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Edianyun Limited

易點雲有限公司

(Incorporated in the Cayman Islands with limited liability)

(Stock Code: 2416)

POSITIVE 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 2024 (“**Financial Year 2024**”) and the information currently available to the Group, the Group is expected to record an adjusted net profit of approximately between RMB75,000,000 to RMB85,000,000 for Financial Year 2024, representing an increase of approximately between 493.0% to 558.7% as compared to the adjusted net profit of RMB15,213,000 for the year ended 31 December 2023 (“**Financial Year 2023**”); the Group is expected to record a revenue of approximately between RMB1,350,000,000 to RMB1,400,000,000 for Financial Year 2024, representing an increase of approximately between 6.2% to 10.2% as compared to the revenue of RMB1,270,741,000 for Financial Year 2023.

In addition, based on the preliminary forecast of the Group's business information currently available for Financial Year 2024, the Group's estimated the number of end-of-period subscribing customers for the Financial Year 2024 is 51,024, representing an increase of approximately 9.1% over the number of end-of-period subscribing customers of 46,789 recorded in the Financial Year 2023; the Group expects the number of devices under service would be 1,374,200 in Financial Year 2024, representing an increase of approximately 14.1% as compared to the number of devices under service of 1,204,876 recorded in Financial Year 2023; and the Group expects the net increase in number of devices under service would be 169,324 in Financial Year 2024, representing an increase of approximately 189.4% as compared to the net increase in number of devices under service of 89,408 recorded in Financial Year 2023, realizing a rapid net growth rate in number of devices under service. The Board is of the view that the business development of the Group remains favorable.

The Board considers that the significant improvement in the expected results for Financial Year 2024 is primarily due to the following factors: (i) revenue growth, despite the complex macro environment, the Company achieved a significant improvement in sales efficiency and launched the AI 01 series of self-developed PC products, which were well received in the market, and strengthened its competitiveness as a leading company in the industry; (ii) the year-on-year decrease in selling expense rates, which was mainly attributable to the systematic optimization of the human resources efficiency of the sales team and the effective implementation of the refined sales strategy, realizing significant improvement in the return on investment of marketing resources; and (iii) the decrease in finance expense rates, which was due to the decrease in financing costs as a result of the enhancement of the market position of the Company and the continuous optimization of the asset quality of the Company.

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 2024 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 2024 will be disclosed in the annual results announcement (expected to be published by the end of March 2025) 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, 18 February 2025

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