

*Hong Kong Exchanges and Clearing Limited and The Stock Exchange of Hong Kong Limited take no responsibility for the contents of this announcement, make no representation as to its accuracy or completeness and expressly disclaim any liability whatsoever for any loss howsoever arising from or in reliance upon the whole or any part of the contents of this announcement.*

香港交易及結算所有限公司及香港聯合交易所有限公司對本公告的內容概不負責，對其準確性或完整性亦不發表任何聲明，並明確表示，概不就因本公告全部或任何部分內容所產生或因依賴該等內容而引致的任何損失承擔任何責任。



**Doumob**

**豆盟科技有限公司**

*(incorporated in the Cayman Islands with limited liability)*

*(於開曼群島註冊成立的有限公司)*

**(Stock Code 股份代號: 1917)**

**INTERIM RESULTS  
FOR THE SIX MONTHS ENDED  
30 JUNE 2025**

**截至2025年6月30日止六個月的  
中期業績**

The Board announces the unaudited consolidated interim results of the Group for the six months ended 30 June 2025 together with the comparative figures for the corresponding period in 2024.

董事會公佈本集團截至2025年6月30日止六個月的未經審核綜合中期業績，連同2024年同期的比較資料。

**INTERIM RESULTS**

**中期業績**

For the 2025 Interim, the Group's loss and other comprehensive income attributable to owners of the Company was approximately RMB11.9 million as compared to that of approximately RMB4.1 million for the 2024 Interim. The basic loss per share for the six months ended 30 June 2025 was RMB0.0052 (2024 Interim: RMB0.0018).

2025年中期，本集團的本公司擁有人應佔虧損及其他全面收益約為人民幣11.9百萬元，2024年中期則約為人民幣4.1百萬元。截至2025年6月30日止六個月的每股基本虧損為人民幣0.0052元（2024年中期：人民幣0.0018元）。

**INTERIM DIVIDEND**

**中期股息**

The Board has resolved not to declare any interim dividend for the 2025 Interim.

董事會決議不宣派任何2025年中期的中期股息。

## MANAGEMENT DISCUSSION AND ANALYSIS

### OVERVIEW

During the first half of 2025, the live-streaming e-commerce industry accelerated its transition from traffic competition to capability competition. Platform algorithms continued favoring vertical content, while the health food sector demonstrated strong resilience. Consumer demand for product innovation and scenario-specific adaptation became increasingly prominent. Confronting the dual challenges of stratified consumption demand and elevated supply chain costs, the Group focused on deepening supply chain capabilities and incubating its self-owned brand ecosystem to establish foundations for long-term value growth.

### BUSINESS REVIEW

At the supply chain level, we prioritized building a resilient and collaborative industrial network. Through systematic integration of premium manufacturing resources with emphasis on food and beverage categories, we established flexible supply capabilities enabling rapid response to market demands. Although this strategic framework has not yet reached full profit-conversion phase, it laid solid groundwork for sustained innovation within future product matrices and quality control.

In the self-owned brand field, we have closely centered on nutritional convenience solutions for fast-paced lifestyles, and we continuously optimized product experiences through multi-round user testing. An initial product matrix prototype addressing fragmented dining scenarios has taken shape, creating a differentiated market-validated foundation for scaled expansion.

## 管理層討論與分析

### 概覽

2025年上半年，直播電商行業加速從流量競爭轉向能力競爭。平台算法持續向垂直內容傾斜，健康食品賽道呈現強韌性，消費者對產品創新與場景適配的 demand 日益凸顯。面對消費需求分層與供應鏈成本高企的雙重挑戰，本集團聚焦供應鏈能力深耕與自有品牌生態孵化，為長期價值增長鋪設基石。

### 業務回顧

在供應鏈層面，我們著力構建彈性協同的產業網絡。通過系統化整合優質工廠資源，聚焦食品飲料品類，形成快速響應市場需求的柔性供給能力。這一戰略佈局雖尚未進入全面收益轉化期，卻為未來產品矩陣的持續創新與品質可控性奠定了堅實基礎。

在自有品牌領域，我們緊密圍繞快節奏生活場景下的便捷營養需求，通過多輪用戶測試持續優化產品體驗。初步形成覆蓋碎片化餐飲場景的產品矩陣雛形，為規模化拓展差異化市場奠定驗證基礎。

The Group significantly intensified strategic resource allocation in the first half of 2025. With supply chain capability building and product research and development remaining in value-precipitation phase, compounded by rising industry traffic costs, revenue for the Reporting Period reached approximately RMB18.6 million, representing a year-on-year decrease of approximately 8.2%. Concurrently, cost increments from strategic investments resulted in gross margin contraction of approximately 10.9 percentage points. This transitional pressure reflects our deliberate choice to exchange near-term profits for sustainable competitive barriers.

## STRATEGIC OUTLOOK

In the future, we will deepen the implementation of our five-dimensional strategic framework (“User + Data + Innovation + Supply + Sharing”) to shift capabilities toward value realization. This includes:

1. Building a dynamic demand-sensing system through integrated omni-channel consumer behavior tracking, enabling penetration from transactional touchpoints into lifestyle scenarios;
2. Accelerating the marketization of reserve products by establishing “instant-access” light-health consumption touchpoints in supermarkets and convenience stores; and
3. Exploring open collaboration in production capacity, channels, and data resources to reduce marginal costs of industrial innovation.

