

*37 Interactive Entertainment Network
Technology Group Co., Ltd.*

2025 Interim Report (Summary)

August 2025

Part I Important Notes, Table of Contents and Definitions

The Board of Directors (or the "Board") as well as the directors and senior management of 37 Interactive Entertainment Network Technology Group Co., Ltd. (hereinafter referred to as the "Company") hereby guarantee the truthfulness, accuracy and completeness of the contents of this Report, and shall be jointly and severally liable for any misrepresentations, misleading statements or material omissions therein.

Zeng Kaitian, the Company's legal representative, and Ye Wei, the Company's Chief Financial Officer & Board Secretary, hereby guarantee that the financial statements carried in this Report are truthful, accurate and complete.

All the Company's directors have attended the Board meeting for the review of this Report.

Possible risks facing the Company and countermeasures have been detailed in "VII Risks Facing the Company and Countermeasures" under "Part III Management Discussion and Analysis" herein, which investors are kindly reminded to pay attention to.

The Company is subject to the disclosure requirements for listed companies engaged in software and IT services.

The Board has approved an interim dividend plan as follows: based on the total issued share capital (exclusive of shares in the Company's account for repurchased shares) on the date of record, a cash dividend of RMB 2.10 (tax inclusive) per 10 shares is planned to be distributed to all the shareholders of the Company, with no bonus issue from either profit or capital reserves.

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Part II Corporate Information and Key Financial Information

I Corporate Information

Stock name	37 Interactive Entertainment	Stock code	002555
Place of listing	Shenzhen Stock Exchange		
Company name in Chinese	三七互娱网络科技集团股份有限公司		
Abbr. (if any)	三七互娱		
Company name in English (if any)	37 INTERACTIVE ENTERTAINMENT NETWORK TECHNOLOGY GROUP CO.,LTD.		
Legal representative	Zeng Kaitian		

II Contact Information

	Board Secretary	Securities Affairs Representative
Name	Ye Wei	Wang Sijie
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III Key Financial Information

Indicate by tick mark whether there is any retrospectively restated datum in the table below.

☐ Yes ☒ No

	H1 2025	H1 2024	Change (%)
Operating revenue (RMB)	8,486,116,689.62	9,231,969,089.44	-8.08%
Net profit attributable to the Listed Company's shareholders (RMB)	1,400,246,950.03	1,264,633,578.95	10.72%
Net profit attributable to the Listed Company's shareholders after deducting non-recurring profits and losses (RMB)	1,387,236,352.38	1,274,632,666.86	8.83%
Net cash flows from operating activities (RMB)	1,753,342,666.68	2,129,183,514.99	-17.65%

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Basic earnings per share (RMB/share)	0.64	0.57	12.28%
Diluted earnings per share (RMB/share)	0.64	0.57	12.28%
Weighted average return on equity (%)	10.46%	9.68%	0.78%
	30 June 2025	31 December 2024	Change (%)
Total assets (RMB)	20,570,279,030.73	19,582,691,938.40	5.04%
Equity attributable to the Listed Company's shareholders (RMB)	12,999,715,994.04	12,920,729,844.38	0.61%

IV Accounting Data Differences under China's Accounting Standards for Business Enterprises (CAS) and International Financial Reporting Standards (IFRS) and Foreign Accounting Standards

1. Net Profit and Equity under CAS and IFRS

☐ Applicable ☒ Not applicable

No difference for the Reporting Period.

2. Net Profit and Equity under CAS and Foreign Accounting Standards

☐ Applicable ☒ Not applicable

No difference for the Reporting Period.

V Non-recurring profits and losses

☒ Applicable ☐ Not applicable

Unit: RMB

Items	Amount	Note
Gain or loss on disposal of non-current assets (inclusive of impairment allowance write-offs)	103,712.54	
Government grants recognized in profit or loss (exclusive of those that are closely related to the Company's normal business operations and given in accordance with defined criteria and in compliance with government policies, and have a continuing impact on the Company's profit or loss)	7,503,710.86	Mainly due to government grants other than the rebates of value-added tax
Gain or loss on fair-value changes in financial assets and liabilities held by a non-financial enterprise, as well as on disposal of financial	16,179,452.53	

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<i>assets and liabilities (exclusive of the effective portion of hedges that is related to the Company's normal business operations)</i>		
<i>Reversed portions of impairment allowances for receivables which are tested individually for impairment</i>	90,424.20	
<i>Non-operating income and expenses other than the above</i>	-12,136,021.56	
<i>Less: Income tax effects</i>	-1,247,910.53	
<i>Non-controlling interests effects (net of tax)</i>	-21,408.55	
<i>Total</i>	13,010,597.65	

Particulars about other gains and losses that meet the definition of non-recurring profits and losses:

☐ *Applicable* ☒ *Not applicable*

No such cases for the Reporting Period.

Explanation of why the Company reclassifies as recurrent a non-recurring profits and losses item listed in the Explanatory Announcement No. 1 on Information Disclosure for Companies Offering Their Securities to the Public—Non-recurring Profits and Losses Items:

☐ *Applicable* ☒ *Not applicable*

No such cases for the Reporting Period.

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Part III Management Discussion and Analysis

I Principal Operations of the Company in the Reporting Period

(I) Industry review

1. Growth in industry scale and user base continued to unlock the potential of the game industry

According to the China's Game Industry Report from January to June 2025 released by the Game Publishing Committee of China Audio-video and Digital Publishing Association (CADPA), during the first half of 2025, the actual sales revenue of the domestic gaming market reached RMB168,000 million, representing a year-over-year (YoY) increase of 14.08%; and the number of game users approximated 679 million, a YoY increase of 0.72%. Both figures have hit record highs.

In recent years, the mini-game segment continued its explosive growth, with several outstanding products emerging. These games expanded into previously untapped user demographics within existing application scenarios. Their accessible entry points more precisely and effectively attracted target players, while fragmented gameplay and lightweight user experiences introduced more casual gaming modes. These features met users' demand for light, fragmented entertainment and brought new growth potential to the gaming industry. In the first half of the year, the actual sales revenue from domestic applet games amounted to RMB23,276 million, a YoY growth of 40.2%.

From January to June 2025, the self-developed games in China generated USD9.501 billion in overseas market revenue, a YoY increase of 11.07%. The United States, Japan, and South Korea remained the primary target markets for Chinese mobile games abroad, with respective shares of 31.96%, 16.20%, and 7.47%. Additionally, the combined market share of Germany, the United Kingdom, and France was 8.78%, making Europe a key region for Chinese game exports. Among the top 100 self-developed mobile games with the highest overseas revenue, strategy games (including SLG) accounted for 43.33%, ranking first, followed by role-playing games with a 10.02% share, slightly down compared to the same period last year. Shooting games ranked third with a share of 8.85%, showing a slight YoY increase.

In the first half of 2025, driven by policy support, a sound ecosystem, and technological innovations, the Chinese game industry showed steady growth. The industry focused on the development and innovation of high-quality games, comprehensively enhancing product quality while accelerating global expansion. The industry scale continued to grow, economic potential continued to be released, and strong momentum for high-quality development was injected.

2. Policy guidance drove high-quality development and multi-dimensional exploration of "Games+" integration

In March 2025, the General Office of the CPC Central Committee and the General Office of the State Council issued the Special Action Plan for Boosting Consumption, proposing to "strengthen consumption brand leadership. Focus on commerce, logistics, culture and tourism, and other service sectors, and formulate targeted policies to enhance service quality. Develop more Chinese service brands. Integrate outstanding traditional Chinese culture into product design, support the development of original intellectual property (IP) brands, promote consumption of animation, games, e-sports and their derivative products, and expand domestic and international markets for fashionable domestic brands". In April 2025, the Ministry of Commerce

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issued a notice titled "Work Plan for Accelerating the Promotion of the Comprehensive Pilot Program for Expanding Opening-up of the Service Industry", which proposed the development of game exports and encouraged a full industrial chain layout from IP creation to game production, distribution, and overseas operations. In May 2025, Guangdong Province published Several Policy Measures for Promoting High-Quality Development of Guangdong's Online Game Industry, which focused on supporting original high-quality games, technological innovation, optimizing the business environment, establishing industrial clusters, improving support systems, and strengthening service support mechanisms to promote the high-quality development of Guangdong's online game industry.

In response to national policies, the Company has earnestly implemented management requirements. It delved into the essence of traditional culture in game R&D and operational strategies. And it has actively sought to integrate cultural significance into player experiences and apply innovative technologies. By implementing a "Games+" model, the Company aims to achieve mutual empowerment of cultural and industrial value, and to promote the traditional Chinese culture across the world.



For example, during the Reporting Period, under the guidance of the Guangdong Provincial Department of Agriculture and Rural Affairs, the Company actively responded to the lychee initiative under the "Hundred-Thousand-Ten Thousand Project". Using digital methods to unlock the cultural and commercial potential of lychee-themed content, the Company creatively incorporated lychee cultural elements into games such as Trading Legend (叫我大掌柜), Bonk Bonk Tribe (时光大爆炸), My Memory Shop (时光杂货店), and Nobody's Adventure Chop-Chop (寻道大千), developing a crossover edition titled "You Li Quan Qiu (游荔全球)". By aggregating in-game traffic, the initiative helped expand sales channels for local lychee farmers, enabling Guangdong lychees to reach the global stage through the "Games+" digital approach.

Furthermore, the Company actively explored the "Games+" integrated development model of "technology + cultural tourism". The Company has combined the virtual character and real-world cultural tourism scenarios to facilitate the promotion of cultural tourism in cities such as Guangzhou. For example, during the Reporting Period, the Company developed the digital product My Intangible Cultural Heritage Treasure: A Culinary Journey, which presented the representative traditional culinary craftsmanship, such as Should there be any discrepancy between the English version and the Chinese version of this Report, the Chinese version shall prevail.

poon choi (an auspicious one-pot dish served in a very big pot) and yum cha (Cantonese tradition of breakfast or brunch involving Chinese tea and dim sum), through engaging game interactions and graphical programming. This approach sparked interest in discovering intangible cultural heritages and cultural depth. Furthermore, at the “Guangzhou: The Capital of Gourmet” brand launch event organized by the Guangzhou Municipal Administration for Market Regulation, the Company's virtual character, “CongMei”, became the brand ambassador, showcasing the charm of Guangzhou's food culture in a lively and interactive manner and bringing the brand story of “Guangzhou: The Capital of Gourmet” to life.



As AI technology continues to mature, the development of games in sync with AI has become increasingly prominent. Technological innovation in AI is increasingly seen as a key factor in the global competitiveness of products. The Company adheres to technology-driven innovation, explores the potential for deep integration of AI and other emerging technologies with its business, and promotes organic innovation capabilities.

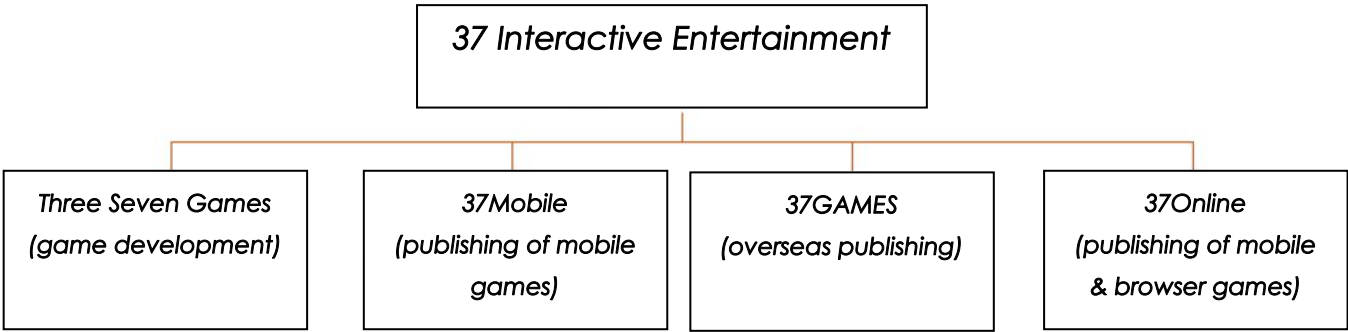
In 2025, the Company became one of the first “City Partners” of Guangzhou as a designated “Super Partner”, further deepening its collaboration with the local government and expanding partnership opportunities to co-create a new blueprint for the development of Guangzhou's digital economy. The Company will launch a special version of Trading Legend (叫我大掌柜) called “National Games Guangzhou” and, relying on the in-house gaming-specific large language model “Xiao Qi”, apply generative AI technology to allow players to join the Cantonese lion dance in the digital twin of Guangzhou, experience Cantonese yum cha culture, and explore online reproductions of cultural landmarks such as the Five Rams Statue and Chen Clan Ancestral Hall. Players from around the world will be able to enjoy a “cloud tour of Guangzhou” from their homes. Additionally, the Company's virtual character “CongMei” will act as a smart city assistant, providing services such as ticketing, venue guides, and recommendations for cultural tourism attractions in Guangzhou during the 15th National Games.

The Company has remained focused on its core business, deepened its “integration of R&D and operation” strategy, and continued to enhance its capability of producing quality games. We explore possibilities of integrating technology into our business by leveraging resources both within and outside the entertainment technology domain. With steady strides, we have advanced high-quality and sustainable business development, dedicated to offering the public a wealth of premium cultural content.

(II) The Company's principal operations and products

The Company specializes in the development and publishing of games for global players, with the excellent game development brand “Three Seven Games”, as well as professional game publishing brands “37Mobile”, “37GAMES” and “37Online”. The Company precisely grasped the industry development trends, Should there be any discrepancy between the English version and the Chinese version of this Report, the Chinese version shall prevail.

made continuous improvements in operation, and remained a top performer in the industry, while adhering to the "boutiqueization, diversification and globalization" strategy. For the Reporting Period, the Company recorded operating revenue of RMB 8.486 billion, and a net profit attributable to its shareholders of RMB 1.4 billion, a YoY increase of 10.72%.



1. Continuously enhancing the long-term operation of diverse products

In response to industry trends, the Company has consistently adhered to the "diversification" strategy, understanding the demands of diverse user bases and continuously expanding its user base. By tapping into new markets and nurturing new growth drivers, we have continuously pushed back the boundaries of our game genres. In addition to delving into the existing four primary genres: massive multiplayer online role playing games (MMORPGs), strategy games, gacha games, and business simulation games, we have developed more diverse and lightweight games to provide diversified player experiences. During the Reporting Period, the Company's globally published mobile games achieved peak monthly gross billing of approximately RMB 2.2 billion.



