This announcement contains forward-looking statements that involve risks and uncertainties. All statements other than statements of historical fact are forward-looking statements. These statements involve known and unknown risks, uncertainties and other factors, some of which are beyond the Company's control, that may cause the actual results, performance or achievements to be materially different from those expressed or implied by the forward-looking statements. You should not rely upon forward-looking statements as predictions of future events. The Company undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

Rego Interactive Co., Ltd
(潤歌互動有限公司)
(Incorporated in the Cayman Islands with limited liability)
(Stock Code: 2422)

INTERIM RESULTS ANNOUNCEMENT FOR THE SIX MONTHS ENDED 30 JUNE 2026

The Board announces the unaudited interim condensed consolidated financial results of the Group for the six months ended 30 June 2026, together with comparative figures for the six months ended 30 June 2025. In this announcement, "**we**", "**us**" and "**our**" refer to the Company and where the context otherwise requires, the Group.

FINANCIAL HIGHLIGHTS

	Six months ended 30 June		**Period-to-Period Change**
	2026	2025	
	(unaudited)	(unaudited)	
	RMB'000	*RMB'000*	%
Revenue	**136,143**	135,766	0.3
Gross profit	**12,913**	21,543	(40.1)
Profit/(loss) before income tax	**4,612**	(20,786)	(122.2)
Profit/(loss) for the period attributable to owners of the Company	**5,723**	(19,644)	(129.1)
Adjusted net profit/(loss) *(note)*	**5,658**	(19,116)	(129.6)

Note: Please refer to "Non-HKFRS Measures: Adjusted Net Profit" on page 16 of this announcement.

INTERIM DIVIDEND

The Board has resolved not to declare the payment of any interim dividend for the Reporting Period (At 30 June 2025: nil).

MANAGEMENT DISCUSSION AND ANALYSIS

BUSINESS REVIEW

The first half of 2026 marked a pivotal period of technological upgrading and structural transformation for the Group. As China's digital advertising market entered an era of "Agentic Marketing" and value reconstruction, the Group strategically aligned its operational capabilities with emerging market demands. Leveraging its proprietary AI capabilities and established market foundation, the Group fortified its presence in corporate private-domain management and lottery digitalisation, positioning itself to capitalise on new growth opportunities across its primary business segments.

Macro and Digital Marketing Market Environment

In the first half of 2026, China's digital marketing industry underwent a profound transformation from "traffic competition" to "value reconstruction" and "intelligence-driven operations." According to data released by the State Administration for Market Regulation (SAMR) in August 2026, key enterprises in China's advertising industry recorded advertising revenue of RMB1.04 trillion in the first half of 2026, representing a year-on-year increase of 11.3%. Notably, internet advertising expenditures grew significantly by 25.3% year-on-year, demonstrating strong resilience and a clear rebound in market confidence following consecutive years of structural adjustments.

However, advertisers' budget allocations have exhibited a distinct preference for "quality-first" and "refined operations." Traditional strategies relying solely on performance-based advertising have become unsustainable. Advertisers increasingly prioritize long-term brand equity accumulation, deep private-domain traffic operations, and the synergy between brand building and sales performance. Concurrently, generative AI and commercial AI Agent technologies reached a stage of scale deployment in H1 2026. AI has evolved from a content creation tool into foundational corporate infrastructure, propelling the digital marketing sector into a new era of "Agentic Marketing."

China's Lottery Market Environment

The lottery market reached a pivotal milestone in the 1st quarter of 2026, driven by a major international sports cycle. The hosting of high-profile global sports events, including the 2026 FIFA World Cup, significantly boosted consumer enthusiasm and sports betting demand. During the 2026 FIFA World Cup alone, national sports betting sales exceeded RMB83.3 billion (approximately USD11.6 billion), setting a historical record and injecting powerful growth momentum into the sports lottery segment. Meanwhile, legal lottery operators – WLIAC and Sports Lottery – continued to enhance operational compliance and institutional rules (such as optimizing Super Lotto and Double Color Ball frameworks), supporting steady and high-quality industry growth.

Business Operations of Our Group

As a leading digital marketing service provider in the PRC, the Group further deepened its Online-Merge-Offline (OMO) strategy during 2026. The Group optimised its organizational structure to focus on two core operational segments: "Corporate digitalisation solutions services" and "Industry digitalisation solutions services," laying a solid foundation for future "Cross-industry Empowerment solutions services."

- **Corporate Digitalisation Solutions Services:**

  - **Virtual goods sourcing and delivery services:** Addressing strong demand for refined private-domain traffic operations, the Group leveraged the Rego Virtual Goods Platform to integrate upstream and downstream supply chain resources. It provided tailored one-stop marketing packages – including interest vouchers, telecommunication top-ups, and online consumer rights – for key corporate clients in financial services and telecom sectors, enhancing user lifetime value (LTV).

  - **Tangible goods sourcing and delivery services:** For the six months ended 30 June 2026, the Group kept the supported by robust supply chain reserves covering over 3,900 SKUs and 2 self-operated warehouses, the Group delivered comprehensive solutions encompassing fulfillment, physical supply chain management, and customized online loyalty platforms to maintain high client satisfaction and real-time delivery efficiency. As part of the Group's strategic transition toward high-growth core segments, resources allocated to this revenue stream were intentionally scaled back.

- **Industry Digitalisation Solutions Services:**

  The Group continued to advance its technological layout in the lottery sector during 2026. The Group accelerated the strategic integration of Caipingfang Technology Co., Ltd. (acquired in 2025), with a strong operational focus on refining its **AI Digital Lottery Store** framework.

Leveraging the high consumer engagement generated by major 2026 international sports events, the Group actively conducted research, development, and pilot trials for its proprietary **AI Lottery Station Agents** and **AI Sports analytics modules**. Rather than rushed commercialization, the Group prioritized algorithmic optimization, data compliance, and user interaction design in real-world store scenarios. These ongoing trials are designed to empower physical store owners with private-domain community tools and real-time match data analytics, laying a solid operational and technical foundation for future monetisation.

Development History of Our Group

2009–2016: Foundation of value-added services for operators (marketing services)

Over the years, we have endeavoured to expand our capacities in providing marketing services in accordance with the prevailing market trends and developments. Initially providing marketing services for advertisers through traditional offline channels, we have built up our service offerings with such additions as online marketing services via large-scale media platform operators. Meanwhile, we focused on the research and development of value-added service products for operators in China with diversified value-added service solutions. At the same time, we accumulated the core technologies as the foundation for subsequent development of the Group.

By continuously optimising the products and services, we have accumulated a large customer base in the operator field which paved a solid customer foundation for the further development of the Company.

2017–2020: Development of digital platform

We developed and rolled out a series of platforms for specific areas of our operations, such as Rego Virtual Goods Platform, RegoAd SDK, and Rego Advertisement Operations and Management Platforms successfully and began to provide professional marketing services to enterprises which had opened a new chapter in digital transformation.

We believed that platform-based approach has been a driving force behind our business growth over the years: on top of maximisation of operational efficiency, platform-based operation favours the conduct of transactions and revenue generation on a sizeable scale and a recurring basis given the ease and convenience it brings to both our customers and our suppliers; it is therefore one of the key business development directions we have taken all along, and we shall remain steadfast in our pursuit of this business strategy going forward.

2021–2023: Breakthrough of lottery industry digitalisation

In 2020, we strategically acquired the entire share capital of Xi'an Tiantai, through which we had significantly strengthened our research and development capabilities in respect of lottery solutions, and built business relationships with the provincial WLIACs in provinces, municipalities and autonomous regions in the PRC.

We focused on product research and development in the lottery industry which has achieved major breakthroughs in the digitisation of lottery stores and industry marketing services.

2024: Expansion and integration of supply chain

We had integrated the physical goods sourcing and delivery services on our virtual supply chain which expanded the private domain e-commerce business for enterprises actively and further improved the digital business layout for the Group.

2025: Implementation of AI digital lottery store model

First of all, we focused on the development of AI digital lottery store (AI數字彩票門店) modelling. We would like to create a large model for the lottery industry and to provide strong technical support for the intelligent development of the lottery industry. Throughout the AI digital lottery store model, it can provide more accurate betting analysis and information to the lottery players.

At the meanwhile, the enterprises can optimise the marketing plans which can improve the efficiency on marketing, with promoting the comprehensive upgrade of intelligent marketing in the lottery industry.