Execution will focus on dual engines:

1. Infiltrating regional supermarket and convenience store networks to reconstruct user decision journeys through light-touch experiences and rapid reach; and
2. Deeply integrating smart decision-making into product iteration and operational allocation, optimizing resource flows through data-driven insights.

本集團2025年上半年資源傾斜力度顯著加大。由於供應鏈能力建設與產品研發尚處於價值沉澱期，疊加行業流量成本攀升影響，報告期內實現收益約為人民幣18.6百萬元，較去年同期下降約8.2%；同時，戰略投入帶來的成本增量導致毛利率同比下降約10.9個百分點。此階段性壓力是本集團主動選擇以短期利潤換取長期競爭壁壘的必然過程。

## 戰略展望

未來我們將深化「用戶+數據+創新+供給+共享」的五維戰略框架，推動能力向價值轉化端遷移。這包括：

1. 通過打通全域消費行為追蹤構建動態需求感知系統，實現從交易觸點向生活場景的滲透；
2. 加速儲備產品市場化進程，依托商超及便利店輕觸點佈局打造「即時可得」的輕健康消費閉環；以及
3. 探索產能、渠道與數據資源的開放協同，降低產業創新邊際成本。

落地執行聚焦雙引擎：

1. 滲透區域商超及便利店網絡，以輕體驗、快觸達模式重構用戶決策鏈路；以及
2. 將智能決策深度融入產品迭代與運營調配，通過數據流牽引資源流優化。

While the industry wearies amid traffic competition, we choose to cultivate three foundational certainties:

- 1. Using supply chain resilience to break the cost-quality trade-off;
- 2. Driving user-centric innovation to let consumer demand define product evolution; and
- 3. Leveraging technology-driven efficiency to reinvent consumer-product-market matching.

Management of the Company will maintain strategic resolve to safeguard this capability-building cycle, anticipating breakthrough growth after navigating the deep-water zone of industry transformation.

FINANCIAL REVIEW

REVENUE

The following table sets forth the breakdown of our revenue for the 2025 Interim and 2024 Interim:

當行業在流量內卷中疲憊不堪時，我們選擇深耕三大確定性根基：

- 1. 以供應鏈韌性打破成本與品質的二元對立；
- 2. 以用戶導向創新讓消費需求定義產品進化方向；以及
- 3. 以技術穿透效能重塑人貨場匹配效率。

本公司管理層將以戰略定力守護能力建設周期，在行業轉型的深水區靜待蓄力之後的破土新生。

財務回顧

收益

下表載列我們2025年中期及2024年中期的收益明細：

		For the six months ended 30 June 截至6月30日止六個月			
		2025 2025年	(% of total revenue) (佔收益 總額百分比)	2024 2024年	(% of total revenue) (佔收益 總額百分比)
		(RMB'000) (人民幣千元) (Unaudited) (未經審核)		(RMB'000) (人民幣千元) (Unaudited) (未經審核)	
Marketing services	營銷服務	15,514	83.5%	19,484	96.3%
of which: online marketing	其中：線上營銷	12,028	64.7%	19,484	96.3%
offline marketing	線下營銷	3,486	18.8%	—	0%
Self-owned brand business	自有品牌	2,999	16.1%	—	0%
Others	其他	71	0.4%	757	3.7%
Total	總計	18,584	100.0%	20,241	100.0%

For the 2025 Interim, the total revenue was approximately RMB18.6 million, representing a year-on-year decrease of approximately 8.2% (2024 Interim: approximately RMB20.2 million). The decrease in the total revenue was primarily attributable to the Group's strategic initiatives, undertaken to enhance long-term competitiveness, of accelerating its shift from brand agency operations to upstream industrial chain expansion. This includes strengthening supply chain autonomy and controllability while building a self-owned product matrix, though these measures have not yet reached the stage of comprehensive revenue conversion in the short term.

## **COST OF SALES**

The cost of sales was approximately RMB13.3 million for the 2025 Interim, representing a year-on-year increase of approximately 8.4% (2024 Interim: approximately RMB12.2 million). This was primarily due to an increased investment in the self-owned brand business development phase and higher costs for offline marketing operations.

## **GROSS PROFIT AND GROSS PROFIT MARGIN**

For the 2025 Interim, our gross profit was approximately RMB5.3 million, representing a year-on-year decrease of approximately 33.5% (2024 Interim: approximately RMB8.0 million). For the 2025 Interim, the gross profit margin was 28.7% (2024 Interim: 39.6%). This decrease was primarily due to a decline in total revenue and an increase in costs.

2025年中期的收益總額約為人民幣18.6百萬元，同比減少約8.2%（2024年中期：約人民幣20.2百萬元）。收益總額減少主要由於為增強長期競爭力，本集團加速從品牌代運營向產業鏈上游延伸，強化供應鏈自主可控能力及自有商品矩陣建設，但短期內尚未進入全面收益轉化期。

## **銷售成本**

2025年中期的銷售成本約為人民幣13.3百萬元，同比增加約8.4%（2024年中期：約人民幣12.2百萬元），主要由於自有品牌業務培育期投入加大且線下營銷業務成本增加所致。

## **毛利及毛利率**

我們於2025年中期的毛利約為人民幣5.3百萬元，同比減少約33.5%（2024年中期：約人民幣8.0百萬元）。2025年中期的毛利率為28.7%（2024年中期則為39.6%）。該減少主要是由於收益總額減少以及成本增加所致。



## EXPENSES

### *Selling and Distribution Expenses*

Our selling and distribution expenses primarily consist of staff salaries and benefits. The selling and distribution expenses were approximately RMB5.0 million for 2025 Interim, representing a year-on-year increase of approximately 2.3% (2024 Interim: approximately RMB4.9 million). The overall changes are not significant.

