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NET-A-GO TECHNOLOGY COMPANY LIMITED

網譽科技有限公司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 1483)

POSITIVE PROFIT ALERT

This announcement is made by Net-A-Go Technology Company Limited (the “**Company**”, together with its subsidiaries, 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 Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong) (the “**SFO**”). The board (the “**Board**”) of directors (the “**Directors**”) of the Company is pleased to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary review of the Group’s unaudited management accounts for the six months ended 30 June 2025 (the “**Reporting Period**”), the unaudited profit attributable to equity holders of the Company for the six months ended 30 June 2025 is expected to be within the range of approximately HK\$41.9 million to approximately HK\$51.9 million, as compared to unaudited loss attributable to equity holders of the Company of approximately HK\$4.8 million for the same period last year. The estimated turnaround from loss to profit is primarily attributable to:

1. During the Reporting Period, the Group expects to record a revenue not less than HK\$176 million, representing an increase of approximately HK\$70.6 million or 67.0% compared to the revenue of approximately HK\$105.4 million recorded in the same period last year. Such increase was mainly contributed by media advertising and marketing business developed by the Company since June 2024, which recognized revenue in not less than HK\$120 million; and

2. During the Reporting Period, the Group recorded gain on disposal of subsidiaries within the range of approximately HK\$23.0 million to 25.0 million of which the disposal was completed on 30 June 2025, the specific amount of which shall be subject to the announcement of the interim results.

As of the date of this announcement, the Company is still in the process of finalizing the interim results of the Group for the six months ended 30 June 2025. The information contained in this announcement is only a preliminary assessment by the Board based on the unaudited consolidated management accounts of the Group for the Reporting Period currently available to the Company, and is not based on any figures or information which have been reviewed or confirmed by the audit committee of the Board (the “**Audit Committee**”), or reviewed or audited by the auditors of the Company. The actual results of the Group for the Reporting Period may differ from those disclosed in this announcement. They shall not be taken as a measure or indication of the Group’s current or future operating or financial performance nor shall they be taken as a representation by the Group of the corresponding figures as may be provided in due course in the Company’s interim results announcement for the Reporting Period, which is expected to be published by the end of August 2025 in accordance with the requirements of the Listing Rules. As such, the above figures are provided for Shareholders’ and investors’ reference only. Shareholders and potential investors are advised to read carefully the interim results announcement of the Company for the Reporting Period.

Shareholders and potential investors of the Company are advised to exercise due caution when dealing in the securities of the Company. When in doubt, Shareholders and potential investors are advised to seek professional advice from professional or financial advisers.

By Order of the Board
Net-A-Go Technology Company Limited
Sang Kangqiao
Chairman and Executive Director

Hong Kong, 12 August 2025

As at the date of this announcement, the Executive Directors are Mr. Sang Kangqiao and Mr. Xu Wenze; the Non-executive Director is Ms. Chen Wenting; the Independent Non-executive Directors are Mr. Xu Zhihao, Mr. Lam Ka Tak and Mr. Wong Sincere.