | |
| Property and equipment | 14 | 116,279 | 91,964 |
| Intangible assets | | 192,644 | 211,634 |
| Goodwill | | 385,511 | 385,511 |
| Deferred tax assets | | 519 | 447 |
| Investments accounted for using the equity method | | 27,363 | 26,648 |
| Prepayment for an investment | | 45,743 | – |
| Financial assets measured at fair value through profit or loss | 4 | 39,884 | 39,884 |
| Other receivables | 16 | 30,497 | 11,809 |
| Time deposits | | 20,000 | – |
| Total non-current assets | | 858,440 | 767,897 |
| Current assets | | | |
| Inventories | | 22,563 | 18,179 |
| Accounts receivable | 15 | 408,526 | 341,899 |
| Other receivables | 16 | 199,685 | 134,898 |
| Other current assets | | 29,750 | 30,854 |
| Financial assets measured at fair value through profit or loss | 4 | 153,522 | 239,293 |
| Cash and cash equivalents | | 2,215,892 | 2,048,631 |
| Restricted bank deposits | | 1,330 | 1,337 |
| Total current assets | | 3,031,268 | 2,815,091 |
| Total assets | | 3,889,708 | 3,582,988 |

The notes on pages 52 to 63 form part of this interim financial report.

INTERIM CONSOLIDATED BALANCE SHEET

as at 30 June 2025 – unaudited
(Expressed in RMB)

| | Note | 30 June 2025 RMB'000 | 31 December 2024 RMB'000 |
|--------------------------------------|------|----------------------------|--------------------------------|
| LIABILITIES | | | |
| Current liabilities | | | |
| Accounts payable | 17 | 424,303 | 382,557 |
| Contract liabilities | | 98,121 | 88,191 |
| Income tax payable | | 4,354 | 6,781 |
| Bank overdraft | | 193 | 46 |
| Lease liabilities | | 54,174 | 38,840 |
| Other payables | 18 | 738,036 | 981,732 |
| Total current liabilities | | 1,319,181 | 1,498,147 |
| Net current assets | | 1,712,087 | 1,316,944 |
| Non-current liabilities | | | |
| Deferred tax liabilities | | 59,864 | 63,121 |
| Lease liabilities | | 57,499 | 44,431 |
| Other non-current liabilities | | 322,548 | 322,404 |
| Total non-current liabilities | | 439,911 | 429,956 |
| Total liabilities | | 1,759,092 | 1,928,103 |

The notes on pages 52 to 63 form part of this interim financial report.

INTERIM CONSOLIDATED BALANCE SHEET

as at 30 June 2025 – unaudited
(Expressed in RMB)

| | Note | 30 June 2025 RMB'000 | 31 December 2024 RMB'000 |
|----------------------------------------------------------------------|-------|----------------------------|--------------------------------|
| EQUITY | | | |
| Equity attributable to the equity shareholders of the Company | | | |
| Share capital | | 977 | 976 |
| Shares held for employee share scheme | 19(c) | (426,586) | (266,281) |
| Share premium | | 1,462,204 | 1,451,706 |
| Other reserves | 19 | (480,615) | (598,458) |
| Retained earnings | | 1,442,463 | 953,180 |
| | | 1,998,443 | 1,541,123 |
| Non-controlling interests | | 132,173 | 113,762 |
| Total equity | | 2,130,616 | 1,654,885 |
| Total liabilities and equity | | 3,889,708 | 3,582,988 |

The consolidated financial statements were approved by the Board of Directors on 28 August 2025 and were signed on its behalf:

Liu Chunhe
Director

Li Ping
Director

The notes on pages 52 to 63 form part of this interim financial report.

INTERIM CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

for the six months ended 30 June 2025 – unaudited

(Expressed in RMB)

