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**ZX Inc.**  
**中旭未来**

*(Incorporated in the Cayman Islands with limited liability)*  
**(Stock Code: 9890)**

## **PROFIT WARNING ANNOUNCEMENT**

This announcement is made by ZX Inc. (the “**Company**”, together with its subsidiaries and PRC operating entities<sup>1</sup>, collectively referred to as 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 of Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The Board of Directors (“**Board**”) of the Company wishes to inform the shareholders (“**Shareholders**”) and potential investors that, based on the preliminary assessment of the Group’s draft unaudited consolidated management accounts for the six months ended June 30, 2024 (the “**Reporting Period**”) and other information currently available to the Board, the Group is expected to record net loss within the range of approximately RMB360.0 million to RMB400.0 million for the Reporting Period compared to the net profit of approximately RMB300.3 million for the six months ended June 30, 2023.

The expected change is primarily attributable to the following factors: (i) an increase in selling and distribution expenses primarily due to increased efforts in promoting and advertising new high-quality games; (ii) an increase in the asset impairment losses primarily due to the Group’s provision for impairment of prepayment, fixed assets and goodwill for which impairment indicators are identified; and (iii) an increase in investment losses on financial assets at fair value through profit or loss in relation to the fluctuation of the price of publicly traded stocks held by the Group.

1 The PRC Operating Entities refer to the entities controlled by the Group through the Contractual Arrangements, the details of which are set out in the Company’s prospectus dated September 18, 2023 (“**Prospectus**”).

The Company is still in the process of finalizing the results of the Group for the Reporting Period. The information contained in this announcement is only based on management's preliminary assessment of the unaudited consolidated management accounts of the Group and the information currently available, which are subject to finalization and other potential adjustments, if any, and have not been reviewed by the Company's auditor nor have they been reviewed by the audit committee of the Company. Therefore, the actual interim results of the Group for the Reporting Period may differ from the information contained in this announcement.

**Shareholders and potential investors should exercise caution when dealing in the Shares of the Company.**

By order of the Board  
**ZX Inc.**  
**Mr. WU Xubo**  
*Chairman of the Board and Executive Director*

Guangzhou, the PRC, August 23, 2024

*As at the date of this announcement, the Board comprises Mr. WU Xubo and Ms. WU Xuan as executive Directors; and Ms. SONG Siyun, Mr. QIN Yongde and Ms. ZHENG Yi as independent non-executive Directors.*