FINANCIAL PERFORMANCE REVIEW

Revenue

The following table set forth the breakdown of our revenue by segments for the periods indicated:

	Six months ended 30 June			
	2026		2025	
	RMB'000	**%**	*RMB'000*	%
	(unaudited)		(unaudited)	
Corporate digitalisation solution services				
Enterprises' private domain traffic marketing services	**119,114**	**87.5**	30,294	22.3
Marketing service operation platform services				
– Virtual goods sourcing and delivery services	**7,185**	**5.3**	6,851	5.0
– Tangible goods sourcing and delivery services	**6,439**	**4.7**	87,504	64.5
Others *(Note)*	**486**	**0.4**	387	0.3
Sub-total	**133,224**	**97.9**	125,036	92.1
Industry digitalisation solutions services				
Solutions on lottery related software systems and equipment	**2,919**	**2.1**	10,730	7.9
Others	**–**	**–**	–	–
Sub-total	**2,919**	**2.1**	10,730	7.9
Total	**136,143**	**100.0**	135,766	100.0

Note: Others include revenue from the software development and maintenance services which was previously under IT solution segment.

1. *Revenue from Corporate Digitalisation Solution Services*

Our corporate digitalisation solutions services focused on providing the promotions and advertising services and the solution to the enterprise on user acquisition and user maintaining for their employees or customers which is serving the enterprises' private domain traffic. The following table sets forth our revenue from corporate digitalisation solution services for the periods indicated:

	Six months ended 30 June			
	2026		2025	
	RMB'000	*%*	*RMB'000*	*%*
	(unaudited)		(unaudited)	
Corporate digitalisation solution services				
Enterprises' private domain traffic marketing services	**119,114**	**89.4**	30,294	24.2
Marketing service operation platform services				
– Virtual goods sourcing and delivery services	**7,185**	**5.4**	6,851	5.5
– Tangible goods sourcing and delivery services	**6,439**	**4.8**	87,504	70.0
Others	**486**	**0.4**	387	0.3
Total	**133,224**	**100.0**	125,036	100.0

Corporate digitalisation solution services mainly comprise enterprises' private domain traffic marketing services, marketing services operation platform services with virtual goods sourcing and delivery services and tangible goods sourcing and delivery services. Our revenue from the Corporate digitalisation solution services increased by 6.56%, from approximately RMB125.0 million for the period ended 30 June 2025 to RMB133.2 million for the period ended 30 June 2026, mainly attributed by the advancement of the enterprises' private domain traffic marketing services which had increased for RMB88.8 million revenue compare to last period together with the decrease of tangible goods sourcing and delivery services of RMB81.1 million revenue compare to last period. For the revenue generated from our Corporate digitalisation solution services representing 97.9% and 92.1% of our total revenue for the periods ended 30 June 2026 and 2025.

Revenue from corporate digitalisation solution services by type of marketing channels

We provide our corporate digitalisation solution services to our customers through an integration of online and offline marketing channels. Leveraging on our technical capability, we focused on the strategy of provision of OMO Solution Services in order to better empower digital transformation for customers. The table below sets forth a breakdown of revenue generated from our corporate digitalisation solution services by type of marketing channels for the periods indicated:

	Six months ended 30 June			
	2026		2025	
	RMB'000	*%*	*RMB'000*	*%*
	(unaudited)		(unaudited)	
Online	**126,785**	**95.2**	37,532	30.0
Hybrid	**6,439**	**4.8**	87,504	70.0
	133,224	**100.0**	125,036	100.0

Our revenue attributable to online services amounted to RMB126.8 million and RMB37.5 million, representing 95.2% and 30.0% of our total revenue from corporate digitalisation solution services for the periods ended 30 June 2026 and 2025, respectively. We consider that the expansion of our online services was and will continue to be one of the major factors for the business growth of our corporate digitalisation solution services, therefore there were only online service and integration of online and offline experiences in 2026 and 2025.

Revenue from corporate digitalisation solution services by type of customers

Customers of our corporate digitalisation solution services include (i) enterprises that have demand for corporate digitalisation solution services for their business; and (ii) advertising agents of the enterprises. The table below sets forth a breakdown of revenue generated from our corporate digitalisation solution services by type of customers for the periods indicated:

	Six months ended 30 June			
	2026		2025	
	RMB'000	*%*	*RMB'000*	*%*
	(unaudited)		(unaudited)	
Advertising agents	**9,848**	**7.4**	60,088	48.1
Enterprises	**123,376**	**92.6**	64,948	51.9
	133,224	**100.0**	125,036	100.0

Our revenue arise from enterprises' customers increased from 51.9% of the total revenue from corporate digitalisation solution services for the period ended 30 June 2025 to 92.6% of the total revenue from corporate digitalisation solution services for the period ended 30 June 2026 mainly contributed to the Group has maintained the prudent policy on the selection of high quality customers to manage the exposure to credit risks in 2026.

Enterprises' private domain traffic marketing services

Our enterprises' private domain traffic marketing services comprises our revenue of traditional marketing and promotion services, advertisement placement services and Operator related digital marketing services, which included our advertisement distribution services.

We normally enter into annual framework agreements with our customers and charge them for our traditional marketing and promotion services based primarily on a mix of CPA (i.e. cost per action, such as download, installation or registration by end users), CPS (i.e. cost per sales); for advertisement distribution service, media publishers or their agents primarily pay to us service fees determined with reference to a mix of performance parameters of the advertisement distribution services, including but not limited to, impressions, clicks, CTR and/or CPM (i.e. combined performance parameters). For the advertisement placement services, we received top-up amounts from our customers (net of rebates, if any) and the amounts paid by us to the media publishers (or their channel agents) (net of rebates, if any) for topping-up of our customers' accounts maintained on the platforms operated by the media publishers. Our suppliers, being the media publishers or their agents, may also grant us rebates on a quarterly and/or annual basis which are recorded as our revenue.

For the operator-related digital marketing services mainly comprises with cross-enterprises' corporation services (previous known as "traditional marketing and promotion services"), the cooperation with the telecom operator for the tailored made virtual goods package for the marketing purposes; loyalty points redemption of virtual goods services; the advertisement placement services and advertisement distribution services. Providing the advertising services with the telecom operator which can fulfill our Company's strategy for having the corporation with high-quality clients. Through the operator related digital marketing services, we will provide the data management platform for our customers on tracking the consumption data on the virtual goods package, etc. for the analysis purposes; the ended customers management; the suppliers management and 24 hours monitoring alert. Through our operator-related digital marketing services business, we can provide target-oriented marketing services for our operator.

For the revenue of enterprises' private domain traffic marketing services, the revenue were mainly contributed by the cross-enterprises' corporation services (previous known as "traditional marketing and promotion services") of RMB21.3 million which covered 16.0% of the total revenue from enterprises' private domain traffic marketing services for the six months ended 30 June 2026.

On the other hand, the revenue were mainly contributed from the advertisement placement services, we had provided more insights and promotion plan with the services together to the customers. At the same time, we monitored closely to the advertisement placement results to ensure any adjustment on the promotion plan. Our revenue from the advertisement placement services increased from approximately RMB0.9 million for the six months ended 30 June 2025 to approximately RMB97.0 million for the six months ended 30 June 2026.

Revenue from corporate digitalisation solution services – Virtual goods sourcing and delivery services

We generated revenue of RMB7.2 million and RMB6.9 million, respectively, from our virtual goods sourcing and delivery services, representing approximately 5.4% and 5.5% of our revenue from corporate digitalisation solution services for the periods ended 30 June 2026 and 2025. The revenue generated from our virtual goods sourcing and delivery services during the periods were remained constant compared to the period of last year. The table below sets forth a breakdown of revenue generated from our virtual goods sourcing and delivery services by type of virtual goods for the periods indicated:

	Six months ended 30 June			
	2026		2025	
	RMB'000	***%***	*RMB'000*	*%*
	(unaudited)		(unaudited)	
Top-up for telecommunication services	**4,445**	**61.9**	4,180	61.0
Online vouchers and interests *(Note)*	**2,740**	**38.1**	2,671	39.0
Gift cards of gas stations	**–**	**–**	–	–
Total	**7,185**	**100.0**	6,851	100.0

Note: We offer a wide spectrum of online vouchers and interests including but not limited to memberships of online entertainment platforms, gift cards of e-marketplaces, coffee vouchers, membership of online healthcare and medical services and packages combining various types of online vouchers and interests.

The following table illustrates the reconciliation of the GMV and our revenue recorded under our virtual goods sourcing and delivery services during the periods indicated:

	Six months ended 30 June	
	2026	2025
	RMB'000	*RMB'000*
	(unaudited)	(unaudited)
GMV	**305,215**	264,571
Less: purchase costs of the virtual goods	**298,030**	(257,720)
Revenue	**7,185**	6,851

The total GMV of the virtual goods offered by us under our virtual goods sourcing and delivery services amounted to RMB305.2 million and RMB264.6 million for the periods ended 30 June 2026 and 2025, respectively. The total GMV of the virtual goods offered by us was remained constant.

