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Easou Technology Holdings Limited
宜搜科技控股有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2550)

POSITIVE PROFIT ALERT

This announcement is made by Easou Technology Holdings Limited (the "**Company**", together with its subsidiaries, collectively 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 in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the "**Board**") of the Company wishes to inform the shareholders and potential investors of the Company that, based on a preliminary review of the unaudited consolidated management accounts of the Group for the six months ended June 30, 2025 (the "**1H2025 Results**") and the management's preliminary assessment of the same, the Group is expected to record (i) revenue of approximately RMB375 million to RMB385 million for the six months ended June 30, 2025, representing an increase of approximately 35% to 39% as compared with the revenue of approximately RMB277.8 million for the six months ended June 30, 2024; and (ii) net profit of approximately RMB9.8 million to RMB10.5 million for the six months ended June 30, 2025, representing an increase of approximately 188% to 208% as compared with the net profit of approximately RMB3.4 million for the six months ended June 30, 2024.

The increase in revenue was mainly due to (i) the increase in revenue generated from online reading platform services, primarily due to the increase in online reading advertising on the Group's platforms as a result of its strategy to continue on promoting free reading for its users; and (ii) the increase in revenue generated from digital marketing services, primarily due to the Group's expansion of digital marketing services as a result of the increased advertising demand from the advertising customers of the Group. The increase in net profit was mainly due to the growth of the Group's scale of business and revenue.

As the Company is in the course of finalizing the 1H 2025 Results, information contained in this announcement regarding the estimated financial results of the Group for the six months ended June 30, 2025 is only based on a preliminary assessment by the management of the Company with reference to the information currently available to the Company, and is not based on any figure or information audited or reviewed by the Company's independent auditors or reviewed by the audit committee of the Board, and may therefore be subject to changes.

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

By order of the Board
Easou Technology Holdings Limited
Wang Xi
Chairman and Executive Director

Hong Kong, August 13, 2025

As at the date of this announcement, the Board comprises Mr. Wang Xi, Mr. Chen Jun and Mr. Zhao Lei as executive directors; and Mr. Zhu Jianfeng, Mr. An Yingchuan and Ms. Meng Xue as independent non-executive directors.