In early 2025, several of the Company's products, including Bonk Bonk Tribe (时光大爆炸) and Lootborn Warriors (英雄没有闪), were launched and quickly gained popularity among players. Among them, the time progression simulation game Bonk Bonk Tribe (时光大爆炸) achieved first place on the iOS free app chart upon its release in January, and its subsequent applet version quickly ranked fourth on the WeChat mini-game bestseller list. Similarly, the vertical-screen, side-scrolling idle ARPG looter game, Lootborn Warriors (英雄没有闪), quickly entered the top five on the iOS bestseller list after the release of its app version, and its applet version also topped the WeChat mini-game bestseller chart, demonstrating impressive performance.

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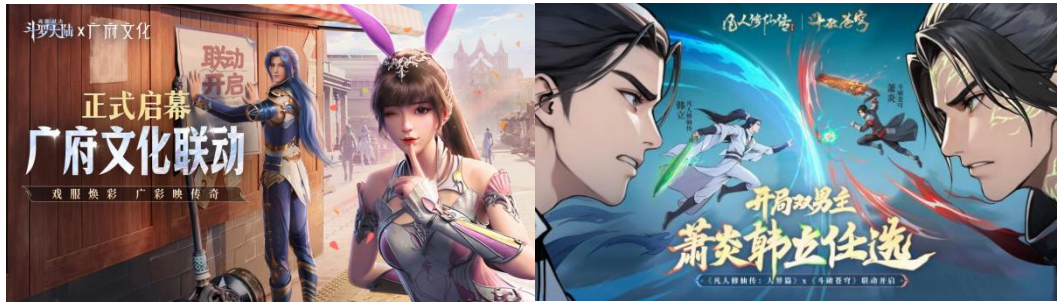


In July 2025, the Company began public testing for *The Soul Land: Lie Hun Shi Jie* (斗罗大陆：猎魂世界), a self-developed game based on the novel and anime, *Soul Land*, which received both the novel and anime licenses. This product, the first 3D realistic MMORPG based on the IP, the *Soul Land*, fully implemented the Company's strategy of boutiqueization, offering a smooth exploration experience in an expansive open world. By blending Chinese and Western art styles, it showcases the inclusiveness and diversity of Chinese culture, and creates a *Soul Land* universe with cultural fusion across time and space. The game had garnered over ten million pre-registrations before its launch and quickly ascended to the top of the iOS free app charts, performing excellently and becoming another benchmark for the Company's deep involvement in the MMORPG sector.

During the Reporting Period, the Company continued to strengthen its advantage of long-term operation, with several of its existing products maintaining strong vitality and potential. For example, the Chinese-style simulation game *Nobody's Adventure Chop-Chop* (寻道大千) achieved multiple breakthroughs in its collaborative models, including partnerships with the popular Chinese comic—*Battle Through the Heavens* (斗破苍穹)—and Meituan for an immersive consumer experience, collaboration with the fantasy classic IP, *Shen Mu* (神墓), and deep involvement in the Weifang International Kite Festival to showcase traditional culture. During its second anniversary, the game partnered with the nationally popular IP, *Calabash Brothers* (葫芦兄弟), focusing on user operations to boost game revenue. Furthermore, the game launched a lychee aid program for farmers, using the game as a platform to fulfill corporate social responsibility. Through the deep integration of "classic IP + regional culture + public welfare actions", the game successfully established a new model for cross-sector collaboration in the game ecosystem.

During the Reporting Period, the Company's modern-themed simulation game *My Memory Shop* (时光杂货店) operated steadily. By adapting to market trends through continuous innovation and breakthroughs, the game adopted a more flexible go-to-market strategy. It developed a more comprehensive user engagement model through IP collaborations, public welfare campaigns, and city tours, such as collaborations with classic film IPs, such as *A Chinese Odyssey* (大话西游) and introducing a creative worldview of "ancient characters in the modern world". These efforts strengthened the consistency of online and offline content operations, effectively prolonging the game's lifecycle and further solidifying the Company's long-term operation strength in the business simulation genre.

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During the Reporting Period, the Company's self-developed gacha mobile game SoulLand: Clash of Spirimasters (斗罗大陆: 魂师对决) launched the "Speed Server" concept, which significantly improved the user experience by accelerating early-stage growth and enriching in-game rewards. It also initiated a collaboration with Cantonese culture, incorporating intangible cultural heritages such as Cantonese embroidery and Cantonese opera to help promote traditional Chinese culture through its immersive game presentation. This encouraged user re-engagement, stabilized daily active users, and further prolonged the game's lifecycle.

During the Reporting Period, the mobile game Fan Ren Xiu Xian Zhuan: Ren Jie Pian (凡人修仙传: 人界篇) launched its anniversary version "Shuang Dao Gong Ran" (双道共燃) in mid-2025. The game collaborated with Battle Through the Heavens (斗破苍穹) to create a "Realm-Breaking Duel" cultivation concept using a traffic management-centric approach. This has not only helped the Company expand its active user base but has also allowed it to continuously improve the game's ecosystem and enrich players' experiences. The game has thus become a flagship product in the Company's cultivation-themed MMORPG lineup.

Trading Legend (叫我大掌柜), a Chinese-style simulation mobile game of the Company, has successfully converted new players through an engaging and nostalgic marketing approach and intellectual property (IP) collaborations. By creating a long-term ecosystem with a focus on user interactions, this game has consistently sparked a boom. During the Reporting Period, the game partnered with the animated series True Cooking Master Boy (厨神小当家) to launch a new cooking master-themed event, ensuring stable long-term gross billing. To celebrate its fourth anniversary, the game held a special livestream concert where players were invited to sing and celebrate together. Additionally, the anniversary update introduced a new "Guardian Spirit" progression system and long-term seasonal gameplay, further enhancing long-term player engagement, prolonging the product lifecycle, and reinforcing the Company's long-term operation capabilities.

During the Reporting Period, Three Kingdom: Ba Ye (霸业), one of our self-developed strategy mobile games on the theme of the Three Kingdoms, launched its S7 season and introduced a new dungeon mode, Treasure Hunt Path. To mark its second anniversary, the game also held an exclusive "June 6 Festival" celebration, releasing a tag-team hero, Ban Yu Shuang Shu, designed to enhance long-term gameplay experience and player retention. These efforts have further contributed to the Company's expertise in long-term operations of SLG games.

The Company consistently adheres to long-term operation, providing players with meticulous and comprehensive long-term services. It deeply integrates the highlights of its intellectual property (IP) to continuously innovate in terms of reflow methods and activities, consistently prolonging the product life cycle and igniting product vitality. This demonstrates the Company's strong capabilities of long-term game operation.

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2. Continuously exploring global market opportunities, and promoting the mutual empowerment between games and culture

During the Reporting Period, the Company achieved overseas operating revenue of RMB 2.724 billion, accounting for 32.10% of its total operating revenue. The Company, drawing upon its years of experience in overseas expansion, has continuously explored its overseas markets in line with the "tailored games" strategy. It continued to seek growth opportunities in the overseas market, achieved regional breakthroughs, and continued to refine its long-term operation strategy. We have consolidated our strengths in sectors such as MMORPGs, strategy games, gacha games, and business simulation games, and opened up opportunities in the casual game market, thereby boosting the steady growth of our overseas business.

Puzzles & Survival, a phenomenal product launched overseas by the Company, integrates "Match-3 gameplay + SLG". During the Reporting Period, the game continued to deepen its global content strategy and collaborated with the globally renowned IP Transformers. Through highly faithful character integration and original storylines, the game enhanced its worldview and immersion for players. With features such as multi-dimensional interactive gameplay and multilingual localization, the game effectively engaged global core users, further enhancing its brand influence and consolidating its position as a genre leader. Since its launch in 2020, the game has generated over RMB10 billion in gross billing, demonstrating the Company's strong capabilities in IP integration and long-term operation.

The Company has continued to explore player preferences and market trends within the strategy game genre to iterate high-quality products through theme diversification and gameplay differentiation. For example, the magical match-3 strategy mobile game Puzzles & Chaos has attracted over 15 million global players since its official launch. During the Reporting Period, the game introduced new gameplay features such as the Doom Arena League and Phantom Expedition, which have been well received by players across various overseas markets. Its overseas revenue has continued to grow, and the game has ranked among the top 20 best-selling strategy games in more than 80 regions worldwide.

The Company adheres to the role of an "advocator of Chinese culture" and actively explores the integration of games and culture. It creatively incorporates traditional Chinese cultural elements into its game products, using games as a global cultural medium to showcase the unique charm of Chinese culture to the world. During the Reporting Period, the Company was recognized as a "Key Cultural Export Company of China for 2025-2026", and its game Trading Legend (叫我大掌柜) was selected as a "Key National Cultural Export Project of China for 2025-2026". With its engaging gameplay and stunning visuals, the game deeply integrates Chinese traditional culture, presenting the prosperity of ancient Chinese commerce to global players. The Company continues to seek a balance between Eastern aesthetics and global narratives, enabling Chinese stories to reach global users in a more impactful way and positioning games as a new engine for cultural communication and exchange.

3. Building a rich product pipeline for the global market

The Company focuses on its core gaming business. On one hand, it continuously expands the boundaries of self-development capabilities, actively expands into various categories, and develops products with a global perspective. It carefully works out details regarding gameplay design, art quality, music effects, etc., continues to invest in product iteration, user experience and other aspects, and has formed professional layouts in MMORPGs, strategy games and light games. Remaining "Dedicated to Making Premium Games", it has a strong pipeline of refined self-developed mobile games. On the other

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hand, based on its self-developed brands, the Company consistently prioritizes high-quality content as its strategic direction. Through multi-dimensional approaches such as investment empowerment and business support, the Company has carried out in-depth collaborations with reputable game developers such as EyuGame and Yanqu Network. This approach has allowed the Company to accumulate abundant external R&D reserves, which is conducive to its diversified arrangements for product supply. In terms of IP, the Company has secured adaptation rights for several IPs including Battle Through the Heavens (斗破苍穹), Lord of Mysteries (诡秘之主), and Soul Land (斗罗大陆), providing a richer content foundation for building a diversified product portfolio.

The Company has built a portfolio of games across genres such as MMORPGs, strategy games, gacha games, and business simulation games. These games cover diverse themes, including western fantasy, oriental fantasy, Three Kingdoms, modern themes, and ancient themes. These include: the Japanese Chibi-style MMORPG Code MLK (代号 MLK), the realistic Three Kingdoms SLG Qi Mou San Guo (奇谋三国), the American cartoon-style survival SLG Code XSSLG (代号 XSSLG), the oriental fantasy SLG Code GMSLG (代号 GMSLG), the traditional Chinese ink painting-themed business simulation game Zhui Xu (赘婿), the oriental fantasy RPG Code Dou Po (代号斗破), and the oriental fantasy RPG The Soul Land: Zero (斗罗大陆: 零).

The Company is currently accelerating the release schedule of its reserved products, aiming to deliver a more diversified gaming experience for players. Looking ahead, certain key games in the pipeline are presented below:

Developer	Name of game	Game category, theme and style	Intended publishing area
Self-developed	Code MLK (代号 MLK)	Japanese Chibi-style MMORPG	Global
Self-developed	Qi Mou San Guo (奇谋三国)	Realistic Three Kingdoms SLG	Global
Self-developed	Code GMSLG (代号 GMSLG)	Oriental fantasy SLG	Global
Self-developed	Code XSSLG (代号 XSSLG)	American cartoon survival SLG	Global
Self-developed	Code YCSLG (代号 YCSLG)	Survival-themed SLG	Global
Self-developed	Code DTSLG (代号 DTSLG)	Survival-themed SLG	Global
Self-developed	Code DLXD (代号 DLXD)	Chibi-style fantasy RPG	Global
Self-developed	Code BDRPG (代号 BDRPG)	Chibi-style fantasy RPG	Global
Agency	Code Mi Cheng (代号迷城)	Tower defense SLG	Domestic
Agency	Code Dou Po (代号斗破)	Oriental fantasy RPG	Domestic
Agency	Zhui Xu (赘婿)	Traditional Chinese ink painting-style business simulation game	Domestic
Agency	Qi Shi Yu Da Long (骑士与大龙)	Western fantasy Chibi-style gacha games	Domestic
Agency	Shi Shi Da Lu (史诗大陆)	Western fantasy RPG	Domestic
Agency	The Soul Land: Zero (斗罗大陆: 零)	Oriental fantasy RPG	Domestic
Agency	Dou Shou Zhan Chang (斗兽战场)	Giant-themed SLG	Domestic
Agency	Code DPMMO (代号 DPMMO)	Oriental fantasy MMORPG	Domestic
Agency	Code RS (代号 RS)	Realistic survival SLG	Overseas
Agency	Code AK (代号 AK)	Realistic microworld SLG	Overseas

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Agency	Seaside Resort: Match 3	Modern cartoon seaside resort-themed match-3 game	Overseas
Agency	Lootborn Warriors	Western fantasy RPG	Overseas
Agency	Death Route Survivor	Survival-themed SLG	Overseas

4. Leveraging cutting-edge technological advantages and business applications

(1) Continuous upgrades to the AI capability system and the development of a comprehensive AI empowerment ecosystem based on a self-developed industry-specific large language model

As one of the earliest game companies in China to systematically adopt AI technologies, the Company places a high strategic emphasis on the deployment and application of big data and AI technologies. After years of technological accumulation and business practice, the Company has established an AI architecture centered on the **AI capability foundation**, which covers the **intelligent product layer** and **business application layer**, forming a full-link AI empowerment system for game R&D and operation. This system comprehensively enhances the industrialization level of the Company's game R&D and operation.

Building the AI capability foundation: Based on deep data accumulation from business scenarios and computility investment, the Company continuously conducts internal training and inference optimization on the massive, high-quality data accumulated over the years, independently developing the gaming-specific large language model "Xiao Qi". The Company, using "Xiao Qi" and incorporating an advanced external large language model cluster, has developed more than 40 AI capabilities. This AI capability foundation fully empowers various general and specialized systems across the Company, following the technology iteration path of chatbot/tool-copilot-agent-digital labor.

