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**PACIFIC ONLINE LIMITED**

**太平洋網絡有限公司**

*(Incorporated in the Cayman Islands with limited liability)*

**(Stock Code: 543)**

### **POSITIVE PROFIT ALERT**

This announcement is made by Pacific Online Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09(2) of the Rules Governing the Listing of Securities on The Stock Exchange of Hong Kong Limited (the “**Listing Rules**”) and the Inside Information Provisions (as defined in the Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders of the Company (the “**Shareholders**”) and potential investors that based on the information currently available to the Board, the Group expects to record a net profit attributable to equity holders of the Company in the range of approximately RMB5 million to RMB15 million for the six months ended 30 June 2024 as compared to a net loss of approximately RMB38 million for the corresponding period in 2023. The expected net profit attributable to equity holders of the Company is mainly due to the decrease in advertising expenses and staff costs during the six months ended 30 June 2024.

The Group is still in the process of finalizing the interim results of the Group for the six months ended 30 June 2024. The information contained in this announcement is only based on a preliminary assessment made by the management of the Company with reference to the information currently available, including the unaudited consolidated management accounts of the Group for the six months ended 30 June 2024, which have not been reviewed by the Company’s auditors or the audit Committee of the Board and may be subject to adjustments. Details of the financial information of the Group will be disclosed in the interim results announcement of the Company for the six months ended 30 June 2024, which is expected to be published in due course.

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

By order of the Board  
**Pacific Online Limited**  
**Lam Wai Yan**  
*Chairman*

Hong Kong, 29 July 2024

*As at the date of this announcement, the Board comprises 3 executive directors, namely, Dr. Lam Wai Yan, Mr. Ho Kam Wah and Mr. Wang Ta-Hsing; and 3 independent non-executive directors, namely, Mr. Tsui Yiu Wa, Alec, Mr. Thaddeus Thomas Beczak and Mr. Lam Wai Hon, Ambrose.*