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**Qunabox Group Limited**

**趣致集團**

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

**(Stock Code: 0917)**

## **POSITIVE PROFIT ALERT**

This announcement is made by Qunabox Group Limited (the “**Company**”, together with its subsidiaries, collectively referred to as 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 under the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that, based on the preliminary assessment of the unaudited consolidated management accounts of the Group for the year ended December 31, 2025 (the “**Year**”) and information currently available, the Group expects to record a turnaround and post a net profit for the Year in the range of RMB270 million to RMB330 million, as compared with a net loss of RMB1,662.7 million for the year ended December 31, 2024. The turnaround from loss to profit was mainly attributable to several key factors: (i) the Group has continued to increase its long-term investment in research and development, with a particular focus on AI applications and intelligent interaction, building up solid and in-depth technological capabilities in these areas and driving the continuous enhancement of its terminal AI interactive marketing capabilities. At the same time, the mature application of such technological capabilities has effectively improved operating efficiency and delivery capacity, and has gradually contributed to the expansion of the Group’s business scale, thereby supporting the steady growth of the Group’s revenue and profit for the Year; and (ii) there was a non-cash one-time fair value loss of RMB1,899.4 million arising from the conversion of the Group’s convertible redeemable preferred shares into ordinary shares for the year ended December 31, 2024, while there was no such fair value loss for the Year.

The Company is in the process of preparing the audited consolidated financial results of the Group for the Year. The information contained in this announcement is based on a preliminary assessment of the unaudited consolidated management accounts currently available to the Company, which is subject to finalization and other potential adjustments (if any) and has not been audited or reviewed by the Company's auditors or the audit committee of the Company. The actual results of the Group for the Year may differ from the information contained in this announcement. Details of the Group's performance will be disclosed in the annual results announcement of the Company for the Year, which is expected to be published in March 2026.

By order of the Board  
**Qunabox Group Limited**  
(趣致集團)  
**Ms. YIN Juehui**

*Chairwoman, Executive Director and Chief Executive Officer*

Hong Kong  
January 16, 2026

*As at the date of this announcement, the Board comprises (i) Ms. YIN Juehui, Mr. CAO Liwen and Mr. HUANG Aihua as executive directors; (ii) Mr. DAI Jianchun and Mr. CHEN Rui as non-executive directors; and (iii) Dr. CHE Lufeng, Mr. ZHU Lin and Dr. YANG Bo as independent non-executive directors.*