Customers of our virtual goods sourcing and delivery services came from different industry include (i) advertising agents; (ii) financial services and institutions; (iii) insurance authorities; and (iv) others. The table set out the total number of customers in different industries for the six months ended 30 June 2026 and six months ended 30 June 2025:

	Six months ended 30 June			
	2026		2025	
	No. of customers	***%***	*No. of customers*	*%*
Advertising agents	**10**	**37.0**	13	35.1
Financial services and institutions	**9**	**33.3**	20	54.1
Insurance authorities	**2**	**7.4**	2	5.4
Others	**6**	**22.3**	2	5.4
	27	**100.0**	37	100.0

Our Group had kept developed new opportunities on customers with high quality from different industries during the period ended 30 June 2026.

Revenue from tangible goods sourcing and delivery services

We generated revenue of RMB6.4 million and RMB87.5 million from our tangible goods sourcing and delivery services, representing approximately 4.8% and 70.0% of our revenue from corporate digitalisation solution services for the six months ended 30 June 2026 and 2025. The decrease in tangible goods sourcing and delivery services was primarily due to our strategic reallocation of resources and business restructuring away from low-margin daily necessities toward high-value specialised segments.

We aimed at providing more choices for our customers on the selection on the products for their marketing purposes. We had offered 3,311 different type of SKU with over 635 brands for the six months period ended 30 June 2026 and 2025. The following table set forth the breakdown of our revenue from tangible goods sourcing and delivery services during the periods by type of products sold:

	Six months ended 30 June			
	2026		2025	
	RMB'000	***%***	*RMB'000*	*%*
Daily necessities	**1,122**	**17.4**	41,847	47.8
Drinks and food	**1,683**	**26.2**	35,671	40.8
Seasoning	**935**	**14.5**	1,113	1.3
Liquor	**2,683**	**41.7**	7,394	8.4
Others	**16**	**0.2**	1,479	1.7
	6,439	**100.0**	87,504	100.0

2. Revenue from Our Industry Digitalisation Solution Services

We primarily offer industry digitalisation solution services in relation to solutions on lottery related software systems and equipment. Our Industry digitalisation solutions services focused on the lottery sector, as utilizing the advantage of the Group which had serving over 23 provinces in the welfare lottery in previous years. Our lottery-related software systems and equipment principally include the lottery security and payment systems. Our integrated business security access system (一線通) enables secure communication and interaction between provincial WLIACs and lottery sales points. To this end, our security access center equipment and security access terminal equipment assist in establishing the requisite information security system, while our software platform enables such communication and interaction process. We have systems in place to monitor and obtain live feedback on the status and conditions of the security access equipment and software platform to facilitate swift feedback and maintenance and upgrade services. We also provide outlets management system to monitor lottery sales activities and information security system to monitor external interference to the lottery systems.

During 2025, the Group had disposed the subsidiary of Xi'an Tiantai from this segment, but also acquiring Caipingfang was primarily driven by the strategic value of Caipingfang's established customer base and its ongoing development of artificial intelligence applications in the lottery business. The acquisition was made in line with the further development and expansion of the one-stop lottery solution business under the industry digitalisation solutions services.

Our revenue from industry digitalisation solution services amounted to RMB2.9 million and RMB10.7 million for the periods ended 30 June 2026 and 2025, respectively. Such decrease by 72.9% from approximately RMB10.7 million for the six months ended 30 June 2025 to approximately RMB2.9 million for the six months ended 30 June 2026 was primarily attributable to disposed the subsidiary of Xi'an Tiantai.

Our total revenue increased by RMB0.3 million, or 0.2%, from RMB135.8 million for the six months ended 30 June 2025 to RMB136.1 million for the six months ended 30 June 2026. The increment of revenue was mainly attributable to: the increases in our revenues generated from corporate digitalisation solutions services, mainly contributed by the changes on the mode of advertisement placement services in 2026 as our Group had provided them for more value-added services for customers. Our Group focuses on establishing a comprehensive supply chain for our customers, which useful for their user acquisition and user maintaining for their employees or customers by our marketing services operation platform expanding on the private domain e-commerce business for our customers.

Cost of Sales

Our cost of sales primarily consists of (i) traffic acquisition costs; (ii) cost of goods sold; and (iii) employee benefit expenses.

Our total cost of sales increased by RMB9.0 million, or 7.8%, from RMB114.2 million for the six months ended 30 June 2025 to RMB123.2 million for the six months ended 30 June 2026, which was primarily attributable to the net-off effect of advertisement placement services which had increased for RMB95.5 million revenue compared to last period together with the decrease of tangible goods sourcing and delivery services of RMB78.0 million revenue compared to last period. The cost from advertisement placement services representing approximately 77.5% of our cost of sales for the six months ended 30 June 2026 which constituted the largest portion of the cost of sales.

Gross Profit and Gross Profit Margin

Our gross profit consists of our revenue less cost of sales. The Group recorded gross profit of approximately RMB12.9 million for the Reporting Period, representing a decrease of approximately 40.0% as compared to approximately RMB21.5 million for the six months ended 30 June 2025, which was mainly attributable to the revenue structure and the Group's focus on corporate digitalisation solution services.

Gross profit margin represents gross profit divided by total revenue, expressed as a percentage. Our gross profit margin decreased from 15.9% for the six months ended 30 June 2025 to 9.5% for the six months ended 30 June 2026, which was mainly attributable to the increment on revenue in enterprises' private domain traffic marketing services which recognising revenue on gross basis, weighted 87.5% and 22.3% in total revenue for the six months ended 30 June 2026 and 2025, therefore the increase of the costs of advertisement placement services will lower the gross profit margin.

Other Income and Other Gains or Losses

Our other income and other gains or losses primarily consist of (i) bank interest income; (ii) government grants; (iii) exchange gain; and (iv) sundry income.

Our other income remained constant from approximately RMB1.8 million for the six months ended 30 June 2025 to approximately RMB1.7 million for the six months ended 30 June 2026.

Selling and Distribution Expenses

Our selling and distribution expenses primarily comprise of (i) employee benefit expenses, which mainly include salaries, bonuses and other benefits for our sales and marketing personnel; (ii) travel and entertainment expenses; (iii) advertising and promotion expenses; (iv) rentals, depreciation and impairment of right-of-use assets; (v) service fees mainly in relation to technical support, software development and installation of equipment for our solutions on lottery related software system and equipment; and (vi) others.

Our selling and distribution expenses decreased by approximately RMB5.0 million, or 46.8%, from approximately RMB10.8 million for the six months ended 30 June 2025 to approximately RMB5.8 million for the six months ended 30 June 2026. Such decrease was primarily due to dispose the subsidiary of Xi'an Tiantai that contribution approximately RMB4.5 million for the six months ended 30 June 2025.

Administrative Expenses

Our administrative expenses primarily consist of: (i) employee benefit expenses, which mainly include salaries, bonuses and other benefits for our administrative personnel; (ii) travel and entertainment expenses; (iii) professional fees; (iv) general office expenses; and (v) others.

Our administrative expenses decreased by approximately RMB2.4 million, or 17.0%, from approximately RMB14.1 million for the six months ended 30 June 2025 to approximately RMB11.7 million for the six months ended 30 June 2026. Such decrease was primarily due to the decrease in depreciation of right of use asset from approximately RMB783,000 for the six months ended 30 June 2025 compare with approximately RMB102,000 for the six months ended 30 June 2026 due to the early termination in 2025 and the decrease in staff cost from approximately RMB7.1 million for the six months ended 30 June 2025 compare with RMB6.6 million for the six months ended 30 June 2026.

Research and Development Expenses

Our research and development expenses primarily consist of: (i) employee benefit expenses, which primarily comprise the salaries, bonuses and other benefits of our research and development staff; (ii) technical service and copyright fees, which mainly represent expenses for R&D projects outsourced to a university and other external institutions and acquisition cost for copyrights; and (iii) depreciation of property, plant and equipment.

Our research and development expenses decreased by approximately RMB7.4 million, or 77.1%, from approximately RMB9.6 million for the six months ended 30 June 2025 to approximately RMB2.2 million for the six months ended 30 June 2026. Such decrease was primarily due to the decrease in staff cost, the number of technical staff have decreased from 41 technical staff for the six months ended 30 June 2025 compare with 9 technical staff for the six months ended 30 June 2026.

Finance Costs

Our finance costs primarily consist of: (i) interest expenses on bank borrowings; and (ii) interest expenses on lease liabilities.

Our finance costs increased by approximately RMB0.5 million, or 31.3%, from approximately RMB1.6 million for the six months ended 30 June 2025 to approximately RMB2.1 million for the six months ended 30 June 2026. Such increase was primarily due to the increase of approximately RMB0.5 million in the interest expenses on bank borrowings aligned with the increase of bank borrowings caused by the business expansion.