Continuous upgrades to the AI capability system: Based on the industry-specific large language model "Xiao Qi", the Company has established the "Xiao Qi" AI agent platform. This platform covers business areas such as market analysis, product planning, art design, development assistance, advertising, operational analysis, intelligent customer service, and general office tasks. The upgraded AI agents can generate images, videos, and 3D materials that meet the Company's product needs, accurately support advertising campaigns, and perform excellently in code generation and text creation, thus fully empowering game R&D and operation. During the Reporting Period, the Company continuously upgraded the core interface and architecture system of the "Xiao Qi" AI agent platform, and developed more vertical-domain AI agents. Subsequently, it plans to introduce multi-agent collaboration capabilities to support more complex internal coordination tasks.



(2) AI reshapes the game pipeline for quality and efficiency enhancement across multiple dimensions

At the business application layer, the Company has leveraged AI technology to achieve intelligent production and application across various content formats, including AI-multimodal, AI-text, and AI-smart applications categories.

Concerning the AI-multimodal category, in the publishing process, over 80% of the 2D art assets used by the Company are now generated using AI technology as a support. During the Reporting Period, more than 500,000 2D images were produced each quarter. In terms of AI-3D generation, the Company was also an early adopter of tools and 3D model training, continuously increasing the proportion of AI-3D applications, with mature use of art assets such as characters and item models. AI-3D assisted asset generation accounts for more than 30%. In the Reporting Period, the effectiveness of AI-generated videos became evident, with more than 70% of the Company's in-game advertising videos involving AI in their generation.

In addition, AI-text application scenarios of the Company have shown continuous improvement, while comprehensive applications such as AI advertising and AI data analysis have also been gradually implemented. For example, all of the Company's games have integrated AI-powered customer service to offer more efficient, intelligent service experiences to players. AI localization translations now cover 85% of the Company's overseas games in 18 languages with an accuracy rate of 95%.

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In terms of the AI-smart applications category, AI-assisted code generation has also been applied to code review, event code generation, backend system code generation, and automated testing, improving efficiency by 30%. In terms of advertising, ads placed by AI now account for 50% of the total ad content, increasing overall ad placement efficiency by 70%. The Company has also developed an AI-powered material infringement detection system to provide intelligent risk detection solutions for internal teams, ensuring efficient material review, effectively identifying external material infringement issues, protecting the Company's intellectual property, and safeguarding original content rights.

In terms of R&D, AI algorithms have been employed to capture high-precision and high-performance motions, and the capture function for facial expressions has been introduced, addressing the pain points such as high costs and overly long periods typically identified with specialized traditional motion capture equipment. This has enhanced both R&D efficiency and quality. In terms of AI balance testing, many of our self-developed products such as *SoulLand: Clash of Spirimasters* (斗罗大陆: 魂师对决), *Three Kingdom: Ba Ye* (霸业), *The Soul Land: Lie Hun Shi Jie* (斗罗大陆: 猎魂世界), and *Code MLK* (代号 MLK) have benefited from the AI-assisted stat balance testing function with improved training efficiency and access process, resulting in better player experiences and prolonged game life cycles. Furthermore, the Company has continued to deepen its research in artistic resource generation algorithms based on Generative Adversarial Networks (GAN), Stable Diffusion (SD), and Neural Radiance Fields (NeRF). It has built an intelligent art asset generation platform that supports physical rendering workflows, and developed features such as animation generation and migration, as well as 3D model generation, thereby streamlining the game development pipeline.

Internally, the Company established an "AI Efficiency Committee" to implement a top-down, AI innovation-driven corporate culture strategy and promote AI applications in all business links. The Company places great importance on cultivating AI talent, actively promoting AI learning among employees through innovative activities such as the "21-Day AI Learning Challenge" and "AI Expert Program" certification. These efforts aim to comprehensively enhance employees' AI skills. In parallel, the Company has continuously expanded its AI-related job functions to build a robust talent pipeline that supports its AI strategy. The ultimate goal is to drive enterprise-wide innovation through AI and inject new momentum into industry development.

In general office scenarios, the Company's AI assistant, based on the large language model of "Xiao Qi", is extensively applied in employees' daily work, comprehensively improving efficiency. This represents a new level of intelligent transformation in corporate operation. For example, based on its large model Xiao Qi, the Company has developed an efficient meeting minutes assistant capable of accurately recording and intelligently analyzing meeting content. This has significantly improved meeting efficiency and collaboration quality, reduced communication costs, and optimized information management.

As the Company continues to promote AI applications, AI reshapes the workflow of each business link and improves the level of automation. As AI technologies continue to deepen in business applications, the optimization and upgrading of all business pipelines have enabled teams to focus more on creativity and emotional expression. With the industry's ongoing technological iteration and innovation, the Company will continue to explore the implementation of advanced AI capabilities in reasoning and decision-making, providing deeper support and assistance for the efficient operation of all stages of the gaming business.

(3) AI drives game innovations

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Supporting Game Project Initiation: During the early stages of game project establishment and new version updates of operating products, the Company utilizes AI technology to assist in designing game characters, combat scenarios, and game items. This optimizes characters, gameplay environments, animation effects, and style testing outcomes, thereby enhancing the efficiency of project approval and version update processes.

Exploration of the AI+Game Technology: The Company continues to improve and optimize the internal exploration of the "AI+game" technology, aiming to integrate multimodal content generation, data algorithm models and game development to improve R&D efficiency. At the same time, relying on AI generation and personalized recommendations, it accurately grasps user needs, provides a new interactive experience, and builds key technology reserves for commercial products in the future. Also, compliance capabilities are continuously strengthened to ensure the compliance and security of technology applications. For example, the Company continues to work on using AIGC to recommend and generate player-preferred images, elements, and gameplay, lowering the threshold for creation and enabling AI-powered production of all game elements, including plot, art, programming, and music. On top of that, the Company is working on non-linear gaming experience through discriminative AI. Based on user preferences, AI is used to generate content for players in real time, realizing a "one player, one narrative" model.



Development of a General AI Solution for In-Game Housing Systems: The Company is continuously integrating technologies such as large language models, AI voice, and AI motion capture to develop intelligent NPC systems and AI-powered in-game housing systems. It is exploring the convergence of games with UGC content creation, aiming to enable NPCs to perform autonomous behaviors based on compound reasoning, and to provide players with emotional companionship and personalized interactive experiences. Players can enjoy character development, story and scene design, item creation, and other innovative social interaction experiences within increasingly enriched housing systems, laying a technological foundation for more diverse and personalized gameplay in the future.

The Company is actively exploring innovative applications of AI in gaming. At present, it continues to accumulate technological reserves for future AI game products through technological verification and capability accumulation, while building a capability foundation for the implementation of commercial products in the future. Under the premise of ensured technological feasibility, it explores paths for deep integration between AI and game content, and focuses on the potential of AI in enhancing gameplay and interactive experience, with the aim of delivering more immersive and personalized gaming experiences to users.

5. Empowering business innovation and sustainable development through investment

Benefiting from our pioneering strides in the exploration of AI applications, we have remained open- Should there be any discrepancy between the English version and the Chinese version of this Report, the Chinese version shall prevail.

minded about transformations in industry technologies and ecosystems. We have insisted on a steadily progressive manner, continuously iterated and optimized innovative tools to align with the Company's business development, and deeply integrated advanced technologies and business needs. These efforts have promoted the long-term development of the Company in the field of AI.

In response to the rapid iteration of AI technologies and applications worldwide, the Company keeps pace with technological transformation trends. It invests in large language models and application layers and continually explores the applicability of these models and AI technologies to the Company's R&D and operation line. Specifically, the Company has, directly or indirectly, invested in leading companies such as Zhipu AI, Moonshot AI, Baichuan AI, aiXcoder, DeepLang AI, Yahaha, Studio 51, and DeepMirror Technology. Supported by foundational large language models, the Company strives to unlock the potential of AIGC to empower diverse vertical scenarios. Furthermore, the Company is actively building an industrial chain of "AI + computility". To this end, it has invested in firms such as iStar, CIX, Tingyu Tech, Huixi, HYQ, and Eeasy Tech. These investments aim to build an integrated industrial chain that links computility infrastructure, large language model algorithms, and AI applications, and promote the coordination and integration of the invested businesses and the Company's own businesses.

The Company continuously monitors hardware and technological advancements, with a strong focus on hard & core technology, and emphasizes business synergy. It has invested in cultural, entertainment, and high-tech sectors, such as computility, optical displays, extended reality ("XR") devices, cultural and entertainment content, semiconductors and materials, spatial computing engines, AI, new sensing technology, and AIGC-based social platforms for games. The Company's goal is to drive business innovation through investments, thereby forging competitive edges in the entertainment technology sector.

(III) The Company's principal operations and business models

The Company is principally engaged in the development, publishing, and operation of online games (mostly mobile and browser games). The business models of the Company's online games mainly include independent operation and third-party joint operation.

Under the independent operation mode, the Company obtains the licenses of games through independent R&D or being an operator of other games, and publishes and operates these products through its own or third-party channels. The Company is fully responsible for the operation, promotion and maintenance of the games; providing unified management services for online promotion, online customer service and top-up payment; and updating games along with game developers based on the real-time feedback of users and games.

Under the third-party joint operation mode, the Company cooperates with one or more game operators or game application platforms to jointly operate games. And the aforesaid parties are responsible for the management of their own channels, including operation, promotion, the recharge and charge system, while the Company provides technical support services along with game developers.

(IV) The Company's presence on the market and primary growth drivers

Focusing on cultural and creative businesses based on the development, publishing, and operation of online games, the Company is a comprehensive entertainment provider in China's A-stock market. It is a Key Cultural Export Company of China, Demonstration Base for China's Cultural Industry, Civilized Institution in Guangdong Province, and Top 30 Cultural Enterprise of Guangzhou, and MSCI ESG AA-rated company, Should there be any discrepancy between the English version and the Chinese version of this Report, the Chinese version shall prevail.

among others. With "bringing joy to the world" as its mission, the Company is dedicated to becoming an excellent and sustainable entertainment provider. The Company has been steadily advancing with the development strategy of "boutiqueization, diversification and globalization", and promoting high-quality and sustainable development.

II Core Competitiveness Analysis

The Company's core competitiveness remained largely the same during the Reporting Period.

1. Forging ahead with determination, the team has seized market opportunities swiftly

The Company has been deeply engaged in the cultural and creative industry for many years. Its core management team is deeply involved in the front line of business, working hard together with all the employees. Always upholding the spirit of marathon-like perseverance, the Company has been forging ahead with breakthroughs, as well as pursuing better financial results and faster growth while maintaining sound operation. Over the years, the Company has demonstrated keen market insight, seizing emerging opportunities in the industry through a robust team of skilled professionals and scientific management mechanisms. Anticipating the "shift from web games to mobile games" in its early stages, the Company spearheaded overseas market penetration over a decade ago. Presently, we remain aligned with the trend towards mini-games. Navigating numerous industry transitions, we have achieved sustained growth. Throughout the development, the Company has consistently emphasized talent cultivation and team building. The Company has built a high-caliber talent pool. Through a scientific talent promotion mechanism, remuneration management system, and performance incentive scheme, the Company inspires employee motivation and creativity. With "bringing joy to the world" as its mission, the Company is advancing towards the vision of "becoming an excellent and sustainable entertainment provider".

2. Strengths in the integration of R&D and operation have been consolidated, enriching the product portfolio

The Company has continuously advanced its strategy of "integration of R&D and operation", deepened its diversified product portfolio, and established a robust and efficient multidimensional product supply system. First, the Company has consistently pushed back the boundaries of its self-development capabilities, delved into core product categories, and adopted a global perspective to create a central supply layer with self-developed products at the core. Second, through investment empowerment and business support, the Company has fostered deeper partnerships with numerous high-quality developers both domestically and internationally, continuously accumulating deeply customized premium products. Third, by collaborating with long-term and stable developers, the Company has further refined its product offerings. Under this supply system, the Company has built a robust product supply chain, continuously enriched the portfolio of high-quality products and drove steady business growth.

With the "integration of R&D and operation" model, the Company can fully combine its strengths in product R&D and operation. This, on the one hand, facilitates a deeper understanding of the market and user demands by the R&D team, thereby increasing the success rate of products under development. On the other, through close collaboration between R&D and operations teams, the Company can optimize the updates and promotions of already launched products, thus effectively achieving long-term operation and prolonging product life cycles.

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3. Publishing capabilities have been continuously iterated to facilitate long-term operation from a global perspective

In response to the ever-evolving global gaming market, the Company adheres to a strategy of “tailored games” for overseas users with diverse cultural backgrounds, gaming preferences and payment habits. Tailored promotion and operation strategies are adopted for different countries, regions and game types. The Company focuses on publishing different genres of games in different regions, and localizes game content and promotional materials to reflect the cultural characteristics of each region. Over the years, the Company's publishing team has successfully launched numerous quality games across diverse genres and themes in global markets. During this journey, we have kept abreast of the latest market trends, and accordingly, innovated our marketing strategies. By employing various creative marketing strategies, such as collaboration with renowned IP, celebrity endorsements, and immersive storytelling, we have established a long-term ecosystem revolving around user interactions, thus fortifying robust publishing barriers and facilitating the long-term operation of multiple products.

4. Technology-driven innovation and breakthroughs to embrace industry transformation

As one of the earliest gaming enterprises in China to systematically adopt AI, the Company prioritizes innovation and fosters an open and inclusive environment for knowledge exchange. By deeply integrating big data and AI technologies into its business operations, the Company has empowered all aspects of the value chain—from product development and content production to publishing, operation and asset accumulation. Over the years, it has accumulated vast amounts of data and technological advantages, continuously iterating and optimizing its full-cycle digital intelligent products, upgrading its game industrialization pipeline, and enhancing R&D and operational efficiency. In addition, through strategic investment in technology, the Company is gradually establishing a presence across the industry chain spanning computing infrastructure, large language model algorithms, and AI applications. This enables resource sharing and the leveraging of complementary strengths, allowing the Company to stay at the forefront of technological advancement and build a win-win ecosystem.

III Analysis of Principal Operations

Overview

See contents under the heading “I Principal Operations of the Company in the Reporting Period”.

