



BlueCity to Report First Quarter 2021 Unaudited Financial Results on Thursday, June 10, 2021

May 27, 2021

BEIJING, May 27, 2021 /PRNewswire/ -- BlueCity Holdings Limited ("BlueCity" or the "Company") (NASDAQ: BLCT), a world's leading online LGBTQ platform, today announced that it will report its first quarter 2021 unaudited financial results on Thursday, June 10, 2021, before the U.S. market opens.

BlueCity's management team will host an earnings conference call at 8:00 AM on Thursday, June 10, 2021, U.S. Eastern Time (8:00 PM on June 10, 2021, Beijing/Hong Kong Time).

Please register in advance of the conference using the link provided below. Conference access information will be provided upon registration.

Participant Online Registration: <http://apac.directeventreg.com/registration/event/1558787>

A replay of the conference call may be accessed by phone at the following numbers until June 18, 2021. To access the replay, please reference the conference ID **1558787**.

	Phone Number
International	+61 2 8199-0299
United States	+1 (855) 452-5696
Hong Kong	+852 800963117
	+86 4006322162
Mainland China	+86 8008700205

A live and archived webcast of the conference call will be available on the company's investors relations website at <https://ir.blue-city.com/>.

About BlueCity

BlueCity (NASDAQ: BLCT) is a world-leading online LGBTQ platform providing a full suite of services that fosters connections and enhances the wellbeing of the LGBTQ community through its portfolio of apps. BlueCity's portfolio apps are available in 13 languages with more than 72 million registered users worldwide, and is the largest online LGBTQ community in China, India, Korea, Thailand and Vietnam. BlueCity's mobile app Blued enables users to conveniently and safely connect with each other, express themselves and access professional health-related services. BlueCity's portfolio of apps also includes Finka, a leading gay social networking app for a younger generation in China, and LESDO, a leading lesbian social networking app in China.

For more information, please contact:

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