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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)**

**ANNUAL RESULTS ANNOUNCEMENT  
FOR THE YEAR ENDED 31 DECEMBER 2025**

The board of directors (the “Board”) of Pacific Online Limited (the “Company”) announces the audited consolidated results of the Company and its subsidiaries (collectively the “Group”) for the year ended 31 December 2025, together with the comparative figures for the year ended 31 December 2024, as follows:

## CONSOLIDATED INCOME STATEMENT

		Year ended 31 December	
		2025	2024
	Note	RMB'000	RMB'000
<b>Revenue</b>	3	<b>646,967</b>	635,039
Cost of revenue	4	<u>(433,716)</u>	<u>(367,732)</u>
<b>Gross profit</b>		<b>213,251</b>	267,307
Selling and marketing costs	4	(112,752)	(123,225)
Administrative expenses	4	(52,249)	(52,033)
Product development expenses	4	(38,823)	(36,666)
Net impairment losses on financial assets	11(b)	(4,034)	(20,249)
Other income	5	9,318	12,193
Other losses	6	<u>(184)</u>	<u>(2,154)</u>
<b>Operating profit</b>		<u><b>14,527</b></u>	<u>45,173</u>
Finance income		<b>1,902</b>	4,072
Finance cost		<u>(385)</u>	<u>(234)</u>
Finance income — net	7	<u><b>1,517</b></u>	<u>3,838</u>
<b>Profit before income tax</b>		<b>16,044</b>	49,011
Income tax expense	8	<u>(11,121)</u>	<u>(5,276)</u>
<b>Profit for the year</b>		<u><b>4,923</b></u>	<u>43,735</u>
<b>Attributable to:</b>			
— Equity holders of the Company		<b>4,923</b>	43,735
— Non-controlling interests		<u>—</u>	<u>—</u>
		<u><b>4,923</b></u>	<u>43,735</u>
<b>Profit attributable to equity holders of the Company arises from continuing operations</b>		<u><b>4,923</b></u>	<u>43,735</u>
<b>Earnings per share for profit attributable to equity holders of the Company for the year</b>			
— Basic and diluted (RMB)	9	<u><b>0.43 cents</b></u>	<u>3.86 cents</u>

## CONSOLIDATED STATEMENT OF COMPREHENSIVE INCOME

	Year ended 31 December	
	2025	2024
	<i>RMB'000</i>	<i>RMB'000</i>
<b>Profit for the year</b>	<b>4,923</b>	43,735
<b>Other comprehensive income</b>	<u>—</u>	<u>—</u>
<b>Total comprehensive income for the year</b>	<b><u>4,923</u></b>	<b><u>43,735</u></b>
<b>Attributable to:</b>		
— Equity holders of the Company	<b>4,923</b>	43,735
— Non-controlling interests	<u>—</u>	<u>—</u>
	<b><u>4,923</u></b>	<b><u>43,735</u></b>
<b>Profit attributable to equity holders of the Company arises from continuing operations</b>	<b><u>4,923</u></b>	<b><u>43,735</u></b>

## CONSOLIDATED BALANCE SHEET

		As at 31 December	
		2025	2024
	Note	RMB'000	RMB'000
<b>ASSETS</b>			
<b>Non-current assets</b>			
Right-of-use assets		9,816	9,875
Property and equipment		150,892	160,553
Investment properties		50,692	52,552
Intangible assets		8,540	9,004
Deferred income tax assets		19,278	30,398
Investment in financial assets	12	25,403	25,594
		<u>264,621</u>	<u>287,976</u>
<b>Current assets</b>			
Trade and note receivables, other receivables and prepayments	11	430,239	430,833
Cash and cash equivalents		202,735	263,488
		<u>632,974</u>	<u>694,321</u>
<b>Total assets</b>		<u><u>897,595</u></u>	<u><u>982,297</u></u>
<b>EQUITY</b>			
Ordinary shares		10,504	10,504
Reserves		640,211	685,328
<b>Equity attributable to equity holders of the Company</b>		<u>650,715</u>	<u>695,832</u>
<b>Non-controlling interests</b>		<u>—</u>	<u>—</u>
<b>Total equity</b>		<u><u>650,715</u></u>	<u><u>695,832</u></u>

		<b>As at 31 December</b>	
		<b>2025</b>	<b>2024</b>
	<i>Note</i>	<b><i>RMB'000</i></b>	<b><i>RMB'000</i></b>
<b>LIABILITIES</b>			
<b>Non-current liabilities</b>			
Lease liabilities		<u>175</u>	<u>52</u>
<b>Current liabilities</b>			
Accruals and other payables	13	214,588	250,258
Contract liabilities		7,213	9,001
Current income tax liabilities		24,500	26,791
Lease liabilities		<u>404</u>	<u>363</u>
		<u>246,705</u>	<u>286,413</u>
<b>Total liabilities</b>		<u>246,880</u>	<u>286,465</u>
<b>Total equity and liabilities</b>		<u><u>897,595</u></u>	<u><u>982,297</u></u>

