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AdTiger

ADTIGER CORPORATIONS LIMITED

虎視傳媒有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 1163)

POSITIVE PROFIT ALERT

This announcement is made by Adtiger Corporations Limited (the “**Company**”, together with its subsidiaries, 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 (the “**Board**”) of the Company wishes to inform the shareholders of the Company and potential investors that based on the preliminary review of the latest available unaudited consolidated management accounts of the Group for the six months ended 30 June 2020 (the “**Period**”) and information currently available to the Company, the Group is expected to record an increase in adjusted net profit (which is a non-HKFRS measurement and is calculated by excluding the effect of one-off listing expenses) of not less than 40% as compared with the adjusted net profit for the six months ended 30 June 2019 (which is a non-HKFRS measurement and is calculated by excluding the effect of one-off listing expenses).

The Board considers that such increase was mainly attributable to (i) an increase in revenue under the cost per action (“**CPA**”) pricing model; and (ii) an increase in CPA gross profit margin as the Group improved the efficiency of ad optimisation and lowered traffic acquisition costs from media publishers.

As at the date of this announcement, the Company is still in the process of finalising the interim results of the Group for the Period. The information contained in this announcement is only based on a preliminary review and assessment by the Company on the unaudited management accounts of the Group that have not been reviewed by the Company's audit committee or the independent external auditors. The unaudited consolidated interim results of the Group for the Period may be subject to further adjustment(s) and may be different from the information contained in this announcement. Shareholders of the Company and potential investors should read the Company's announcement of interim results for the Period, which is expected to be published before the end of August 2020 pursuant to the requirements of the Listing Rules.

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

By Order of the Board
ADTIGER CORPORATIONS LIMITED
Chang Sufang
*Chairman, Chief Executive Officer and
Executive Director*

Hong Kong, July 20, 2020

As at the date of this announcement, the executive Directors are Ms Chang Sufang, Ms Li Hui, the non-executive Director is Mr. Hsia Timothy Chunhon, and the independent non-executive Directors are Mr. Yao Yaping, Mr. Chan Foon and Mr. Zhang Yaoliang.