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**Linekong Interactive Group Co., Ltd.**

**藍港互動集團有限公司**

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

**(Stock Code: 8267)**

## **PROFIT WARNING**

This announcement is made by Linekong Interactive Group Co., Ltd. (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on GEM of 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).

Based on a preliminary review on the unaudited consolidated management accounts of the Group for the six months ended June 30, 2021 (the “**Management Accounts**”), the board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders of the Company and potential investors that the Group is expected to record a loss ranging from approximately RMB13.0 million to RMB16.0 million for the six months ended June 30, 2021 as compared to the profit of approximately RMB7.0 million for the six months ended June 30, 2020.

Based on information currently available to the Board, such change in profit/loss of the Group is mainly attributable to the following reasons: (i) for the film business: recognition of revenue from the production of the drama “Hello Mr. Gu” (原來你是這樣的顧先生) during the six months ended June 30, 2020, whereas there were no drama under production during the six months ended June 30, 2021, notwithstanding several dramas are under preliminary preparation and expected to commence filming and recognize revenue after the period; and there was other operating income related to artist agency during the six months ended June 30, 2020, where there was no such income for the corresponding period in 2021; and (ii) for the game business: decrease in revenue in jointly operated games, increase in self-development cost and decrease in one-off revenue from licensing of rights of games during the current period, while the Group has implemented strategies to devote more time to strengthen the quality of game development and roll out more competitive games.

As the Company is still finalising the interim results of the Group for the six months ended June 30, 2021, the information contained in this announcement is only based on preliminary assessment on the Management Accounts which the audit committee of the Board has not completed its review. As such, the actual results for the six months ended June 30, 2021 may differ from those disclosed in this announcement.

Further information on the unaudited financial results and performance of the Group for the six months ended June 30, 2021 will be disclosed in the interim results announcement and interim report of the Company which is expected to be published on or about August 13, 2021.

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

By order of the Board  
**Linekong Interactive Group Co., Ltd.**  
**WANG Feng**  
*Chairman*

Beijing, PRC, August 6, 2021

*As at the date of this announcement, the executive directors of the Company are Mr. WANG Feng, Ms. LIAO Mingxiang, Mr. CHEN Hao and Mr. WANG Jin (also known as YAN Yusong); the non-executive director of the Company is Mr. JI Xuefeng; and the independent non-executive directors of the Company are Ms. ZHAO Yifang, Mr. ZHANG Xiangdong and Ms. WU Yueqin.*

*This announcement, for which the Directors collectively and individually accept full responsibility, includes particulars given in compliance with the Rules Governing the Listing of Securities on the GEM of the Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) for the purpose of giving information with regard to the Company. The Directors, having made all reasonable enquiries, confirm that, to the best of their knowledge and belief, the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.*

*This announcement will remain on the “Latest Company Announcements” page of the Stock Exchange’s website at [www.hkgem.com](http://www.hkgem.com) for at least 7 days from the date of its posting and be posted on the website of the Company at [www.linekong.com](http://www.linekong.com).*