| | Attributable to equity shareholders of the Company | | | | | | Non-controlling interests | Total equity |
|---------------------------------------------------------|----------------------------------------------------|---------------------------------------|---------------|----------------|-------------------|-----------|---------------------------|--------------|
| | Share capital | Shares held for employee share scheme | Share premium | Other reserves | Retained earnings | Sub-total | | |
| | RMB'000 | RMB'000 | RMB'000 | RMB'000 | RMB'000 | RMB'000 | RMB'000 | RMB'000 |
| Balance at 1 January 2024 | 818 | (40,404) | 669,523 | 10,956 | 480,050 | 1,120,943 | 826,552 | 1,947,495 |
| Profit for the period | – | – | – | – | 224,676 | 224,676 | 162,942 | 387,618 |
| Other comprehensive income | – | – | – | (3,884) | – | (3,884) | 1,107 | (2,777) |
| Total comprehensive income | – | – | – | (3,884) | 224,676 | 220,792 | 164,049 | 384,841 |
| Share-based compensation expenses (Note 19(a)) | – | – | – | 25,427 | – | 25,427 | 7,950 | 33,377 |
| Purchase of own shares | – | (9,129) | – | – | – | (9,129) | – | (9,129) |
| Transaction with non-controlling interests (Note 19(b)) | – | – | – | (61,424) | – | (61,424) | (43,691) | (105,115) |
| Balance at 30 June 2024 | 818 | (49,533) | 669,523 | (28,925) | 704,726 | 1,296,609 | 954,860 | 2,251,469 |
| Balance at 1 January 2025 | 976 | (266,281) | 1,451,706 | (598,458) | 953,180 | 1,541,123 | 113,762 | 1,654,885 |
| Profit for the period | – | – | – | – | 489,283 | 489,283 | 17,648 | 506,931 |
| Other comprehensive income | – | – | – | (452) | – | (452) | (64) | (516) |
| Total comprehensive income | – | – | – | (452) | 489,283 | 488,831 | 17,584 | 506,415 |
| Share-based compensation expenses (Note 19(a)) | – | – | – | 122,132 | – | 122,132 | 827 | 122,959 |
| Purchase of own shares (Note 19(c)) | – | (160,305) | – | – | – | (160,305) | – | (160,305) |
| Exercise of share options | 1 | – | 10,498 | (3,837) | – | 6,662 | – | 6,662 |
| Balance at 30 June 2025 | 977 | (426,586) | 1,462,204 | (480,615) | 1,442,463 | 1,998,443 | 132,173 | 2,130,616 |

The notes on pages 52 to 63 form part of this interim financial report.

INTERIM CONSOLIDATED STATEMENT OF CASH FLOWS

for the six months ended 30 June 2025 – unaudited
(Expressed in RMB)

| | | Six months ended 30 June | |
|----------------------------------------------------------------------------------------------|------|--------------------------|------------------|
| | Note | 2025 RMB'000 | 2024 RMB'000 |
| Cash flows from operating activities | | | |
| Cash generated from operations | | 506,862 | 347,079 |
| Interest received | | 37,830 | 23,624 |
| Payment of income tax | | (5,316) | (11,985) |
| Net cash inflow from operating activities | | 539,376 | 358,718 |
| Cash flows from investing activities | | | |
| Purchase of wealth management products ("WMP") measured at fair value through profit or loss | | (205,870) | (203,000) |
| Maturity of WMPs measured at fair value through profit or loss | | 293,899 | 105,153 |
| Investments in investees accounted for using the equity method | | – | (10,035) |
| Purchase of property and equipment | | (5,349) | (4,585) |
| Amounts paid to subsidiaries of a non-controlling shareholder | | (65,649) | – |
| Loans to other parties | | (36,509) | (6,659) |
| Repayments from a subsidiary of a non-controlling shareholder | | 28,547 | – |
| Prepayment of consideration for an investment | | (45,743) | – |
| Net cash outflow from investing activities | | (36,674) | (119,126) |
| Cash flows from financing activities | | | |
| Repayments of lease liabilities (including interest paid) | | (18,804) | (19,986) |
| Purchase of own shares | 19 | (160,305) | (9,129) |
| Exercise of share options | 19 | 6,662 | – |
| Payment to non-controlling interests | | (157,178) | (105,115) |
| Net cash outflow from financing activities | | (329,625) | (134,230) |
| Net increase in cash and cash equivalents | | 173,077 | 105,362 |
| Cash and cash equivalents at beginning of period | | 2,048,585 | 1,386,326 |
| Effects of exchange rate changes on cash and cash equivalents | | (5,963) | (2,575) |
| Cash and cash equivalents at end of period | | 2,215,699 | 1,489,113 |
| Including: | | | |
| Cash and cash equivalents | | 2,215,892 | 1,489,188 |
| Bank overdraft | | (193) | (75) |

The notes on pages 52 to 63 form part of this interim financial report.

