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**Joy Spreader Interactive Technology. Ltd**

**乐享互动有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 6988)**

## **VOLUNTARY ANNOUNCEMENT FINANCIAL AND BUSINESS UPDATE**

This announcement is made by Joy Spreader Interactive Technology. Ltd (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 and the Inside Information Provisions 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 provide the shareholders of the Company and potential investors with certain unaudited financial and business update of the Group for the three months from January 1, 2021 to March 31, 2021.

Certain unaudited financial data of the Group for the three months from January 1, 2021 to March 31, 2021, together with comparative figures for the corresponding period in 2020, are as follows:

## FINANCIAL RESULTS HIGHLIGHTS

|                                                                   | As of March 31,<br>2021                      2020<br><i>(Restated)</i> <sup>(1)</sup><br><i>(HK\$ million)</i> |        | Year-on-<br>year changes<br>Increase/<br>(decrease)<br><br>(%) |
|-------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------|--------|----------------------------------------------------------------|
| <b>Revenue</b>                                                    | <b>248.43</b>                                                                                                  | 186.42 | 33.26%                                                         |
| Interactive entertainment and<br>other digital products marketing | <b>219.98</b>                                                                                                  | 174.16 | 26.31%                                                         |
| E-commerce products marketing                                     | <b>28.45</b>                                                                                                   | 11.68  | 143.58%                                                        |
| Other products <sup>(2)</sup>                                     | <b>0.00</b>                                                                                                    | 0.58   | (100.00)%                                                      |
| <b>Gross profit</b>                                               | <b>77.40</b>                                                                                                   | 47.15  | 64.16%                                                         |
| Interactive entertainment and<br>other digital products marketing | <b>54.65</b>                                                                                                   | 37.70  | 44.96%                                                         |
| E-commerce products marketing                                     | <b>22.76</b>                                                                                                   | 9.34   | 143.68%                                                        |
| Other products <sup>(2)</sup>                                     | <b>0.00</b>                                                                                                    | 0.11   | (100.00)%                                                      |

### Notes:

- (1) The presentation currency of the Company was changed from RMB to HK\$ in 2020, therefore, the above financial results highlights are presented in HK\$. The comparative information has been restated to reflect the variation arising from the change of presentation currency to HK\$.
- (2) Other products mainly refer to non-performance-based marketing campaigns the Company provided to customers.

Business data of the Group for the three months from January 1, 2021 to March 31, 2021, together with comparative figures for the full year of 2020 or the three months ended March 31, 2020, are as follows:

## INFORMATION HIGHLIGHTS ON OPERATIONS

|                                                                                       | As at<br>March 31,<br>2021 | As at<br>March 31,<br>2020 | As at<br>December 31,<br>2020                            | Quarter-on-<br>quarter<br>increase (%)          | Increase for<br>first quarter<br>end of 2021<br>compared<br>to end of<br>last year (%) |
|---------------------------------------------------------------------------------------|----------------------------|----------------------------|----------------------------------------------------------|-------------------------------------------------|----------------------------------------------------------------------------------------|
| <b>Number of customers and marketing products<br/>(quantities/types)</b>              |                            |                            |                                                          |                                                 |                                                                                        |
| Number of marketers                                                                   | 295                        | 216                        | 276                                                      | 36.57%                                          | 6.88%                                                                                  |
| Number of interactive entertainment<br>and other digital products                     | 1,457                      | 838                        | 1,320                                                    | 73.87%                                          | 10.38%                                                                                 |
| Number of e-commerce products                                                         | 198                        | 109                        | 183                                                      | 81.65%                                          | 8.20%                                                                                  |
| <b>Number of marketing SaaS services customers<br/>(quantities)</b>                   |                            |                            |                                                          |                                                 |                                                                                        |
| Customers on WeChat official accounts                                                 | 55,616                     | 22,960                     | 40,890                                                   | 142.23%                                         | 36.01%                                                                                 |
| Customers of Douyin                                                                   | 29,828                     | 3,268                      | 21,771                                                   | 812.73%                                         | 37.01%                                                                                 |
| Customers of WeChat video channels                                                    | 11,567                     | -                          | 8,763                                                    | 100.00%                                         | 32.00%                                                                                 |
| Number of realizable access points                                                    | 638,950                    | 236,146                    | 469,968                                                  | 170.57%                                         | 35.96%                                                                                 |
|                                                                                       |                            |                            | <b>For the three months<br/>ended March 31,<br/>2021</b> | <b>Quarter-on-<br/>quarter<br/>increase (%)</b> |                                                                                        |
| <b>Transaction data</b>                                                               |                            |                            |                                                          |                                                 |                                                                                        |
| ARPU <sup>(3)</sup> of interactive entertainment and<br>other digital products (HK\$) |                            |                            | 2.11                                                     | 1.19                                            | 77.31%                                                                                 |
| E-commerce products GMV <sup>(4)</sup> (HK\$ million)                                 |                            |                            | 142.25                                                   | 58.40                                           | 143.58%                                                                                |

Notes:

(3) ARPU refers to Average Revenue Per User.

(4) GMV refers to Gross Merchandise Volume.

The information contained in this announcement is only based on the Board's preliminary assessment with reference to the unaudited consolidated management accounts of the Group for the three months ended March 31, 2021 and is not based on the financial data or other information which has been audited or reviewed by the Company's independent auditor or the audit committee of the Board. The above data may change, therefore, the information contained in this announcement is for reference only.

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

By order of the board  
**Joy Spreader Interactive Technology. Ltd**  
**Zhu Zinan**  
*Chairman*

Beijing, the PRC, May 10, 2021

*As at the date of this announcement, the Board comprises Mr. Zhu Zinan, Mr. Zhang Zhidi, Mr. Cheng Lin, Ms. Qin Jiaxin and Mr. Sheng Shiwei as executive Directors; Mr. Hu Qingping and Mr. Hu Jiawei as non-executive Directors; and Mr. Xu Chong, Mr. Tang Wei, Mr. Fang Hongwei and Mr. Yap Jin Meng Bryan as independent non-executive Directors.*