Income Tax Expense

Our income tax expenses increased by approximately RMB120,000, or 500.0%, from approximately RMB24,000 for the six months ended 30 June 2025 to approximately RMB144,000 for the six months ended 30 June 2026, which was mainly due to the increase in taxable profit. Our effective income tax rate increased from -0.12% for the six months ended 30 June 2025 to 3.1% for the six months ended 30 June 2026, which was because several subsidiaries successfully achieved a turnaround to profitability during the period ended 30 June 2026.

Profit/(Loss) for the Period

Our profit/(loss) for the period increased by approximately RMB25.4 million, or 121.5%, from approximately RMB20.8 million loss for the six months ended 30 June 2025 to approximately RMB4.6 million profit for the six months ended 30 June 2026. The increase was due to the Group has continued with its prudent policy on the selection of high quality customers to manage the exposure to credit risks and together with the collection affords on the trade receivables.

Non-HKFRS Measure: Adjusted Net Profit/(Loss)

To supplement our consolidated financial statements, which are presented in accordance with the HKFRS, we also use adjusted net profit/(loss) as an additional financial measure, which is not required by, or presented in accordance with, the HKFRS. We believe that such non-HKFRS measures facilitate comparisons of operating performance from year to year and company to company by eliminating potential impacts of items which our management considers to be non-indicative of our operating performance. We believe that such measure provides useful information to investors and others in understanding and evaluating our consolidated results of operations in the same manner as they help our management.

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

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

	Six months ended 30 June	
	2026	2025
	RMB'000	*RMB'000*
Profit/(Loss) for the period attributable to owners of the Company	**5,723**	(19,644)
Add:		
Foreign exchange differences	**5**	26
Change in fair value of financial assets at fair value through profit or loss	**(70)**	502
Non-HKFRS Measure		
Adjusted net profit/(loss)	**5,658**	(19,116)

Employees and Remuneration Policies

As at 30 June 2026, we had 134 full-time employees, the majority of whom were based in Hangzhou, China, Shanghai, China and Shanxi, China.

The remuneration of our employees is determined based on their performance, experience, competence and market comparable. We provide our employees with competitive salaries and bonuses determined by performance, housing subsidies, regular team building activities and internal opportunities of career advancement. Our Group adopts an appraisal system for our employees, where their respective supervisor and our president's office conduct monthly or quarterly performance review depending on their rank and determines the amount of bonus to be awarded accordingly.

Our Group's total staff costs (including Directors' emolument, salaries, bonus, social insurance and provident funds) amounted to approximately RMB13.8 million for the six months ended 30 June 2026 (For the six months ended 30 June 2025: approximately RMB23.5 million). As required by the PRC laws and regulations, we have made contributions to various mandatory social security funds, including funds for basic pension insurance, unemployment insurance, basic medical insurance, maternity leave insurance and occupational injury.

The remuneration of Directors and members of senior management is determined on the basis of each individual's responsibilities, qualification, position, experience, performance and time commitment. They receive compensation in the form of salaries, allowances, discretionary bonuses and contributions to defined contribution retirement plan.

The Company has adopted a share option scheme on 27 July 2022 as incentives or rewards to eligible persons for their contributions to the Group. The purpose of the Share Option Scheme is to incentivise and reward the eligible persons for their contribution to the Group and to align their interests with that of the Company so as to encourage them to work towards enhancing the value of the Company. The Share Option Scheme shall be valid and effective for a period of ten years commencing on the Listing Date, after which period no further options will be granted but the provisions of the Share Option Scheme shall remain in full force and effect to the extent necessary to give effect to the exercise of any options granted prior thereto which are at that time or become thereafter capable of exercise under the Share Option Scheme, or otherwise to the extent as may be required in accordance with the provisions of the Share Option Scheme. During the Reporting Period, no option had been granted or agreed to be granted by the Company under the Share Option Scheme.

Contingent Liabilities and Indebtedness

As at 30 June 2026, the Group had the interest-bearing borrowings of approximately RMB115.3 million which consists approximately RMB14.0 million was unsecured and guaranteed, RMB36.5 million was secured and guaranteed and RMB64.8 million was unsecured and unguaranteed (As at 31 December 2025: RMB124.8 million which consists RMB5.0 million was unsecured and guaranteed, RMB54.8 million was secured and guaranteed and RMB65.0 million was unsecured and unguaranteed). The maturity profile of the interest-bearing bank borrowings as at 30 June 2026 and 31 December 2025 were repayable within one-year or on demand. In addition, as at 30 June 2026, the Group had lease liabilities of RMB173,000 (As at 31 December 2025: RMB274,000).

Save as the above, the Group did not have any material contingent liabilities as at 30 June 2026 (As at 31 December 2025: nil).

Liquidity, Financial and Capital Resources

During the six months ended 30 June 2026, we financed our capital expenditure and working capital requirements mainly through bank borrowings and the proceeds received from the Global Offering of the Company's shares in October 2022 and the proceeds received from the Rights Issue in December 2023. As at 30 June 2026, we had bank borrowings of approximately RMB115.3 million (unaudited) (As at 31 December 2025: RMB124.8 million). The range of effective interest rates on the borrowings was 2.4% to 3.7% (unaudited) (As at 31 December 2025: 2.6% to 7%) per annum for the six months ended 30 June 2026.

The Group's gearing ratio as of 30 June 2026 was 34.1% (unaudited) (As at 31 December 2025: 46.0%).

As at 30 June 2026, the Group's cash and cash equivalents were mainly held in RMB and HKD, and the cash and cash equivalents decreased by RMB16.6 million from RMB76.1 million as at 31 December 2025 to RMB59.5 million. The decrease was primarily attributable to the development of business.

We currently do not use any financial instruments for hedging purposes.

Significant Investment, Material Acquisition and Disposal of Subsidiaries, Associate, and Joint Venture

Save as disclosed above, there were no significant investments held by the Company nor any material acquisitions or disposals of subsidiaries, associates and joint ventures during the Reporting Period.

Capital Commitments

There are no significant capital commitments outstanding provided for as at 30 June 2026.

Charge on the Group's Assets

As at 30 June 2026, the Group's had pledged the property, plant and equipment with carrying amount of RMB15,815,000 to secure the bank borrowing (As at 31 December 2025: the property, plant and equipment with carrying amount of RMB16,251,000 to secure the bank borrowings).

Pledge of Shares by Controlling Shareholders

On 26 June 2025, Vicen Investments Limited, a controlling shareholder of the Company, pledged 36,564,224 shares of the Company (representing approximately 8.4% of the shares directly held by Vicen Investments in the Company) with Hangzhou Xingsheng Equity Investment Co., Ltd. (杭州興晟股權投資有限公司) as the pledgee. As at the date of this announcement, the shares pledged by Vicen Investments accounted for approximately 2.44% of the total shares in issue of the Company in aggregate.

Tanshin Investments Limited, a controlling shareholder of the Company, pledged 15,306,541 shares of the Company (representing approximately 8.4% of the shares directly held by Tanshin Investments in the Company) with Hangzhou Xingsheng Equity Investment Co., Ltd. (杭州興晟股權投資有限公司) as the pledgee. As at the date of this announcement, the shares pledged by Tanshin Investments accounted for approximately 1.02% of the total shares in issue of the Company in aggregate.

Sprus Investments Limited, a controlling shareholder of the Company, pledged 7,388,495 shares of the Company (representing approximately 8.4% of the shares directly held by Sprus Investments in the Company) with Hangzhou Xingsheng Equity Investment Co., Ltd. (杭州興晟股權投資有限公司) as the pledgee. As at the date of this announcement, the shares pledged by Sprus Investments accounted for approximately 0.49% of the total shares in issue of the Company in aggregate.

Such shares pledged by the three controlling shareholders (collectively the "**Pledgors**") are security provided for Hangzhou Rego Network Company Limited, a wholly-owned subsidiary of the Company, with the amount of guarantee being RMB18,500,000. In the duration of pledge, the shares pledged by the Pledgors were not subject to transfer of ownership rights, voting rights and dividend rights, provided that the exercise of such rights shall not prejudice the interests of the pledgee. Meanwhile, the Pledgors shall keep the pledged shares in a proper manner, and shall not take the liberty to transfer, grant, create new encumbrance over the pledged shares or carry out any activities that may prejudice the interests of the pledgee without written consent from the pledgee.

For further details of this transaction, please refer to the announcement of the Company dated 26 June 2025.

Top Customers

Our top five customers accounted for 65.3% and 60.1% of our revenue for the periods ended 30 June 2026 and 2025, respectively. Our largest customer accounted for 32.2% and 23.3% of our revenue for the periods ended 30 June 2026 and 2025, respectively.

To the best of our Directors' knowledge, none of our Directors or their respective close associates or any person who owns more than 5% of our issued share capital or of our subsidiary, had any interest in any of our top five customers during the period.

