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Homeland Interactive Technology Ltd.

家鄉互動科技有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 3798)

PROFIT ALERT

This announcement is made by Homeland Interactive Technology Ltd. (the “**Company**” and, 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 in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

The board of directors (the “**Directors**”) of the Company (the “**Board**”) wishes to inform the shareholders of the Company and potential investors that, based on a preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended June 30, 2024 and information currently available to the Company, it is expected that the Group’s revenue for the six months ended June 30, 2024 will be approximately RMB835.7 million, representing a decrease of approximately 12.4% as compared with that for the six months ended June 30, 2023; and the Group is expected to record a profit for the period of approximately RMB33.7 million during the six months ended June 30, 2024, representing a decrease of over 90.0% as compared to the six months ended June 30, 2023.

The Board considers that the above decrease is attributable to:

- (i) in the first half of 2023, the Group experienced a significant increase in active users, which resulted in a robust increase in revenue for the Group for the six months ended June 30, 2023;
- (ii) in the first half of 2024, the Group’s commissions and fees charged by distribution channels and payment vendors, and joint operating costs with other parties increased, resulting in a significant increase in cost of sales; and

(iii) in the first half of 2024, in response to increasing competition in the industry, the Group stepped up its marketing efforts to retain market share.

As the Group's interim results for the six months ended June 30, 2024 have not yet been finalised, the information contained in this announcement is only based on a preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended June 30, 2024 and information currently available to the Company, and such information has not been confirmed by the Company's auditor or the audit committee of the Board and may be subject to adjustments. Shareholders and potential investors should refer to the interim results announcement of the Company for the six months ended June 30, 2024, which is expected to be published on August 28, 2024.

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

By order of the Board
Homeland Interactive Technology Ltd.
Wu Chengze
Chairman

Shenzhen, the PRC, August 21, 2024

As at the date of this announcement, the Board comprises Mr. Wu Chengze, Mr. Su Bo and Mr. Ding Chunlong as executive Directors and Mr. Zhang Yuguo, Mr. Hu Yangyang and Ms. Guo Ying as independent non-executive Directors.