## CONSOLIDATED STATEMENT OF CHANGES IN EQUITY

	Note	Attributable to equity holders of the Company			Non- controlling	Total equity
		Ordinary shares RMB'000	Reserves RMB'000	Subtotal RMB'000	interests RMB'000	RMB'000
<b>Balance as at 1 January 2024</b>		<u>10,504</u>	<u>687,252</u>	<u>697,756</u>	<u>5,023</u>	<u>702,779</u>
<b>Comprehensive income</b>						
Profit for the year		<u>—</u>	<u>43,735</u>	<u>43,735</u>	<u>—</u>	<u>43,735</u>
<b>Total comprehensive income</b>		<u>—</u>	<u>43,735</u>	<u>43,735</u>	<u>—</u>	<u>43,735</u>
<b>Transactions with shareholders</b>						
Cash dividends relating to 2023	10	<u>—</u>	<u>(45,414)</u>	<u>(45,414)</u>	<u>—</u>	<u>(45,414)</u>
Share Award Scheme						
— value of employee services		<u>—</u>	<u>1,182</u>	<u>1,182</u>	<u>—</u>	<u>1,182</u>
— purchase of shares held for share award scheme		<u>—</u>	<u>(1,462)</u>	<u>(1,462)</u>	<u>—</u>	<u>(1,462)</u>
Dividends paid to non-controlling interest in a subsidiary		<u>—</u>	<u>—</u>	<u>—</u>	<u>(2,046)</u>	<u>(2,046)</u>
Disposal of a subsidiary		<u>—</u>	<u>35</u>	<u>35</u>	<u>(2,977)</u>	<u>(2,942)</u>
<b>Balance as at 31 December 2024</b>		<u>10,504</u>	<u>685,328</u>	<u>695,832</u>	<u>—</u>	<u>695,832</u>
<b>Comprehensive income</b>						
Profit for the year		<u>—</u>	<u>4,923</u>	<u>4,923</u>	<u>—</u>	<u>4,923</u>
<b>Total comprehensive income</b>		<u>—</u>	<u>4,923</u>	<u>4,923</u>	<u>—</u>	<u>4,923</u>
<b>Transactions with shareholders</b>						
Cash dividends relating to 2024	10	<u>—</u>	<u>(51,095)</u>	<u>(51,095)</u>	<u>—</u>	<u>(51,095)</u>
Share Award Scheme						
— value of employee services		<u>—</u>	<u>1,358</u>	<u>1,358</u>	<u>—</u>	<u>1,358</u>
— purchase of shares held for share award scheme		<u>—</u>	<u>(303)</u>	<u>(303)</u>	<u>—</u>	<u>(303)</u>
<b>Balance as at 31 December 2025</b>		<u>10,504</u>	<u>640,211</u>	<u>650,715</u>	<u>—</u>	<u>650,715</u>

## CONSOLIDATED STATEMENT OF CASH FLOWS

	<b>Year ended 31 December</b>	
<i>Note</i>	<b>2025</b>	<b>2024</b>
	<b>RMB'000</b>	<b>RMB'000</b>
<b>Cash flows from operating activities</b>		
Cash (used in)/generated from operations	(5,117)	23,127
Income tax paid	(2,293)	(2,630)
	<u>(7,410)</u>	<u>(2,630)</u>
Net cash (used in)/generated from operating activities	<u>(7,410)</u>	<u>20,497</u>
<b>Cash flows from investing activities</b>		
Purchase of property and equipment	(3,298)	(1,873)
Disposals of property and equipment	483	716
Purchase of intangible assets	(10)	(1,404)
Net cash inflow from disposal of a subsidiary, net of cash disposed of	—	1,371
Receipt from redemption of investment	—	18,265
Interest received	1,785	3,928
	<u>1,785</u>	<u>3,928</u>
Net cash (used in)/generated from investing activities	<u>(1,040)</u>	<u>21,003</u>
<b>Cash flows from financing activities</b>		
Cash dividends paid	10 (51,095)	(45,414)
Lease payments	(518)	(684)
Purchase of shares held for share award scheme	(303)	(1,462)
Dividends paid to non-controlling interest in a subsidiary	—	(2,046)
	<u>(51,916)</u>	<u>(49,606)</u>
Net cash used in financing activities	<u>(51,916)</u>	<u>(49,606)</u>
<b>Net decrease in cash and cash equivalents</b>		
Cash and cash equivalents at beginning of year	263,488	271,819
Exchange losses on cash and cash equivalents	(387)	(225)
	<u>(387)</u>	<u>(225)</u>
<b>Cash and cash equivalents at end of year</b>	<u><u>202,735</u></u>	<u><u>263,488</u></u>

## NOTES TO THE CONSOLIDATED FINANCIAL STATEMENTS

### 1. GENERAL INFORMATION

Pacific Online Limited (the “Company”) was incorporated on 27 August 2007 as an exempted company with limited liability under the Company Law, Cap.22, (Law 3 of 1961, as combined and revised) of the Cayman Islands. The address of its registered office is Vistra (Cayman) Limited, P.O.Box 31119, Grand Pavilion, Hibiscus Way, 802 West Bay Road, Grand Cayman, KY1-1205, Cayman Islands.

The Company and its subsidiaries (together, the “Group”) are principally engaged in the provision of internet advertising services in the People’s Republic of China (the “PRC”).

The Company has its shares listed on The Stock Exchange of Hong Kong Limited since 18 December 2007.