Top Suppliers

Our top five suppliers accounted for 84.2% and 66.0% of our total costs of sales for the periods ended 30 June 2026 and 2025, respectively. Our largest supplier accounted for 68.3% and 31.0% of our total costs of sales for the periods ended 30 June 2026 and 2025, respectively.

To the best of our Directors' knowledge, none of our Directors or their respective close associates or any person who owns more than 5% of our issued share capital or of our subsidiary, had any interest in any of our top five suppliers during the period.

Key Financial Ratios

The following table sets forth certain financial ratio as at the balance sheet dates indicated:

	As at 30 June 2026 (unaudited)	As at 31 December 2025 (audited)
Profitability ratios		
Gross profit margin[1]	**9.5**	8.9
Net profit margin[2]	**3.3**	(14.9)
Adjusted net profit margin under HKFRS measures[3]	**4.3**	(10.5)
Return on equity[4]	**1.3**	(26.6)
Return on total assets[5]	**0.8**	(15.6)
Liquidity ratios		
Current ratio[6]	**2.4 times**	2.1 times
Quick ratio[7]	**2.4 times**	2.1 times
Capital adequacy ratios		
Gearing ratio[8]	**34.1%**	45.9%
Debt-to-equity ratio[9]	**16.8%**	18.8%

Notes:

(1) The calculation of gross profit margin is based on gross profit for the period divided by revenue and multiplied by 100%.

(2) The calculation of net profit margin is based on profit for the period divided by revenue and multiplied by 100%.

(3) Calculated based on the adjusted net profit under non-HKFRS measures and calculated by excluding the effect of foreign exchange differences and change in fair value of financial assets at fair value through profit or loss.

(4) The calculation of return on equity is based on profit for the period divided by ending balance of total equity and multiplied by 100%.

(5) The calculation of return on total assets is based on profit for the period divided by ending balance of total assets and multiplied by 100%.

(6) Current ratio is calculated as current assets divided by current liabilities as at the relevant financial period/year end.

(7) Quick ratio is calculated as current assets less inventories divided by current liabilities as at the relevant financial period/year end.

(8) Gearing ratio is calculated as total debt divided by total equity and multiplied by 100% as at the relevant financial period/year end. Total debts refer to all interest-bearing bank loans, amounts due to related parties and lease liabilities of our Group as at the end of the respective period/year.

(9) Debt to equity ratio is calculated as net debt (representing total debt minus cash and cash equivalent as at the relevant period/year end) divided by the total equity as at the end of the respective period/year and multiplied by 100%.

Treasury Policies

The Group has adopted a prudent financial management approach towards its treasury policies and thus maintained a healthy liquidity position throughout the period under review. The Group strives to reduce exposure to credit risk by performing ongoing credit assessments and evaluations of the financial status of its customers. To manage liquidity risk, the Board closely monitors the Group's liquidity position to ensure that sufficient financial resources are available in order to meet its funding requirements and commitment timely.

Foreign Exchange Exposure

Foreign exchange risk refers to the risk of loss caused by the changes in foreign exchange rates. The operations of the Group are mainly located in the PRC with most transactions denominated and settled in Renminbi.

During the six months ended 30 June 2026, no financial instrument was used for hedging purposes, and we did not commit to any financial instruments to hedge our exposure to foreign exchange risk, as the expected foreign exchange risk is not significant. The Directors and senior management of the Company will continue to closely monitor the foreign exchange exposure and take measures when necessary to ensure that the foreign exchange risk is within the controllable range.

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

For the six months ended 30 June 2026

	Notes	**2026** ***RMB'000*** **(unaudited)**	2025 *RMB'000* (unaudited)
Revenue	5	**136,143**	135,766
Cost of sales		**(123,230)**	(114,223)
Gross profit		**12,913**	21,543
Other income and other gains or losses, net	6	**1,716**	1,830
Provision for impairment losses on financial assets		**13,072**	(8,062)
Selling and distribution expenses		**(5,779)**	(10,752)
Administrative expenses		**(11,671)**	(14,091)
Research and development expenses		**(2,216)**	(9,550)
Finance costs		**(2,126)**	(1,628)
Share of losses of associates		**(1,297)**	–
Share of losses of a joint venture		**–**	(76)
Profit/(loss) before income tax		**4,612**	(20,786)
Income tax expense	7	**(144)**	(24)
Profit/(loss) for the period		**4,468**	(20,810)
Other comprehensive income			
Item that will not be reclassified to profit or loss:			
– Exchange differences arising from translation		**(2,770)**	(1,545)
Total comprehensive income for the period		**1,698**	(22,355)
Profit/(loss) for the period attributable to:			
– Owners of the Company		**5,723**	(19,644)
– Non-controlling interests		**(1,255)**	(1,166)
		4,468	(20,810)

	Notes	**2026**	2025
		RMB'000	*RMB'000*
		(unaudited)	(unaudited)
Total Comprehensive income for the period attributable to:			
– Owners of the Company		**2,953**	(21,189)
– Non-controlling interests		**(1,255)**	(1,166)
		1,698	(22,355)
Earnings/(loss) per share for the (loss)/profit attributable to owners of the Company during the period			
– Basic and diluted *(expressed in RMB per share)*	9	**0.01**	(0.03)

INTERIM CONDENSED CONSOLIDATED STATEMENT OF FINANCIAL POSITION

As at 30 June 2026

	Notes	At 30 June 2026 RMB'000 (unaudited)	At 31 December 2025 RMB'000 (audited)
ASSETS AND LIABILITIES			
Non-current assets			
Intangible assets		**7,806**	8,857
Property, plant and equipment		**22,787**	24,278
Right-of-use assets		**168**	270
Goodwill		**29,333**	29,333
Investment in associates		**2,453**	3,750
Investment in a joint venture		**–**	–
Deferred tax assets		**572**	572
Financial assets at fair value through profit or loss		**930**	860
		64,049	67,920
Current assets			
Inventories		**2,358**	5,611
Contract assets		**–**	–
Trade receivables	10	**59,747**	76,611
Prepayments, deposits and other receivables		**346,444**	252,482
Amount due from a related party		**8,676**	–
Restricted bank deposits		**751**	651
Cash and cash equivalents		**59,453**	76,062
		477,429	411,417
Total assets		**541,478**	479,337
Current liabilities			
Trade payables	11	**28,972**	30,594
Contract liabilities		**–**	–
Other payables and accruals		**37,177**	27,745
Amount due to a related party		**4,605**	3,884
Bank borrowings		**115,263**	124,838
Lease liabilities		**173**	191
Income tax payable		**10,691**	10,655
		196,881	197,907

	Notes	At **30 June** **2026** ***RMB'000*** **(unaudited)**	At 31 December 2025 *RMB'000* (audited)
Net current assets		**280,548**	213,510
Total assets less current liabilities		**344,597**	281,430
Non-current liabilities			
Contract liabilities		**–**	–
Lease liabilities		**–**	83
Deferred tax liabilities		**106**	127
		106	210
Total liabilities		**196,987**	198,117
NET ASSETS		**344,491**	281,220
EQUITY			
Share capital		**11,463**	10,349
Reserves		**336,669**	273,257
Equity attributable to owners of the Company		**348,132**	283,606
Non-controlling interests		**(3,641)**	(2,386)
TOTAL EQUITY		**344,491**	281,220

NOTES TO THE INTERIM CONDENSED CONSOLIDATED FINANCIAL STATEMENTS

For the six months ended 30 June 2026

1. GENERAL

Rego Interactive Co., Ltd (the "**Company**") was incorporated in the Cayman Islands, as an exempted company with limited liability under the Cayman Companies Act on 8 August 2017. Its shares are listed on the Main Board of the Stock Exchange of Hong Kong Limited (the "**Stock Exchange**"). The registered office of the Company is located at 4th Floor, Harbour Place, 103 South Church Street, P.O. Box 10240, Grand Cayman, KY1-1002, Cayman Islands and its principal place of business is located at People's Republic of China ("**PRC**"). The Company is an investment holding company. The Company and its subsidiaries (collectively referred to as the "**Group**") were engaged in the following businesses in the PRC.

- Corporate digitalisation solution service
- Industry digitalisation solution service

In the opinion of the directors of the Company, the immediate holding companies of the Company are Tanshin Investments Limited ("**Tanshin Investments**"), Vicen Investments Limited ("**Vicen Investments**") and Sprus Investments Limited ("**Sprus Investments**") which are incorporated in the British Virgin Islands. The ultimate shareholders of the Company are Mr. Tian Huan ("**Mr. Tian**"), Mr. Chen Ping ("**Mr. Chen**") and Mr. Zhang Yongli ("**Mr. Zhang**") who have entered into acting-in-concert agreement on 22 October 2021 and confirmed they have been acting in concert since 14 July 2017. Accordingly, Mr. Tian, Mr. Chen, Mr. Zhang, Tanshin Investments, Vicen Investments and Sprus Investments collectively referred to as the "Controlling Shareholders".