### *Administrative Expenses*

Our administrative expenses primarily consist of (i) staff salaries and benefits; (ii) amortization and depreciation charges; (iii) legal and professional fee; (iv) agent cost; (v) short-term lease expenses; and (vi) renovation expenses. The administrative expenses were approximately RMB7.6 million for the 2025 Interim, representing a year-on-year increase of approximately 6.3% (2024 Interim: approximately RMB7.2 million). This is primarily due to an increase in rental and renovation expenses.

### *Income Tax Expenses*

No income tax expenses for the 2025 Interim because of the enterprise loss. The general corporate income tax rate in the PRC is 25%. Two subsidiaries of the Group in the PRC were approved as a High and New Technology Enterprise, and are subject to a preferential income tax rate of 15% in the 2025 Interim (2024 Interim: two subsidiaries in the PRC were subject to a preferential income tax rate of 15%).

## 開支

### 銷售及分銷開支

我們的銷售及分銷開支主要包括員工薪金及福利。2025年中期的銷售及分銷開支約為人民幣5.0百萬元，同比增加約2.3%（2024年中期：約人民幣4.9百萬元），整體變動不大。

### 行政開支

我們的行政開支主要包括(i)員工薪金及福利；(ii)攤銷及折舊開支；(iii)法律及專業費用；(iv)代理成本；(v)短期租賃開支；及(vi)裝修費用。2025年中期的行政開支約為人民幣7.6百萬元，同比增加約6.3%（2024年中期：約人民幣7.2百萬元），主要是由於房租及裝修費用增加所致。

### 所得稅開支

由於企業虧損，2025年中期並無所得稅開支。中國的一般企業所得稅率為25%。本集團的兩間中國附屬公司被批准為高新技術企業，於2025年中期內可按優惠稅率15%繳納所得稅（2024年中期：兩間中國附屬公司享受優惠稅率15%）。

## FINANCIAL POSITIONS

As of 30 June 2025, our total equity was approximately RMB38.7 million, as compared with approximately RMB50.5 million as of 31 December 2024. The decrease was mainly due to the losses incurred from operating activities.

As of 30 June 2025, our net current assets were approximately RMB34.1 million, as compared with approximately RMB45.7 million as of 31 December 2024. The decrease was mainly attributable to the decrease in cash at banks and on hand.

## LIQUIDITY AND FINANCIAL RESOURCES

As of 30 June 2025, our cash at banks and on hand was approximately RMB25.1 million, as compared with approximately RMB35.8 million as of 31 December 2024. The decrease was mainly attributable to the payment of funds related to operating activities.

## MATERIAL EVENTS AFTER THE REPORTING PERIOD

There have been no material events of the Group from 30 June 2025 until the date of this interim results announcement.

## 財務狀況

截至2025年6月30日，我們的權益總額約為人民幣38.7百萬元，而截至2024年12月31日則約為人民幣50.5百萬元。該減少主要由於經營活動產生的虧損所致。

截至2025年6月30日，我們的流動資產淨值約為人民幣34.1百萬元，而截至2024年12月31日則約為人民幣45.7百萬元。該減少主要是由於銀行及手頭現金減少所致。

## 流動資金及財務資源

截至2025年6月30日，我們的銀行及手頭現金約為人民幣25.1百萬元，而截至2024年12月31日則約為人民幣35.8百萬元。該變動主要由於支付有關經營活動的資金所致。

## 報告期後重大事項

自2025年6月30日起直至本中期業績公告日期，本集團並無重大事項。

## GEARING RATIO

As of 30 June 2025, our gearing ratio, which is calculated as total debt divided by total assets, was 7.9%, as compared with 13.2% as of 31 December 2024. The decrease was mainly attributable to the decrease in contract liabilities and other payables.

## CAPITAL EXPENDITURE

Our capital expenditure includes expenditures on furniture, fixtures and office equipment, computers and motor vehicles. For the 2025 Interim and 2024 Interim, the Group had no significant capital expenditure.

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

For the six months ended 30 June 2025, we did not have any significant investment or material acquisition and disposal of subsidiaries, associates and joint ventures, and none of each individual investment held by the Group constituted 5% or above of the total assets of the Group as of 30 June 2025.

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

## CHARGE ON ASSETS

As of 30 June 2025, no property, plant and equipment was pledged.

## CONTINGENT LIABILITIES AND GUARANTEES

As of 30 June 2025, we did not have significant contingent liabilities, guarantees or any significant claim or litigation against us.

## 資產負債比率

按債務總額除以資產總值計算，截至2025年6月30日的資產負債比率為7.9%，而截至2024年12月31日則為13.2%，該下降主要由於合約負債及其他應付款減少所致。

## 資本開支

我們的資本開支包括家具、裝置及辦公室設備、電腦及汽車的開支。2025年中期及2024年中期，本集團並無重大資本開支。

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

截至2025年6月30日止六個月，我們並無任何重大投資或有關附屬公司、聯營公司及合營企業的重大收購及出售事項，以及本集團持有的各項獨立投資概無構成本集團截至2025年6月30日的總資產的5%或以上。

截至本中期業績公告日期，我們並無任何未來重大投資或資本資產計劃。

## 資產抵押

截至2025年6月30日，概無質押任何物業、廠房及設備。

## 或然負債及擔保

截至2025年6月30日，我們並無記錄重大或然負債、擔保或針對我們的任何重大索償或訴訟。



## EMPLOYEES AND REMUNERATION POLICIES

For the six months ended 30 June 2025, our total employee remuneration was approximately RMB7.5 million (including salary, bonus, share-based compensation, pension scheme contribution, other social security fund and other employee benefits) (for the six months ended 30 June 2024: approximately RMB8.1 million).