These consolidated financial statements are presented in Renminbi (“RMB”), unless otherwise stated.

These consolidated financial statements have been approved for issue by the board of directors (the “Board”) of the Company on 30 March 2026.

### 2. BASIS OF PREPARATION

#### (i) Compliance with HKFRS Accounting Standards (“HKFRSs”) and Hong Kong Companies Ordinance (Cap. 622)

The consolidated financial statements of the Group have been prepared in accordance with HKFRSs and the disclosure requirements of the Hong Kong Companies Ordinance (Cap. 622).

#### (ii) Historical cost convention

The consolidated financial statements have been prepared on a historical cost basis, except for Investment in financial assets, which is measured at fair value.

**(iii) New and amended standards adopted by the Group**

The Group has applied the following amendments or annual improvements for the first time for their annual reporting period commencing 1 January 2025:

- Lack of Exchangeability — Amendments to HKAS 21.

The amendments listed above did not have any impact on the amounts recognised in prior periods and are not expected to significantly affect the current or future periods.

**(iv) New standards, amendments to standards and interpretations not yet adopted**

Certain new accounting standards, amendments to accounting standards and interpretations have been published that are not mandatory for 31 December 2025 reporting periods and have not been early adopted by the Group.

		<b>Effective for annual periods beginning on or after</b>
Amendments to HKFRS 9 and HKFRS 7	Amendments to the Classification and Measurement of Financial Instruments	1 January 2026
Amendments to HKFRS 9 and HKFRS 7	Contracts Referencing Nature-dependent Electricity	1 January 2026
Annual Improvements to HKFRS Accounting Standards — Volume 11	Amendments to HKFRS 1, HKFRS 7, HKFRS 9, HKFRS 10 and HKAS 7	1 January 2026
HKFRS 18	Presentation and Disclosure in Financial Statements	1 January 2027
HKFRS 19 and amendment	Subsidiaries without Public Accountability: Disclosures	1 January 2027
Amendments to HKAS 21	Translation to a Hyperinflationary Presentation Currency	1 January 2027
Amendments to Hong Kong Interpretation 5	Presentation of Financial Statements — Classification by the Borrower of a Term Loan that Contains a Repayment on Demand Clause	1 January 2027
Amendments to HKFRS 10 and HKAS 28	Sale or contribution of assets between an investor and its associate or joint venture	To be determined

The Group has already commenced an assessment of the impact of these new and amended standards and has concluded on a preliminary basis that adoption of these new and amended standards is not expected to have significant impacts on the financial performance and positions of the Group when they become effective, except for HKFRS 18, which will mainly impact the presentation of the consolidated income statements.

HKFRS 18 will replace HKAS 1 Presentation of Financial Statements, introducing new requirements that will help to achieve comparability of the financial performance of similar entities and provide more relevant information and transparency to users. Even though HKFRS 18 will not impact the recognition or measurement of items in the financial statements, its impacts on presentation and disclosure are expected to be pervasive, in particular those related to the statement of financial performance and providing management-defined performance measures within the financial statements.

Management is currently assessing the detailed implications of applying the new standard on the Group's consolidated financial statements. From the high-level preliminary assessment performed, the following potential impacts have been identified:

Although the adoption of HKFRS 18 will have no impact on the Group's net loss, the Group expects that grouping items of income and expenses in the consolidated income statement into the new categories will impact how operating profit is calculated and reported.

The line items presented on the primary financial statements might change as a result of the application of the concept of "useful structured summary" and the enhanced principles on aggregation and disaggregation.

### **3. SEGMENT INFORMATION**

The chief operating decision-makers have been identified as the executive directors who make strategic decisions.

The Group is principally engaged in the provision of advertising services for different commodities. The chief operating decision-makers review the Group's internal reports in order to assess performance and allocate resources. Management has determined the operating segments based on these internal reports.

The chief operating decision-makers consider the advertising business from the perspective of the different internet portals which it operates. As all revenues of the Group are generated from customers in the PRC, they are not further evaluated on a geographic basis.

The chief operating decision-makers assess the performance of the operating segments based on revenues generated. The reportable operating segments are grouped into PCauto, PConline and others. The Company currently does not allocate cost of revenue, operating costs or assets to its segments, as its chief operating decision-makers do not use this information to allocate resources to or evaluate the performance of the operating segments. Therefore, the Company does not report a measure of profit or total assets for each reportable segment.

Revenues of other segments relate to those generated from other portals, including baby and home products and other services.

There were no inter-segment sales for the year ended 31 December 2025 (2024: same). The revenue from external parties reported to the chief operating decision-makers is measured in a manner consistent with that in the consolidated income statement.

	<b>PCauto</b> <i>RMB'000</i>	<b>PConline</b> <i>RMB'000</i>	<b>Others</b> <i>RMB'000</i>	<b>Total</b> <i>RMB'000</i>
<b>For the year ended 31 December 2025</b>				
Timing of revenue recognition				
— Over time	432,575	61,954	11,478	506,007
— At a point in time	<u>121,299</u>	<u>19,661</u>	<u>—</u>	<u>140,960</u>
Revenue	<u><u>553,874</u></u>	<u><u>81,615</u></u>	<u><u>11,478</u></u>	<u><u>646,967</u></u>
<b>For the year ended 31 December 2024</b>				
Timing of revenue recognition				
— Over time	446,457	63,382	18,531	528,370
— At a point in time	<u>106,669</u>	<u>—</u>	<u>—</u>	<u>106,669</u>
Revenue	<u><u>553,126</u></u>	<u><u>63,382</u></u>	<u><u>18,531</u></u>	<u><u>635,039</u></u>

The following table shows how much of the revenue recognised in the current reporting period relates to carried-forward contract liabilities.

