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 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 (the "**Directors**") of the Company wishes to inform the shareholders of the Company (the "**Shareholders**") and potential investors that, based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended June 30, 2026 and information currently available to the Board, the Group is expected to record for the six months ended June 30, 2026: (i) its revenue ranging from approximately RMB1,858 million to RMB2,054 million, representing a year-on-year increase of 100% to 121% as compared with the corresponding period of 2025. Among which, revenue from AI application business is expected to range from approximately RMB1,068 million to RMB1,180 million, representing a year-on-year increase of 112% to 134% as compared with the corresponding period of 2025; and (ii) profit attributable to owners of the parent ranging from approximately RMB182 million to RMB222 million, representing a year-on-year increase of 386% to 494% as compared with the corresponding period of 2025.

The Board considers that the expected strong growth in revenue from AI application business was mainly attributable to: (i) the continued implementation of the Group's "full-stack Token factory" strategy, with AI employees operating stably 7×24 hours, and the scenario-based Token billing model accelerating its penetration across products such as GEO, foreign trade, business analysis and other intelligent agents, with customer willingness to pay and average consumption continuing to increase; (ii) following the release of core products such as AI Agentforce Intelligent Agent Middle Platform 3.0, KnowForce AI Knowledge Middle Platform and GenAI OS in the first quarter of 2026, the product matrix was further enhanced, driving simultaneous growth in customer numbers and average order value; and (iii) the customer revenue retention rate remained at a high level, with existing customers making additional purchases and new customer acquisition advancing in parallel, and the AI application business entering a phase of scaled volume growth.

The expected strong growth in profit attributable to owners of the parent is mainly attributable to the following factors: (i) the continuous increase in the revenue contribution from the high-margin AI application business, among which the proportion of diversified charging models represented by scenario-based Token is gradually expanding. The pricing anchor for scenario-based Token is the value of business results obtained by customers. With the optimization of ontology mapping, the iteration of vertical models and the improvement of application effectiveness, the pricing space for scenario-based Token has been further opened up, driving the continuous improvement in the overall gross profit margin of the AI application business; and (ii) the Group's internal continuous enhancement of operational efficiency through its own AI application products, with the ratio of sales expenses to revenue and the ratio of administrative expenses to revenue further optimized as compared with the corresponding period of last year. The Group has fully applied self-developed AI employees in marketing, sales, customer service, training and other areas, and while the headcount remains stable, the overall personnel efficiency has continued to improve.

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, 2026. 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, 2026, 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, 2026, which is expected to be published by the end of August 2026.

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

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

Hong Kong, July 15, 2026

As at the date of this announcement, the Directors of the Company are: Mr. ZHAO Xulong as Chairman of the Board, executive Director and chief executive officer, Mr. ZHAO Guoshuai as Co-Chairman of the Board, executive Director and global executive president, Mr. XU Jiankang as executive Director, and Mr. YANG Tao, Ms. LI Yingjie and Mr. CHEN Chen as independent non-executive Directors.