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Rego Interactive Co., Ltd
(潤 歌 互 動 有 限 公 司)

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2422)

PROFIT WARNING

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

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders and potential investors of the Company that, based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the year ended 31 December 2024 (“**Management Accounts**”) and the information currently available to the Board, the Group is expected to record a net loss after tax for the year ended 31 December 2024 of not less than RMB29.2 million, representing a decrease of 331.7% as compared with net profit after tax of approximately RMB12.6 million for the year ended 31 December 2023. The Group is also expected to record an adjusted net loss (i.e. defined as (loss)/profit for the year adjusted by the foreign exchange differences, change in fair value of financial assets at fair value through profit or loss, impairment loss on prepayment and impairment loss on goodwill) for the year ended 31 December 2024 of not less than RMB21.8 million, representing a decrease of 200.5% over approximately RMB21.7 million of an adjusted net profit for the year ended 31 December 2023. The Board considers that the decrease is mainly attributable to:

- (i) the consumer market sentiment in China in 2023 remained subdued throughout 2024 and, many enterprises have reduced the amount of marketing budgets and the overall level of advertisement placements, thereby resulting in a decrease in the revenue deriving from promotion and advertising services of the Group;
- (ii) in light of the uncertain market environment, the Group has continued with its prudent policy on the selection of high quality customers to manage the exposure to credit risks; and

(iii) the effect of the increment on the expenses, including marketing and business development expenses of the Group.

Throughout 2024, the worldwide economic climate continues to be challenging with persistent sluggish growth. In light of this, our strategy is to closely monitor the economic trends and shifts in the competitive market landscape. We aim to concentrate on and bolster our primary business areas, streamline the distribution of capital, and enhance the efficiency of our operations. Simultaneously, we plan to heighten our awareness of potential risks and stick to cautious risk management strategies. This approach will help ensure our company's steady progress amidst the complexities of the ever-evolving economic scenario. Furthermore, we intend to proactively expand our strategic vision, identify and capitalise on new opportunities within our "corporate digitalization solutions services" (企業數字化服務) and "industry digitalization solutions services" (行業數字化服務) as the core, to achieve the cross industry empowerment solutions services (異業賦能服務) in the future. By adopting adaptable business strategies, we aim to boost the resilience of our company and secure our continuous growth and stable development.

As at the date of this announcement, the Company is still finalising the Group's consolidated financial results for the year ended 31 December 2024. The information contained in this announcement is based on the data currently available to the Company and the Board's preliminary assessment on the Management Accounts of the Group for the year ended 31 December 2024 and prepared in accordance with the applicable Hong Kong Financial Reporting Standards, which have not been reviewed by the independent auditors of the Company nor reviewed by the audit committee of the Company. As such, the final annual results of the Group for the year ended 31 December 2024 may be different from the financial disclosure contained in this announcement. Shareholders and potential investors are therefore advised to read carefully the results announcement of the Company for the year ended 31 December 2024, which is expected to be published by the Company by the end of March 2025.

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

On behalf of the Board
Rego Interactive Co., Ltd
Chen Ping
Chairman and Executive Director

Hong Kong, 24 March 2025

As at the date of this announcement, the executive Directors of the Company are Mr. Chen Ping, Mr. Tian Huan, Mr. Zhang Yongli, Mr. Fan Lianshun, Mr. Xia Yuanbo and Mr. Chen Wei; and the independent non-executive Directors of the Company are Mr. Zeng Liang, Mr. Shen Yunjia and Ms. Mo Lan.