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

The Company has adopted a restricted share unit scheme on 14 August 2018 and a restricted share award scheme on 7 May 2020 to recognise and motivate the contributions by its employees and give incentives thereto in order to retain them, as well as to attract suitable personnel for further development of the Group. Please refer to the Prospectus, the announcements of the Company dated 7 May 2020, 5 June 2020 and 17 May 2023, and the 2025 interim report of the Company for further details.

## 僱員及薪酬政策

截至2025年6月30日止六個月，我們的僱員薪酬總額約為人民幣7.5百萬元（包含薪金、花紅、以股份為基礎的酬金、退休計劃供款、其他社會保障金及其他僱員福利）（截至2024年6月30日止六個月：約人民幣8.1百萬元）。

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

本公司於2018年8月14日採納一個受限制股份單位計劃，並於2020年5月7日採納一個受限制股份獎勵計劃，以表彰及鼓勵僱員作出貢獻、藉提供激勵挽留僱員，以及吸引合適人員推動本集團的進一步發展。更多詳情請參閱招股章程、本公司日期為2020年5月7日、2020年6月5日及2023年5月17日的公告以及本公司2025年中期報告。

# FINANCIAL INFORMATION

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

# 財務資料

## 中期簡明綜合損益及其他全面收益表

截至6月30日止六個月

			2025 2025年 (RMB'000) (人民幣千元) (Unaudited) (未經審核)	2024 2024年 (RMB'000) (人民幣千元) (Unaudited) (未經審核)
	Notes 附註			
Revenue		收益		
Cost of sales	4	銷售成本	18,584 (13,258)	20,241 (12,233)
Gross profit		毛利	5,326	8,008
Other income and other net gains	5	其他收入及其他收益淨額	(262)	922
Change in fair value of:		以下各項的公允值變動：		
— financial assets at fair value through profit or loss		— 按公允值計入損益的財務資產	—	—
Loss of disposal of financial asset at fair value through profit or loss		處理按公允值計入損益的財務資產虧損	—	(974)
Selling and distribution expenses		銷售及分銷開支	(5,023)	(4,908)
Administrative expenses		行政開支	(7,624)	(7,170)
Expected credit loss on financial assets		財務資產預期信貸虧損	(4,270)	—
Finance costs		融資成本	—	—
Loss before income tax	6	除所得稅前虧損	(11,853)	(4,122)
Income tax expense	7	所得稅開支	—	—
Loss for the period		期內虧損	(11,853)	(4,122)
Loss and total comprehensive income for the period attributable to:		以下人士應佔期內虧損及全面收益總額：		
Owners of the Company		本公司擁有人	(11,853)	(4,122)
Non-controlling interests		非控股權益	—	—
			(11,853)	(4,122)
Loss per share attributable to the owners of the Company		本公司擁有人應佔每股虧損		
Basic and diluted	8	基本及攤薄	RMB(0.0052) 人民幣(0.0052)元	RMB(0.0018) 人民幣(0.0018)元

**INTERIM CONDENSED CONSOLIDATED  
STATEMENT OF FINANCIAL POSITION**

**中期簡明綜合財務狀況表**

			As at 30 June 2025 於2025年 6月30日 (RMB'000) (人民幣千元) (Unaudited) (未經審核)	As at 31 December 2024 於2024年 12月31日 (RMB'000) (人民幣千元) (Audited) (經審核)
	Notes 附註			
<b>ASSETS AND LIABILITIES</b>		<b>資產及負債</b>		
<b>Non-current assets</b>		<b>非流動資產</b>		
Property, plant and equipment		物業、廠房及設備	81	119
Intangible assets		無形資產	—	159
Financial assets at fair value through profit or loss		按公允值計入損益的財務 資產	4,533	4,539
			<b>4,614</b>	<b>4,817</b>
<b>Current assets</b>		<b>流動資產</b>		
Inventories		存貨	340	581
Trade receivables	10	貿易應收款項	2,383	3,345
Deposits, prepayments and other receivables		按金、預付款項及其他應收 款項	9,350	13,401
Amounts due from Shareholders		應收股東款項	204	211
Cash and cash equivalents		現金及現金等價物	25,130	35,817
			<b>37,407</b>	<b>53,355</b>
<b>Current liabilities</b>		<b>流動負債</b>		
Trade payables	11	貿易應付款項	170	585
Contract liabilities	4(c)	合約負債	163	1,033
Accruals and other payables		應計費用及其他應付款項	2,967	6,028
Income tax payable		應付所得稅	—	4
			<b>3,300</b>	<b>7,650</b>
<b>Net current assets</b>		<b>流動資產淨值</b>	<b>34,107</b>	<b>45,705</b>
<b>Net assets</b>		<b>資產淨值</b>	<b>38,721</b>	<b>50,522</b>
<b>EQUITY</b>		<b>權益</b>		
<b>Capital and reserves</b>		<b>資本及儲備</b>		
Capital	12	資本	1,967	1,967
Reserves		儲備	36,754	48,555
<b>Total equity</b>		<b>權益總額</b>	<b>38,721</b>	<b>50,522</b>

# NOTES TO THE CONDENSED CONSOLIDATED INTERIM FINANCIAL STATEMENTS

## 1. GENERAL INFORMATION

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

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

## 2. BASIS OF PREPARATION

These condensed consolidated interim financial statements have been prepared in accordance with Hong Kong Accounting Standard 34 "Interim Financial Reporting" ("**HKAS 34**"), issued by the Hong Kong Institute of Certified Public Accountants ("**HKICPA**") and the applicable disclosure provisions of the Rules Governing the Listing of Securities on the Main Board of The Stock Exchange of Hong Kong Limited. These condensed consolidated interim financial statements were authorised for issue on 28 August 2025.