	<b>Year ended 31 December</b>	
	<b>2025</b>	<b>2024</b>
	<b><i>RMB'000</i></b>	<b><i>RMB'000</i></b>
Revenue recognised that was included in the balance of contract liabilities at the beginning of the year	<u><u>9,001</u></u>	<u><u>12,110</u></u>

Though the Company is domiciled in the Cayman Islands, for the year ended 31 December 2025, all revenues of the Group were derived from external customers and they were all generated from the PRC (2024: same).

As at 31 December 2025, other than club membership included in the intangible assets and investment in financial assets, majority of other non-current assets of the Group were located in the Chinese Mainland (31 December 2024: same).

For the year ended 31 December 2025, revenues of approximately RMB138,215,000(2024: RMB173,681,000) are derived from a single external customer accounting for ten percent or more of the Group's revenues.

The Group does not disclose information about remaining unsatisfied performance obligations as permitted under the practical expedient in accordance with HKFRS 15 as their original expected duration is less than one year.

#### 4. EXPENSES BY NATURE

Expenses included in cost of revenue, selling and marketing costs, administrative expenses and product development expenses are analysed as follows:

	Year ended 31 December	
	2025	2024
	<i>RMB'000</i>	<i>RMB'000</i>
Employee benefit expenses	189,920	189,134
Outsourcing production cost	307,672	221,650
Service commission to advertising agencies	22,397	50,358
Advertising expenses	39,600	42,354
Technology service fees	9,592	10,520
Depreciation and amortisation expenses		
— Depreciation of property and equipment	7,161	8,050
— Depreciation of investment properties	1,860	1,860
— Depreciation of right-of-use assets	751	943
— Amortisation of intangible assets	474	521
Travelling and entertainment expenses	11,364	10,194
Bandwidth and server custody fees	16,219	16,703
Other taxes and surcharge	9,191	11,345
Impairment losses on property, plant and equipment	5,333	—
Conference and office expenses	4,201	4,078
Auditors' remuneration		
— Audit services	3,007	3,108
— Non-audit services	156	158
Expenses related to short term leases	671	696
Professional fees	2,467	2,333
Other expenses	5,504	5,651
	<u>637,540</u>	<u>579,656</u>
Total cost of revenue, selling and marketing costs, administrative expenses and product development expenses		

Product development expenses are mainly included in employee benefit expenses and depreciation of property and equipment and amortisation of intangible assets. No product development expenses were capitalised for the year ended 31 December 2025 (2024: same).

#### 5. OTHER INCOME

	Year ended 31 December	
	2025	2024
	<i>RMB'000</i>	<i>RMB'000</i>
Rental income	6,040	6,086
Dividend income on investment in financial assets	2,508	93
Government grants	770	2,418
Additional deduction of input value-added tax	—	3,596
	<u>9,318</u>	<u>12,193</u>

## 6. OTHER LOSSES

	Year ended 31 December	
	2025	2024
	<i>RMB'000</i>	<i>RMB'000</i>
Fair value loss on investment in financial assets	(191)	(4,141)
Gain on disposal of right-of-use asset	7	—
Gain on disposal of subsidiary	—	1,987
	<u>(184)</u>	<u>(2,154)</u>

## 7. FINANCE INCOME — NET

	Year ended 31 December	
	2025	2024
	<i>RMB'000</i>	<i>RMB'000</i>
Finance income		
— Interest income from bank deposits	<u>1,902</u>	<u>4,072</u>
	<u>1,902</u>	<u>4,072</u>
Finance cost		
— Interest expense on lease liabilities	(5)	(9)
— Net foreign exchange losses	<u>(380)</u>	<u>(225)</u>
	<u>(385)</u>	<u>(234)</u>
Finance income — net	<u>1,517</u>	<u>3,838</u>

## 8. INCOME TAX EXPENSE

	Year ended 31 December	
	2025	2024
	<i>RMB'000</i>	<i>RMB'000</i>
PRC current tax	1	1,846
Deferred taxation	<u>11,120</u>	<u>3,430</u>
	<u>11,121</u>	<u>5,276</u>

The Company, which is a Cayman Islands corporation, is not subject to any profits tax. The subsidiaries of the Group incorporated in Hong Kong were not subject to Hong Kong profits tax as they had no assessable income arising in or derived from Hong Kong during the year ended 31 December 2025 (2024: same).

Current taxation primarily represented the provision for PRC Corporate Income Tax (“CIT”) for subsidiaries operating in the PRC. These subsidiaries are subject to CIT on their taxable income as reported in their respective statutory financial statements adjusted in accordance with the relevant tax laws and regulations in the PRC.

