Bright Future Technology Holdings Limited
辉煌明天科技控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1351)

PROFIT WARNING

This announcement is made by Bright Future Technology Holdings 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 "**Listing Rules**") and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

Based on the preliminary review of the unaudited consolidated management accounts of the Group for the year ended 31 December 2025 and the information currently available to the board of directors of the Company (the "**Board**"), the Board wishes to inform the shareholders of the Company (the "**Shareholders**") and its potential investors that the Group is expected to record a loss attributable to the owners of the Company of not less than approximately RMB50 million as compared to the loss attributable to the owners of the Company of approximately RMB6.49 million for the year ended 31 December 2024.

Based on the information currently available, the Board believes that the expected increase in the loss attributable to the owners of the Company for the year ended 31 December 2025 as compared to the year ended 31 December 2024 was primarily due to (i) the increase in advertising traffic costs driven by the economic environment and policy changes of an advertising platform during the year, which resulted in a decline in gross profit; (ii) the termination of business with a customer and the recognition of impairment losses on financial assets, which led to an increase in the expected credit loss of the Group's trade and other receivables; and (iii) the grant of treasury shares (repurchased in prior years) to eligible employees under the share award scheme during the reporting period, which resulted in an increase in share-based compensation expenses. The Group will stregthen the management of trade receivables, continue to optimize its allocation of resources, and enhance its profitability.

As the Company is still in the process of finalising the annual results of the Group for the year ended 31 December 2025, the information contained in this announcement is only based on the Board's preliminary assessment of the unaudited consolidated management accounts of the Group and the information currently available, which have neither been reviewed by the audit committee of the Company nor reviewed or audited by the Company's auditors. The above information may be subject to further adjustments upon final review by the Board and the Company's auditors. Shareholders and potential investors are advised to refer to the details in the annual results of the Group for the year ended 31 December 2025, which is expected to be published in late March 2026 in accordance with the Listing Rules.

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

By Order of the Board
Bright Future Technology Holdings Limited
DONG Hui
Chairman, Chief Executive Officer and Executive Director

Shenzhen, People's Republic of China, 13 March 2026

As at the date of this announcement, the executive Directors of the Company are Mr. DONG Hui, Mr. YANG Dengfeng, Ms. GAO Yuqing and Mr. CEN Senhui, and the independent non-executive Directors of the Company are Mr. LIU Kin Wai, Mr. LIN Sen and Mr. ZHAO Qiang.