These condensed consolidated interim financial statements have been prepared with the same accounting policies adopted in the 2024 annual financial statements, except for those that relate to new standards or interpretations effective for the first time for periods beginning on or after 1 January 2025. Details of any changes in accounting policies are set out in note 3. The adoption of the new and revised Hong Kong Financial Reporting Standards ("**HKFRSs**") have no material effect on these condensed consolidated interim financial statements. The Group has not early adopted any new and revised HKFRSs that has been issued but not yet effective in the current accounting period.

# 簡明綜合中期財務報表附註

## 1. 一般資料

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

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

## 2. 編製基準

該等簡明綜合中期財務報表已根據香港會計師公會（「**香港會計師公會**」）頒佈的香港會計準則第34號「中期財務報告」（「**香港會計準則第34號**」）及香港聯合交易所有限公司主板證券上市規則的適用披露條文編製。該等簡明綜合中期財務報表於2025年8月28日獲授權刊發。

該等簡明綜合中期財務報表已按照與2024年年度財務報表所採納的相同會計政策編製，惟不包括與於2025年1月1日或之後開始的期間內首次生效的新訂準則或詮釋有關的會計政策。任何會計政策變動的詳情載於附註3。採納新訂及經修訂香港財務報告準則（「**香港財務報告準則**」）對該等簡明綜合中期財務報表並無重大影響。本集團概無提前採納本會計期間已頒佈但尚未生效的任何新訂及經修訂香港財務報告準則。

### 3. CHANGES IN ACCOUNTING POLICIES

The HKICPA has issued the following amendments to HKFRSs that are first effective for the current accounting period of the Group:

Amendments to HKAS 1	Classification of Liabilities as Current or Non-current
Amendments to HKAS 1	Non-current Liabilities with Covenants
HK Interpretation 5 (2020)	Presentation of Financial Statements—Classification by the Borrower of a Term Loan that Contains a Repayment on Demand Clause
Amendments to HKFRS 16	Lease Liability in a Sale and Leaseback
Amendments to HKAS 7 and HKFRS 7	Supplier Finance Arrangements

None of these developments have had a material effect on how the Group's results and financial position for the current or prior periods have been prepared or presented in this interim results announcement. The Group has not applied any new standard or interpretation that is not yet effective for the current accounting period.

### 4. REVENUE AND SEGMENT INFORMATION

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

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

### 3. 會計政策變動

香港會計師公會已頒佈下列香港財務報告準則的修訂，該等修訂於本集團當前會計期間首次採用：

香港會計準則第1號的修訂	分類負債為流動或非流動
香港會計準則第1號的修訂	附帶契諾的非流動負債
香港詮釋第5號 (2020年)	財務報表之呈列—借款人對包含按要求償還條款之定期貸款之分類
香港財務報告準則第16號的修訂	售後租回交易中的租賃負債
香港會計準則第7號及香港財務報告準則第7號的修訂	供應商財務安排

該等修訂並無對於如何編製或於本中期業績公告呈列本集團當前或過往期間的業績及財務狀況造成重大影響。本集團並無採用於本會計期間尚未生效的任何新訂準則或詮釋。

### 4. 收益及分部資料

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

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



The major operating entity of the Group is domiciled in the PRC. Accordingly, all of the Group's revenue were derived in the PRC for the six months ended 30 June 2025 and 2024.

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

The Group's customer base is diversified. There are two customer with whom transactions have exceeded 10% of the Group's revenue for the six months ended 30 June 2025 (six months ended 30 June 2024: two).

All the Group's revenue is derived from contracts with customers. Revenue mainly comprises of proceeds from marketing services and other sales. An analysis of the Group's revenue by category for the six months ended 30 June 2025 and 2024 was as follows:

**(a) Disaggregated revenue information**

Reportable segment revenue from contract with customers

Marketing services  
Other sales

來自與客戶訂立的合約之可報告分部收益

營銷服務  
其他銷售

**(a) 收益資料細分**

**Six months ended 30 June**  
**截至6月30日止六個月**

2025	2024
2025年	2024年
RMB'000	RMB'000
人民幣千元	人民幣千元
(Unaudited)	(Unaudited)
(未經審核)	(未經審核)

15,514	19,484
3,070	757
<b>18,584</b>	<b>20,241</b>

Timing of revenue recognition

At a point in time

收益確認時間

於某一時間點確認

18,584	20,241
--------	--------

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

For the six months ended 30 June 2025 and 2024, there were no significant incremental costs to obtain a contract.