1 GENERAL INFORMATION

1.1 Corporate information

Newborn Town Inc. (the “Company”) was incorporated in the Cayman Islands on 12 September 2018 as an exempted company with limited liability under the Companies Act, Cap. 22 (Act 3 of 1961, as consolidated and revised) of the Cayman Islands. The address of the Company’s registered office is Maples Corporate Services Limited, PO Box 309, Ugland House, Grand Cayman, KY1-1104, Cayman Islands.

The Company is an investment holding company. The Company and its subsidiaries (together referred as the “Group”) are principally engaged in providing social networking business (mainly through social networking apps such as MICO, SUGO, Blued and TopTop) and innovative business (mainly through advertising service and social e-commerce).

Mr. Liu Chunhe, Mr. Li Ping and Mr. Ye Chunjian are the founders of the Group.

1.2 Significant events in the year 2024 and the six months ended 30 June 2025

In December 2024, the Company completed the acquisition of non-controlling interests of 38.92% in NBT Social Networking Inc. After the completion of the acquisition, NBT Social Networking Inc. became a wholly owned subsidiary of the Company. The consideration comprises cash consideration and shares consideration. The cash consideration shall be paid to the sellers in four equal instalments in three years and the share consideration has been issued to the sellers on 23 December 2024.

2 BASIS OF PREPARATION

This interim financial report has been prepared in accordance with the applicable disclosure provisions of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited, including compliance with International Accounting Standard (“IAS”) 34, “Interim financial reporting”, issued by the International Accounting Standards Board (“IASB”). It was authorised for issue on 28 August 2025.

The interim financial report has been prepared in accordance with the same accounting policies adopted in the 2024 annual financial statements, except for the accounting policy changes that are expected to be reflected in the 2025 annual financial statements. Details of any changes in accounting policies are set out in note 3.

This interim financial report contains interim consolidated financial statements and selected explanatory notes. The notes include an explanation of events and transactions that are significant to an understanding of the changes in financial position and performance of the Group since the 2024 annual financial statements. The interim consolidated financial statements and notes thereon do not include all of the information required for a full set of financial statements prepared in accordance with IFRS Accounting Standards.

2 BASIS OF PREPARATION (CONTINUED)

The interim financial report is unaudited, but has been reviewed by KPMG in accordance with Hong Kong Standard on Review Engagements 2410, *Review of interim financial information performed by the independent auditor of the entity*, issued by the HKICPA. KPMG's independent review report to the Board of Directors is included on pages 44.

3 CHANGES IN ACCOUNTING POLICIES

The Group has applied the amendments to IAS 21, *The effects of changes in foreign exchange rates – Lack of exchangeability* issued by the IASB to this interim financial report for the current accounting period. The amendments do not have a material impact on this interim report as the Group has not entered into any foreign currency transactions in which the foreign currency is not exchangeable into another currency.

The Group has not applied any new standard or interpretation that is not yet effective for the current accounting period.

4 FINANCIAL RISK MANAGEMENT

The Group's financial instruments measured at the end of each reporting period on a recurring basis, categorised into the three-level fair value hierarchy as defined in IFRS 13, *Fair value measurement*. The level into which a fair value measurement is classified is determined with reference to the observability and significance of the inputs used in the valuation technique as follows:

Level 1 valuations: Fair value measured using only Level 1 inputs i.e. unadjusted quoted prices in active markets for identical assets or liabilities at the measurement date

Level 2 valuations: Fair value measured using Level 2 inputs i.e. observable inputs which fail to meet Level 1, and not using significant unobservable inputs. Unobservable inputs are inputs for which market data are not available

Level 3 valuations: Fair value measured using significant unobservable inputs

The Group's financial assets measured at fair value through profit or loss were WMPs and equity interests of certain private companies. The fair value measurement of the Group's financial assets measured at fair value through profit or loss falls into level 3 of the fair value hierarchy.

There were no transfers between levels for recurring fair value measurements during the period.

The Group has a team that manages the valuation exercise of level 3 instruments for financial reporting purpose. The team manages the valuation exercise of level 3 instrument on a case by case basis.

4 FINANCIAL RISK MANAGEMENT (CONTINUED)

At each year end, the team would involve external valuation experts to determine the fair value of the Group's equity interests of certain private companies.

