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newborntown

NEWBORN TOWN INC.

赤子城 科技有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 9911)

INSIDE INFORMATION PROFIT ALERT

This announcement is made by Newborn Town Inc. (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the “**Directors**”) of the Company (the “**Board**”) hereby informs the shareholders of the Company and potential investors that, based on the preliminary review of the unaudited consolidated management accounts of the Group for the year ended 31 December 2022 and other information currently available to the Group, it is expected that:

- (i) total revenue for the year ended 31 December 2022 is expected to be approximately RMB2,750 million to RMB2,850 million;
- (ii) net profit for the year ended 31 December 2022 is expected to be approximately RMB260 million to RMB300 million;
- (iii) profit attributable to the owners of the Company for the year ended 31 December 2022 is expected to be approximately RMB110 million to RMB150 million;
- (iv) the Company’s adjusted EBITDA for the year ended 31 December 2022 will be approximately RMB360 million to RMB400 million.

Adjusted EBITDA is defined as operating profit upon adjustment adjusted by share-based compensation expenses, depreciation and amortization.

The Group will continue to maintain its lead in the global social networking industry, consolidate its dominant market position, further cement its spot on the global business map, and by leaning on the support of the middle platform, strengthen its research and development capabilities, accelerate product research and development, create a multi-quality product matrix, and extend its coverage to more vertical subdivision tracks. At the same time, the Group will continue to explore technological innovation, expand business boundaries, and achieve multi-dimensional healthy growth.

The Company is still in the process of finalising the consolidated results of the Group for the year ended 31 December 2022. The information contained in this announcement is only based on the unaudited consolidated management accounts of the Group and other information currently available to the Board, which have not been reviewed or audited by the Company's auditors. The actual results of the Group for the year ended 31 December 2022 may be different to the information referred in this announcement. The announcement of annual results of the Group for the year ended 31 December 2022 is expected to be published by the end of March 2023.

Shareholders of the Company and potential investors are advised to exercise caution when dealing in the securities of the Company.

By order of the Board
Newborn Town Inc.
LIU Chunhe
Chairman

Beijing, 8 March 2023

As at the date of this announcement, the executive Directors of the Company are Mr. LIU Chunhe, Mr. LI Ping, Mr. YE Chunjian and Mr. SU Jian; and the independent non-executive Directors of the Company are Mr. GAO Ming, Mr. CHI Shujin and Mr. HUANG Sichen.