Pursuant to the PRC Corporate Income Tax Law (“CIT Law”), the CIT rate for domestic enterprises and foreign invested enterprises is 25%. In addition, the CIT Law provides for, among others, a preferential tax rate of 15% for enterprises qualified as High and New Technology Enterprises (“HNTE”). GZP Computer, a PRC operating subsidiary of the Company, was successfully renewed as HNTE in 2023 and the applicable income tax rate is 15% for the three years from 2023 to 2025 (2024: 15%). Guangzhou Yurui Information Technology Co., Ltd. (廣州裕睿信息科技有限公司, “GZ Yurui”), a PRC operating subsidiary of the Company, was successfully renewed as HNTE in 2025 and the applicable income tax rate is 15% for the three years from 2025 to 2027. All the other PRC entities of the Group are subject to CIT at a rate of 25% in accordance with CIT Law.

Assuming that there is no change to the relevant laws and regulations, the directors consider three subsidiaries, including GZP Computer and GZ Yurui, will be granted the preferential tax treatment through an application of renewal. Accordingly, tax rate of 15% has been applied when considering the deferred income tax of GZP Computer and GZ Yurui.

According to CIT Law, a withholding income tax of 10% will be levied on the immediate holding companies outside the PRC when their PRC subsidiaries declare dividends out of profits earned after 1 January 2008. A lower 5% withholding income tax rate may be applied when the immediate holding companies of the PRC subsidiaries are established in Hong Kong and fulfil requirements under the tax treaty agreements between the relevant authorities of the PRC and Hong Kong. Hence, the Group used 5% as its withholding tax rate for certain Hong Kong intermediate holding companies which are expected to fulfill the aforesaid conditions.

The tax on the Group’s profit before income tax differed from the theoretical amount that would arise using the statutory tax rate applicable to profit/(loss) of all the consolidated PRC entities as follows:

	<b>Year ended 31 December</b>	
	<b>2025</b>	2024
	<b>RMB’000</b>	RMB’000
Profit before income tax expense	<u>16,044</u>	<u>49,011</u>
Tax calculated at the statutory tax rate of 25% (2024: 25%)	4,011	12,253
Tax effects of		
— Tax concessions available to certain PRC subsidiaries (a)	4,212	(3,518)
— Loss not subject to tax	903	1,769
— Expenses not deductible for tax purposes	399	268
— Utilisation of previously unrecognised tax losses	(4,009)	(2,422)
— Unrecognised tax losses	10,579	84
— Under provision of prior year	1	23
— Additional deduction on product development expenses	(4,975)	(4,900)
Withholding tax on the earnings to be remitted by PRC subsidiaries	<u>—</u>	<u>1,719</u>
Income tax expense	<u><b>11,121</b></u>	<u><b>5,276</b></u>

(a) It represented the preferential tax treatments relating to HNTE enjoyed by certain PRC subsidiaries of the Group.

## 9. EARNINGS PER SHARE

### (a) Basic earnings per share

Basic earnings per share is calculated by dividing the profit attributable to equity holders of the Company by the weighted average number of ordinary shares in issue during the year (excluding the ordinary shares purchased by the Group and held for the Share Award Scheme (Note 25(a))).

	Year ended 31 December	
	2025	2024
Earnings attributable to equity holders of the Company (RMB'000)	<u>4,923</u>	<u>43,735</u>
Weighted average number of ordinary shares for basic earnings per share (thousand shares)	<u>1,134,545</u>	<u>1,133,741</u>
Basic earnings per share (RMB)	<u><u>0.43 cents</u></u>	<u><u>3.86 cents</u></u>

### (b) Diluted earnings per share

Diluted earnings per share equals to basic earnings per share as there were no potential diluted shares outstanding for the year ended 31 December 2025 (2024: same).

## 10. DIVIDENDS

A final dividend in respect of the year ended 31 December 2024 of RMB4.5 cents per ordinary share (2023: RMB4.00 cents per ordinary share) was approved by the shareholders at the annual general meeting on 6 May 2025. Such final dividend for 2024 totalling RMB51,095,000 was paid in 2025 (2023: RMB45,414,000 was paid in 2024), which has already excluded the dividend related to the ordinary shares held for the share award scheme of RMB7,000 (2023: RMB10,000).

The directors recommended the payment of a final dividend of RMB3.5 cents per ordinary share in cash for the year ended 31 December 2025, totalling RMB39,746,000 based on the ordinary shares in issue as of 31 December 2025. Such final dividend is to be approved by the shareholders at the annual general meeting of the Company to be held on 5 May 2026. These consolidated financial statements do not reflect this dividend payable.

## 11. TRADE AND NOTE RECEIVABLES, OTHER RECEIVABLES AND PREPAYMENTS

	As at 31 December	
	2025	2024
	RMB'000	RMB'000
Trade receivables, net of impairment provision (a)	397,923	341,959
Other receivables, net of impairment provision (b)	11,117	7,742
Prepaid value-added tax	5,707	5,890
Prepayments to suppliers	1,251	1,331
Notes receivable, net of impairment provision	14,241	73,911
	<u>430,239</u>	<u>430,833</u>

As at 31 December 2025, trade and note receivables, other receivables and prepayments were all denominated in RMB (31 December 2024: same).