The following table presents the changes in level 3 instruments of investment in WMPs measured at fair value through profit or loss for the six months ended 30 June 2025:

| | Six months ended 30 June | |
|---------------------------------------|--------------------------|------------------------|
| | 2025 <i>RMB'000</i> | 2024 <i>RMB'000</i> |
| At the beginning of the period | 239,293 | 170,945 |
| Purchases | 205,870 | 203,000 |
| Maturity | (293,899) | (105,153) |
| Changes in fair value | 2,258 | 443 |
| At the end of the period | 153,522 | 269,235 |
| Net unrealised gains for the period | 2,080 | 409 |

5 CRITICAL ESTIMATES AND JUDGMENTS

The preparation of an interim financial report in conformity with IAS 34 requires management to make judgements, estimates and assumptions that affect the application of policies and reported amounts of assets and liabilities, income and expenses on a year to date basis. Actual results may differ from these estimates.

In preparing this interim financial report, 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 annual financial statements.

6 SEGMENT INFORMATION

The Group's business activities are regularly reviewed and evaluated by the chief operating decision maker ("CODM") and the Group is organised into segments according to the revenue streams of the Group.

The CODM assesses the performance of the operating segments based on the gross profit. The reconciliation of gross profit to profit before income tax is shown in the interim consolidated statement of comprehensive income. There were no separate segment assets and segment liabilities information provide to the CODM, as the CODM does not use this information to allocate resources or to evaluate the performance of the operating segments.

The segment results for six months ended 30 June 2025 and 2024 are as follows:

| | Social networking business RMB'000 | Innovative business RMB'000 | Total RMB'000 |
|--------------------------------------|-------------------------------------------------------|--------------------------------------------|--------------------------|
| Six months ended 30 June 2025 | | | |
| Revenue | 2,834,334 | 346,931 | 3,181,265 |
| Cost of revenue | (1,314,897) | (91,248) | (1,406,145) |
| Gross profit | 1,519,437 | 255,683 | 1,775,120 |
| Six months ended 30 June 2024 | | | |
| Revenue | 2,068,453 | 203,472 | 2,271,925 |
| Cost of revenue | (1,039,888) | (91,006) | (1,130,894) |
| Gross profit | 1,028,565 | 112,466 | 1,141,031 |

Geographic information

Revenues generated from BlueCity in both social networking business and innovative business are mainly in the Chinese Mainland. Except for that, other revenues are mainly in oversea markets. For the six months ended 30 June 2025, revenue generated in the Chinese Mainland was RMB381,295,000 (for the six months ended 30 June 2024: RMB422,535,000).

As at 30 June 2025, substantially all of the specified long-lived assets of the Group were located in the PRC. Such long-lived assets of the Group consist of property and equipment, software, technology and license. For brand name and user base acquired in business combinations, they are related to the social networking apps managed by NBT Social Networking Inc. and BlueCity Holdings Limited.

7 REVENUE FROM CONTRACTS WITH CUSTOMERS

| | Six months ended 30 June | |
|--------------------------------------|--------------------------|------------------|
| | 2025 RMB'000 | 2024 RMB'000 |
| <i>Recognised at a point in time</i> | | |
| Social networking business | 2,697,801 | 1,956,769 |
| Innovative business | 346,931 | 203,472 |
| <i>Recognised over time</i> | | |
| Social networking business | 136,533 | 111,684 |
| Total | 3,181,265 | 2,271,925 |

8 EXPENSES BY NATURE

| | Six months ended 30 June | |
|------------------------------------------------|--------------------------|------------------|
| | 2025 RMB'000 | 2024 RMB'000 |
| Promotion and marketing expenses | 941,615 | 439,475 |
| Revenue sharing and commission fees | 903,660 | 787,258 |
| Employee benefit expenses | 471,118 | 389,165 |
| Share-based compensation expenses (Note 19(a)) | 122,959 | 33,377 |
| Server capacity expense | 59,661 | 53,990 |
| Cost of inventories | 48,713 | 43,536 |
| Technical and other service fee | 47,623 | 33,689 |
| Depreciation and amortisation | 43,382 | 48,502 |
| Short rental related expenses | 12,328 | 10,014 |
| Consultancy and professional service fee | 10,433 | 8,541 |
| Travel expense | 9,624 | 8,165 |
| Others | 26,099 | 26,501 |
| Total | 2,697,215 | 1,882,213 |

NOTES TO THE UNAUDITED CONSOLIDATED INTERIM FINANCIAL REPORT

9 OTHER LOSS, NET

| | Six months ended 30 June | |
|--------------------------------------------------------|--------------------------|-----------------|
| | 2025 RMB'000 | 2024 RMB'000 |
| Fair value change of financial assets measured at FVPL | 2,258 | 1,817 |
| Exchange loss | (4,413) | (8,768) |
| Impairment loss on equity method investment | – | (5,954) |
| Others | 691 | (384) |
| Total | (1,464) | (13,289) |