The interim condensed consolidated statement of profit or loss and other comprehensive income, the interim condensed consolidated statement of changes in equity and the interim condensed consolidated statement of cash flows of the Group for the six months ended 30 June 2026 include the results and cash flows of all companies now comprising the Group as if the current structure had been in existence for the six months ended 30 June 2026, or since their respective dates of acquisition/incorporation/establishment/ when the combining entity first came under the control of the Controlling Shareholders, whichever is the shorter period.

2. BASIS OF PREPARATION OF INTERIM CONDENSED CONSOLIDATED FINANCIAL STATEMENT AND ADOPTION OF HONG KONG FINANCIAL REPORTING STANDARDS ("HKFRSs")

The interim condensed consolidated financial statements for the six months ended 30 June 2026 have been prepared in accordance with Hong Kong Accounting Standard ("**HKAS**") 34 Interim Financial Reporting issued by Hong Kong Institute of Certified Public Accountants ("**HKICPA**") and applicable disclosures required by the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited. The interim condensed consolidated financial statements do not include all the information and disclosures required in the annual consolidated financial statements, and should be read in conjunction with the Group's annual consolidated financial statements as at 31 December 2025. However, selected explanatory notes are included to explain events and transactions that are significant to an understanding of the changes in the Group's financial position and performance since the last annual financial statements.

The accounting policies adopted in the preparation of the interim condensed consolidated financial statements are consistent with those followed in the preparation of the Group's annual consolidated financial statements for the year ended 31 December 2025, except for the adoption of new standards effective as of 1 January 2026. Several amendments apply for the first time in 2026, but do not have an impact on the interim condensed consolidated financial statements of the Group. However, not all are expected to impact the Group as they are either not relevant to the Group's activities or require accounting which is consistent with the Group's current accounting policies.

The following amendments are effective for the period beginning 1 January 2026:

– Classification and Measurement of Financial Instruments (Amendments to HKFRS 9 and HKFRS 7)

– Annual Improvements to HKFRS Accounting Standards – Volume 11 (Amendments to HKFRS 1, HKFRS 7, HKFRS 9, HKFRS 10 and HKAS 7)

– Contracts reference Nature-dependent Electricity (Amendments to HKFRS 9 and HKFRS 7)

The amendments to standards did not have any significant impact on the Group's interim condensed consolidated financial statements.

The Group has not early adopted any standard, interpretation or amendment that has been issued but is not yet effective.

3. CRITICAL ACCOUNTING JUDGMENTS AND KEY SOURCES OF ESTIMATION UNCERTAINTY

The preparation of interim condensed consolidated financial information requires management to make judgements, estimates and assumptions that affect the application of accounting policies and the reported amounts of asset and liabilities, income and expenses. Actual results may differ from these estimates.

In preparing these interim condensed consolidated financial statements, the other significant judgements made by the management in applying the Group's accounting policies and the key sources of estimation uncertainty were the same as those that applied to the annual financial statements for the year ended 31 December 2025.

4. SEGMENT INFORMATION

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

The Group's operating and reportable segments are (i) the provision of Corporate digitalisation solutions services and (ii) the provision of Industry digitalisation solutions services.

"Corporate digitalisation solutions services" mainly comprise the Group's traditional marketing and promotion services, advertisement placement services, virtual goods sourcing and delivery services, tangible goods sourcing and delivery services and software development and maintenance services. "Industry digitalisation solutions services" mainly comprise the Group's solutions on lottery related software systems and equipment. "Cross-industry Empowerment solutions services" mainly comprise the Group's cooperation across different industries services.

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

(a) Segment revenue and results

	Corporate digitalisation solution service *RMB'000*	Industry digitalisation solution service *RMB'000*	Consolidated total *RMB'000*
For the six months ended 30 June 2026 (unaudited)			
Revenue	**133,224**	**2,919**	**136,143**
Cost of sales	**(121,816)**	**(1,414)**	**(123,230)**
Segment profit	**11,408**	**1,505**	**12,913**
For the six months ended 30 June 2025 (unaudited)			
Revenue	125,036	10,730	135,766
Cost of sales	(108,334)	(5,889)	(114,223)
Segment profit	16,702	4,841	21,543

(b) Revenue from external customers

All significant external customers of the Group are located in Mainland China. Accordingly, no geographical information of external customers is presented.

(c) Non-current assets

All significant non-current assets of the Group are located in Mainland China. Accordingly, no geographical information of segment assets is presented.

5. REVENUE

The amounts of each significant category of revenue recognised during the Reporting Period are as follows:

	Corporate digitalisation solution service *RMB'000*	Industry digitalisation solution service *RMB'000*	Total *RMB'000*
For the six months ended 30 June 2026 (unaudited)			
Timing of revenue recognition:			
At a point in time	**36,228**	**2,919**	**39,147**
Transferred over time	**96,996**	**–**	**96,996**
Total revenue from contracts with customers	**133,224**	**2,919**	**136,143**
For the six months ended 30 June 2025 (unaudited)			
Timing of revenue recognition:			
At a point in time	125,036	2,363	127,399
Transferred over time	–	8,367	8,367
Total revenue from contracts with customers	125,036	10,730	135,766

6. OTHER INCOME AND OTHER GAINS OR LOSSES, NET

	Six months ended 30 June	
	2026	2025
	RMB'000	*RMB'000*
	(unaudited)	(unaudited)
Other income		
Bank interest income	**200**	38
Government grants *(Note)*	**–**	445
Sundry income	**1,451**	1,875
	1,651	2,358
Other gains/(losses), net		
Exchange loss	**(5)**	(26)
Net valuation gain/(loss) in fair value of financial assets at fair value through profit or loss	**70**	(502)
	65	(528)
	1,716	1,830

Note: For the six months ended 30 June 2026 and 2025, the Group enjoyed the tax incentives on input value-added tax according to the related regulations in the PRC. There are no unfulfilled conditions related to these government grants. For the six months ended 30 June 2025, government grants had been received from the PRC local government authorities as reimbursement of the Group's research and development activities (30 June 2026: nil).

7. INCOME TAX EXPENSE

The Group calculated the period income tax expense using the tax rate that would be applicable to the expected total annual earnings. The major components of income tax expense in the interim condensed consolidated statement of profit or loss and other comprehensive income represents:

	Six months ended 30 June	
	2026	2025
	RMB'000	*RMB'000*
	(unaudited)	(unaudited)
Current income tax – the PRC		
– tax for the period	**157**	72
– under/(over) provision in respect of prior years	**8**	(6)
	165	66
Deferred tax	**(21)**	(42)
Income tax expense	**144**	24

Cayman Islands income tax

Pursuant to the rules and regulations of the Cayman Islands, the Group is not subject to any taxation under the jurisdictions of the Cayman Islands.

PRC Enterprise income tax

Pursuant to Enterprise Income Tax Law of the PRC ("**EIT Law**") and the Implementation Regulation on the EIT Law, the tax rate of the Group's subsidiaries operating in the PRC during the Reporting Period was 25% of their taxable profits. The income tax provisions of the of the Group 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.

Certain subsidiaries of the Group in the PRC including Hangzhou Rego Network Company Limited ("**Hangzhou Rego**") was accredited as "High and New Technology Enterprise" under relevant PRC laws and regulation, and subject to a preferential EIT rate of 15% from 1 January 2016 to 31 December 2025.

According to relevant laws and regulations promulgated by the State Tax Bureau of the PRC that was effective and updated from 2017 onwards, enterprises engaging in research and development activities are entitled to claim 175% of their research and development expenses so incurred as tax deductible expenses when determining their assessable profits for the year ("**Super Deduction**"). The Group has made its best estimate for the Super Deduction to be claimed for the Group's entities in ascertaining their assessable profits during the Reporting Period.

8. DIVIDEND

No dividend was paid or proposed for ordinary shares of the Company during the six months ended 30 June 2026 and 2025.

9. EARNINGS/(LOSS) PER SHARE

	Six months ended 30 June	
	2026	2025
	(unaudited)	(unaudited)
Profit/(loss) attributable to owners of the Company *(RMB'000)*	**5,723**	(19,644)
Weighted average number of ordinary shares for the purpose of calculating basic earnings/(loss) per share *(in thousands)*	**804,848**	732,396
Basic and dilute earnings/(loss) per share *(expressed in RMB per share)*	**0.01**	(0.03)

The number of ordinary shares for the purpose of calculating basic earnings/(loss) per share has been determined based on the profit attributable to owners of the Company of approximately RMB5,723,000 (At 31 December 2025: a loss of RMB73,213,000) and the weighted average number of 804,848,000 (At 31 December 2025: 1,485,136,000, as adjusted to reflect the rights issue) ordinary shares as adjusted to reflect the effect of the treasury shares held by the Company.

