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## **Marketingforce Management Ltd**

**邁富時管理有限公司**

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

**(Stock code: 2556)**

### **INSIDE INFORMATION PROFIT ALERT**

This announcement is made by Marketingforce Management Ltd (the “**Company**”, together with its subsidiaries and its consolidated affiliated entities, 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 under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board (the “**Board**”) of directors of the Company (the “**Directors**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and the potential investors that, based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended June 30, 2024 and information currently available to the Board, the Group is expected to record:

- (i) the revenue for the six months ended June 30, 2024 ranging from approximately RMB729 million to RMB741 million, representing an increase of approximately 25% to 27% as compared to the corresponding period of the last year. The expected increase in revenue for the six months ended June 30, 2024 is primarily attributable to the sustained expansion of the SaaS business and the precision marketing business in the first half of this year, among which the SaaS business achieved a significant revenue growth, contributing to a higher total revenue; and
- (ii) the adjusted net profit\* for the six months ended June 30, 2024 of not less than RMB41 million, as compared to the adjusted net loss of approximately RMB24 million for the six months ended June 30, 2023. The expected turnaround from the adjusted net loss to the adjusted net profit was mainly due to i) an increase in gross profit as a result of the increase in SaaS business revenue in the first half of the year; and ii) decreases in the adjusted administrative expenses and research and development expenses as a result of the overall improved operational efficiency.

\* The Company applied the adjusted net profit as a non-IFRS measure, eliminating potential impacts of certain non-cyclical or one-off expense items, including changes in fair value of the convertible redeemable preferred shares, share-based compensation expenses and listing expenses. While after taking into account these effects, the Group expects that its net loss for the six months ended June 30, 2024 will be increased significantly as disclosed in the prospectus.

The Board wishes to highlight that “adjusted net profit” and “adjusted net loss” are not defined under International Financial Reporting Standards (IFRS), and the Group defines (i) the adjusted net profit as net profit for the six months ended June 30, 2024 adjusted by adding back changes in fair value of convertible redeemable preferred shares, share-based compensation expenses and listing expenses, and (ii) the adjusted net loss as net loss for the six months ended June 30, 2023 adjusted by adding back changes in fair value of convertible redeemable preferred shares, share-based compensation expenses and listing expenses. The adjusted net profit/loss (non-IFRS measure) should not be considered in isolation or construed as an alternative to the net loss for the six months ended June 30, 2024 or any other measure of performance. Investors are encouraged to review our historical non-IFRS financial measures together with the most directly comparable IFRS measures. The adjusted net profit/loss (non-IFRS measure) presented here may not be comparable to similarly titled measures presented by other companies. Other companies may calculate similarly titled measures differently, limiting their usefulness as comparative measures to our data. We encourage investors and others to review our financial information in its entirety and not rely on a single financial measure.

As of the date of this announcement, the Company is still in the process of finalizing the consolidated interim results of the Group for the six months ended June 30, 2024. The information contained in this announcement is only based on the preliminary assessment by the Board with reference to the information currently available to the Board and the unaudited consolidated management accounts of the Group for the six months ended June 30, 2024, which has not been audited or reviewed by the Company’s independent auditors and/or the audit committee of the Company, and may be subject to adjustments. Shareholders and potential investors are advised to read carefully the interim results announcement of the Company for the six months ended June 30, 2024, which is expected to be published by the end of August 2024.

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

By Order of the Board  
**Marketingforce Management Ltd**  
**ZHAO Xulong**  
*Chairman of the Board and Chief Executive Officer*

Hong Kong, August 1, 2024

*As at the date of this announcement, the Directors of the Company are: Mr. ZHAO Xulong as chairman, executive Director and chief executive officer, Mr. XU Jiankang as executive Director, Ms. ZHAO Fangqi and Mr. HUANG Shaodong as non-executive Directors and Mr. YANG Tao, Mr. QIN Ci and Mr. CHEN Chen as independent non-executive Directors.*