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北京迪信通商貿股份有限公司
Beijing Digital Telecom Co., Ltd.

(A joint stock company incorporated in the People's Republic of China with limited liability)
(Stock Code: 6188)

PROFIT WARNING

The announcement is made by Beijing Digital Telecom Co., Ltd. (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 13.09 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 (Chapter 571 of the Laws of Hong Kong).

The board of directors (the “**Directors**”) of the Company (the “**Board**”) hereby informs the shareholders and potential investors of the Company that, in the first half of 2021, affected by the recurring COVID-19 pandemic and the uncertainties of the global economic environment which devastated retail and consumption industries etc. which caused huge losses for industry enterprises, based on a preliminary assessment of the unaudited consolidated management accounts of the Group for the six months ended 30 June 2021 and the information currently available to the Board, the Group is expected to record a net loss attributable to owners of the parent of the Company of no more than RMB3.5 billion for the six months ended 30 June 2021, as compared to a net profit attributable to owners of the parent of the Company of RMB63.5 million for the corresponding period in 2020.

The decrease was mainly attributable to the increase in impairment losses on assets and non-operating expenses in the reporting period, mainly due to massive store suspension and closures amid the COVID-19 pandemic, the overall setback of the retail and consumption industries led to the failure to recover the receivables of downstream customers, loss from product overstocking caused by product iteration and decline of consumption power.

During the period from January to June 2021, the Company under the management of the original management experienced unprecedented operational difficulties. Since 30 June 2021, after the appointment of new Directors following the change in control of the Company, the present Board has always adhered to the principle of conscientiousness and diligence, actively coordinated and pushed for the original management to comprehensively sort out the relevant materials and data of the Group’s consolidated management accounts as of 30 June 2021, with a view to publishing the 2021 interim results announcement and 2021 interim report as soon as possible. The Company apologizes for the delay in publishing these results.

At the same time, the Board noted that notwithstanding the force majeure mentioned above which hits the industries, the Company's revenue for the first half of 2021 is expected to be still not less than RMB5 billion, as such, the business fundamentals and revenue of the Company's business operation remained relatively stable.

Since the second half of 2021, with the support and leadership of the current Board, the Company has been paying close attention to the market situation, adjusting its business strategy and operation, and trying to take a number of measures to explore new business growth points and control various operating costs to boost its operating performance. At the same time, the Company has made concerted efforts to continuously improve the level of corporate governance and business development, integrate upstream and downstream resources and gradually improve the efficiency of business development. At this stage, the Company's business operation has made a smooth transition and gradually entered a benign track. Based on this, the current Board is optimistic and confident about the long-term development of the Group.

The Board hereby reminds the shareholders and potential investors of the Company that the information contained in this announcement is only based on the preliminary assessment made by the Group and with reference to the information available to the Board as at the date of this announcement, and has not been reviewed or audited by the auditors of the Company. The actual results of the Group for the six months ended 30 June 2021 may differ from the information contained in this announcement. The detailed financial information of the Group will be disclosed in the unaudited interim results announcement of the Group for the six months ended 30 June 2021, which is expected to be published on 31 March 2022. Shareholders and potential investors of the Company are advised to read the unaudited interim results announcement of the Group when it is published.

At the request of the Company, trading in the shares of the Company has been suspended with effect from 9:00 a.m. on 4 June 2021 and will remain suspended until further notice.

Shareholders and potential investors of the Company should exercise caution when dealing in the shares of the Company.

By Order of the Board
Beijing Digital Telecom Co., Ltd.
XU Jili
Chairwoman

Beijing, the PRC
30 March 2022

As at the date of this announcement, the executive directors of the Company are Ms. XU Jili, Ms. XU Liping and Mr. LIU Donghai; the non-executive directors of the Company are Mr. XIE Hui, Mr. JIA Zhaojie and Ms. PAN Anran; and the independent non-executive directors of the Company are Mr. LV Tingjie, Mr. LV Pingbo and Mr. CAI Chun Fai.