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COOLPAD GROUP LIMITED

酷派集團有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 2369)

PROFIT WARNING

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

The Board wishes to inform the shareholders (the “**Shareholders**”) and potential investors of the Company that, based on the preliminary assessment of the Group’s unaudited consolidated management accounts made available to the Board, the loss attributable to the owners of the Company for the year ended 31 December 2024 (“**FY2024**”) is expected to range from approximately HK\$245 million to HK\$265 million, as compared to the loss attributable to the owners of the Company of approximately HK\$221 million for the year ended 31 December 2023 (the “**Preceding Period**”).

Based on an analysis of the information currently available to the Group, the loss for FY2024 is anticipated to increase compared to the Preceding Period, primarily due to the following reasons:

- (a) The Group’s revenue increased in FY2024, but gross profit decreased by approximately HK\$44 million. The decline was primarily due to the fact that certain products in the mobile phone business were in the clearance phase in 2024 and low-margin hardware products contributed to a reduction in gross profit;
- (b) The Group’s administrative and other operating expenses in FY2024 increased by approximately HK\$42 million, primarily due to the losses of investments in U.S.-listed securities; and
- (c) The Group’s financial costs in FY2024 increased by approximately HK\$49 million compared to the Preceding Period. This was mainly due to the rise in interest expenses resulting from the addition of long-term liabilities, which were incurred to reduce the Group’s net current liabilities during FY2024.

The Company is in the process of preparing, reviewing and finalising the results of the Group for FY2024. The information contained in this announcement is solely based on a preliminary assessment by the management of the Company relying on the unaudited management accounts for FY2024 available to the Board, which has not been audited or reviewed by the Company's independent auditor or the audit committee of the Board and may be subject to adjustments. Shareholders and/or potential investors of the Company should exercise caution when dealing in the securities of the Company. Shareholders and potential investors are advised to refer to the details in the results announcement of the Company for FY2024, which is expected to be published on or before 31 March 2025.

By order of the Board
Coolpad Group Limited
Chen Jiajun
Executive Director
Chief Executive Officer
Chairman

Hong Kong, 13 March 2025

As at the date of this announcement, the Board comprises (i) three executive Directors, namely Mr. Chen Jiajun, Mr. Ma Fei and Ms. Liu Juan; (ii) three non-executive Directors, namely Mr. Liang Rui, Mr. Ng Wai Hung and Mr. Xu Yibo; and (iii) three independent non-executive Directors, namely Mr. Guo Jinghui, Ms. Wang Guan and Mr. Cheuk Ho Kan.