Year-over-year changes in key financial data:

Unit: RMB

	H1 2025	H1 2024	Change (%)	Main reason for change
Operating revenue	8,486,116,689.62	9,231,969,089.44	-8.08%	The game products in operation are at different stages of their life cycles. The main games in operation during the current period were new games such as Lootborn Warriors (英雄没有闪) and Bonk Bonk Tribe (时光大爆炸) which were in the introduction stage, while the main games in operation in the same period

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				last year were existing games in the mature stage, which were able to generate relatively stable gross billing.
Cost of sales	1,976,706,274.51	1,880,723,779.43	5.10%	Increased cost of royalties during the Reporting Period
Distribution and selling expenses	4,410,194,833.32	5,360,351,377.24	-17.73%	Games such as Nobody's Adventure Chop-Chop (寻道大千) and Three Kingdom: Ba Ye (霸业) that were in the growth stage in the same period last year have entered the mature stage in the Reporting Period, and traffic placement for these games has decreased.
General and administrative expenses	296,824,781.90	295,724,089.56	0.37%	
Financial expenses	-86,935,899.78	-75,004,717.79	-15.91%	Increased exchange gains during the Reporting Period compared with the same period last year
Income tax expenses	208,478,502.79	202,945,190.16	2.73%	
Research and development investments	337,441,172.39	350,778,127.57	-3.80%	
Net cash flows from operating activities	1,753,342,666.68	2,129,183,514.99	-17.65%	Decreased cash received from the sales of goods or rendering services during the Reporting Period compared with the same period last year
Net cash flows used in/from investing activities	-102,066,991.25	2,253,026,693.16	95.47%	Decreased net cash flows used in the purchase and recovery of wealth management products and term deposits during the Reporting Period compared with the same period last year
Net cash flows used in/from financing activities	-1,100,000,218.92	-692,657,291.32	-58.81%	Decreased cash inflows from the redemption of financial management products and term deposits used as pledges for bank loans during the Reporting Period
Net increase in cash and cash equivalents	554,657,996.31	-840,354,079.38	166.00%	Increased net cash flows from investing activities during the Reporting Period compared with the same period last year

Significant changes to the profit structure or sources of the Company in the Reporting Period:

☐ Applicable ☒ Not applicable

No such changes in the Reporting Period.

Breakdown of operating revenue:

Unit: RMB

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	H1 2025		H1 2024		Change (%)
	Amount	As % of operating revenue (%)	Amount	As % of operating revenue (%)	
Total operating revenue	8,486,116,689.62	100%	9,231,969,089.44	100%	-8.08%
By operating division					
Online games	8,415,466,388.52	99.17%	9,172,745,267.36	99.36%	-8.26%
Others	70,650,301.10	0.83%	59,223,822.08	0.64%	19.29%
By product category					
Mobile games	8,239,189,563.05	97.09%	8,958,803,229.22	97.04%	-8.03%
Browser games	176,276,825.47	2.08%	213,942,038.14	2.32%	-17.61%
Others	70,650,301.10	0.83%	59,223,822.08	0.64%	19.29%
By operating segment					
Domestic	5,762,094,584.35	67.90%	6,333,847,795.59	68.61%	-9.03%
Overseas	2,724,022,105.27	32.10%	2,898,121,293.85	31.39%	-6.01%

Operating division, product category or operating segment contributing over 10% of operating revenue or operating profit:

☒ Applicable ☐ Not applicable

Unit: RMB

	Operating revenue	Cost of sales	Gross profit margin	YoY change in operating revenue (%)	YoY change in cost of sales (%)	YoY change in gross profit margin (%)
By operating division						
Online games	8,415,466,388.52	1,914,702,759.16	77.25%	-8.26%	2.54%	-2.39%
By product category						
Mobile games	8,239,189,563.05	1,859,591,647.28	77.43%	-8.03%	9.14%	-3.55%
Browser games	176,276,825.47	55,111,111.88	68.74%	-17.61%	-66.26%	45.09%
By operating segment						
Domestic	5,762,094,584.35	1,285,714,348.30	77.69%	-9.03%	8.15%	-3.54%
Overseas	2,724,022,105.27	690,991,926.21	74.63%	-6.01%	-0.13%	-1.50%

Core business data restated according to the changed methods of measurement that occurred in the Reporting Period:

☐ Applicable ☒ Not applicable

Breakdown of the cost of sales for principal operations:

Unit: RMB

Breakdown of cost	H1 2025		H1 2024		Change (%)
	Amount	As % of cost of sales	Amount	As % of cost of sales	
Royalties	1,770,265,739.04	89.56%	1,712,014,217.49	91.03%	3.40%
Cost of servers	112,883,638.23	5.71%	129,283,531.00	6.87%	-12.69%

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Amortization of copyright money	27,540,936.91	1.39%	24,468,488.07	1.30%	12.56%
Other costs	4,012,444.98	0.20%	1,440,978.06	0.08%	178.45%
Total	1,914,702,759.16	96.86%	1,867,207,214.62	99.28%	2.54%

Any over 30% YoY movements in the data above and why:

☒ Applicable ☐ Not applicable

1. Cost of sales of browser games decreased by 66.26% YoY, primarily driven by the decreased game licensing fees.
2. Other costs increased by 178.45% YoY, primarily driven by the increased cost of technical service charges.

IV Analysis of Non-principal Operations

☒ Applicable ☐ Not applicable

Unit: RMB

	Amount	As % of profit before income tax expenses	Reason/source	Recurrent or not
Investment income	61,930,197.10	3.85%	Mainly due to gains and losses on long-term equity investments accounted for using the equity method, dividends during the period of holding equity investments, and income from investments in wealth management products	No
Gain/loss on changes in fair value	19,374,832.45	1.20%	Mainly due to changes in fair value of equity investments and wealth management products	No
Impairment loss on assets	-267,254.09	-0.02%	Mainly due to impairment loss on credit	Yes
Non-operating income	1,140,329.45	0.07%	Mainly due to compensation income	No
Non-operating expenses	13,276,351.01	0.82%	Mainly due to expenditure on donations and litigation damages	No
Other income	13,015,767.02	0.81%	Mainly due to government grants that are related to normal business operations	No

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V Analysis of Assets and Liabilities

1. Significant Changes in Asset Composition

Unit: RMB

	30 June 2025		31 December 2024		Change in percentage (%)	Reason for any significant change
	Amount	As % of total assets	Amount	As % of total assets		
Monetary funds	5,373,334,806.58	26.12%	5,058,893,098.76	25.83%	0.29%	No significant change
Accounts receivable	1,271,836,971.46	6.18%	1,212,667,677.20	6.19%	-0.01%	No significant change
Investment properties	841,019,909.26	4.09%	689,233,033.12	3.52%	0.57%	No significant change
Long-term equity investments	411,654,888.75	2.00%	446,322,435.18	2.28%	-0.28%	No significant change
Fixed assets	906,898,935.04	4.41%	1,076,644,793.81	5.50%	-1.09%	No significant change
Right-of-use assets	11,485,365.21	0.06%	6,566,577.29	0.03%	0.03%	No significant change
Short-term loans	2,646,787,083.45	12.87%	2,653,781,111.11	13.55%	-0.68%	No significant change
Contract liabilities	259,690,255.10	1.26%	244,227,089.06	1.25%	0.01%	No significant change
Lease liabilities	5,723,939.30	0.03%	1,528,614.88	0.01%	0.02%	No significant change
Trading financial assets	2,231,896,412.99	10.85%	2,249,440,497.59	11.49%	-0.64%	No significant change
Prepayments	1,228,924,513.92	5.97%	729,588,626.88	3.73%	2.24%	Mainly due to the increased prepayments for Internet traffic charges and copyright money as a result of the launch of new games such as Bonk Bonk Tribe (时光大爆炸) and Lootborn Warriors (英雄没有闪) during the Reporting Period
Other non-current financial assets	1,129,286,893.94	5.49%	1,037,418,816.34	5.30%	0.19%	No significant change
Intangible assets	1,864,591,049.99	9.06%	1,888,794,105.85	9.65%	-0.59%	No significant change
Goodwill	1,578,065,048.53	7.67%	1,578,065,048.53	8.06%	-0.39%	No significant change

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Other non-current assets	2,565,399,621.70	12.47%	2,195,871,744.13	11.21%	1.26%	No significant change
Accounts payable	2,001,654,876.00	9.73%	1,667,812,211.58	8.52%	1.21%	No significant change
Notes payable	1,734,500,000.00	8.43%	1,044,500,000.00	5.33%	3.10%	Mainly due to the increased bank acceptance bills paid to suppliers during the Reporting Period

2. Major Assets Overseas

☒ Applicable ☐ Not applicable

Asset	Source	Asset value (RMB)	Location	Management model	Control measures to protect asset safety	Return generated (RMB)	As % of the Company's equity	Material impairment risk or not
Other equity assets	Investments in overseas companies	464,806,194.01	Hong Kong in China, etc.		A sound business supervision mechanism and a sound risk control mechanism have been put in place	2,368,848.37	3.58%	No
Wealth management products	Purchase of overseas wealth management products	143,756,294.21	Hong Kong in China, etc.		A sound business supervision mechanism and a sound risk control mechanism have been put in place	691,714.80	1.11%	No
Monetary funds	Income from investments and operations	2,184,591,025.18	Hong Kong in China, Singapore, etc.		A sound business supervision mechanism and a sound risk control mechanism have been put in place		16.80%	No

3. Assets and Liabilities at Fair Value

☒ Applicable ☐ Not applicable

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Unit: RMB

Item	Beginning amount	Gain/loss on fair-value changes in the Reporting Period	Cumulative fair-value changes through equity	Impairment allowance made in the Reporting Period	Purchased in the Reporting Period	Sold in the Reporting Period	Other changes	Ending amount
Financial assets								
1. Trading financial assets (exclusive of derivative financial assets)	2,249,440,497.59	51,342,323.38			4,847,000,000.00	4,914,651,149.85	-1,235,258.13	2,231,896,412.99
2. Other equity investments	217,022,972.20		- 247,394,639.43			180,000.00	-101,430.00	208,510,989.00
3. Other non-current financial assets	1,037,418,816.34	- 34,557,783.06			178,701,508.16	50,142,429.76	-2,133,217.74	1,129,286,893.94
Subtotal of financial assets	3,503,882,286.13	16,784,540.32	- 247,394,639.43		5,025,701,508.16	4,964,973,579.61	-3,469,905.87	3,569,694,295.93
Total of the above	3,503,882,286.13	16,784,540.32	- 247,394,639.43		5,025,701,508.16	4,964,973,579.61	-3,469,905.87	3,569,694,295.93
Financial liabilities	8,743,696.60	2,590,292.13				1,599,806.85	-751,877.80	3,801,719.82

Contents of other changes:

Other changes were incurred by exchange rate fluctuations, etc.

Significant changes to the measurement attributes of the major assets in the Reporting Period:

☐ Yes ☒ No**4. Restricted Asset Rights as at the End of the Reporting Period**

Item	Ending carrying amount (RMB)	Reason for restriction
Monetary funds	699,433.86	Money frozen by bank and security deposits
Fixed assets	1,324,238,054.77	Principals and interest of term deposits with a maturity within one year as pledges
Non-current assets due within one year	213,962,130.89	Principals and interest of term deposits with a maturity of over one year (due before June 2026) as pledges
Other non-current assets	618,250,160.00	Principals and interest of term deposits with a maturity of over one year as pledges
Total	2,157,149,779.52	

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VI Principal Subsidiaries and Joint Stock Companies

☒ Applicable ☐ Not applicable

Principal subsidiaries and joint stock companies with an over 10% effect on the Company's net profit:

Unit: RMB

Name	Relationship with the Company	Principal activity	Registered capital	Total assets	Net assets	Operating revenue	Operating profit	Net profit
Anhui 37 Jiyu Network Technology Co., Ltd.	Subsidiary	Development of mobile and browser games	6,250,000.00	2,697,292,955.59	2,054,982,817.73	864,457,292.39	460,769,031.69	440,941,898.56
37 Interactive Entertainment (Shanghai) Technology Co., Ltd.	Subsidiary	Publishing and operation of mobile games	10,000,000.00	15,958,190,417.90	5,176,367,608.20	8,488,196,176.09	1,155,617,625.78	959,733,533.43

Subsidiaries obtained or disposed of in the Reporting Period:

☒ Applicable ☐ Not applicable

Name of subsidiary	How it was obtained or disposed of	Effects on the overall operations and performance
Shanghai Tuoxiong Network Technology Co., Ltd.	Acquired in cash	In line with the Company's strategic planning and helpful for its business development
Guangzhou Dingtuo Network Technology Co., Ltd.	Acquired by purchasing equity interests in its parent company	In line with the Company's strategic planning and helpful for its business development
Guangzhou Siying Network Technology Co., Ltd.	Acquired by purchasing equity interests in its parent company	In line with the Company's strategic planning and helpful for its business development

Other information on principal subsidiaries and joint stock companies:

None

VII Risks Facing the Company and Countermeasures

1. Changes in industry policies, risks of violation and countermeasures

In recent years, the authority in charge has attached great importance to the development of game industry, made a series of major decisions and arrangements and issued a series of policies and regulations to guide the industry to develop in a standardized and healthy way. For example, clear new standards and requirements have been put forward for protection of minors and anti-addiction of online games. Further strict

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management measures have been taken to promote standardized management of game industry. At the same time, information security and protection of users' privacy have drawn much attention from the society. In the long term, the regulation of the online game industry is becoming more and more standardized, which is conducive to the healthy development of the industry. The enterprises with standardized operation will benefit from it. However, in the future, if the Company fails to make corresponding adjustments timely in accordance with changes in industry policies or has a deviation in understanding management regulations in its operation, there may be a risk that the Company will be punished by relevant departments or the works will not go online as planned, which will have a significant negative impact on the Company's business development and brand image. In this regard, the Company will strictly abide by various industry policies, rules and regulations, actively implement relevant requirements for industry development, establish an internal sound quality management and control mechanism, strengthen industry policy risk management capability, and fully reduce and avoid the business risks caused by changes in industry policies.

2. Market competition risks and countermeasures

The online game industry is facing increasingly fierce competition as it gradually matures. At the same time, online game users are maturing with higher quality demand for game products. The industry is characteristic of fast product transition, limited product life cycle and volatile player preferences, among others. Intense market competition will challenge the Company's development in terms of products and market channels.

In response, the Company will continue to implement the strategy of "boutiqueization, diversification and globalization". On the one hand, it will strengthen its core competitiveness of its own business, pay continuous attention to self-research investment, carry out R&D and innovation in product creativity, gameplay, theme, art and technology, and keep up with industry technology development trend; at the same time, it will maintain close cooperation with excellent developers to guarantee the supply of quality products, and continue to expand game categories through independently-developed and agency games to deepen the competitive edge of "integration of R&D and operation". Meanwhile, the Company will speed up the pace of exporting, give full play to the edges of it in overseas markets, face diversified operations of overseas markets, deepen the cultivation of key markets, and broaden the categories of games and increase market share. In addition, the Company will dig deeper into operational data, and timely adjust operational and R&D strategies, to meet the core demands of users, further play the role of new ideas of digital marketing operation, deepen the business strategy of multi-channel marketing and long-term service, and continuously enhance core competitiveness in the market.