There is no diluted earnings/(loss) per share because there were no dilutive potential shares in exercise for the six months ended 30 June 2026 and 2025. Accordingly, diluted earnings/(loss) per share is the same as the basic earnings/(loss) per share for the six months ended 30 June 2026 and 2025.

10. TRADE RECEIVABLES

	At 30 June 2026	At 31 December 2025
	RMB'000	*RMB'000*
	(unaudited)	(audited)
Trade receivables		
– Due from third parties	**75,342**	86,358
	75,342	86,358
Less: Allowance for credit losses	**(15,595)**	(9,747)
Trade receivables, net	**59,747**	76,611

The credit period granted to customers is ranging from 5 to 60 days as at the end of the Reporting Period.

During the period ended 30 June 2026 and year ended 31 December 2025, the Group entered into a non-recourse factoring arrangement and sold trade receivables with a gross carrying amount of RMB26,829,000 to an independent third party. Cash proceeds of RMB20,738,000 were received, of which RMB6,091,000 remained receivable from the factor as at 30 June 2026 and 31 December 2025.

An ageing analysis of the Group's trade receivables at the end of the period, net of impairment, based on invoice date and net of loss allowance is as follows:

	At 30 June 2026 *RMB'000* (unaudited)	At 31 December 2025 *RMB'000* (audited)
Less than 1 month	**30,507**	55,352
More than 1 month but less than 3 months	**7,175**	15,987
More than 3 months but less than 6 months	**9,940**	1,230
More than 6 months but less than 1 year	**8,379**	735
More than 1 year	**3,746**	3,307
	59,747	76,611

11. TRADE PAYABLES

	At 30 June 2026 *RMB'000* (unaudited)	At 31 December 2025 *RMB'000* (audited)
Trade payables	**28,972**	30,594

The credit period on purchase from suppliers is generally ranging from 10 to 60 days as at the end of the period.

An ageing analysis of the Group's trade payables as at the end of the period, based on invoice date, is as follows:

	At 30 June 2026 *RMB'000* (unaudited)	At 31 December 2025 *RMB'000* (audited)
Less than 1 month	**27,431**	29,369
More than 1 month but less than 3 months	**225**	297
More than 3 months but less than 6 months	**594**	201
More than 6 months but less than 1 year	**49**	54
More than 1 year	**673**	673
	28,972	30,594

12. EVENTS AFTER REPORTING PERIOD

In the event that there is any significant financial impacts, the Company will publish further announcement as and when appropriate.

Save as disclosed above, as at the date of this announcement, there was no other significant event subsequent to 30 June 2026.

FUTURE AND OUTLOOK

In 2026, Rego Interactive has focused on solidifying its technological bedrock while carefully executing its AI transition. Following the acquisition of Caipingfang and the structural evolution of 2025, we have dedicated our efforts to refining our AI Digital Lottery Store Agents and AI Sports modules through rigorous real-world pilot testing. By balancing prudent risk management in traditional segments with strategic, phased innovation in AI applications, we are building a high-moat digital ecosystem designed to deliver resilient operational performance and long-term shareholder value.

Looking into the second half of 2026, the global macroeconomic environment remains complex, featuring both persistent challenges and emerging opportunities. The Group will maintain a vigilant approach to market trends, strictly adhere to prudent risk management strategies, and leverage flexible business models to strengthen its dual engine of "**Corporate digitalisation solutions services**" and "**Industry digitalisation solutions services**," unlocking the full commercial potential of its cross-industry empowerment solutions.

1. **Corporate Digitalisation Solutions Services: Expanding Omnichannel Reach and Corporate Welfare Ecosystem**

   The Group will continue to capture growth opportunities arising from enterprise digital transformation by expanding its network of reliable clients and suppliers. We plan to refine our omnichannel marketing strategies to reach diverse consumer demographics precisely.

2. **Industry Digitalisation Solutions Services: Scaling AI Commercialization and Achieving Profitability**

   In the era of Agentic Marketing and AI Sports, the Group is transitioning from a technology service provider into an industry market leader. Our strategic roadmap for H2 2026 rests on three key pillars:

   - **AI Commercialisation at Scale:** Accelerating the nationwide deployment of proprietary AI Agents and AI Digital Lottery Store solutions across national lottery networks, converting technological milestones into recurring service and SaaS revenue.

   - **Capitalizing on the 'Big Year' for Sports:** Maximizing the ongoing momentum of major 2026 sports events by continuously upgrading our "Sports Data Analysis + Interactive Entertainment + Lottery Empowerment" product suite to engage next-generation consumers.

   - **Path to Operational Profitability:** With our technological moat established, the Group will pivot toward operational efficiency. Through disciplined cost controls, resource optimization, and monetizing "Sports + Digital" synergies, the Group aims to achieve a strong performance rebound and return to sustainable profitability.

3. Strategic Investments and Cross-Industry Integration

Lastly, the Group will continue to prioritize strategic investments that generate high operational synergies. We will actively evaluate partnership and acquisition opportunities with target entities aligned with our strategic goals in AI digital lottery stores, AI sports analytics, and digital marketing, maximizing cross-industry multiplier effects and delivering long-term, sustainable value to our shareholders.

CORPORATE GOVERNANCE AND OTHER INFORMATION

Purchase, Sale or Redemption of the Company's Listed Securities

During the Reporting Period, the Company did not redeem any of its listed securities nor did the Company or any of its subsidiaries purchase or sell such securities (including sale of treasury shares).

As of 30 June 2026, the Company did not hold any treasury shares.

Compliance with CG Code

The Group is committed to implementing high standards of corporate governance to safeguard the interests of the Shareholders and enhance the corporate value as well as the responsibility commitments. The Company has adopted the CG Code as its own code of corporate governance since the Listing Date.

In the opinion of the Directors, the Company has complied with all applicable code provisions of the CG Code for the Reporting Period.

The Board will continue to review and monitor the corporate governance practices of the Company for the purpose of complying with the code provisions of 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 its own code of conduct governing the securities transactions by the Directors. Specific enquiries have been made to all the Directors and the Directors have confirmed that they have complied with the Model Code for the Reporting Period.

No incident of non-compliance of the Model Code by the employees was noted by the Company throughout the Reporting Period.

Audit Committee

The Company has established the Audit Committee with written terms of reference in compliance with the CG Code. As at the date of this announcement, the Audit Committee consists of three members, all of whom are INEDs, namely Mr. Shen Yunjia, Ms. Mo Lan and Mr. Zeng Liang. Mr. Shen Yunjia is the chairman of Audit Committee.

Review of Interim Results

The Audit Committee has reviewed the unaudited condensed consolidated financial statements of the Group for the Reporting Period, including the applicable accounting policies and accounting standards adopted by the Group, and considers that such statements have been prepared in compliance with the applicable Listing Rules. The audit committee was satisfied that the financial statements were prepared in accordance with applicable accounting standards and fairly present the Group's financial position and results for the Reporting Period.

Use of Proceeds

Rights Issue

The Company has conducted a rights issue in December 2023 to raise funds for (i) the proposed acquisition of a PRC company with an aim to expand our scope of services to cover delivery of physical goods for e-commerce operators; (ii) the development and expansion of our virtual and physical goods delivery business; and (iii) general working capital (the "**Rights Issue**"). The net proceeds from the Rights Issue after deducting the expenses were approximately HK$98.9 million.

As at 30 June 2026, the proceeds from the Rights Issue of HK$98.9 million has been utilised. An analysis of the proceeds from the Rights Issue up to 30 June 2026 is set out below:

	Approximate % of total proceeds from Rights Issue as stated in the prospectus dated 20 November 2023	Allocated use of actual proceeds from Rights Issue	Proceeds from Rights Issue unused balances of 1 January 2026	Utilised proceeds from Rights Issue from 1 January 2026 to 30 June 2026	Proceeds from Rights Issue unused balance as of 30 June 2026
	%	*HK$ million*	*HK$ million*	*HK$ million*	*HK$ million*
General working capital (previously usage as "acquisition of a PRC company with principal business on delivery of physical goods for e-commerce platform operators") (Notes 1, 2)	65	64.3	26.8	26.8	–
Development and expansion of virtual and physical goods delivery business	25	24.7	–	–	–
General working capital	10	9.9	–	–	–
	100	98.9	26.8	26.8	–

Notes:

1. For the acquisition project of a PRC company, the Company issued the Memorandum of Understanding in Relation to the Potential Acquisition on 22 December 2023, and paid in advance HK$16.5 million to the shareholders of the PRC target company as disclosed in the announcement of the Company dated 22 December 2023. The Company subsequently issued the Extension of the Memorandum of Understanding in Relation to the Potential Acquisition on 5 August 2024 and 13 June 2025, and gradually extended the long stop date of the acquisition to 30 June 2026. Please refer to the announcements of the Company dated 5 August 2024 and 13 June 2025 respectively.

