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Edianyun Limited

易點雲有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2416)

PROFIT ALERT

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

The board (the “**Board**”) of directors (the “**Directors**”) of the Company wishes to inform the shareholders (the “**Shareholders**”) and potential investors of the Company that, based on the preliminary assessment of the Group’s unaudited consolidated management accounts for the year ended 31 December 2023 (“**Financial Year 2023**”) and the information currently available to the Group, the Group is expected to record a loss and total comprehensive loss for the year of approximately between RMB870,000,000 to RMB910,000,000 for Financial Year 2023, representing an increase of approximately between 42.2% to 48.8% as compared to the loss and total comprehensive loss of RMB611,607,000 for the year ended 31 December 2022 (“**Financial Year 2022**”); the Group is expected to record an adjusted net profit of approximately between RMB10,000,000 to RMB20,000,000 for Financial Year 2023, representing a decrease of approximately between 85.2% to 92.6% as compared to the adjust net profit of RMB135,189,000 for Financial Year 2022; the Group is expected to record a revenue of approximately between RMB1,240,000,000 to RMB1,320,000,000 for Financial Year 2023, representing a decrease of approximately between 3.8% to 9.6% as compared to the revenue of RMB1,371,889,000 for Financial Year 2022. The Board consider that the changes in the results for Financial Year 2023 are primarily due to the following factors: (i) the increase in financial liabilities at fair value through profit or loss for the year; and (ii) decline in revenue due to volatility of the prevailing macroeconomic conditions.

In addition, based on the preliminary forecast of the Group’s business information available for Financial Year 2023, the Group expects the number of devices under service would be 1,204,876 in Financial Year 2023, representing a slight increase of approximately 8.0% as compared to the number of devices under service of 1,115,468 recorded in Financial Year 2022; the Group expects the customer retention rate would be 73.7% in Financial Year 2023, representing a slight increase of approximately 0.9% as compared to the customer retention rate of 72.8% in Financial Year 2022, which maintains a high customer retention level; the Group’s estimated the number of end-of-period subscribing customers for the Financial Year 2023 is 45,757, representing an increase of approximately 8.1% over the number of end-of-period subscribing customers of 42,343 recorded in the Financial Year 2022. The Board is of the view that the business development of the Group remains favorable.

As the Company is still preparing and finalizing the Group's annual results, the information contained in this announcement is only based on the Board's preliminary assessment with reference to the Group's unaudited consolidated management accounts for Financial Year 2023 and the information currently available. It is not based on any figures or information that have been audited or reviewed by the auditor of the Company. Details of the Group's financial information for Financial Year 2023 will be disclosed in the annual results announcement (expected to be published by the end of March 2024) and shall prevail.

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

By Order of the Board
Edianyun Limited
Ji Pengcheng
Chairman and Chief Executive Officer

Beijing, the PRC, 12 January 2024

As at the date of this announcement, the Board comprises Dr. Ji Pengcheng, Mr. Zhang Bin and Mr. Xiang Wang as executive Directors; and Mr. Hong Weili, Mr. Song Shiji, Mr. Wang Jingbo and Ms. Li Dan as independent non-executive Directors.