**(b) 自獲取合約增量成本確認的資產**

截至2025年及2024年6月30日止六個月，並無重大獲取合約增量成本。

(c) Significant changes in contract liabilities

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

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

(c) 合約負債重大變動

本集團的合約負債主要來自客戶的預付款項，而相關服務尚未提供。

下表顯示本報告期內確認的收益結轉為合約負債的金額：

		30 June 2025 2025年 6月30日 RMB'000 人民幣千元 (Unaudited) (未經審核)	31 December 2024 2024年 12月31日 RMB'000 人民幣千元 (Audited) (經審核)
Balance at 1 January	於1月1日的結餘	1,033	2,591
Decrease in contract liabilities as a result of recognizing revenue during the period/year that was included in the contract liabilities at the beginning of the period/year	因期／年內確認計入期／年初合約負債的收益而導致的合約負債減少	(1,033)	(2,591)
Increase in contract liabilities as a result of billing in advance of marketing activities	因預先就營銷服務活動發出賬單而導致的合約負債增加	163	1,033
Balance at 30 June/31 December	於6月30日／ 12月31日的結餘	163	1,033

5. OTHER INCOME AND OTHER NET GAINS

5. 其他收入及其他收益淨額

		Six months ended 30 June 截至6月30日止六個月 2025 2025年 RMB'000 人民幣千元 (Unaudited) (未經審核)	2024 2024年 RMB'000 人民幣千元 (Unaudited) (未經審核)
Exchange gain, net	匯兌收益淨額	(609)	651
Interest income	利息收入	170	317
Others	其他	177	(46)
		(262)	922

## 6. LOSS BEFORE INCOME TAX

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

## 6. 除所得稅前虧損

除所得稅前虧損於扣除以下各項後得出：

		Six months ended 30 June 截至6月30日止六個月	
		2025 2025年 RMB'000 人民幣千元 (Unaudited) (未經審核)	2024 2024年 RMB'000 人民幣千元 (Unaudited) (未經審核)
Amortization of intangible asset (Note)	無形資產攤銷 (附註)	159	654
Depreciation of property, plant and equipment	物業、廠房及設備折舊	38	41
(Reversal of)/impairment loss on trade receivables	貿易應收款項減值 (撥回)/減值虧損	(142)	—
Provision for impairment of contract assets	合約資產減值撥備	—	—
Provision for impairment of other receivables	其他應收款項減值撥備	4,412	—
R&D expenditure	研發開支	—	—
Short term lease expenses	短期租賃開支	551	216
Staff cost (including directors' emoluments)	員工成本 (包括董事酬金)		
— Salaries, wages and other benefits	— 薪金、工資及其他利益	6,716	7,314
— Retirement scheme contribution	— 退休計劃供款	792	815
		<b>7,508</b>	<b>8,129</b>

Note:

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

附註：

無形資產攤銷於簡明綜合損益及其他全面收益表內計入「行政開支」。

## 7. INCOME TAX EXPENSE

<b>Current tax</b>	<b>即期稅項</b>
Tax for the current period	本期間稅項
<b>Deferred tax</b>	<b>遞延稅項</b>
Credited to profit or loss for the period	計入期內損益

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

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

No provision for Hong Kong Profits Tax has been made as the Group had no assessable profits arising in Hong Kong during the six months ended 30 June 2025 and 2024.

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

## 8. LOSS PER SHARE

### (a) Basic

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

## 7. 所得稅開支

Six months ended 30 June 截至6月30日止六個月	
2025 2025年 RMB'000 人民幣千元 (Unaudited) (未經審核)	2024 2024年 RMB'000 人民幣千元 (Unaudited) (未經審核)
—	—
—	—
—	—
<u>—</u>	<u>—</u>

根據開曼群島的規則及法規，本集團毋須繳納開曼群島的任何所得稅。

根據英屬處女群島的規則及法規，本集團毋須繳納英屬處女群島的任何所得稅。

由於本集團於截至2025年及2024年6月30日止六個月在香港並無任何應課稅溢利，故並無就香港利得稅計提撥備。

本集團就中國業務計提的所得稅撥備乃按現行法例、有關詮釋及實務就期內估計應課稅溢利按適用稅率計算。中國的一般企業所得稅率為25%。本集團的兩間中國附屬公司被批准為高新技術企業，於若干年度可按優惠稅率15%繳納所得稅。

## 8. 每股虧損

### (a) 基本

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

The calculation of basic loss per share for the six months ended 30 June 2024 is based on the loss attributable to the ordinary equity Shareholders of the Company of RMB4,122,000 and the weighted average of 2,299,745,000 ordinary shares in issue during the interim period.

Loss per share (basic):

截至2024年6月30日止六個月的每股基本虧損乃根據中期期間的本公司普通權益股東應佔虧損人民幣4,122,000元及已發行2,299,745,000股普通股的加權平均數計算。

每股虧損（基本）：

		Six months ended 30 June 截至6月30日止六個月	
		2025 2025年 (Unaudited) (未經審核)	2024 2024年 (Unaudited) (未經審核)
Loss attributable to the owners of the Company (RMB'000)	本公司擁有人應佔虧損 (人民幣千元)	11,853	4,122
Weighted average number of ordinary shares in issue (thousand shares)	已發行普通股的加權平均數 (千股)	2,299,745	2,299,745
Loss per share attributable to the owners of the Company (RMB per share)	本公司擁有人應佔每股虧損 (每股人民幣元)	0.0052	0.0018

Weighted average number of ordinary shares (basic):

普通股的加權平均數（基本）：

		Six months ended 30 June 截至6月30日止六個月	
		2025 2025年 Thousand shares 千股 (Unaudited) (未經審核)	2024 2024年 Thousand shares 千股 (Unaudited) (未經審核)
Weighted average number of ordinary shares at 1 January	於1月1日的普通股的加權平均數	2,299,745	2,295,707
Effect of vesting/(purchase) of shares held by the employee share trusts*	歸屬／(購買) 僱員股份信託所持股份的影響*	—	4,038
Weighted average number of ordinary shares (basic) as at 30 June	於6月30日的普通股的加權平均數（基本）	2,299,745	2,299,745

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

\* 僱員股份信託所持股份被視作庫存股份。

## (b) Diluted

Diluted loss per share are same as the basic loss per share as there is no dilutive potential ordinary shares in existence during the six months ended 30 June 2025 and 2024.