2. On 21 November 2025, after careful consideration and detailed evaluation of the Group's operations and the business strategies, including the need to ensure the Company's capital utilisation efficiency and better accommodate the Group's current operation and development requirements, the Board has resolved to change the use of the remaining net proceeds. For detail, please refer to the announcement of the Company dated 21 November 2025.

   Since the acquisition project did not proceed as planned, the aforesaid prepayment of HK$16.5 million shall be refunded to the Company on 30 June 2026. The earnest money were refunded in March 2026.

Up to 30 June 2026, the utilised net proceeds from Rights Issue were applied in accordance with the planned use as previously disclosed in the prospectus dated 20 November 2023. As at 30 June 2026, there were nil of unutilizes net proceeds.

Placing of New Shares

In view of the market conditions, the Directors are of the view that the placing offers a good opportunity to broaden shareholder base and capital foundation of the Company, so as to raise funds for the future development of the Company's businesses. On 23 December 2025 (after trading hours of the Stock Exchange), the Company and Winbull Securities International (Hong Kong) Limited ("**Placing Agent**") entered into a conditional placing agreement ("**Placing Agreement**"), pursuant to the Placing Agreement, the Placing Agent has agreed, as agent of the Company, to procure, on a best effort basis, not less than six placees who are investors and whose ultimate beneficial owners are independent third parties to subscribe (the "**Placing**") for up to 160,000,000 new Shares of the Company ("**Placing Shares**") with an aggregate nominal value of US$160,000 at the placing price of HK$0.435 per Placing Share (with a net price of HK$0.429 per Placing Share) which represents a discount of approximately 19.44% to the closing price of HK$0.54 per Share as quoted on the Stock Exchange on the date of the Placing Agreement.

The Placing was completed on 26 January 2026 and net proceeds was approximately HK$68.9 million, where (i) 20% of the net proceeds from the Placing will be applied to the development and expansion of private domain traffic marketing services business, among that, (a) approximately HK$12.6 million will be used for traffic acquisition and user operation resources to support more projects for existing and new enterprise customers which is expected to be fully utilized on or before 30 June 2026; (b) approximately HK$1.2 million will be used to fund staff costs and other day-to-day operating expenses directly related to such business which is expected to be fully utilized on or before 31 December 2026; (ii) 80% of the net proceeds from the Placing will be applied as the Group's general working capital, among that, (a) approximately HK$0.4 million of the net proceeds will be used to pay rental, utilities and other office-related expenses which is expected to be fully utilized on or before 31 December 2026; (b) approximately HK$53.2 million will be applied to repay outstanding bank borrowings and other interest bearing borrowings of the Group which is expected to be fully utilized on or before 30 June 2026; (c) approximately HK$1.5 million will be used to settle other general administrative and operating expenses of the Group in its ordinary and usual course of business which is expected to be fully utilized on or before 31 December 2026.

For details, please refer to the announcements of the Company dated 23 December 2025, 31 December 2025 and 26 January 2026.

As at 30 June 2026, the proceeds from the Placing of HK$67.7 million has been utilised.

An analysis of the proceeds from the Placing up to 30 June 2026 is set out below:

	Approximate % of total proceeds from Placing	Allocated use of actual proceeds from Placing	Utilised proceeds from Placing as of 30 June 2026	Proceeds from Placing unused balance as of 30 June 2026	Expected timeline for unutilised proceeds from Placing
	%	*HK$ million*	*HK$ million*	*HK$ million*	
Development and expansion of private domain traffic marketing services business					
– traffic acquisition and user operation resources	/	12.6	12.6	–	–
– staff costs and other day-to-day operating expenses directly related to such business	/	1.2	1.2	–	–
	20	13.8	13.8	–	–
General working capital					
– Payment on rental, utilities and other office-related expenses	/	0.4	0.1	0.3	On or before 31 December 2026
– repayment of outstanding bank borrowings and other interest-bearing borrowings	/	53.2	53.2	–	–
– settlement of other general administrative and operating expenses	/	1.5	0.6	0.9	On or before 31 December 2026
	80	55.1	53.9	1.2	
	100	68.9	67.7	1.2	

As at 30 June 2026, the amount of unutilised net proceeds from the Placing amounted to approximately HK$1.2 million. The unutilised net proceeds were placed in interest-bearing deposits with authorised financial institutions or licensed banks in Hong Kong and the PRC.

Up to 30 June 2026, the utilised net proceeds from Placing were applied in accordance with the planned use as previously disclosed in the announcement dated 23 December 2025, 31 December 2025 and 26 January 2026, and the remaining net proceeds from the Placing are expected to be used as planned. The remaining unutilised net proceeds from the Placing are expected to be utilised on or before 31 December 2026.

Future Plans for Material Investments or Capital Assets

Save as disclosed in the Prospectus and this announcement, the Group did not have any future plans for material investments or capital assets as at 30 June 2026.

Subsequent Events

Save as disclosed, as at the date of this announcement, there was no other significant event subsequent to 30 June 2026.

Publication of the 2026 Interim Condensed Consolidated Results Announcement and Interim Report

This announcement is published on the websites of the Stock Exchange (www.hkexnews.hk) and the Company's website (www.regopimc.com). The interim report for the Reporting Period containing all the information in accordance with the requirements under the Listing Rules will be despatched to the Shareholders who requested for hard copy and published on the respective websites of the Stock Exchange and the Company in due course.

Appreciation

The Board would like to express its sincere gratitude to the Shareholders, management team, employees, business partners and customers of the Group for their support and contribution to the Group.

DEFINITIONS

In this announcement, unless the context otherwise require, the following expressions shall have the following meaning:

"Audit Committee"	the audit committee of the Board
"Board"	the board of Directors
"CG Code"	the Corporate Governance Code set out in Appendix C1 to the Listing Rules
"China" or "PRC"	the People's Republic of China, excluding, for the purpose of this announcement, Hong Kong, Macau and Taiwan

"close associate(s)"	has the meaning ascribed to it under the Listing Rules
"Company"	Rego Interactive Co., Ltd, a company incorporated in the Cayman Islands as an exempted company with limited liability, the Share of which are listed and traded on the Main Board of the Stock Exchange
"CPA"	cost per action, a performance-based pricing model where advertising is paid on the basis of each action of the mobile device user such as download, installation or registration. CPI is typically referred to as CPA
"Director(s)"	the director(s) of the Company
"Global Offering"	has the meaning ascribed to it under the Prospectus
"Group", "we", "us" or "our"	the Company and its subsidiaries
"HK$" or "HKD"	Hong Kong dollars, the lawful currency of Hong Kong
"HKFRSs"	Hong Kong Financial Reporting Standards
"INED(s)"	the independent non-executive Director(s)
"IT"	the information and technology
"Listing"	the listing of the Shares on the Main Board of the Stock Exchange
"Listing Date"	17 October 2022, the date on which the Shares were listed on the Main Board of the Stock Exchange
"Listing Rules"	the Rules Governing the Listing of Securities on the Stock Exchange, as amended, supplemented or otherwise modified from time to time
"Main Board"	the stock exchange (excluding the option market) operated by the Stock Exchange which is independent from and operates in parallel with GEM of the Stock Exchange
"Model Code"	the Model Code for Securities Transactions by Directors of Listed Issuers set out in Appendix C3 to the Listing Rules
"Over-allotment Option"	has the meaning ascribed to it under the Prospectus

"Prospectus"	the prospectus of the Company dated 30 September 2022
"R&D"	the research and development
"Reporting Period"	the six months ended 30 June 2026
"RMB"	Renminbi, the lawful currency of the PRC
"Share(s)"	ordinary share(s) with par value of US$0.001 each in the share capital of the Company
"Share Option Scheme"	the share option scheme conditionally adopted by the Company, further details of which are described in the section headed "Statutory and general information – D. Share Option Scheme" in Appendix IV to the Prospectus
"Shareholder(s)"	holder(s) of Shares
"Stock Exchange"	The Stock Exchange of Hong Kong Limited
"US" or "United States"	the United States of America
"US$" or "USD"	United States dollars, the lawful currency of the United States

By order of the Board
Rego Interactive Co., Ltd
Chen Ping
Chairman and Executive Director

Hong Kong, 31 August 2026

As at the date of this announcement, the executive Directors are Mr. Chen Ping, Mr. Tian Huan, Mr. Zhang Yongli, Mr. Fan Lianshun, Mr. Xia Yuanbo and Mr. Chen Wei; and the independent non-executive Directors are Ms. Mo Lan, Mr. Shen Yunjia and Mr. Zeng Liang.