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Marketingforce Management Ltd

邁富時管理有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 2556)

INSIDE INFORMATION PROFIT ALERT

This announcement is made by Marketingforce Management Ltd (the “**Company**”, together with its subsidiaries and its consolidated affiliated entities, 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 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 of the Company (the “**Directors**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and the potential investors that, based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended June 30, 2025 and information currently available to the Board, the net profit attributable to owners of the Company for the six months ended June 30, 2025, is expected to turnaround from loss to profit and range from approximately RMB31.8 million to RMB41.0 million as compared to the net loss attributable to owners of the Company of approximately RMB820.2 million for the corresponding period of last year. The expected increase in the net profit attributable to owners of the Company for the six months ended June 30, 2025 is primarily attributable to the following reasons: (i) the Group completed the listing of its shares on The Stock Exchange of Hong Kong in May 2024, and thus the impact of listing expenses and fair value changes of convertible redeemable preferred shares for the six months ended June 30, 2025 was zero, representing a significant decrease as compared to the corresponding period of last year; (ii) the increased demand in the AI market in the first half of 2025 has led to continued revenue growth in the AI+SaaS business, resulting in an increase in gross profit of the Group; and (iii) the Group’s internal application of AI tools has led to continued improvement in the Group’s overall operational efficiency, which led to a decrease in sales expenses, administrative expenses, and research and development expenses.

As of the date of this announcement, the Company is still in the process of finalizing the consolidated interim results of the Group for the six months ended June 30, 2025. The information contained in this announcement is only based on the preliminary assessment by the Board with reference to the information currently available to the Board and the unaudited consolidated management accounts of the Group for the six months ended June 30, 2025, which has not been audited or reviewed by the Company's independent auditors and/or the audit committee of the Company, and may be subject to adjustments. Shareholders and potential investors are advised to read carefully the interim results announcement of the Company for the six months ended June 30, 2025, which is expected to be published by the end of August 2025.

Shareholders and potential investors should exercise caution when dealing with the securities of the Company.

By Order of the Board
Marketingforce Management Ltd
ZHAO Xulong
Chairman of the Board and Chief Executive Officer

Hong Kong, August 6, 2025

As at the date of this announcement, the Directors of the Company are: Mr. ZHAO Xulong as chairman, executive Director and chief executive officer, Mr. XU Jiankang as executive Director, Ms. ZHAO Fangqi as non-executive Director, and Mr. YANG Tao, Mr. QIN Ci and Mr. CHEN Chen as independent non-executive Directors.