10 FINANCE INCOME

| | Six months ended 30 June | |
|-----------------------------------|--------------------------|-----------------|
| | 2025 RMB'000 | 2024 RMB'000 |
| Finance income from bank deposits | 37,830 | 23,624 |

11 INCOME TAX CREDITS

| | Six months ended 30 June | |
|--------------------------------------------|--------------------------|-----------------|
| | 2025 RMB'000 | 2024 RMB'000 |
| Current tax | | |
| Current tax on profits for the period | 2,889 | 915 |
| Deferred income tax | | |
| Changes in deferred tax assets/liabilities | (3,329) | (3,856) |
| Income tax credits | (440) | (2,941) |

The Group is subject to the Global Anti-Base Erosion Model Rules (“Pillar Two model rules”) published by the Organisation for Economic Co-operation and Development. The Group has not yet applied Pillar Two model rules as unsatisfying certain thresholds. The Group continuously make assessments of what the impact of Pillar Two model rules is expected to be on the income taxes.

12 EARNINGS PER SHARE

(a) Basic

Basic earnings per share for the six months ended 30 June 2025 were calculated by dividing the profit attributable to equity shareholders of the Company of RMB489,283,000 (for the six months ended 30 June 2024: RMB224,676,000) by the weighted average number of ordinary shares of 1,267,962,302 (for the six months ended 30 June 2024: 1,140,052,000) in issue during the period.

Purchase and issuance of ordinary shares during the six months ended 30 June 2025 were accounted at time portion basis.

(b) Diluted

For the six months ended 30 June 2025, the Group has considered the impact from the restricted share units ("RSUs") and share options issued by the Company. The RSUs and share options issued by the Company had dilutive effects during the period.

For the six months ended 30 June 2025, dilutive earnings per share were calculated by dividing the profit attributable to equity shareholders of the Company of RMB489,283,000 (for the six months ended 30 June 2024: RMB223,204,000) by the weighted average number of ordinary shares of 1,305,767,865 (for the six months ended 30 June 2024: 1,143,309,000) to assume conversion of all dilutive potential ordinary shares in issue during the period.

13 DIVIDENDS

No dividend has been paid or declared by the Company for the six months ended 30 June 2025 (for the six months ended 30 June 2024: nil).

14 PROPERTY AND EQUIPMENT

During the six months ended 30 June 2025, the Group acquired items of property and equipment with a cost of RMB50,354,000 (six months ended 30 June 2024: RMB8,727,000), which were mainly the addition of ROU.

15 ACCOUNTS RECEIVABLE

| | As at 30 June 2025 <i>RMB'000</i> | As at 31 December 2024 <i>RMB'000</i> |
|----------------------------|--------------------------------------------|------------------------------------------------|
| Gross carrying amount | 460,474 | 391,269 |
| Less: impairment provision | (51,948) | (49,370) |
| | 408,526 | 341,899 |

An aging analysis of the gross accounts receivable as of the end of the reporting period, based on date of recognition, is as follows:

| | As at 30 June 2025 <i>RMB'000</i> | As at 31 December 2024 <i>RMB'000</i> |
|--------------------|--------------------------------------------|------------------------------------------------|
| Up to 6 months | 412,514 | 341,833 |
| 6 months to 1 year | 5,466 | 1,179 |
| 1 year to 2 years | 1,670 | 10,393 |
| 2 years to 3 years | 3,954 | 3,823 |
| Over 3 years | 36,870 | 34,041 |
| | 460,474 | 391,269 |

The Group applies the simplified approach to provide for expected credit losses prescribed by IFRS 9. To measure the expected credit losses, accounts receivables have been grouped based on shared credit risk characteristics.

