Homeland Interactive Technology Ltd.
家 鄉 互 動 科 技 有 限 公 司

(incorporated in the Cayman Islands with limited liability)

(Stock Code: 3798)

PROFIT ALERT

This announcement is made by Homeland Interactive Technology Ltd. (the "**Company**" and, together with its subsidiaries, 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 in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

The board of directors (the "**Directors**") of the Company (the "**Board**") wishes to inform the shareholders of the Company and potential investors that, based on a preliminary assessment of the unaudited consolidated management accounts of the Group for the year ended December 31, 2024 and information currently available to the Company, it is expected that the Group's revenue for the year ended December 31, 2024 will be approximately RMB1,381 million, representing a decrease of approximately 22% as compared with the Group's revenue of approximately RMB1,780 million for the year ended December 31, 2023; and the Group is expected to record a net loss of approximately RMB75–85 million for the year ended December 31, 2024, while the Group recorded a profit of approximately RMB440 million for the year ended December 31, 2023.

The Board considers that the above decrease is attributable to the following reasons:

(i) during the reporting period, the Group proactively adjusted its commercialisation strategy, resulting in a decline in revenue from certain games, which led to a year-on-year decrease in total revenue;

(ii) the Group's costs of distribution channels and joint operating costs both increased, resulting in a significant increase in the cost of sales;

(iii) in order to retain market share, the Group further stepped up its marketing efforts during the reporting period; and

(iv) coupled with the bad debts and losses incurred by some associates, the Group's profits further declined, resulting in a loss for the period.

As the Group's annual results for the year ended December 31, 2024 have not yet been finalised, the information contained in this announcement is only based on a preliminary assessment of the unaudited consolidated management accounts of the Group for the year ended December 31, 2024 and information currently available to the Company, and such information has not been confirmed by the Company's auditor or the audit committee of the Board and may be subject to adjustments. Shareholders of the Company and potential investors should refer to the annual results announcement of the Company for the year ended December 31, 2024, which is expected to be published by the end of March 2025.

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

By order of the Board
Homeland Interactive Technology Ltd.
Wu Chengze
Chairman

Shenzhen, the PRC, March 6, 2025

As at the date of this announcement, the Board comprises Mr. Wu Chengze, Mr. Su Bo and Mr. Ding Chunlong as executive Directors and Mr. Zhang Yuguo, Mr. Hu Yangyang and Ms. Guo Ying as independent non-executive Directors.