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Medlive Technology Co., Ltd.

醫脈通科技有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2192)

POSITIVE PROFIT ALERT

This announcement is made by Medlive Technology Co., Ltd. (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2)(a) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and Part XIVA of the Securities and Futures Ordinance (Chapter 571 of the Laws of Hong Kong).

The board of directors (the “**Board**”) of the Company wishes to inform the shareholders and potential investors of the Company that, based on the preliminary unaudited consolidated management accounts of the Group for the six months ended 30 June 2023 (“**1H2023**”) and other information currently available to the Board, the Board expects to record a significant increase in profit attributable to owners of the parent for 1H2023 to not less than RMB90 million as compared to the profit attributable to owners of the parent of approximately RMB26.97 million for the six months ended 30 June 2022.

The Board believes that the increase in revenue from the Group’s core business, namely precision marketing and corporate solutions, is mainly due to the medical care at hospital end has returned to normal and the approval process for new drugs has accelerated after the pandemic, as well as the accelerated recovery of product sales and marketing work of pharmaceutical and medical device company customers. The precision marketing and corporate solutions provided by the Group meet market demand, helping customers to reach physicians throughout the full life cycle of pharmaceutical products and conduct medical academic education in a compliant, precise and efficient manner. This has been widely recognized by pharmaceutical and medical device company customers. As such, the number of healthcare customers of, and the number of products marketed under, the precision marketing and corporate solutions continued to increase in the first half of 2023.

Apart from the above, the increase in profit attributable to owners of the parent for 1H2023 was a result of the benefits from the Group's effective control of selling and distribution expenses and administrative expenses, as well as the positive impact of market interest rates for bank deposits.

The information contained in this announcement only represents a preliminary assessment of the Board based on the information available to it as at the date of this announcement and such information has not been reviewed or audited by the auditor of the Company or reviewed by the audit committee of the Company. The Company is still in the process of finalising the interim results of the Group for 1H2023, which will be announced in accordance with the requirements of the Listing Rules.

The Company would like to remind the shareholders and potential investors of the Company to exercise caution when dealing in the shares of the Company.

By order of the Board
Medlive Technology Co., Ltd.
Tian Liping
Chairwoman and Chief Executive Officer

Hong Kong, 3 August 2023

As at the date of this announcement, the Board comprises Ms. Tian Liping, Mr. Tian Lixin, Mr. Tian Lijun and Ms. Zhou Xin as executive Directors; Mr. Eiji Tsuchiya and Mr. Kazutaka Kanairo as non-executive Directors; and Mr. Richard Yeh, Dr. Ma Jun and Ms. Wang Shan as independent non-executive Directors.