### (a) Trade receivables, net of impairment provision

Credit terms granted by the Group are generally within a period of three months to one year. The ageing analysis of the trade receivables (net of impairment provision of RMB86,197,000 (31 December 2024: RMB109,778,000)) based on recognition date is as follows:

	As at 31 December	
	2025	2024
	RMB'000	RMB'000
Current to 6 months	334,323	288,597
6 months to 1 year	55,673	47,534
1 year to 2 years	7,801	5,785
Above 2 years	126	43
	<u>397,923</u>	<u>341,959</u>

### (b) Other receivables, net of impairment provision

	As at 31 December	
	2025	2024
	RMB'000	RMB'000
Advance to employees	7,827	4,244
Rental receivables	268	268
Others	3,022	3,230
	<u>11,117</u>	<u>7,742</u>

The maximum exposure to credit risk at the reporting date is the carrying value of each class of receivables mentioned above. The Group does not hold any collateral as security.

## 12. INVESTMENT IN FINANCIAL ASSETS

As at 31 December 2025 and 2024, the Group held investment in a private fund (the “Fund”) which invested in shares of companies principally engaged in internet-related industries.

The Group neither have control nor significant influence over the Fund. As at 31 December 2025, the Group classified the investment in the Fund as financial assets at fair value through profit or loss (31 December 2024: same).

Management assessed the fair value of the Group’s investment in financial assets as at 31 December 2025 based on the net asset value of the Fund provided by the Fund’s administrator and calculated the portion attributable to the Group.

The net asset value of the Fund provided by the Fund’s administrator is based on the fair value of underlying investments held by the Fund, which are mainly referenced to the market information of recent transactions, such as recent fundraising transactions undertaken by the investees.

The Group’s portion of net asset value of the Fund was denominated in USD and attributable to the following:

	<b>As at 31 December</b>	
	<b>2025</b>	<b>2024</b>
	<b><i>RMB’000</i></b>	<b><i>RMB’000</i></b>
Fund Investments	<b>25,403</b>	<b>25,594</b>

During the year ended 31 December 2025 and 2024, movement on investment in financial assets is as follows:

	<b>Year ended 31 December</b>	
	<b>2025</b>	<b>2024</b>
	<b><i>RMB’000</i></b>	<b><i>RMB’000</i></b>
At the beginning of the year	<b>25,594</b>	31,106
Changes in fair value	<b>(191)</b>	(4,141)
Redemption	<b>—</b>	(1,371)
At the end of the year	<b>25,403</b>	<b>25,594</b>

### 13. ACCRUALS AND OTHER PAYABLES

	As at 31 December	
	2025	2024
	<i>RMB'000</i>	<i>RMB'000</i>
Accrued expenses (a)	<b>149,829</b>	181,534
Salaries payable	<b>41,117</b>	43,744
Other tax payable	<b>17,636</b>	17,492
Other payables	<b>6,006</b>	7,488
	<b><u>214,588</u></b>	<u>250,258</u>

- (a) Accrued expenses of the Group mainly represented accruals of service commission fees payable to advertising agencies, outsourcing production costs and advertising expenses.

As at 31 December 2025, the fair value of accruals and other payables approximated their carrying amounts (31 December 2024: same).

## MANAGEMENT DISCUSSION AND ANALYSIS

### Business Review

For 2025, the Company's revenue was RMB647.0 million, an increase of 1.9%, and the profit attributable to equity holders was RMB4.9 million. During the reporting period, the decrease in profit compared to the previous year was largely attributable to an increase in outsourced production costs and an impairment of property.

PCauto's revenue increased by 0.1% compared to the year before and accounted for 85.6% of the total revenue of the Group. In 2025, the domestic Chinese auto industry was characterized by intensifying competition, rising cost pressures, and slowing growth. As we enter 2026, we expect that domestic demand in the auto industry to remain challenging as we continue to see excessive price competition continues to erode at auto manufacturers profit margin, putting additional cost pressure on their partners. In the past year as a response to a decline in traditional banner advertising formats PCauto has focused on developing our online-to-offline marketing and content-driven advertising. PCauto has focused on developing both short-form content and sponsor driven content to establish our brand as experts in the New Engine Vehicle space. PCauto has also continued to develop its suite of AI-powered industry solutions to further enhance integration of our core content, products and services and expect widen implementation in 2026.

PConline's revenue increased by 28.8% compared to the year before and accounted for 12.6% of the total revenue of the Group. In 2025, the consumer electronics industry was both supported by policy-led initiatives that fueled consumption as well as by a high-end, AI-driven transformation driving innovation. Throughout 2025, PConline has capitalized on this excitement by leaning into our strengths as a leading content creator to attract new younger demographic. In addition to our traditional online content, PConline has continued to invest in developing online-to-offline marketing in universities as well as coordinate large-scale offline events to build our brand presence and provide alternative advertising opportunities for brands. Entering 2026, we are confident that we can continue to build on our success of the past year as we are anticipating growth in AI-driven gadgets and cutting edge technology such as robotics, smart glasses and smart home appliances to drive momentum and growth in the consumer electronics industry.