Facing the current industrial competition pattern, the top-performing enterprise has obvious edges in technology R&D ability, channel operation ability, product promotion ability, user scale and market share. The Company will continue to consolidate and cement its competitive edges, actively respond to changes in the industry, reduce market competition risks and seize market opportunities.

3. Risks of core personnel turnover and countermeasures

A stable and high-quality talent team is an important guarantee for the Company to maintain its core competitive advantage. If the Company fails to effectively build a core talent team, give reasonable incentives and manages the core personnel, the employees' enthusiasm and creativity will be affected, which will have an adverse impact on the Company's core competitiveness.

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In response, much attention has been attached to cultivation and acquisition of professional talents. The Company creatively builds a platform-based talent management mechanism, according to which excellent game producers are rewarded with project bonus, and given discretion of research and project concept creation. In order to attract and retain outstanding management talents and business elites, the Company has reformed the project mechanism, shortened the review cycle and established diversified objectives, so as to stimulate the innovative vitality of employees. In terms of employee performance management, the Company has set up diversified KPIs based on employees' contribution and ability, as well as reasonable team objectives and innovative incentive activities to encourage employees' creativity, so as to increase the attractiveness to core staffs and R&D personnel.

In addition, the Company cares about the long-term development of employees. The Company has established "37 Interactive Entertainment Learning and Development Center" to provide sufficient training and learning opportunities for employees and help them grow rapidly. The Company actively carried out training for newcomers and professional abilities such as "Marathon Leadership Training Camp", "Huangpu New Army", "X+ Plan" and "37TALK", promoted talent upgrading to meet the needs of business upgrading, paid attention to internal sharing, established a team of internal professional lecturers among employees, spread culture of sharing, built a talent echelon and upgraded talent development system.

Centering on the cultural concept of "health, happiness and sustainability", the Company upgraded colorful welfare system, strengthened humanistic care and promoted retention of talents. The colorful welfare system encompasses interest-free loan, love fund, commercial insurance and employee health management. The Company has also launched the "Newborn Initiative", under which a childbirth fund of RMB20,000 per child will be granted to officially employed staff with a service tenure of two years or more, further enhancing talent care and incentive measures. In addition, seasonal activities on holidays, annual physical examination, singles' fellowship, "Family Day", "Boss Face-to-Face", "37 Battle Talk", "Carnival", "Healthy 37ers" and other thematic activities were regularly held. Inter-departments' team building promoted the connection between employees and their friends, relatives and colleagues. In addition, the Company has established recreational clubs for employees, covering "Super Runners", e-sports, table games, dancing, badminton, football and yoga, created cultural atmosphere that meets the characteristics of the younger generation, strengthened employees' sense of belonging, balanced employees' work and life, and took care of employees' physical and mental health in various forms.

4. Technology iteration and innovation risk and countermeasures

The game industry has seen rapid technology iteration and faster changes in cutting-edge technologies, and demand for new types of products has emerged among young users. Against this backdrop, if a game company fails to grasp the industry development trend in a forward-looking manner and promptly innovate its technology and products, its R&D and application of key technologies will be outdated, resulting in the risk of products falling behind the market.

In response, the Company continued to focus on changes in the industry's cutting-edge technologies. First, it closely followed industry changes and probed into cutting-edge technologies through investment layout to maintain sensitive to leading technologies. Second, it intensified the incubation of internal technologies, valued investment in self-developed games, improved self-development system, established an effective R&D system framework, and introduced diversified incentives to encourage employees to explore new technologies. By taking these actions, the Company has reserved technologies and products for the industry

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development trend.

5. Risk associated with being investigated by the China Securities Regulatory Commission with no clear conclusion yet

On 27 June 2023, the Company, Mr. Li Weiwei (the actual controller and Chairman of the Board of the Company), and Mr. Zeng Kaitian (the Vice Chairman of the Board of the Company) received the "Notification of the China Securities Regulatory Commission on Case Filing" (CSRC Case No. 03720230061, No. 03720230062, No. 03720230063) from the said commission (hereinafter referred to as the "CSRC") respectively. For suspected information disclosure violations, according to the Securities Law of the People's Republic of China, the Law of the People's Republic of China on Administrative Penalties and other applicable laws and regulations, the CSRC decided to file a case against the Company, Li Weiwei and Zeng Kaitian.

During the period of investigation, the Company will actively cooperate with the CSRC's investigation and fulfil its information disclosure obligations in strict accordance with applicable laws, regulations and regulatory requirements.

VIII Development and Implementation of Market Value Management System and Valuation Enhancement Plan

Indicate whether the Company has developed a market value management system.

☒ Yes ☐ No

The Company's market value management system is aimed to regulate the Company's market value management activities, safeguard the legitimate rights and interests of the Company and investors, enhance the Company's investment value, and increase investor returns. The main contents include the goals and basic principles, organs and responsibilities, plans and methods of market value management, etc.

Indicate whether the Company has disclosed any valuation enhancement plan.

☐ Yes ☒ No

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Part IV Environmental, Social and Governance Information

I Changes of Directors, Supervisors and Senior Management

☒ Applicable ☐ Not applicable

Name	Office title	Type of change	Date of change	Reason for change
Ye Wei	Director	Elected	17 July 2025	Change of term
Cheng Lin	Employee Director	Elected	17 July 2025	Change of term
Xie Huijia	Independent Director	Elected	17 July 2025	Change of term
Fang Xiaojun	Independent Director	Elected	17 July 2025	Change of term
Zeng Kaitian	General Manager	Appointed	17 July 2025	Change of term
Cheng Lin	Deputy General Manager	Appointed	17 July 2025	Change of term
Yang Jun	Director and Deputy General Manager	Resignation upon expiration of term	17 July 2025	Change of term
Liu Jun	Director and Deputy General Manager	Resignation upon expiration of term	17 July 2025	Change of term
Li Yang	Independent Director	Resignation upon expiration of term	17 July 2025	Change of term
Ye Xin	Independent Director	Resignation upon expiration of term	17 July 2025	Change of term
He Yang	Chairman of the Supervisory Committee	Resignation upon expiration of term	17 July 2025	Change of term
Cheng Lin	Supervisor	Resignation upon expiration of term	17 July 2025	Change of term
Liu Fengyong	Supervisor	Resignation upon expiration of term	17 July 2025	Change of term
Xu Zhigao	General Manager	Resignation upon expiration of term	17 July 2025	Change of term

II Interim Dividend Plan

☒ Applicable ☐ Not applicable

Bonus issue from profit (share/10 shares)	0
Cash dividend/10 shares (RMB) (tax inclusive)	2.10
Share base (share)	2,212,237,681
Cash dividends (RMB) (tax inclusive)	464,569,913.01
Cash dividends in other forms (such as share repurchase) (RMB)	0.00
Total cash dividends (including those in other forms) (RMB)	464,569,913.01
Distributable profit (RMB)	4,674,663,704.82
Total cash dividends (including those in other forms) as % of total profit to be distributed	100%

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Applicable cash dividend policy
If it is difficult to identify the development stage of the Company but it has a significant capital expenditure arrangement, when making profit distribution, cash dividends shall account for no less than 20% in the profit distribution.
Details of the cash and/or stock dividend plan
Upon approval by the Board of Directors, the Company's 2025 interim dividend plan is as follows: With a fixed dividend payout ratio, based on the total issued share capital (exclusive of shares in the Company's account for repurchased shares) on the date of record, a cash dividend of RMB 2.10 (tax inclusive) per 10 shares is planned to be distributed to all the shareholders of the Company; and there will be no bonus issue from either profit or capital reserves. The above dividend plan is consistent with the Company's performance growth, and also in line with relevant provisions of the Company Law, the Company's Articles of Association, the Company's Shareholder Return Plan, etc. For further information, please visit http://www.cninfo.com.cn .

III Equity Incentive Plans, Employee Stock Ownership Plans or Other Incentive Measures for Employees

☒ Applicable ☐ Not applicable

1. Equity Incentives

None

2. Implementation of Employee Stock Ownership Plans

☒ Applicable ☐ Not applicable

Outstanding employee stock ownership plans during the Reporting Period:

Awardee coverage	Number of awardees	Total number of shares held	Change	As % of the total share capital	Funding source
The Third Employee Stock Ownership Plan: the leadership team of the Company (directors, supervisors and senior management); chief officers and deputy chief officers; key management and technological staff (mid-level employees); and other employees approved by the Company	No more than 400	1,161,886	None	0.05%	Shares under the employee stock ownership plan were transferred from repurchased shares for no compensation.
The Fourth	No more than	16,301,534	None	0.74%	Shares under

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Employee Stock Ownership Plan: the directors (exclusive of independent directors), supervisors, senior management, key management and staff who have direct and substantial impact on and contribution to the Company's future operations and growth	an 650				the employee stock ownership plan were transferred from repurchased shares for no compensation.
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Shares held by directors, supervisors and senior management under employee stock ownership plans during the Reporting Period:

Name	Office title	Number of shares held at the period-begin	Number of shares held at the period-end	As % of the total share capital
Xu Zhigao, Yang Jun, Liu Jun, He Yang, Cheng Lin, Liu Fengyong, Ye Wei, and Zhu Huaimin	Directors, supervisors, and senior management	1,585,000	0	0%

The number of shares held by the above-mentioned directors, supervisors and senior management at the end of the Reporting Period is 0 due to the Company's Fourth Employee Stock Ownership Plan Management Committee recovering the unlocked shares.

Change of the asset management institution during the Reporting Period:

☐ Applicable ☒ Not applicable

Share ownership changes due to share disposal by holders and other reasons during the Reporting Period:

☐ Applicable ☒ Not applicable

Exercise of shareholder rights during the Reporting Period:

None

Other information about employee stock ownership plans during the Reporting Period:

☒ Applicable ☐ Not applicable

The third lock-up period of the Fourth Employee Stock Ownership Plan ended on 29 June 2025. As the 2024 annual operating results failed to reach the target, the unlockable shares of all the awardees in the third lock-up period of the Employee Stock Ownership Plan should not be unlocked.

According to the Fourth Employee Stock Ownership Plan (Draft), after the three appraisal periods, the corresponding unlocked shares shall be recovered and sold by the Employee Stock Ownership Plan Management Committee, and the proceeds from the sale shall belong to the Company.

Changes in the members of the employee stock ownership plan management committee:

☐ Applicable ☒ Not applicable

Impact of employee stock ownership plans on the finance of the Company during the Reporting Period and

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the relevant accounting treatments:

☐ Applicable ☒ Not applicable

Termination of employee stock ownership plans during the Reporting Period:

☐ Applicable ☒ Not applicable

Other information:

None

3. Other Incentive Measures for Employees

☐ Applicable ☒ Not applicable

IV Environmental Information Disclosure

Indicate whether any of the listed company and its major subsidiaries is included in the list of companies that are required by law to disclose environmental information.

☐ Yes ☒ No

V Corporate Social Responsibility (CSR)

1. Empowering rural talent revitalization

Since 2014, through the Guangdong Youxin Charity Foundation, which it initiated and established, 37 Interactive Entertainment has been supporting the revitalization of county-level high schools, promoting balanced education development, and cultivating youth talent.

The Company, via the Guangdong Youxin Charity Foundation, collaborates with education and civil affairs authorities, schools, teachers, public welfare organizations, and corporate volunteers to continuously implement projects such as the "Youxin Peers" high school education assistance program, the high school enrolment guarantee program for ethnic minority girls, the county high school free reading program, the "Vocational Wisdom Calling" career planning program, and the "Embrace Exploration" Guangzhou Summer Camp. These programs provide scholarships, foster innovative thinking, expand cultural knowledge, and offer other forms of support to help rural talent reach their potential.

To improve the comprehensive abilities of rural youth in adapting to the future technological society, the Company has launched the "Little Elephant AI" themed public welfare course through its quality education brand, Miaocode. The program teaches students how to effectively utilize AI tools and is planned to be implemented in regions such as Qingyuan, Guangdong, and Qiannan, Guizhou.

During the Reporting Period, 37 Interactive Entertainment supported 2,767 outstanding high school students across nine regions, including Anhui, Sichuan, and Guizhou, through the Guangdong Youxin Charity Foundation.

2. Innovating industrial support models

37 Interactive Entertainment actively responded to the "10,000 Enterprises Revitalize 10,000 Villages" initiative and the "Hundred-Thousand-Ten Thousand Project", leveraging its technological, creative, and

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resource advantages to support the high-quality development of rural characteristic industries.

The Company has pioneered a digital agricultural support model centered around an innovative triangular framework of “digital content + agricultural products + global communication”. During the Reporting Period, the Company launched themed game versions centered on lychee, a fruit rich in Lingnan cultural heritage, by creatively integrating lychee elements into six globally distributed games, including Trading Legend (叫我大掌柜), Bonk Bonk Tribe (时光大爆炸), My Memory Shop (时光杂货店), and Nobody's Adventure Chop-Chop (寻道大千). This has allowed global users to gain deeper insights into the cultural significance of lychee through game scenes, interactive gameplay, and themed gift boxes.

The Company also developed a dedicated support plan for “Yinghong No. 9”, a specialty tea from Yingde, Qingyuan. Based on its unique product attributes and consumer preferences, the Company helped upgrade the brand and explored creative cultural designs and new distribution channels aimed at attracting younger urban consumers, effectively expanding the consumption scenarios for rural specialty products.

3. Advancing ecological civilization

During the Reporting Period, 37 Interactive Entertainment continued to promote its transition toward zero-carbon development and actively implemented science-based carbon targets.

To support ecological civilization progress and wetland conservation, 37 Interactive Entertainment partnered with renowned environmental public welfare organizations, such as the SEE Conservation Pearl River Project Center and the Guangdong Nature Conservation Foundation, to jointly promote the “Urban Wetlands and Biodiversity Protection” initiative. This initiative has already led to the development of a wetland ecology knowledge popularization game, the creation of seven wetland restoration courses based on the philosophy of Nature-based Solutions (NbS), the construction of five micro and small wetland science education facilities, and the organization of 20 advocacy activities for youth and volunteers. Over 1,500 participants engaged, raising public awareness and understanding of wetland conservation.