## (b) 攤薄

由於截至2025年及2024年6月30日止六個月內並無具潛在攤薄效應的普通股，故每股攤薄虧損與每股基本虧損一致。



## 9. DIVIDENDS

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

## 10. TRADE RECEIVABLES

Trade receivables  
Less: Loss allowance for trade  
receivables

貿易應收款項  
減：貿易應收款項的虧損  
撥備

As at 30 June 2025 於2025年 6月30日 RMB'000 人民幣千元 (Unaudited) (未經審核)	As at 31 December 2024 於2024年 12月31日 RMB'000 人民幣千元 (Audited) (經審核)
2,521	3,625
(138)	(280)
<b>2,383</b>	<b>3,345</b>

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

0 – 30 days  
31 – 60 days  
61 – 90 days  
91 – 180 days  
181 – 365 days  
Over 365 days

0至30日  
31至60日  
61至90日  
91至180日  
181至365日  
365日以上

於各報告期末的貿易應收款項(扣除減值虧損)根據發票日期的賬齡分析如下：

As at 30 June 2025 於2025年 6月30日 RMB'000 人民幣千元 (Unaudited) (未經審核)	As at 31 December 2024 於2024年 12月31日 RMB'000 人民幣千元 (Audited) (經審核)
1,832	3,345
18	—
—	—
—	—
533	—
—	—
<b>2,383</b>	<b>3,345</b>

During the six months ended 30 June 2025, the Group allows credit periods ranging from 1 to 30 days (during the year ended 31 December 2024: 1 to 30 days) to its customers. Before accepting any new customer, the Group assesses the potential customer's credit quality and defines credit limits by customer. Credit limits attributed to customers and credit term granted to customers are reviewed regularly.

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

截至2025年6月30日止六個月，本集團向其客戶授出介乎1至30日（截至2024年12月31日止年度：1至30日）的信貸期。本集團在接受任何新客戶前，會評估潛在客戶的信貸質素，並按客戶設定信貸限額。本集團亦會定期審視為客戶設定的信貸限額及向客戶授出的信貸期。

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

		As at 30 June 2025 於2025年 6月30日 RMB'000 人民幣千元 (Unaudited) (未經審核)	As at 31 December 2024 於2024年 12月31日 RMB'000 人民幣千元 (Audited) (經審核)
As at 1 January	於1月1日	280	3,801
Reversal of impairment loss on trade receivables	貿易應收款項減值虧損撥回	(142)	211
Amounts written-off as uncollectible	撇銷為無法收回的款項	—	(3,732)
As at 30 June/31 December	於6月30日／12月31日	138	280

## 11. TRADE PAYABLES

## 11. 貿易應付款項

Trade payables

貿易應付款項

As at 30 June 2025 於2025年 6月30日 RMB'000 人民幣千元 (Unaudited) (未經審核)	As at 31 December 2024 於2024年 12月31日 RMB'000 人民幣千元 (Audited) (經審核)
<b>170</b>	<b>585</b>

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

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

0 – 30 days	0至30日
31 – 90 days	31至90日
91 – 180 days	91至180日
181 – 365 days	181至365日
Over 365 days	365日以上

As at 30 June 2025 於2025年 6月30日 RMB'000 人民幣千元 (Unaudited) (未經審核)	As at 31 December 2024 於2024年 12月31日 RMB'000 人民幣千元 (Audited) (經審核)
<b>40</b>	<b>430</b>
—	—
—	—
—	—
<b>130</b>	<b>155</b>
<b>170</b>	<b>585</b>

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

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

12. CAPITAL

12. 資本

		As at 30 June 2025 於2025年6月30日		As at 31 December 2024 於2024年12月31日	
		Nominal value 面值		Nominal value 面值	
		No. of shares 股份數目	RMB'000 人民幣千元	No. of shares 股份數目	RMB'000 人民幣千元
		(Unaudited) (未經審核)	(Unaudited) (未經審核)	(Audited) (經審核)	(Audited) (經審核)
Issued and fully paid:	已發行及繳足：				
At 1 January and 30 June/ 31 December	於1月1日及6月30 日／12月31日	2,300,000,000	1,967	2,300,000,000	1,967

13. EVENTS AFTER THE END OF THE REPORTING PERIOD

13. 報告期結束後事項

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

截至該等財務報表批准日期，本集團於報告期後並無須予披露的重大事項。

## OTHER INFORMATION

### PURCHASE, SALE OR REDEMPTION OF LISTED SECURITIES

Neither the Company nor its subsidiaries had purchased, sold or redeemed any of the Company's listed securities (including sales of the treasury shares) during the 2025 Interim. As of 30 June 2025, the Company did not hold any treasury shares.