16 OTHER RECEIVABLES

| | Note | As at 30 June 2025 RMB'000 | As at 31 December 2024 RMB'000 |
|-------------------------------------------------------------------|-------|-------------------------------------|-----------------------------------------|
| Deposits placed at foreign licensed platform | (i) | 62,448 | 85,746 |
| Loans to employees | (ii) | 46,653 | 22,463 |
| Amounts due from subsidiaries of a non-controlling shareholder | (iii) | 37,287 | – |
| Loans to third parties | (iv) | 36,509 | – |
| Rental deposits | | 22,211 | 17,117 |
| Others | | 25,074 | 21,381 |
| | | 230,182 | 146,707 |
| Including: | | | |
| Current portion | | 199,685 | 134,898 |
| Non-current portion | | 30,497 | 11,809 |

Notes:

- (i) The balance mainly represents the deposits placed at foreign licensed platforms.
- (ii) In order to retain high-performance employees within the Group, the Group adopted an employee interest-free loan arrangement, under which employees can receive interest-free and unsecured loans from the Group and repay such amount over the terms (1 – 5 years) agreed with the Group.
- (iii) The balance mainly represents unsecured interest-free short-term loans of RMB22,815,000 and unsecured short-term loans at 6% annual interest rate of RMB14,472,000 lent to subsidiaries of a non-controlling shareholder of the Company during the six months period ended 30 June 2025 (31 December 2024: Nil).
- (vi) The balance mainly represents unsecured interest-free short-term loans lent to a third party of the Company amounting to RMB36,509,000 during the six months period ended 30 June 2025 (31 December 2024: Nil).

17 ACCOUNTS PAYABLE

Aging analysis of the accounts payable as of the end of the reporting period based on the date of recognition is as follows:

| | As at 30 June 2025 <i>RMB'000</i> | As at 31 December 2024 <i>RMB'000</i> |
|-------------------|--------------------------------------------|------------------------------------------------|
| Up to 1 year | 415,944 | 373,081 |
| 1 year to 2 years | 94 | 741 |
| More than 2 years | 8,265 | 8,735 |
| | 424,303 | 382,557 |

Accounts payable are usually settled within 1 year.

18 OTHER PAYABLES

| | As at 30 June 2025 <i>RMB'000</i> | As at 31 December 2024 <i>RMB'000</i> |
|----------------------------------------------------------------------|--------------------------------------------|------------------------------------------------|
| Payable to former non-controlling interest of a subsidiary | 328,091 | 468,623 |
| Dividends payable to former non-controlling interest of a subsidiary | 150,874 | 168,360 |
| Employee benefits payable | 133,684 | 213,391 |
| Other tax payables | 85,432 | 62,417 |
| Refundable advances from customers | 3,705 | 3,151 |
| Other accrued expenses | 36,250 | 65,790 |
| | 738,036 | 981,732 |

19 CAPITAL AND RESERVES

(a) Equity settled share-based transactions

RSUs granted to employees and management

Movements in the number of RSUs granted to the Company's employees and management under RSU Scheme as below:

| | Number of RSU |
|----------------------------------|---------------|
| Outstanding as at 1 January 2025 | 24,042,961 |
| Granted during the period | 31,213,599 |
| Forfeited during the period | (2,697,700) |
| Outstanding as at 30 June 2025 | 52,558,860 |

| | Number of RSU |
|----------------------------------|---------------|
| Outstanding as at 1 January 2024 | 1,872,728 |
| Granted during the period | 5,438,545 |
| Outstanding as at 30 June 2024 | 7,311,273 |

The fair values of HK\$6.47 and HK\$10.26 per share for RSUs granted during the period were calculated based on the market price of the Company's shares at the respective grant dates.

For the six months ended 30 June 2025, the total expenses recognised in the interim consolidated statement of comprehensive income for RSUs granted under Employee RSU Scheme and Management RSU Scheme were RMB118,250,000 (for the six months ended 30 June 2024: RMB22,176,000).

Share options granted to executive directors and employees ("Share Option Scheme")

Movements in the number of share options granted to employees and their related weighted average exercise prices are as below:

| | Number of share options | Average exercise price per share option (HK\$) |
|----------------------------------|-------------------------|------------------------------------------------|
| Outstanding as at 1 January 2025 | 77,230,000 | 4.81 |
| Exercised during the period | (1,510,000) | 4.81 |
| Outstanding as at 30 June 2025 | 75,720,000 | 4.81 |
| Exercisable as at 30 June 2025 | 55,590,000 | 4.81 |

19 CAPITAL AND RESERVES (CONTINUED)

(a) Equity settled share-based transactions (Continued)

Share options granted to executive directors and employees ("Share Option Scheme") (Continued)

For the six months ended 30 June 2025, the total expenses recognised in the interim consolidated statement of comprehensive income for Share Option Scheme were RMB4,709,000 (for the six months ended 30 June 2024: RMB11,201,000).