4. Contributing to a better society

During the Reporting Period, 37 Interactive Entertainment made a donation of RMB 9.7614 million, contributing to rural revitalization, innovation talent cultivation, ecological and environmental protection, and community development and helping to improve social welfare.

In addition to fulfilling its CSR, 37 Interactive Entertainment encourages employees to participate in various social volunteer services. During the Reporting Period, under the leadership of its Party Committee, 37 Interactive Entertainment organized 17 volunteer activities, engaging Party members and staff in programs such as digital literacy education for youth, care for children with special needs, ecological and environmental protection, and support for underprivileged communities.

Part V Share Changes and Shareholder Information

I Share Changes

1. Share Changes

Unit: share

	Before		Increase/decrease in the Reporting Period (+/-)					After	
	Number	Percentage (%)	New issues	Shares as dividend converted from profit	Shares as dividend converted from capital reserves	Other	Subtotal	Number	Percentage (%)
1. Restricted shares	613,270,388	27.65%						613,270,388	27.72%
1.1 Shares held by the government									
1.2 Shares held by state-owned corporations									
1.3 Shares held by other domestic investors	613,270,388	27.65%						613,270,388	27.72%
Including: Shares held by domestic corporations									
Shares held by domestic natural persons	613,270,388	27.65%						613,270,388	27.72%
1.4 Shares held by overseas investors									
Including: Shares held by overseas corporations									
Shares held by overseas natural persons									
2. Un-restricted shares	1,604,593,893	72.35%				-5,626,600	-5,626,600	1,598,967,293	72.28%
2.1 RMB-	1,604,593,893	72.35%				-5,626,600	-5,626,600	1,598,967,293	72.28%

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denominated common shares								67,293	
2.2 Domestically listed foreign shares									
2.3 Overseas listed foreign shares									
2.4 Others									
3. Total shares	2,217,864,281	100.00 %				-5,626,600	-5,626,600	2,212,237,681	100.00%

Reasons for share changes:

☒ Applicable ☐ Not applicable

On 22 January 2025, the Company retired 5,626,600 repurchased shares and its total share capital has thus changed from 2,217,864,281 shares to 2,212,237,681 shares.

Approval of share changes:

☒ Applicable ☐ Not applicable

The Company held the 15th meeting of the Sixth Board of Directors and the First Extraordinary General Meeting of Shareholders in 2024 on 26 December 2023 and 12 January 2024, respectively, at which the Proposal on the Plan to Repurchase the Company's Shares by the Way of Centralized Bidding was approved. As such, the Company was agreed to use its own funds to repurchase shares by the way of centralized bidding. The repurchased shares would be retired to reduce the registered capital.

Transfer of share ownership:

☐ Applicable ☒ Not applicable

Progress on share repurchases:

☒ Applicable ☐ Not applicable

The Company held the 15th meeting of the Sixth Board of Directors and the First Extraordinary General Meeting of Shareholders in 2024 on 26 December 2023 and 12 January 2024, respectively, at which the Proposal on the Plan to Repurchase the Company's Shares by the Way of Centralized Bidding was approved. As such, the Company was agreed to use its own funds to repurchase shares by the way of centralized bidding. The total amount to be used for the share repurchase shall not be less than RMB 100 million (inclusive) and not more than RMB 200 million (inclusive), and the repurchase price should not exceed RMB 33.90 per share (inclusive). The period for the implementation of the share repurchase should be within 12 months from the date on which the Company's general meeting of shareholders approved the share repurchase plan. The Company would make and implement repurchase decisions at an appropriate time based on market conditions within the aforesaid period. The repurchased shares would be retired to reduce the registered capital.

As of 10 January 2025, the share repurchase period expired and during the said period, the Company had cumulatively repurchased 5,626,600 shares (or 0.25% of the total share capital) with its securities account for repurchased shares by the way of centralized bidding. With the highest trading price being RMB 18.13/share and the lowest being RMB 17.66/share, the total amount paid was RMB 100,691,594 (exclusive of transaction costs). As such, the implementation of the share repurchase plan had been completed.

On 22 January 2025, the Company completed the retirement formalities for the above-mentioned

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repurchased shares at the Shenzhen Branch of China Securities Depository and Clearing Corporation Limited. As such, the Company's total share capital has changed from 2,217,864,281 shares to 2,212,237,681 shares.

Progress on reducing the repurchased shares by way of centralized bidding:

☐ Applicable ☒ Not applicable

Effects of share changes on the basic earnings per share, diluted earnings per share, equity per share attributable to the Company's common shareholders and other financial indicators of the prior year and the prior accounting period, respectively:

☒ Applicable ☐ Not applicable

During the Reporting Period, the Company's total share capital decreased by 5,626,600 shares due to the share repurchase. As per the Accounting Standards for Business Enterprises, the aforesaid repurchased shares were excluded in the calculation of basic earnings per share.

Other information that the Company considers necessary or is required by the securities regulator to be disclosed:

☐ Applicable ☒ Not applicable

2. Changes in Restricted Shares

☐ Applicable ☒ Not applicable

II Issuance and Listing of Securities

☐ Applicable ☒ Not applicable

III Shareholders and Their Holdings as at the Period-End

Unit: share

Number of common shareholders		150,523		Number of preferred shareholders with resumed voting rights (if any) (see note 8)			0	
5% or greater shareholders or the top 10 shareholders (exclusive of shares lent in refinancing)								
Name of shareholder	Nature of shareholder	Shareholding percentage	Shares held	Increase/decrease in the Reporting Period	Restricted shares held	Un-restricted shares held	Pledged, marked or frozen status	
							Status	Shares
Li Weiwei	Domestic natural person	14.61%	323,228,319	0	242,421,239	80,807,080		
Zeng Kaitian	Domestic natural person	11.14%	246,474,074	0	184,855,555	61,618,519		
Hu Yuhang	Domestic natural person	9.11%	201,597,684	0	151,198,263	50,399,421	Pledged	31,450,000
Hong Kong Securities Clearing Company Ltd.	Overseas corporation	6.01%	132,856,952	74,317,171	0	132,856,952		
Wu Weidong	Domestic	1.88%	41,690,057	409,100	0	41,690,057		

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	natural person							
Xu Zhigao	Domestic natural person	1.76%	38,996,974	0	29,247,730	9,749,244		
China Minsheng Banking Corp., Ltd. —China Securities Cartoon Games Trading Open-ended Index Securities Investment Fund	Other	1.67%	36,936,890	5,268,805	0	36,936,890		
Wu Weihong	Overseas natural person	1.59%	35,253,178	0	0	35,253,178		
Li Xingping	Domestic natural person	0.79%	17,570,206	17,570,206	0	17,570,206		
37 Interactive Entertainment Network Technology Group Co., Ltd.—The Fourth Employee Stock Ownership Plan	Other	0.74%	16,301,534	0	0	16,301,534		
Strategic investor or general corporation becoming a top-10 shareholder in a rights issue (if any) (see note 3)		N/A						
Related or acting-in-concert parties among the shareholders above		1. Among the top 10 shareholders of the Company, Wu Weidong and Wu Weihong are shareholders acting in concert. 2. The Company is not aware of whether there is, among the other top 10 shareholders, any related parties or acting-in-concert parties as defined in the Measures on the Administration of Acquisition of Listed Companies.						
Explain if any of the shareholders above was involved in entrusting/being entrusted with voting rights or waiving voting rights		None						
Special account for share repurchases (if any) among the top 10 shareholders (see note 11)		N/A						
Top 10 un-restricted shareholders (exclusive of shares lent in refinancing and senior management's locked-up shares)								
Name of shareholder		Un-restricted shares held				Shares by class		
						Class	Shares	
Hong Kong Securities Clearing Company Ltd.		132,856,952				RMB-denomin ated common shares	132,856,952	
Li Weiwei		80,807,080				RMB-denomin ated common shares	80,807,080	
Zeng Kaitian		61,618,519				RMB-denomin	61,618,519	

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		ated common shares	
Hu Yuhang	50,399,421	RMB- denomin ated common shares	50,399,421
Wu Weidong	41,690,057	RMB- denomin ated common shares	41,690,057
China Minsheng Banking Corp., Ltd. — China Securities Cartoon Games Trading Open-ended Index Securities Investment Fund	36,936,890	RMB- denomin ated common shares	36,936,890
Wu Weihong	35,253,178	RMB- denomin ated common shares	35,253,178
Li Xingping	17,570,206	RMB- denomin ated common shares	17,570,206
37 Interactive Entertainment Network Technology Group Co., Ltd. — The Fourth Employee Stock Ownership Plan	16,301,534	RMB- denomin ated common shares	16,301,534
Ping An Life Insurance Company of China, Ltd. — Own Funds	13,363,800	RMB- denomin ated common shares	13,363,800
Related or acting-in-concert parties among the top 10 un-restricted shareholders, as well as between the top 10 un-restricted shareholders and the top 10 shareholders	1. Among the top 10 shareholders of the Company, Wu Weidong and Wu Weihong are shareholders acting in concert. 2. The Company is not aware of whether there is, among the other top 10 shareholders, any related parties or acting-in-concert parties as defined in the Measures on the Administration of Acquisition of Listed Companies.		
Top 10 common shareholders engaged in securities margin trading (if any) (see note 4)	N/A		

5% or greater shareholders, top 10 shareholders and top 10 un-restricted public shareholders involved in refinancing shares lending:

☐ Applicable ☒ Not applicable

Indicate whether there was any change to the top 10 shareholders or top 10 un-restricted public shareholders due to refinancing shares lending/returning during the Reporting Period compared to the same period of last year.

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☐ Applicable ☒ Not applicable

Indicate whether any of the top 10 common shareholders or the top 10 un-restricted common shareholders of the Company conducted any promissory repo during the Reporting Period.

☐ Yes ☒ No

No such cases in the Reporting Period.

IV Changes in the Shareholdings of Directors, Supervisors and Senior Management

☐ Applicable ☒ Not applicable

No such changes in the Reporting Period. For the relevant information, see the 2024 Annual Report.

V Change of the Controlling Shareholder or Actual Controller

Change of the controlling shareholder in the Reporting Period:

☐ Applicable ☒ Not applicable

No such cases in the Reporting Period.

Change of the actual controller in the Reporting Period:

☐ Applicable ☒ Not applicable

No such cases in the Reporting Period.

VI Preferred Shares

☐ Applicable ☒ Not applicable

No such cases in the Reporting Period.

Part VI Financial Statements

I Independent Auditor's Report

Are these interim financial statements audited by an independent auditor?

☐ Yes ☒ No

They are unaudited by such an auditor.

II Financial Statements

Currency unit for the financial statements and the notes thereto: RMB

1. Consolidated Balance Sheet

Prepared by 37 Interactive Entertainment Network Technology Group Co., Ltd.

30 June 2025

Unit: RMB

Item	30 June 2025	1 January 2025
Current assets:		
Monetary funds	5,373,334,806.58	5,058,893,098.76
Transaction settlement funds		
Loans to other banks		
Trading financial assets	2,231,896,412.99	2,249,440,497.59
Derivative financial assets		
Notes receivable		
Accounts receivable	1,271,836,971.46	1,212,667,677.20
Accounts receivable financing		
Prepayments	1,228,924,513.92	729,588,626.88
Premiums receivable		
Reinsurance receivables		
Receivable reinsurance contract reserve		
Other receivables	61,577,803.67	42,840,109.04
Including: Interest receivable		
Dividends receivable	22,613,234.78	12,782,059.51
Redemptory monetary capital for sale		
Inventories		
Including: Data resources		
Contract assets		
Assets held for sale		
Non-current assets due within one year	536,506,012.51	923,069,692.33
Other current assets	170,630,952.09	118,850,219.61
Total current assets	10,874,707,473.22	10,335,349,921.41
Non-current assets:		
Loans and advances to customers		
Debt investments		
Other debt investments		
Long-term receivables		
Long-term equity investments	411,654,888.75	446,322,435.18

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Other equity investments	208,510,989.00	217,022,972.20
Other non-current financial assets	1,129,286,893.94	1,037,418,816.34
Investment properties	841,019,909.26	689,233,033.12
Fixed assets	906,898,935.04	1,076,644,793.81
Construction in progress		
Productive living assets		
Oil and gas assets		
Right-of-use assets	11,485,365.21	6,566,577.29
Intangible assets	1,864,591,049.99	1,888,794,105.85
Including: Data resources		
Development expenditure		
Including: Data resources		
Goodwill	1,578,065,048.53	1,578,065,048.53
Long-term deferred expenses	110,226,142.63	66,733,610.79
Deferred income tax assets	68,432,713.46	44,668,879.75
Other non-current assets	2,565,399,621.70	2,195,871,744.13
Total non-current assets	9,695,571,557.51	9,247,342,016.99
Total assets	20,570,279,030.73	19,582,691,938.40
Current liabilities:		
Short-term loans	2,646,787,083.45	2,653,781,111.11
Loans from the central bank		
Loans from other banks		
Trading financial liabilities	3,801,719.82	8,743,696.60
Derivative financial liabilities		
Notes payable	1,734,500,000.00	1,044,500,000.00
Accounts payable	2,001,654,876.00	1,667,812,211.58
Advances from customers	985,420.12	362,116.34
Contract liabilities	259,690,255.10	244,227,089.06
Financial assets sold under repurchase agreements		
Customer deposits and interbank deposits		
Payables for acting trading of securities		
Payables for underwriting of securities		
Employee benefits payable	246,458,565.57	384,954,362.43
Taxes payable	189,100,877.72	200,043,621.99
Other payables	189,503,209.45	200,414,366.22
Including: Interest payable		
Dividends payable		
Handling charges and commissions payable		
Reinsurance payables		
Liabilities held for sale		
Non-current liabilities due within one year	4,121,456.63	5,085,969.06
Other current liabilities	64,315,373.98	49,219,418.15
Total current liabilities	7,340,918,837.84	6,459,143,962.54
Non-current liabilities:		
Insurance contract reserve		
Long-term loans		
Bonds payable		
Including: Preferred shares		
Perpetual bonds		
Lease liabilities	5,723,939.30	1,528,614.88
Long-term payables		
Long-term employee benefits payable		
Provisions		
Deferred income		

