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華億金控集團有限公司
SINOFORTUNE FINANCIAL HOLDINGS LIMITED

(Incorporated in the Cayman Islands with limited liability)

(Stock code: 08123)

PROFIT WARNING

This announcement is made by Sinofortune Financial Holdings Limited (the “**Company**”, together with its subsidiaries, the “**Group**”) pursuant to Rule 17.10 of the Rules Governing the Listing of Securities on GEM of the Stock Exchange of Hong Kong Limited (the “**GEM Listing Rules**”) and the Inside Information Provisions (as defined in the GEM Listing Rules) under Part XIVA of the Securities and Futures Ordinance (Cap. 571 of the Laws of Hong Kong).

The board of directors of the Company (the “**Board**”) wishes to inform the shareholders and potential investors of the Company that, based on the information currently available to the Board, the Group is expected to record a loss of approximately HK\$7.88 million for the three months ended 31 March 2023 (the “**Reporting Period**”) as compared to the loss of approximately HK\$6.76 million as recorded in the corresponding period in 2022. The Board noticed that although the sales volume of the motor vehicles during the Reporting Period was increased, the profits under this business segment had not improved as it was the Company’s policy to mark down the selling price of the existing stocks to boost up the sales. Even though the pandemic containment measures against COVID-19 has been released at the beginning of 2023, the economy has not yet fully recovered and the downturn in market condition has still affected the purchase desire especially in the vehicle market in the PRC. Furthermore, the rising overhead cost of sales and finance costs which has almost offset the revenue gain leading to the recording of loss in the Group during the Reporting Period.

In view of the PRC government’s recent promotion policy towards the sales of motor vehicle in the PRC market, the Board is still optimistic that the business environment and economy in the PRC will be resumed and recovered in the rest of 2023 and remain optimistic towards the business performance under the segment of sales of motor vehicles in the PRC in the coming year.

As the Company is still in the process of finalizing its consolidated financial statements for the Reporting Period, the information contained in this announcement is only based on the preliminary assessment by the Board, with reference to the management accounts and the information currently available which are subject to finalization and adjustments, and has not been reviewed by the audit committee nor the auditors of the Company. Further details of the Group's financial results and performance for the Group's Reporting Period will be disclosed in the results announcement for the Reporting Period in accordance with the requirements of the GEM Listing Rules, which is expected to be published before the mid of May 2023.

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
Sinofortune Financial Holdings Limited
Wang Jiawei
Chairman

Hong Kong, 28 April 2023

As of the date of this announcement, the executive directors are Mr. Wang Jiawei and Ms. Lai Yuk Mui, the non-executive director is Mr. Liu Runtong and the independent non-executive directors are Professor Zhang Benzhen, Mr. Li Jianxing and Professor Chen Shu Wen.

This announcement, for which the directors of the Company collectively and individually accept full responsibility, includes particulars given in compliance with the GEM Listing Rules of The Stock Exchange of Hong Kong Limited for the purpose of giving information with regard to the Company. The directors, having made all reasonable enquiries, confirm that to the best of their knowledge and belief the information contained in this announcement is accurate and complete in all material respects and not misleading or deceptive, and there are no other matters the omission of which would make any statement herein or this announcement misleading.

This announcement will remain on the "Latest Listed Company Information" page of the website of The Stock Exchange of Hong Kong Limited at <http://www.hkexnews.hk> for at least 7 days from the date of its posting and on the Company's website at <http://www.sinofortune.hk>.