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**友誼時光**  
F R I E N D T I M E S

**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 year ended 31 December 2025 (the “**Reporting Period**”) and the information currently available, the Group is expecting to record revenue of approximately RMB1,220 million to RMB1,260 million for the Reporting Period, representing a year-on-year increase of approximately 4.9% to 8.4%; and a profit of approximately RMB90 million to RMB96 million for the Reporting Period, turning from loss to profit, representing a year-on-year increase of approximately 284.2% to 296.5%.

The growth in revenue of the Group during the Reporting Period was mainly due to the following reasons:

- (1) The continuous and steady contribution from existing game products, among which “A Story of Lala’s: Rising Star (杜拉拉升職記)”, “Promise of Lingyun (凌雲諾)” and “Legend of Empress (熹妃傳)” delivered a prominent performance; and
- (2) Positive progress made in the exploration of new tracks.

The turning from loss to profit of the Group during the Reporting Period was mainly due to the following reasons:

- (1) The increase in the overall revenue scale;
- (2) The increase in the proportion of revenue from high-gross-profit channels, which drove the growth in gross profit margin;
- (3) The Group's continuous optimisation of operational efficiency, through which the research and development expenses ratio and sales expenses ratio were effectively controlled by refined cost and expense management; and
- (4) The in-depth application of AI in the entire process including product initiation, content planning, research and development testing, distribution and operation, and user acquisition, which improved work efficiency.

As for new games, the APP and mini-game versions of the fantasy romantic synthesis game “Floral Fantasy (花與緋想)” were launched on both platforms in January 2026, and the mini-game version of “Ink Sword Jianghu (墨劍江湖)” was also officially launched recently, with stellar overall market feedback. Currently, all of “Floral Fantasy (花與緋想)”, “Ink Sword Jianghu (墨劍江湖)” and “A Story of Lala's: Rising Star (杜拉拉升職記)” have entered the TOP 100 of the WeChat mini-game best-seller list, among which “A Story of Lala's: Rising Star (杜拉拉升職記)” has entered the TOP 10 of the Douyin mini-game best-seller list and “Ink Sword Jianghu (墨劍江湖)” has entered the TOP 50 of the Douyin mini-game best-seller list.

The Company's reserve games, including “Code: Lovers” (代號：戀人), “Code: FPJ” (代號：FPJ), “Code: KT”(代號：KT), 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 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 year ended 31 December 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 year ended 31 December 2025 will be disclosed in the annual results announcement of the Group, which is expected to be announced by the end of March 2026.

**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, 11 February 2026

*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.*