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Deferred income tax liabilities	97,224,520.45	105,413,115.53
Other non-current liabilities		
Total non-current liabilities	102,948,459.75	106,941,730.41
Total liabilities	7,443,867,297.59	6,566,085,692.95
Shareholders' equity:		
Share capital	2,212,237,681.00	2,217,864,281.00
Other equity instruments		
Including: Preferred shares		
Perpetual bonds		
Capital reserves	2,553,827,539.39	2,678,529,816.16
Less: Treasury shares	300,524,656.78	401,229,096.75
Other comprehensive income	-135,399,516.72	-119,674,167.70
Special reserves		
Surplus reserves	666,869,940.33	666,869,940.33
General risk reserves		
Retained earnings	8,002,705,006.82	7,878,369,071.34
Total equity attributable to shareholders of the Company	12,999,715,994.04	12,920,729,844.38
Non-controlling interests	126,695,739.10	95,876,401.07
Total shareholders' equity	13,126,411,733.14	13,016,606,245.45
Total liabilities and shareholders' equity	20,570,279,030.73	19,582,691,938.40

Legal representative: Zeng Kaitian

Chief Financial Officer: Ye Wei

Board Secretary: Ye Wei

2. Balance Sheet of the Company

Unit: RMB

Item	30 June 2025	1 January 2025
Current assets:		
Monetary funds	20,549,214.01	45,010,430.49
Trading financial assets	1,403,357,410.96	1,472,922,373.98
Derivative financial assets		
Notes receivable		
Accounts receivable		
Accounts receivable financing		
Prepayments	492,828.00	299,511.91
Other receivables	2,927,527,446.03	2,067,993,087.97
Including: Interest receivable		
Dividends receivable		
Inventories		
Including: Data resources		
Contract assets		
Assets held for sale		
Non-current assets due within one year		
Other current assets	8,513,855.17	8,185,040.85
Total current assets	4,360,440,754.17	3,594,410,445.20
Non-current assets:		
Debt investments		
Other debt investments		
Long-term receivables		
Long-term equity investments	9,561,797,839.35	9,561,797,839.35
Other equity investments		
Other non-current financial assets	80,738,178.41	80,738,178.41
Investment properties		

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Fixed assets		
Construction in progress		
Productive living assets		
Oil and gas assets		
Right-of-use assets	1,416,950.52	2,479,663.50
Intangible assets		
Including: Data resources		
Development expenditure		
Including: Data resources		
Goodwill		
Long-term deferred expenses		
Deferred income tax assets	8,502,339.59	9,230,406.43
Other non-current assets		
Total non-current assets	9,652,455,307.87	9,654,246,087.69
Total assets	14,012,896,062.04	13,248,656,532.89
Current liabilities:		
Short-term loans	50,027,499.99	400,281,111.11
Trading financial liabilities		
Derivative financial liabilities		
Notes payable		
Accounts payable	491,488.50	1,713,740.20
Advances from customers		
Contract liabilities		
Employee benefits payable	50,868.94	28,060.00
Taxes payable		17,739,439.95
Other payables	16,404,479.72	32,866,010.91
Including: Interest payable		
Dividends payable		
Liabilities held for sale		
Non-current liabilities due within one year		2,552,367.41
Other current liabilities		
Total current liabilities	66,974,337.15	455,180,729.58
Non-current liabilities:		
Long-term loans		
Bonds payable		
Including: Preferred shares		
Perpetual bonds		
Lease liabilities		
Long-term payables		
Long-term employee benefits payable		
Provisions		
Deferred income		
Deferred income tax liabilities		
Other non-current liabilities		
Total non-current liabilities		
Total liabilities	66,974,337.15	455,180,729.58
Shareholders' equity:		
Share capital	2,212,237,681.00	2,217,864,281.00
Other equity instruments		
Including: Preferred shares		
Perpetual bonds		
Capital reserves	6,250,612,855.35	6,345,690,695.32
Less: Treasury shares	300,524,656.78	401,229,096.75
Other comprehensive income		
Special reserves		

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Surplus reserves	1,108,932,140.50	1,108,932,140.50
Retained earnings	4,674,663,704.82	3,522,217,783.24
Total shareholders' equity	13,945,921,724.89	12,793,475,803.31
Total liabilities and shareholders' equity	14,012,896,062.04	13,248,656,532.89

3. Consolidated Income Statement

Unit: RMB

Item	H1 2025	H1 2024
1. Total operating revenue	8,486,116,689.62	9,231,969,089.44
Including: Operating revenue	8,486,116,689.62	9,231,969,089.44
Interest income		
Premium income		
Handling charge and commission income		
2. Total operating costs and expenses	6,958,794,617.16	7,832,939,934.89
Including: Cost of sales	1,976,706,274.51	1,880,723,779.43
Interest expense		
Handling charge and commission expenses		
Surrenders		
Net claims paid		
Net amount provided as policy reserve		
Expenditure on policy dividends		
Reinsurance premium expenses		
Taxes and surcharges	24,563,454.82	20,367,278.88
Distribution and selling expenses	4,410,194,833.32	5,360,351,377.24
General and administrative expenses	296,824,781.90	295,724,089.56
Research and development expenses	337,441,172.39	350,778,127.57
Financial expenses	-86,935,899.78	-75,004,717.79
Including: Interest expense	31,464,412.78	40,576,529.74
Interest income	116,078,865.48	128,780,026.36
Add: Other income	13,015,767.02	41,785,392.54
Investment income ("-" for loss)	61,930,197.10	62,436,738.05
Including: Share of profits and losses of joint ventures and associates	10,145,519.06	-12,407,533.87
Gain on derecognition of financial assets measured at amortized cost ("-" for loss)		
Gain on exchange ("-" for loss)		
Net gain on exposure hedges ("-" for loss)		
Gain on changes in fair value ("-" for loss)	19,374,832.45	-34,768,367.03
Impairment loss on credit ("-" for loss)	-267,254.09	2,073,562.27
Impairment loss on assets ("-" for loss)		
Gain on disposal of assets ("-" for loss)	103,702.54	180,389.09
3. Operating profit ("-" for loss)	1,621,479,317.48	1,470,736,869.47
Add: Non-operating income	1,140,329.45	1,426,343.47
Less: Non-operating expenses	13,276,351.01	4,615,650.36
4. Profit before income tax expenses ("-" for loss)	1,609,343,295.92	1,467,547,562.58
Less: Income tax expenses	208,478,502.79	202,945,190.16
5. Net profit ("-" for net loss)	1,400,864,793.13	1,264,602,372.42
5.1 Classified by continuity of operations		
5.1.1 Net profit from continuing operations ("-" for net loss)	1,400,864,793.13	1,264,602,372.42

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5.1.2 Net profit from discontinued operations ("-" for net loss)		
5.2 Classified by ownership of the equity		
5.2.1 Net profit attributable to shareholders of the Company ("-" for net loss)	1,400,246,950.03	1,264,633,578.95
5.2.2 Net profit attributable to non-controlling interests ("-" for net loss)	617,843.10	-31,206.53
6. Other comprehensive income, net of tax	-15,725,349.02	9,364,108.68
Other comprehensive income attributable to shareholders of the Company, net of tax	-15,725,349.02	9,364,108.68
6.1 Other comprehensive income that will not be reclassified subsequently to profit or loss	-7,105,553.20	807.00
6.1.1 Changes caused by remeasurement of defined benefit pension schemes		
6.1.2 Share of the other comprehensive income of the investee accounted for using equity method that will not be reclassified subsequently to profit or loss		
6.1.3 Changes in fair value of other equity investments	-7,105,553.20	807.00
6.1.4 Changes in the fair value of the company's own credit risk		
6.1.5 Others		
6.2 Other comprehensive income that will be reclassified subsequently to profit or loss	-8,619,795.82	9,363,301.68
6.2.1 Share of the other comprehensive income of the investee accounted for using equity method that will be reclassified subsequently to profit or loss	32,846.75	
6.2.2 Changes in fair value of other equity investments		
6.2.3 Other comprehensive income arising from the reclassification of financial assets		
6.2.4 Allowance for credit impairments in other debt investments		
6.2.5 Cash flow hedge reserve		
6.2.6 Exchange differences on translation of foreign currency financial statements	-8,652,642.57	9,363,301.68
6.2.7 Others		
Other comprehensive income attributable to non-controlling interests, net of tax		
7. Total comprehensive income	1,385,139,444.11	1,273,966,481.10
Total comprehensive income attributable to shareholders of the Company	1,384,521,601.01	1,273,997,687.63
Total comprehensive income attributable to non-controlling interests	617,843.10	-31,206.53
8. Earnings per share:		
8.1 Basic earnings per share	0.64	0.57
8.2 Diluted earnings per share	0.64	0.57

Where business combinations under common control occurred in the current period, the net profit achieved by the acquirees before the combinations was RMB 0.00 with the amount for the same period of last year being RMB 0.00.

Legal representative: Zeng Kaitian

Chief Financial Officer: Ye Wei

Board Secretary: Ye Wei

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4. Income Statement of the Company

Unit: RMB

Item	H1 2025	H1 2024
1. Operating revenue	0.00	0.00
Less: Cost of sales	0.00	0.00
Taxes and surcharges	22,500.00	23,538.06
Distribution and selling expenses		
General and administrative expenses	10,040,386.71	3,549,968.63
Research and development expenses		
Financial expenses	3,924,444.04	5,367,745.74
Including: Interest expense	4,122,626.79	12,328,004.75
Interest income	560,708.75	7,710,432.20
Add: Other income	2,148,111.38	2,294,998.75
Investments income ("-" for loss)	2,429,511,791.54	2,448,220.44
Including: Share of profits and losses of joint ventures and associates		
Gain on derecognition of financial assets measured at amortized cost ("-" for loss)		
Net gain on exposure hedges ("-" for loss)		
Gain on changes in fair value ("-" for loss)	11,167,932.85	13,939,894.49
Impairment loss on credit ("-" for loss)		
Impairment loss on assets ("-" for loss)		
Gain on disposal of assets ("-" for loss)		
2. Operating profit ("-" for loss)	2,428,840,505.02	9,741,861.25
Add: Non-operating income	158,401.12	98,521.32
Less: Non-operating expenses		1.80
3. Profit before income tax expenses ("-" for loss)	2,428,998,906.14	9,840,380.77
Less: Income tax expenses	728,066.84	1,198,368.27
4. Net profit ("-" for net loss)	2,428,270,839.30	8,642,012.50
4.1 Net profit from continuing operations ("-" for net loss)	2,428,270,839.30	8,642,012.50
4.2 Net profit from discontinued operations ("-" for net loss)		
5. Other comprehensive income, net of tax		
5.1 Other comprehensive income that will not be reclassified subsequently to profit or loss		
5.1.1 Changes caused by remeasurement of defined benefit pension schemes		
5.1.2 Share of the other comprehensive income of the investee accounted for using equity method that will not be reclassified subsequently to profit or loss		
5.1.3 Changes in fair value of other equity investments		
5.1.4 Changes in the fair value of the company's own credit risk		
5.1.5 Others		
5.2 Other comprehensive income that will be reclassified subsequently to profit or loss		
5.2.1 Share of the other comprehensive income of the investee accounted for using equity method that will be reclassified subsequently to profit or loss		
5.2.2 Changes in fair value of other equity investments		

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5.2.3 Other comprehensive income arising from the reclassification of financial assets		
5.2.4 Allowance for credit impairments in other debt investments		
5.2.5 Cash flow hedge reserve		
5.2.6 Exchange differences on translation of foreign currency financial statements		
5.2.7 Others		
6. Total comprehensive income	2,428,270,839.30	8,642,012.50
7. Earnings per share:		
7.1 Basic earnings per share		
7.2 Diluted earnings per share		

5. Consolidated Cash Flow Statement

Unit: RMB

Item	H1 2025	H1 2024
1. Cash flows from operating activities:		
Cash received from the sales of goods or rendering services	8,799,176,336.06	9,620,114,536.93
Net increase in customer deposits and interbank deposits		
Net increase in loans from the central bank		
Net increase in loans from other financial institutions		
Premiums received on original insurance contracts		
Net proceeds from reinsurance		
Net increase in deposits and investments of policy holders		
Interest, handling charges and commissions received		
Net increase in loans from other banks		
Net increase in proceeds from repurchase transactions		
Net proceeds from acting trading of securities		
Refunds of taxes and levies	1,495,944.11	719,485.79
Cash received relating to other operating activities	48,851,788.95	139,944,356.80
Sub-total of cash inflows from operating activities	8,849,524,069.12	9,760,778,379.52
Cash paid for purchases of goods and services	1,807,591,425.24	1,702,546,188.13
Net increase in loans and advances to customers		
Net increase in deposits in the central bank and other banks and financial institutions		
Payments for claims on original insurance contracts		
Net increase in loans to other banks		
Interest, handling charges and commissions paid		
Policy dividends paid		
Cash paid to and on behalf of employees	901,658,510.47	927,266,621.10
Payments of taxes and levies	338,618,589.43	398,069,513.84
Cash paid relating to other operating activities	4,048,312,877.30	4,603,712,541.46
Sub-total of cash outflows used in operating activities	7,096,181,402.44	7,631,594,864.53
Net cash flows from operating activities	1,753,342,666.68	2,129,183,514.99
2. Cash flows from investing activities:		
Cash received from disposal of investments	127,980,980.54	43,752,606.12
Cash received from investment income	274,026,030.77	210,370,371.13

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Cash received from disposal of fixed assets, intangible assets and other long-term assets	10,356.00	469,762.92
Net cash received from disposal of subsidiaries and other business units		
Cash received relating to other investing activities	9,270,962,040.85	9,639,667,817.18
Sub-total of cash inflows from investing activities	9,672,979,408.16	9,894,260,557.35
Cash paid for acquisition of fixed assets, intangible assets and other long-term assets	227,815,426.77	342,930,122.81
Cash paid to acquire investments	58,252,981.87	327,682,116.26
Net increase in pledged loans granted		
Net cash paid for the acquisition of subsidiaries and other business units	1,495.90	49,991.06
Cash paid relating to other investing activities	9,488,976,494.87	11,476,625,020.38
Sub-total of cash outflows used in investing activities	9,775,046,399.41	12,147,287,250.51
Net cash flows from/used in investing activities	-102,066,991.25	-2,253,026,693.16
3. Cash flows from financing activities:		
Cash received from capital contributions		
Including: Cash received from capital contributions by non-controlling interests of subsidiaries		
Cash received from borrowings	2,225,668,707.76	1,753,000,000.00
Cash received relating to other financing activities	220,000,000.00	873,000,000.00
Sub-total of cash inflows from financing activities	2,445,668,707.76	2,626,000,000.00
Cash repayments of borrowings	2,235,168,707.76	1,894,380,000.00
Cash paid for interest and dividends	1,304,574,913.29	1,316,399,138.66
Including: Dividends paid by subsidiaries to non-controlling interests		
Cash paid relating to other financing activities	5,925,305.63	107,878,152.66
Sub-total of cash outflows used in financing activities	3,545,668,926.68	3,318,657,291.32
Net cash flows from/used in financing activities	-1,100,000,218.92	-692,657,291.32
4. Effect of foreign exchange rate changes on cash and cash equivalents	3,382,539.80	-23,853,609.89
5. Net increase/decrease in cash and cash equivalents	554,657,996.31	-840,354,079.38
Add: Cash and cash equivalents at beginning of the period	1,545,506,260.60	2,745,481,726.82
6. Cash and cash equivalents at end of the period	2,100,164,256.91	1,905,127,647.44