Looking ahead, we are encouraged by the positive results of the past year but acknowledge the significant challenges that lie ahead of us in 2026. As we invest in expanding our marketing capabilities and offerings to appeal to broader audiences, we are mindful of the impact this has had on our outsourced production costs. However, we believe this is a necessary investment in our growth to maintain our competitiveness and continue to focus on efficiently managing our investment costs. While we

understand the uncertainty of the coming year, we are hopefully optimistic entering 2026 regarding our prospects as we witness significant technological advancements driving consumer excitement and expectations for the near future.

## **Revenue**

Revenue increased 1.9% from RMB635.0 million for the year ended 31 December 2024 to RMB647.0 million for the year ended 31 December 2025.

Revenue for PCauto, the Group's automobile portal, increased 0.1% from RMB553.1 million for the year ended 31 December 2024 to RMB553.9 million during the year ended 31 December 2025. The revenue for PCauto remained stable was due to the solid advertising spending from automobile manufacturers during the year. As a percentage of revenue, PCauto accounted for 87.1% during the year ended 31 December 2024 and 85.6% during the year ended 31 December 2025.

Revenue for PConline, the Group's IT and consumer electronics portal, increased 28.8% from RMB63.4 million during the year ended 31 December 2024 to RMB81.6 million during the year ended 31 December 2025. The increase was due to rise in demand from consumer electronics manufacturers. As a percentage of revenue, PConline accounted for 10.0% during the year ended 31 December 2024 and 12.6% during the year ended 31 December 2025.

Revenue from other operations decreased by 38.1% from RMB18.5 million during the year ended 31 December 2024 to RMB11.5 million during the year ended 31 December 2025. The decrease was mainly due to the decline in general consumption of home decoration market. As a percentage of revenue, revenue from other operations accounted for 2.9% during the year ended 31 December 2024 and 1.8% during the year ended 31 December 2025.

## **Cost of Revenue**

Cost of revenue increased 17.9% from RMB367.7 million during the year ended 31 December 2024 to RMB433.7 million during the year ended 31 December 2025. The increase mainly due to the impairment losses on property, plant & equipment and the increase in outsourcing production cost which was the majority item of the total cost of revenue. Gross profit margin was 42.1% during the year ended 31 December 2024 and 33.0% during the year ended 31 December 2025.

## **Selling and Marketing Costs**

Selling and marketing costs decreased 8.5% from RMB123.2 million during the year ended 31 December 2024 to RMB112.8 million during the year ended 31 December 2025. The decrease in selling and marketing expenses was mainly due to the decrease in advertising expenses and staff costs.

### **Administrative Expenses**

Administrative expenses decreased by 0.4% from RMB52.0 million during the year ended 31 December 2024 to RMB52.2 million during the year ended 31 December 2025, mainly due to decrease in general office expenses during the year ended 31 December 2025.

### **Product Development Expenses**

Product development expenses increased by 5.9% from RMB36.7 million during the year ended 31 December 2024 to RMB38.8 million during the year ended 31 December 2025. The increase was primarily due to increase in staff costs and general expenses in the Group's research and development team.

### **Net Impairment Losses on Financial Assets**

Net impairment losses on financial assets was RMB4.0 million during the year ended 31 December 2025 and RMB20.2 million during the year ended 31 December 2024. The decrease in net impairment losses was mainly due to portion of long aging trade receivables maintained relatively stable during the year, while increased in the year ended 31 December 2024.

### **Other Income**

Other income was RMB9.3 million during the year ended 31 December 2025 and RMB12.2 million during the year ended 31 December 2024. The decrease was due to less government grants and no additional deduction of input value added tax during the period.

### **Other Losses**

Other losses was RMB0.2 million during the year ended 31 December 2025 and it mainly resulted from the fair value losses of a passive fund investment during the year, whereas other losses was RMB2.2 million during the year ended 31 December 2024.

### **Finance Income and Cost**

Net finance income decreased 60.5% from RMB3.8 million during the year ended 31 December 2024 to RMB1.5 million during the year ended 31 December 2025. The decrease was mainly due to less bank interest income during the year ended 31 December 2025.

## **Income Tax Expense**

Income tax expenses was RMB11.1 million during the year ended 31 December 2025 and RMB5.3 million during the year ended 31 December 2024. The increase was mainly due to the additional tax loss not being recognized as deferred tax assets.

## **Profit Attributable to Equity Holders**

Profit attributable to equity holders was RMB4.9 million during the year ended 31 December 2025 and was RMB43.7 million during the year ended 31 December 2024.

## **Liquidity and Financial Resources**

As of 31 December 2025, the Group had short-term deposits and cash totaling RMB202.7 million, compared with RMB263.5 million as of 31 December 2024. In 2025, net cash used in operating activities was RMB7.4 million, net cash used in investing activities was RMB1.0 million, net cash used in financing activities was RMB51.9 million, with a net decrease in cash and cash equivalents of RMB60.4 million for year 2025. In 2024, net cash generated from operating activities was RMB20.5 million, net cash generated from investing activities was RMB21.0 million, net cash used in financing activities was RMB49.6 million, with a net decrease in cash and cash equivalents of RMB8.1 million for year 2024. The Company had no external debt as of 31 December 2024 and 31 December 2025.

## **Bank Borrowings**

As of both 31 December 2025 and 31 December 2024, the Group did not have any bank borrowings and therefore, its gearing ratio, representing the ratio of total bank borrowings to shareholders' equity, was nil for both years.