(b) Acquisition of non-controlling interests

On 19 January 2024, the Company acquired an additional 2% equity interests in NBT Social Networking Inc. from a non-controlling shareholder, with cash consideration in an amount of RMB105,115,000. The carrying amount of non-controlling interests acquired was RMB43,691,000. Thus, a decrease in other reserves was RMB61,424,000.

(c) Shares held for employee share scheme

The shares held for employee share scheme mainly comprises the cost of the Company's shares held by the Group for the RSU Award Scheme. As at 30 June 2025, the trusts for the Group's employee share scheme held 154,269,989 shares and for the six months ended 30 June 2025, the trusts for the Group's employee share scheme purchased 40,338,000 shares, with the price paid per share ranging from HK\$3.41 to HK\$6.48 and weighted average of HK\$4.29.

20 MATERIAL RELATED PARTY TRANSACTIONS

In addition to the related party information disclosed elsewhere in the interim financial report, the Group entered into the following significant related party transactions for the six months ended 30 June 2025:

Key management personnel remuneration

| | Six months ended 30 June | |
|---------------------------------------------------------------------------|--------------------------|-----------------|
| | 2025 RMB'000 | 2024 RMB'000 |
| Salaries, allowances and benefits in kind | 4,177 | 2,810 |
| Discretionary bonuses | 561 | 422 |
| Pension costs – defined contribution plans | 208 | 177 |
| Other social security costs, housing benefits and other employee benefits | 279 | 248 |
| Share-based compensation expenses | 14,270 | 6,092 |
| Total employee benefit expenses | 19,495 | 9,749 |

DEFINITIONS

| | |
|-----------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| “AIGC” | artificial intelligence generated content |
| “ARPU” | average revenue per user |
| “Adoption Date” | the date on which the Share Option Scheme or the NBT RSU Scheme was conditionally adopted by a resolution of the Shareholders |
| “Audit Committee” | the audit committee of the Company |
| “BGFG” | BGFG Limited, a company incorporated under the laws of the British Virgin Islands with limited liability |
| “Board” | the board of directors |
| “Business Day(s)” | any day (excluding Saturday) on which banks in Hong Kong generally are open for business and the Stock Exchange is open for the business of dealing in securities |
| “Company”, “our Company”, “the Company” or “Newborn Town” | Newborn Town Inc. (赤子城科技有限公司), a company with limited liability incorporated in the Cayman Islands whose shares are listed on the Stock Exchange |
| “Director(s)” | the director(s) of our Company or any one of them |
| “Employee(s)” | any employee(s) or senior management of the Company or its subsidiaries |
| “Employee RSU Scheme” | the restricted share unit scheme of the Company adopted and revised by our Board on 11 December 2019 and 28 May 2020, respectively |
| “Employee RSU Trustee” | TMF Trust (HK) Limited, an independent and professional trustee appointed by our Company to act as the trustee of the Employee RSU Scheme |
| “Exercise Price” | the price per Share at which a Grantee may subscribe for the Shares on the exercise of an Option as described in paragraph 8 of Appendix III to the circular of the Company dated 14 April 2021 |

| | |
|-------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| “Grantee” | any Participant who accepts an Offer in accordance with the terms of the Share Option Scheme, or (where the context so permits) any person who is entitled to any Option in consequence of the death of the original Grantee |
| “Group”, “our Group” or “the Group” | the Company and its subsidiaries |
| “HK\$” | Hong Kong dollars, the lawful currency of Hong Kong |
| “Hong Kong” | the Hong Kong Special Administrative Region of the PRC |
| “IFRS” | IFRS Accounting Standards as issued from time to time by the International Accounting Standards Board |
| “Latest Practicable Date” | 18 September 2025, being the latest practicable date prior to the printing of this interim report for the purpose of ascertaining certain information contained herein |
| “JJQJ” | JJQJ Partners Limited, a company incorporated under the laws of the British Virgin Islands with limited liability |
| “JZZT” | JZZT Limited, a company incorporated under the laws of the British Virgin Islands with limited liability |
| “Listing Date” | 31 December 2019, the date on which the Company was listed on the Stock Exchange |
| “Listing Rules” | the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (as amended, supplemented or otherwise modified from time to time) |
| “Lock-up Period” | from the date on which the RSU Award Scheme Participant is granted the RSU Awards to the date that expires three years after the date of the first unlock of the RSU Awards |
| “Management RSU Scheme” | the restricted share unit scheme of the Company adopted and revised by our Board on 11 December 2019 and 28 May 2020, respectively |

