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**第七大道**  
7ROAD.COM

**7Road Holdings Limited**  
**第七大道控股有限公司**

*(Incorporated in the Cayman Islands with limited liability)*  
**(Stock Code: 797)**

**PROFIT WARNING**

This announcement is made by 7Road Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 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 (the “**Board**”) of directors (the “**Directors**”) of the Company hereby informs the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary assessment of the unaudited consolidated management accounts of the Company for the six months ended 30 June 2024 and the information currently available to the Board, the Group is expected to record a loss of approximately RMB5 million for the six months ended 30 June 2024 compared with a profit of RMB130 million for the six months ended 30 June 2023. The turnaround from profit to loss was mainly attributable to the substantial increase in revenue recorded for the six months ended 30 June 2023 generated from the new game launched at the end of 2022 while the revenue recorded for the six months ended 30 June 2024 remained stable.

It should be noted that the Group has yet to finalize its interim results for the six months ended 30 June 2024. The information contained in this announcement is solely based on the information currently available to the Group and the Board’s preliminary assessment of the unaudited consolidated management accounts of the Company for the six months ended 30 June 2024, which have not been reviewed by the Company’s auditors or the audit committee of the Board. As such, the interim results of the Group for the six months ended 30 June 2024 may be different from the financial disclosure contained in this announcement.

Shareholders and potential investors are therefore advised to read carefully the interim results announcement of the Company for the six months ended 30 June 2024, which is expected to be published by the Company by the end of August 2024.

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

By order of the Board  
**7Road Holdings Limited**  
**Meng Shuqi**  
*Chairman*

Wuxi, the PRC, 25 July 2024

*As at the date of this announcement, the executive Directors are Mr. Meng Shuqi, Mr. Li Zhengquan and Mr. Yang Cheng; and the independent non-executive Directors are Mr. Xue Jun, Ms. Li Yiqing and Mr. Lui Chi Ho.*