6. Cash Flow Statement of the Company

Unit: RMB		
Item	H1 2025	H1 2024
1. Cash flows from operating activities:		
Cash received from the sales of goods or rendering services		
Refunds of taxes and levies	728,511.99	
Cash received relating to other operating activities	1,753,296,108.69	2,098,673,269.47
Sub-total of cash inflows from operating activities	1,754,024,620.68	2,098,673,269.47
Cash paid for purchases of goods and services		
Cash paid to and on behalf of employees	2,856,795.06	189,244.00
Payments of taxes and levies	26,280.57	2,616,846.16
Cash paid relating to other operating activities	2,637,861,398.99	406,244,582.28
Sub-total of cash outflows used in operating activities	2,640,744,474.62	409,050,672.44
Net cash flows from/used in operating activities	-886,719,853.94	1,689,622,597.03

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2. Cash flows from investing activities:		
Cash received from disposal of investments		
Cash received from investment income	2,440,244,687.41	14,947,619.87
Cash received from disposal of fixed assets, intangible assets and other long-term assets		
Net cash received from disposal of subsidiaries and other business units		
Cash received relating to other investing activities	3,715,000,000.00	2,400,000,000.00
Sub-total of cash inflows from investing activities	6,155,244,687.41	2,414,947,619.87
Cash paid for acquisition of fixed assets, intangible assets and other long-term assets		
Cash paid to acquire investments	15,000,000.00	
Net cash paid for the acquisition of subsidiaries and other business units		
Cash paid relating to other investing activities	3,645,000,000.00	2,700,000,000.00
Sub-total of cash outflows used in investing activities	3,660,000,000.00	2,700,000,000.00
Net cash flows from/used in investing activities	2,495,244,687.41	-285,052,380.13
3. Cash flows from financing activities:		
Cash received from capital contributions		
Cash received from borrowings	50,000,000.00	300,000,000.00
Cash received relating to other financing activities		
Sub-total of cash inflows from financing activities	50,000,000.00	300,000,000.00
Cash repayments of borrowings	400,000,000.00	650,000,000.00
Cash paid for interest and dividends	1,280,169,889.95	1,288,380,197.59
Cash paid relating to other financing activities	2,816,160.00	100,704,439.97
Sub-total of cash outflows used in financing activities	1,682,986,049.95	2,039,084,637.56
Net cash flows from/used in financing activities	-1,632,986,049.95	-1,739,084,637.56
4. Effect of foreign exchange rate changes on cash and cash equivalents		
5. Net increase/decrease in cash and cash equivalents	-24,461,216.48	-334,514,420.66
Add: Cash and cash equivalents at beginning of the period	45,010,430.49	499,632,019.23
6. Cash and cash equivalents at end of the period	20,549,214.01	165,117,598.57

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7. Consolidated Statement of Changes in Shareholders' Equity

H1 2025

Unit: RMB

Item	H1 2025														
	Equity attributable to shareholders of the Company													Non-controlling interests	Total shareholders' equity
	Share capital	Other equity instruments			Capital reserves	Less: Treasury shares	Other comprehensive income	Special reserves	Surplus reserves	General risk reserves	Retained earnings	Others	Sub-total		
Preferred shares		Perpetual bonds	Others												
1. Balance as at the end of prior year	2,217,864,281.00				2,678,529,816.16	401,229,096.75	-119,674,167.70		666,869,940.33		7,878,369,071.34		12,920,729,844.38	95,876,401.07	13,016,606,245.45
Add: Adjustments for changed accounting policies															
Adjustments for corrections of previous errors															
Others															
2. Balance as at beginning of year	2,217,864,281.00				2,678,529,816.16	401,229,096.75	-119,674,167.70		666,869,940.33		7,878,369,071.34		12,920,729,844.38	95,876,401.07	13,016,606,245.45
3. Increase/decrease in the period ("-" for decrease)	-5,626,600.00				-124,702,276.77	-100,704,439.97	-15,725,349.02				124,335,935.48		78,986,149.66	30,819,338.03	109,805,487.69
3.1 Total comprehensive income							-15,725,349.02				1,400,246,950.03		1,384,521,601.01	617,843.10	1,385,139,444.11
3.2 Capital contribution and withdrawal by shareholders	-5,626,600.00				-125,307,604.74	-100,704,439.97							-30,229,764.77	30,229,724.77	-40.00

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3.2.1 Common shares contribution and withdrawal by shareholders															
3.2.2 Capital contribution and withdrawal by holders of other equity instruments															
3.2.3 Share-based payments included in shareholders' equity															
3.2.4 Others	- 5,626,600.0 0				- 125,307,604. 74	- 100,704,4 39.97						- 30,229,764.77	- 30,229,724 .77		-40.00
3.3 Profit distribution										- 1,275,824,91 7.72		- 1,275,824,917 .72		- 1,275,824,91 7.72	
3.3.1 Appropriation to surplus reserves															
3.3.2 Appropriation to general risk reserves															
3.3.3 Distribution to shareholders										- 1,275,824,91 7.72		- 1,275,824,917 .72		- 1,275,824,91 7.72	
3.3.4 Others															
3.4 Internal transfers within shareholders' equity															
3.4.1 Capital reserves transferred into capital (or share															

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capital)															
3.4.2 Surplus reserves transferred into capital (or share capital)															
3.4.3 Surplus reserves for making up losses															
3.4.4 Changes in defined benefit pension schemes transferred into retained earnings															
3.4.5 Other comprehensive income transferred into retained earnings															
3.4.6 Others															
3.5 Special reserves															
3.5.1 Increase in the period															
3.5.2 Used in the period															
3.6 Others					605,327.97						-86,096.83		519,231.14	-28,229.84	491,001.30
4. Balance as at the end of the period	2,212,237,681.00				2,553,827,539.39	300,524,656.78	-135,399,516.72		666,869,940.33		8,002,705,006.82		12,999,715,994.04	126,695,739.10	13,126,411,733.14

H1 2024

Unit: RMB

Item	H1 2024													
	Equity attributable to shareholders of the Company													Non-controlling interests
	Share capital	Other equity instruments			Capital reserves	Less: Treasury shares	Other comprehensive income	Special reserves	Surplus reserves	General risk reserves	Retained earnings	Others	Sub-total	
		Preferred share	Perpetual bond	Others										Total shareholders' equity

Should there be any discrepancy between the English version and the Chinese version of this Report, the Chinese version shall prevail.

		S	S												
1. Balance as at the end of prior year	2,217,864,281.00				2,823,040,832.04	300,524,656.78	-129,511,563.25		666,869,940.33		7,429,206,642.53		12,706,945,475.87	105,416,932.47	12,812,362,408.34
Add: Adjustments for changed accounting policies															
Adjustments for corrections of previous errors															
Others															
2. Balance as at beginning of year	2,217,864,281.00				2,823,040,832.04	300,524,656.78	-129,511,563.25		666,869,940.33		7,429,206,642.53		12,706,945,475.87	105,416,932.47	12,812,362,408.34
3. Increase/ decrease in the period ("-" for decrease)					40,875,956.38	100,704,439.97	9,364,108.68				-11,192,145.77		-61,656,520.68	4,575,943.36	-57,080,577.32
3.1 Total comprehensive income							9,363,301.68				1,264,633,578.95		1,273,996,880.63	-31,206.53	1,273,965,674.10
3.2 Capital contribution and withdrawal by shareholders					40,875,956.38	100,704,439.97							-59,828,483.59	4,607,149.89	-55,221,333.70
3.2.1 Common shares contribution and withdrawal by shareholders														-140,051.00	-140,051.00
3.2.2 Capital contribution and withdrawal by holders of other equity instruments															
3.2.3 Share-based payments included in shareholders'					40,875,956.38								40,875,956.38	89,797.88	40,965,754.26

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equity															
3.2.4 Others						100,704,439.97							-100,704,439.97	4,657,403.01	-96,047,036.96
3.3 Profit distribution											-1,275,824,917.72		-1,275,824,917.72		-1,275,824,917.72
3.3.1 Appropriation to surplus reserves															
3.3.2 Appropriation to general risk reserves															
3.3.3 Distribution to shareholders											-1,275,824,917.72		-1,275,824,917.72		-1,275,824,917.72
3.3.4 Others															
3.4 Internal transfers within shareholders' equity							807.00				-807.00				
3.4.1 Capital reserves transferred into capital (or share capital)															
3.4.2 Surplus reserves transferred into capital (or share capital)															
3.4.3 Surplus reserves for making up losses															
3.4.4 Changes in defined benefit pension schemes transferred into retained earnings															

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3.4.5 Other comprehensive income transferred into retained earnings							807.00				-807.00			
3.4.6 Others														
3.5 Special reserves														
3.5.1 Increase in the period														
3.5.2 Used in the period														
3.6 Others														
4. Balance as at the end of the period	2,217,864,281.00				2,863,916,788.42	401,229,096.75	-120,147,454.57		666,869,940.33		7,418,014,496.76	12,645,288,955.19	109,992,875.83	12,755,281,831.02

8. Statement of Changes in Shareholders' Equity of the Company

H1 2025

Unit: RMB

Item	H1 2025											
	Share capital	Other equity instruments			Capital reserves	Less: Treasury shares	Other comprehensive income	Special reserves	Surplus reserves	Retained earnings	Others	Total shareholders' equity
1. Balance as at the end of prior year	2,217,864,281.00				6,345,690,695.32	401,229,096.75			1,108,932,140.50	3,522,217,783.24		12,793,475,803.31
Add: Adjustments for changed accounting policies												
Adjustments for corrections of previous errors												
Others												
2. Balance as at beginning of year	2,217,864,281.00				6,345,690,695.32	401,229,096.75			1,108,932,140.50	3,522,217,783.24		12,793,475,803.31

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3. Increase/ decrease in the period ("-" for decrease)	- 5,626,60 0.00				-95,077,839.97	- 100,704,439.9 7			0.00	1,152,445,921.5 8		1,152,445,921.58
3.1 Total comprehensive income										2,428,270,839.3 0		2,428,270,839.30
3.2 Capital contribution and withdrawal by shareholders	- 5,626,60 0.00				-95,077,839.97	- 100,704,439.9 7						0.00
3.2.1 Common shares contribution and withdrawal by shareholders												
3.2.2 Capital contribution and withdrawal by holders of other equity instruments												
3.2.3 Share-based payments included in shareholders' equity												
3.2.4 Others	- 5,626,60 0.00				-95,077,839.97	- 100,704,439.9 7						
3.3 Profit distribution										- 1,275,824,917.7 2		-1,275,824,917.72
3.3.1 Appropriation to surplus reserves												
3.3.2 Distribution to shareholders										- 1,275,824,917.7 2		-1,275,824,917.72
3.3.3 Others												
3.4 Internal transfers within shareholders' equity												
3.4.1 Capital reserves transferred into capital (or share capital)												

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3.4.2 Surplus reserves transferred into capital (or share capital)												
3.4.3 Surplus reserves for making up losses												
3.4.4 Changes in defined benefit pension schemes transferred into retained earnings												
3.4.5 Other comprehensive income transferred into retained earnings												
3.4.6 Others												
3.5 Special reserves												
3.5.1 Increase in the period												
3.5.2 Used in the period												
3.6 Others												
4. Balance as at the end of the period	2,212,237,681.00				6,250,612,855.35	300,524,656.78			1,108,932,140.50	4,674,663,704.82		13,945,921,724.89

H1 2024

Unit: RMB

Item	H1 2024											
	Share capital	Other equity instruments			Capital reserves	Less: Treasury shares	Other comprehensive income	Special reserves	Surplus reserves	Retained earnings	Others	Total shareholders' equity
		Preferred shares	Perpetual bonds	Others								
1. Balance as at the end of prior year	2,217,864,281.00				6,468,587,957.50	300,524,656.78	-60,000,000.00		1,108,932,140.50	4,846,565,105.07		14,281,424,827.29
Add: Adjustments for changed accounting policies												
Adjustments for corrections of previous errors												
Others												

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2. Balance as at beginning of year	2,217,864,281.00				6,468,587,957.50	300,524,656.78	-60,000,000.00		1,108,932,140.50	4,846,565,105.07		14,281,424,827.29
3. Increase/ decrease in the period ("-" for decrease)					40,965,754.26	100,704,439.97				-1,267,182,905.22		-1,326,921,590.93
3.1 Total comprehensive income										8,642,012.50		8,642,012.50
3.2 Capital contribution and withdrawal by shareholders					40,965,754.26	100,704,439.97						-59,738,685.71
3.2.1 Common shares contribution and withdrawal by shareholders												
3.2.2 Capital contribution and withdrawal by holders of other equity instruments												
3.2.3 Share-based payments included in shareholders' equity					40,965,754.26							40,965,754.26
3.2.4 Others						100,704,439.97						-100,704,439.97
3.3 Profit distribution										-1,275,824,917.72		-1,275,824,917.72
3.3.1 Appropriation to surplus reserves												
3.3.2 Distribution to shareholders										-1,275,824,917.72		-1,275,824,917.72
3.3.3 Others												
3.4 Internal transfers within shareholders' equity												
3.4.1 Capital reserves transferred into												

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capital (or share capital)												
3.4.2 Surplus reserves transferred into capital (or share capital)												
3.4.3 Surplus reserves for making up losses												
3.4.4 Changes in defined benefit pension schemes transferred into retained earnings												
3.4.5 Other comprehensive income transferred into retained earnings												
3.4.6 Others												
3.5 Special reserves												
3.5.1 Increase in the period												
3.5.2 Used in the period												
3.6 Others												
4. Balance as at the end of the period	2,217,864,281.00				6,509,553,711.76	401,229,096.75	-60,000,000.00		1,108,932,140.50	3,579,382,199.85		12,954,503,236.36

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