DEFINITIONS

| | |
|-----------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| “Management RSU Trustee” | TMF Trust (HK) Limited, an independent and professional trustee appointed by our Company to act as the trustee of the Management RSU Scheme |
| “Mico” | Beijing Mico World Technology Co., Ltd. (北京米可世界科技有限公司) (formerly known as Beijing Zhongluo Technology Co., Ltd. (北京眾絡科技有限公司)), a company incorporated under the laws of the PRC with limited liability |
| “NBT RSU Scheme” | the restricted share unit scheme of the Company approved and adopted by the Shareholders on 12 December 2024, in its present form or as amended from time to time in accordance with the rules of NBT RSU Scheme |
| “Offer(s)” | the offer(s) of the grant of Share Option(s) made by the Board in accordance with the Share Option Scheme |
| “Offer Date” | the date on which an Offer(s) is/are made to Participant(s), which date must be a Business Day |
| “Option(s)” or “Share Option(s)” | a right granted to subscribe for the Shares pursuant to the Share Option Scheme |
| “Option Period” | a period to be determined and notified by the Board to each Grantee, during which an Option may be exercised (provided that such period shall not be more than ten (10) years commencing on the Offer Date and expiring on the last day of such period and the Board may also at its discretion impose any restrictions thereon) |
| “Participant(s)” | any director(s) of the Group (including any Director(s)) or Employee(s) who the Board considers, in its sole discretion, have contributed or will contribute to the Group |
| “PRC” or “China” | the People’s Republic of China, which for the purpose of this interim report only, excludes Hong Kong, Macau Special Administrative Region of the PRC and Taiwan |
| “Prospectus” | the prospectus of the Company dated 17 December 2019 |
| “R&D” | research and development |
| “Relevant Period” or “Reporting Period” | the six months ended 30 June 2025 |
| “RMB” | Renminbi yuan, the lawful currency of China |
| “RSU” | a restricted share unit award granted to a participant under the RSU Schemes |

| | |
|--------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| “RSU Administrator” | The Board has the power to administer the RSU Award Scheme in accordance with the rules of the RSU Award Scheme. The Board may authorise a committee under the Board to administer the RSU Award Scheme and if no such committee is appointed, it may refer to the Board |
| “RSU Award” | restricted share unit which gives the RSU Award Scheme Participant a conditional right when the RSU Award vests to obtain either Shares or an equivalent value in cash with reference to the market value of the Shares on or about the date of exercise of the RSU Award, less any tax, stamp duty and other charges applicable, as determined by the RSU Administrator in its absolute discretion, and may include (where appropriate), cash and non-cash income, dividends or distributions and/or the sale proceeds of non-cash and non-scrip distributions in respect of those Shares, as determined by the RSU Administrator in its absolute discretion |
| “RSU Award Scheme” | RSU award scheme adopted by the Company on 7 June 2022 |
| “RSU Schemes” | the Employee RSU Scheme and the Management RSU Scheme |
| “RSU Trustee” | TMF Trust (HK) Limited, an independent and professional trustee appointed by our Company to act as the trustee of the RSU Award Scheme |
| “recharge amount” | in relation to the social networking business and the innovative business and their respective products, the amount of recharge by users |
| “SFO” | the Securities and Futures Ordinance |
| “Share(s)” | ordinary share(s) in the share capital of our Company with a par value of US\$0.0001 each |
| “Shareholder(s)” | holder(s) of the Share(s) |
| “Spriver” | Spriver Tech Limited, an investment holding company incorporated in the British Virgin Islands with limited liability |
| “Stock Exchange” | The Stock Exchange of Hong Kong Limited |
| “subsidiary” or “subsidiaries” | has the meaning ascribed thereto in section 15 of the Companies Ordinance |

DEFINITIONS

| | |
|---------------------------------------------|----------------------------------------------------------------------------------------------------------------|
| “substantial shareholder(s)” | has the meaning ascribed thereto in the Listing Rules |
| “Takeovers Code” | the Hong Kong Code on Takeovers and Mergers issued by SFC, as amended or supplemented from time to time |
| “Target Company” or “NBT Social Networking” | NBT Social Networking Inc., a company incorporated under the laws of the Cayman Islands with limited liability |
| “U.S.” or “the United States” | The United States of America |
| “U.S. dollars” or “US\$” | United States dollars, the lawful currency of the United States |
| “We”, “us” or “our” | our Company or our Group, as the context may require |
| “%” | per cent |