## **Material Acquisitions and Disposals**

During the year ended 31 December 2025, the Group had no material acquisitions and disposals of subsidiaries and associates.

## **Charges on Assets**

As at 31 December 2025, the Group had no bank deposits or other assets pledged to secure its banking facilities.

## **Foreign Exchange Risk**

The Group's operating activities were principally carried out in China with most of its transactions denominated and settled in Renminbi, and therefore the overall foreign currency risk was not considered to be significant.

## **Employee and Remuneration Policies**

As at 31 December 2025, the Group had 705 employees (2024: 733). The Group determines its staff's remuneration based on factors such as qualifications and years of experience.

## **OTHER INFORMATION**

### **Proposed Final Dividend**

The Board has recommended the payment of a final cash dividend of RMB3.5 cents per ordinary share for the year ended 31 December 2025 (the "Proposed Final Dividend"), which compares with RMB4.5 cents for 2024. The final dividend is subject to the shareholders' approval at the Company's forthcoming annual general meeting to be held on Tuesday, 5 May 2026 (the "2026 AGM"). The Proposed Final Dividend will be paid in cash on Monday, 8 June 2026 to shareholders whose names appear on the register of members of the Company at the close of business on Friday, 15 May 2026.

### **Closure of Register of Members**

For determining the entitlement to attend and vote at the 2026 AGM, the register of members of the Company will be closed from Wednesday, 29 April 2026 to Tuesday, 5 May 2026, both days inclusive, during which period no transfer of shares of the Company will be registered. The record date will be Tuesday, 5 May 2026. In order to be eligible to attend and vote at the 2026 AGM, unregistered holders of shares of the Company should ensure that all share transfer documents accompanied by the relevant share certificates must be lodged with the Company's branch share registrar in Hong Kong, Tricor Investor Services Limited, at 17/F, Far East Finance Centre, 16 Harcourt Road, Hong Kong, for registration not later than 4:30 p.m. on Tuesday, 28 April 2026.

For determining the entitlement to the Proposed Final Dividend, the register of members of the Company will also be closed from Tuesday, 12 May 2026 to Friday, 15 May 2026, both days inclusive, during which period no transfer of shares of the Company will be registered. The record date will be Friday, 15 May 2026. In order to be eligible to receive the Proposed Final Dividend, unregistered holders of shares of the Company should ensure that all share transfer documents accompanied by the relevant share certificates must be lodged with the Company's branch share registrar in Hong Kong, Tricor Investor Services Limited, at the above address, for registration not later than 4:30 p.m. on Monday, 11 May 2026.

## **Purchase, Sale or Redemption of the Company's Listed Securities**

Neither the Company nor any of its subsidiaries purchased, sold or redeemed any of the Company's listed securities (including sale of treasury shares) during the year ended 31 December 2025.

As of 31 December 2025, there were no treasury shares held by the Company.

## **Audit Committee**

The Audit Committee of the Company, which comprises all the independent non-executive directors of the Company, namely Mr. Tsui Yiu Wa, Alec (Chairman of the Audit Committee), Mr. Thaddeus Thomas Beczak, Mr. Lam Wai Hon, Ambrose and Ms. Lee Kit Ying, has reviewed the accounting principles and practices adopted by the Group and discussed auditing, risk management and internal control and financial reporting matters, including the review of the annual financial results of the Group for the year ended 31 December 2025.

## **Scope of work of PricewaterhouseCoopers**

The figures in respect of the announcement of the Group's results for the year ended 31 December 2025 have been agreed by the Group's auditor, PricewaterhouseCoopers, to the amounts set out in the Group's audited consolidated financial statements for the year. The work performed by PricewaterhouseCoopers in this respect did not constitute an assurance engagement in accordance with Hong Kong Standards on Auditing, Hong Kong Standards on Review Engagements or Hong Kong Standards on Assurance Engagements issued by the Hong Kong Institute of Certified Public Accountants and consequently no assurance has been expressed by PricewaterhouseCoopers on this announcement.

## **Corporate Governance**

The Board is of the view that the Company has met the code provisions set out in the Corporate Governance Code as contained in Appendix C1 to the Rules Governing the Listing of Securities on the Stock Exchange during the year ended 31 December 2025, except that there is no separation of the role of chairman and chief executive as stipulated in the code provision C.2.1. Dr. Lam Wai Yan currently assumes the role of both the Chairman and the Chief Executive Officer of the Company. As Dr. Lam is a co-founder of the Group and has extensive experiences in the internet industry, the Board believes that this structure provides the Group with strong and consistent leadership and allows for more effective and efficient business planning and decisions as well as execution of long-term business strategies. As such, it is beneficial to the business prospects of the Group.

## **Appreciation**

I would like to take this opportunity to express my sincerest gratitude on behalf of the Board to all of my employees and shareholders for their continuous effort and support.

On behalf of the Board  
**Pacific Online Limited**  
**Lam Wai Yan**  
*Chairman*

Hong Kong, 30 March 2026

*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 4 independent non-executive directors, namely, Mr. Tsui Yiu Wa, Alec, Mr. Thaddeus Thomas Beczak, Mr. Lam Wai Hon, Ambrose and Ms. Lee Kit Ying.*