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友誼時光
FRIENDTIMES

FriendTimes Inc.

友誼時光股份有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 6820)

POSITIVE PROFIT ALERT

This announcement is made by FriendTimes Inc. (the “**Company**”) pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities (the “**Listing Rules**”) on The Stock Exchange of Hong Kong Limited (the “**Stock Exchange**”) and the Inside Information Provisions (as defined in 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 and potential investors of the Company that, based on the preliminary assessment of the unaudited consolidated management accounts of the Company and its subsidiaries (collectively the “**Group**”) for the six months ended 30 June 2025 (the “**Reporting Period**”) and the information currently available, the Group is expecting to record revenue of approximately RMB600 million to RMB650 million for the Reporting Period, representing a year-on-year increase of approximately 14.1% to 23.6%; and a profit of approximately RMB38 million to RMB44 million for the Reporting Period, turning from loss to profit, representing a year-on-year increase of approximately 152.5% to 160.8%.

The year-on-year growth in profit of the Group during the Reporting Period was mainly due to the following reasons:

- (1) The revenue increment brought by the launch of new games, among which the mini-games “A Story of Lala’s: Rising Star (杜拉拉升職記)” and “Promise of Lingyun (凌雲諾)” delivered a stellar performance;
- (2) During the Reporting Period, the increase in the proportion of revenue from high-gross-profit channels drove the growth in gross profit margin by approximately 5 percentage points; and
- (3) During the Reporting Period, both the research and development expenses ratio and sales expenses ratio declined.

As for new games, the kitchen party mobile game “Culinary Chaos (暴吵萌廚)” was officially launched for open beta on 28 May 2025, and quickly topped the charts on various platforms, including Apple App Store, Huawei, Xiaomi, VIVO, and TapTap. On the first day of its open beta, “Culinary Chaos (暴吵萌廚)” collaborated with the iconic childhood snack “Want Want Mini Milk Biscuits (旺仔小饅頭)” and China Academy of Art to bring joint content. Simultaneously, under the theme of “In the Name of Culinary”, the game expanded its collaborations across various industries with over 30 food, snack and tea beverage brands, including renowned consumer brands such as Weilong Latiao (衛龍辣條), Juewei Duck Neck (絕味鴨脖), Hefu-Noodle (和府撈麵), Chacha Food (洽洽食品), and YANG’S DUMPLING (小楊生煎), sparking more engaging events and ecosystems.

On 14 July 2025, Season 2 “Forest of Elves (精靈之森)” of “Culinary Chaos (暴吵萌廚)” officially commenced, introducing new seasonal levels and casual gameplay modes. During this period, the game engaged in cross-industry cooperation with Ele.me on the simultaneous launch of a special “Culinary Chaos” event for Ele.me’s 17th Foodie Festival.

The Company’s reserve games, including “Code: Lovers” (代號：戀人), “Code: Flower” (代號：花), “Code: Relic” (代號：遺跡), and “Code: MX” (代號：MX), are currently undergoing research and development testing.

In view of the abovementioned performance of product operation and reserve games, as well as the fact that the Group will continue to explore innovation and resource optimisation, the Board has confidence in the Group’s long-term development and prospects. **The Group has also been informed by Mr. Jiang Xiaohuang, the chairman of the Group and an executive director of the Company, that he has undertaken not to sell his shares through the open market within the next 12 months with immediate effect.**

The Board wishes to emphasize that the information contained in this announcement is only a preliminary assessment made by the management of the Company based on the unaudited consolidated management accounts of the Group for the six months ended 30 June 2025 and the information currently available to the Board. Such information has not been audited or reviewed by the auditors and the audit committee of the Company. The above information may be subject to adjustments, if any. Details of the financial results and performance of the Group for the six months ended 30 June 2025 will be disclosed in the interim results announcement of the Group, which is expected to be announced by the end of August 2025.

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

By Order of the Board
FriendTimes Inc.
Jiang Xiaohuang
Chairman and Executive Director

Hong Kong, 17 July 2025

As at the date of this announcement, the Board comprises Mr. Jiang Xiaohuang, Mr. Xu Lin and Mr. Sun Bo as the executive Directors; and Mr. Zhu Wei, Ms. Tang Haiyan and Mr. Zhang Jinsong as the independent non-executive Directors.