### COMPLIANCE WITH CG CODE

The Company's corporate governance practices are based on the principles and code provisions as set out in the CG Code contained in Appendix C1 to the Listing Rules. During the 2025 Interim, the Company has complied with all applicable code provisions as set out in Part 2 of the CG Code save for the deviation from code provision C.2.1 of the CG Code, which stipulates that the roles of chairman and chief executive officer should be separate and should not be performed by the same individual. During the Reporting Period and up to the date of this announcement, Mr. Yang Bin, the Chairman, has also served as the co-CEO.

## 其他資料

### 購回、出售或贖回上市證券

本公司或其附屬公司於2025年中期內概無購回、出售或贖回本公司任何上市證券（包括出售庫存股份）。截至2025年6月30日，本公司並無持有任何庫存股份。

### 遵守企業管治守則

本公司的企業管治常規乃基於上市規則附錄C1企業管治守則所載的原則及守則條文。於2025年中期內，本公司已遵守企業管治守則第二部分所載的一切適用守則條文，惟偏離企業管治守則之守則條文第C.2.1條除外，該條文規定主席與行政總裁的角色應有區分，並不應由同一人兼任。在報告期內及截至本公告日期，主席楊斌先生同時擔任聯席行政總裁。



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

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

#### **MODEL CODE FOR SECURITIES TRANSACTIONS BY DIRECTORS**

The Company has adopted the Model Code as set out in Appendix C3 to the Listing Rules as its own code of conduct regarding directors' securities transactions.

Having made specific enquiry of all Directors, all of them have confirmed that they have complied with the Model Code and the Company's own code of conduct regarding directors' securities transactions throughout the 2025 Interim.

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

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

#### **董事進行證券交易的標準守則**

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

經向全體董事作出具體查詢後，彼等已確認彼等於2025年中期內已遵守標準守則及本公司本身有關董事進行證券交易的行為守則。

## **REVIEW OF THE INTERIM FINANCIAL INFORMATION**

The unaudited condensed consolidated interim financial information for the 2025 Interim was reviewed by the Audit Committee but not reviewed by the external auditor of the Company. The Audit Committee was satisfied that the Company's unaudited financial information was prepared in accordance with applicable accounting standards and had no disagreement with the accounting treatment adopted by the Company.

## **PUBLICATION OF THE INTERIM RESULTS ANNOUNCEMENT AND 2025 INTERIM REPORT**

This interim results announcement was published on the websites of the Company ([www.doumob.com](http://www.doumob.com)) and the Stock Exchange ([www.hkexnews.hk](http://www.hkexnews.hk)). The interim report of the Group for the 2025 Interim, which contains all the information required under the Listing Rules, will be despatched to the Shareholders and available on the above websites by the end of September 2025.

## **審閱中期財務資料**

於2025年中期的未經審核簡明綜合中期財務資料已由審核委員會進行審閱，但未經本公司的外聘核數師審閱。審核委員會已信納本公司未經審核財務資料乃根據適用的會計準則編製，並對本公司所採用的會計處理方式沒有異議。

## **刊發中期業績公告及2025年中期報告**

本中期業績公告已於本公司網站 ([www.doumob.com](http://www.doumob.com)) 及聯交所網站 ([www.hkexnews.hk](http://www.hkexnews.hk)) 刊載。本集團於2025年中期的中期報告 (載有上市規則所規定全部資料) 將於2025年9月底前寄發予股東，並於上述網站刊載。

## DEFINITIONS

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

## 釋義

於本中期業績公告內，除非文義另有所指，否則下列詞彙具有以下有關涵義：

“2024 Interim” 「2024年中期」	指	for the six months ended 30 June 2024 截至2024年6月30日止六個月
“2025 Interim” or “Reporting Period” 「2025年中期」或「報告期」	指	for the six months ended 30 June 2025 截至2025年6月30日止六個月
“Audit Committee” 「審核委員會」	指	the audit committee of the Board 董事會審核委員會
“Board” 「董事會」	指	the board of Directors of the Company 本公司董事會
“CEO” 「行政總裁」	指	the chief executive officer of the Company 本公司行政總裁
“CG Code” 「企業管治守則」	指	the Corporate Governance Code as set out in Appendix C1 to the Listing Rules 上市規則附錄C1所載企業管治守則
“Chairman” 「主席」	指	the chairman of the Board 董事會主席
“China” or “PRC” 「中國」	指	the People’s Republic of China, unless otherwise stated, for the purpose of this announcement, excludes Hong Kong, the Macau Special Administrative Region and Taiwan region 中華人民共和國，除另有說明外，本公告所指的中國不包括香港特別行政區、澳門特別行政區及台灣
“Company” 「本公司」	指	Doumob (豆盟科技有限公司), a company incorporated under the laws of the Cayman Islands with limited liability on 26 March 2018, the Shares of which are listed on the Main Board of the Stock Exchange (stock code: 1917) 豆盟科技有限公司，一間於2018年3月26日根據開曼群島法例註冊成立的有限公司，其股份於聯交所主板上市(股份代號：1917)
“Contractual Arrangements” 「合約安排」	指	certain contractual arrangements entered into on 22 August 2018 by us 由我們於2018年8月22日訂立的若干合約安排
“Director(s)” 「董事」	指	the director(s) of the Company 本公司董事

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

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

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

承董事會命  
**豆盟科技有限公司**  
**楊斌**  
*主席兼執行董事*

Beijing, the PRC  
28 August 2025

中國北京  
2025年8月28日

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

於本公告日期，執行董事為楊斌先生、張聃琦先生及師慧女士；非執行董事為劉艾倫先生；及獨立非執行董事為陳耀光先生、陳樺先生及張立敏先生。